



ProCurve Channel Partner Program

Grow your business and  
meet customer needs.



## A partner you can trust

ProCurve Networking has a track record of helping networking resellers and service providers build businesses around the ProCurve product line. For more than 20 years, ProCurve has added value through innovative, affordable solutions and a compelling vision of the future of networking. As a trusted partner, we provide you and your customers with financial stability, a broad range of networking products, superior service and support, and a commitment to the enterprise market. We are highly selective: We work with a limited number of partners for participation in our programs to enable ample business opportunities.

## An unwavering commitment to your success

Because more than 90% of ProCurve product sales are through indirect channels, we're deeply committed to your success. When you become a partner, skilled HP professionals work with you to market, design, sell, deploy, and maintain industry-leading network solutions, depending on your business model. You also receive a wide array of resources—from marketing materials and priority support to leads, incentives, comprehensive sales and technical training, and certification. For more information on ProCurve training and certification, please visit:

[www.hp.com/go/procurvetraining](http://www.hp.com/go/procurvetraining)

## Solutions that meet customer needs and give you a competitive advantage

We take the complexity out of network deployment and management and deliver advanced technologies your customers can afford. According to InfoTek Research, ProCurve delivers the lowest cost of ownership for layer 3 mid-size networks, layer 2 wiring closets, and Gigabit-to-the-edge solutions compared to 3Com and Cisco.<sup>1</sup> And because our pricing fits well within your customers' budget constraints, they'll have money left to buy more from you.

## Opportunities for growth

According to analyst reports, we are one of the fastest-growing networking vendors in the world. ProCurve holds the #2 position in the market.<sup>2</sup> We've demonstrated that in a market long dominated by a single vendor, ProCurve Networking is now the clear choice—both in terms of our offerings to customers and our dedicated support to resellers.

## ProCurve Networking means innovation

ProCurve delivers, secure, mobile, multi-service networks. Our network design blueprint—the ProCurve Networking Adaptive EDGE Architecture™—helps your customers meet the demands of their extended enterprises as networks evolve into anytime, anywhere resources. ProCurve solutions based on the Adaptive EDGE Architecture provide industry-standard security, enforce appropriate user access, and support convergence through command from the network center and control to the network edge—where users connect and policies are enforced.

## Deliver consistent value to your customers

By using ProCurve products and solutions to solve your customers' networking challenges, you ensure their long-term satisfaction and establish yourself as a partner they can trust. ProCurve will consistently provide networking solutions that deliver:

- **More security**—ProCurve security solutions proactively detect and protect against threats with pervasive, advanced security technologies built on trusted open standards.
- **More efficiency**—Networking solutions from ProCurve are designed to minimize complexity—which means your customers' networks are more efficient and easier to manage.
- **More reliability**—ProCurve creates highly reliable networks through rigorous quality testing and exceptional engineering.
- **More choice and flexibility**—Our tradition of driving and adopting industry standards means more technology choice and flexibility. With ProCurve, you can build networks to meet your customers' business needs instead of being tied to the limitations of individual vendor offerings.
- **More value**—ProCurve provides more value from network investments by delivering advanced technology, ease of use, superior return on IT, and lower cost of ownership—all without the price premium and complexity of competitor offerings.

<sup>1</sup> All prices from HP, 3Com, and Cisco were independently obtained in March 2005 by InfoTek Research using U.S. Internet shopping sites (a study commissioned by HP). Cost-of-ownership totals for 3Com and Cisco include charges for services and support. The ProCurve solution includes in the purchase price an equivalent level of services and support for as long as you own the products.

<sup>2</sup> Based on Port Market Share from Dell'Oro Group WW Ethernet Switch Report Q205

## ProCurve Networking Channel Partner Program features

A partnership with ProCurve brings you a wealth of features that make selling ProCurve solutions even easier.

Vendor support	Ease of doing business	Profitability	Growth
<p>ProCurve Networking will provide you with the tools, knowledge, and assistance you need to succeed, including:</p> <ul style="list-style-type: none"><li>• Customer engagement support</li><li>• Complete marketing support</li><li>• Comprehensive training and certification</li><li>• Dedicated account manager</li><li>• Priority support</li><li>• Pre-sales engineer-level phone support*</li><li>• Exclusive access to Service Advantage, a unique set of capabilities to enable you to make money from your services*</li></ul> <p>* For certain program tracks only</p>	<p>ProCurve Networking makes it easy for you to do business with us and to deploy and manage your customers' networks:</p> <ul style="list-style-type: none"><li>• Easy-to-deploy solutions</li><li>• Comprehensive set of tools and materials</li><li>• Simple programs and engagement</li><li>• Advanced access to information</li><li>• Network management solutions enable better use of network assets and increased productivity and security.</li><li>• Solutions built on industry standards for easy migration and integration</li></ul>	<p>ProCurve Networking helps its partners enhance the bottom line through:</p> <ul style="list-style-type: none"><li>• High-margin services</li><li>• Financial rewards and incentives</li><li>• Affordable solutions that let you offer more to your customers</li><li>• Selective partner designation for ample business opportunities</li></ul>	<p>ProCurve Networking strives to provide outstanding opportunities for partner growth:</p> <ul style="list-style-type: none"><li>• Incremental revenue opportunities available on every ProCurve product</li><li>• Exclusive access to sales leads</li></ul>

## Four program tracks

ProCurve Professional	ProCurve Specialist	ProCurve Elite	ProCurve Select
<p>You know how to help your customers choose just the right networking products. You have a deep understanding of their business needs—and extensive expertise in translating those business needs into product and service recommendations. You are uniquely positioned to develop preference and to create demand for ProCurve products. You simplify your customers' lives by providing logistics and financial services.</p>	<p>You are a networking reseller specializing in comprehensive networking services and solutions, including post-sales support. You address the needs of customers who require the whole spectrum of network deployment services—from specification and design to installation, configuration, and testing. Your certified engineers can, with the help of ProCurve technology, transform your customers' networks into a source of business value.</p>	<p>You are a value-added reseller or integrator with the highest level of technical expertise and networking certification, and you have the infrastructure to deliver 24x7 post-sales services to your customer base. You typically derive a large share of revenues from network lifecycle services. Your customers see you as a trusted advisor and a technical consultant, and you can act as a general contractor and engage in large enterprise-wide networking projects.</p>	<p>You have a strong focus on networking and are skilled in examining customer needs, designing hardware solutions, and providing pre-sales guidance to help customers choose the most appropriate product mix. You are uniquely positioned to develop preference and to create demand for ProCurve products.</p>

## For more information

For more information on the ProCurve Networking Channel Partner Programs, and to understand which track is best for you, please contact a ProCurve representative.

**For further information, please contact us at**

[www.procurve.com](http://www.procurve.com)

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