



Fact Sheet

HP Partner First Drives Partner Growth and Profitability

Overview

The HP Inc. Partner First partner program is dedicated to being first in driving partner growth and profitability, first in speed and agility, and first in simple and consistent operations.

Updates include:

First in Sales

- New Partner First Services will be integrated with the new Partner First program and will enable partners to maximize services business opportunities, while evolving from a classical services business model to an “as a service” business model. The Partner First Services program will provide market-leading sales compensation combined with the most comprehensive post-sales program, and will enable partners to maximize employee utilization, reduce capital expenditure, and free up cash to invest in their growing businesses.
- HP is expanding the HP Partner First program tracks, announced earlier this year at [HP Global Partner Conference 2015](#). The expanded Product Tracks and new Integration Track offer a comprehensive framework for a broad range of partner profiles, including Value Added Resellers, System Integrators, Service Providers and ISVs.”
 - **Volume:** The Partner First Volume track helps partners drive revenue in the PC, Print and Supplies categories.
 - **Solution:** The Partner First Solution track enables partners to gain new competencies and drive growth in key solution areas aligned with HP strategic objectives, such as Mobility and vertical solutions, managed print services, and support Services. The foundation for this track will be current Specializations with an evolution of certifications and benefits for priority areas over the next two years.
 - **System Integrators:** The Partner First System Integration track enables and rewards partners who lead primarily with services and have a strong influence on HP product pull-through. Additionally, select global System Integrators can participate in the Alliance track to drive joint solution development and got-to-market.

First in Simplicity

- HP Inc. is launching the first wave of HP Sales Central, providing one place for partner sales representatives to access everything they need to make and close a sale, including content related to performance, new opportunities, sales strategies and

training. HP Sales Central Content will be individually personalized to each partner sales profile. HP Sales Central will also provide customized training tools and empowers the sales force to drive best-in-class customer engagement including presentations, marketing campaigns and solution proposals.

- HP Inc. will deploy best-in-class technology, tools and processes to provide partners with greater visibility into their performance. The technology transformation will simplify channel data management, financial claims, partner compensation, and provide HP Inc. and partners with insights that allow them to make more effective go-to-market decisions.

First in Speed

- The Marketing Campaign Selector allows partners to access HP-generated campaigns and select the one best aligned with their business objectives – all in under 60 seconds. Partners will be able to access and customize marketing assets for more than 50 different marketing campaigns each quarter.

Availability

HP Inc. Partner First program updates will be rolled out worldwide beginning November 1 and continuing throughout 2016.

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