



Fact Sheet

HP Partner Program Updates Drive Growth in Printing and Personal Systems

Overview

HP is announcing new mobility sales tools and a certification program to help partners capitalize on customers' growing need for next-generation workforce productivity solutions.

Updates include:

- HP's new Mobility Certification program provides access to resources, events, products and incentives for qualified partners with demonstrated mobility solution and/or vertical selling expertise. HP has also developed a mobility training curriculum with both foundational mobility sales training, as well as vertical-focused training certifications for healthcare, retail and education.
- New mobility Sales Plays focused on key opportunities including healthcare, retail and education are designed to help partners close deals faster and grow their mobility solutions sales.
- In November, HP Inc. will launch a commercial partner program designed to meet the unique needs of transactional, solutions-oriented partners, and system integrators. The new program ensures that HP Inc. continues momentum on transactional business while driving growth in markets such as mobility and managed print services (MPS). The HP Inc. commercial partner program will consist of four tracks:
 - The Transactional track enables partners to drive transaction business for the PC, Print and Supplies portfolio.
 - The Value track enables resellers, solution providers and system integrators to build and develop practices around Managed Print Services and emerging Mobility and IT- as-a-Service offerings.
 - The Alliance track provides select strategic partners with solution planning, marketing and sales benefits to jointly develop key market segments and categories.
 - The OEM track enables partners to sell to and build resale business for HP OEM customers

Availability

- The HP Mobility Certification program will launch in the US and select European countries on May 1.
- HP Printing & Personal Systems Sales Plays are available now for 11 solutions, in English and 9 additional languages.

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