Fact Sheet

The HP Helion Network Ecosystem Continues to Grow and Introduces Cloud Services Marketplace for Partners

Announced last summer, the HP Helion Network is a global, open network of service providers focused on accelerating innovation and delivering open standards-based hybrid cloud services. As "the Open Cloud Network," the HP Helion Network is attracting a powerful ecosystem of ISVs/developers, system integrators, and channel partners. This ecosystem is developing around a shared set of beliefs that embrace open source, multi-vendor solutions, and collaborative innovation.

New HP Helion Partner Marketplace Launching in June

Ease of discovery, sales and delivery of cloud services is critical to expanding the market opportunity, attracting developers, and increasing customer uptake. HP is launching the Helion Partner Marketplace to accelerate all three of these elements and enable resellers to sell, provision, maintain and invoice cloud services from Helion Network service provider partners. The HP Helion Partner Marketplace is designed to provide partners with access to solutions in one of the fastest growing segments of the IT market, enable partners to proactively guide their customers on the journey to hybrid cloud, and accelerate their own transition to a services-centric business model.

Partners that leverage the marketplace can benefit from expanding their customer base by offering unique cloud services designed specifically for their needs. As the marketplace grows, resellers will have access to a broad spectrum of services that range from basic offerings including email, web/ecommerce, backup, and infrastructure, to enterprise offerings such as HP's security, application lifecycle, and data analytics services.

The HP Helion Partner Marketplace will provide easy-to-use interfaces for ordering, provisioning and billing, allowing resellers to manage customer's cloud services through a unique control panel, and providing a single point of contact if support is required. It will also help enable intuitive cross-sell and upselling.

Partners can gain incremental financial benefits from the reseller-only focused marketplace, including resell margins on cloud services sold. And with the addition of these capabilities, HP now offers market-leading incentives for partners across the spectrum of specializations: Cloud Builder, Cloud Reseller, and Cloud Service Providers.

Service providers and ISVs will have the opportunity to make their cloud service offerings accessible, easily discoverable and deployable via the HP Helion Partner Marketplace. The marketplace is designed to give HP channel partners direct access to procure, manage and invoice an expanded portfolio of value-added cloud services from the Helion Network to their customers on a global scale.

"The Helion Partner Marketplace launch is a critical step forward in the evolution of the Helion Network ecosystem. It can create enormous value for customers, service providers, ISVs and resellers by providing an efficient and effective platform to discover, sell, provision, manage and invoice cloud services," said Steve Dietch, vice president, HP Cloud Go-To-Market. "And specifically for our reseller community, it aims to provide easy access to a portfolio of cloud services that address their customers' immediate challenges."

The HP Helion Partner Marketplace is planned for launch in the United States in June, and is slated to come online in other regions late in 2015.

HP Helion Network Grows Membership Worldwide
Since unveiling the HP Helion Network ecosystem in June with HKT, Intel and Synapsis as participants, membership has more than doubled and now includes Nxtra Data, Alestra, British Telecom, Portugal Telecom, Telefónica, and Ormuco. These service providers are supporting the creation of the ecosystem foundational elements and driving a unified focus on the development of open standards-based cloud services that allow customers to create a better experience for their own customers and employees.