Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304

hp.com

Fact Sheet

Hewlett Packard Enterprise Partner Ready Program Enables Solutions-Oriented Sales

Overview

The Hewlett Packard Enterprise (HPE) Partner Ready program is being enhanced to help partners profit while enabling customers to transform themselves in line with the new style of business.

The new Partner Ready Program will protect all of the investments partners have made in attaining certification and revenue goals to achieve Silver, Gold, and Platinum status in the past. Going forward, it will provide partners with improved partner profitability, increased demand generation and comprehensive partner enablement.

The program will enable partners to help their customers transform to the New Style of Business – based on our four core Transformation Areas, all powered by Hewlett Packard Enterprise solutions and expertise:

- Transform to a hybrid infrastructure
- Protect the digital enterprise
- Empower data-driven organizations
- Enable workplace productivity

Updates include:

Profitability

- Partner Ready provides **additional opportunities to achieve Platinum status**, in turn unlocking enhanced incentives and rewards. These additional opportunities will vary by region and will be communicated before the end of Oct 2015.
- Partners who deliver **private, hybrid, and hosted cloud solutions** that are powered by Hewlett Packard Enterprise will also be able to take advantage of greater benefits.
- HPE will recognize networking certifications previously attained by **Aruba partners** and provide incentives to Aruba partners who join the Partner Ready Program – and vice versa.
- The **enhanced Cloud Builder specialization** enables partners to gain the skills to deliver IT automation and private cloud solutions to their customers – while at the same time receiving incremental rebates.
- The new **Partner Ready International Program** will offer streamlined export authorization, global pricing, and simplified program requirements to partners serving multi-national customers.

Demand

- **A brand-new, best-in-class partner locator** will help potential customers looking for resellers, systems integrators, cloud services providers, and support providers to find the right Hewlett Packard Enterprise partner—prioritized by Partner Ready membership status.
- Our previously announced **Planned MDF Program** will be rolled out on November 1 – putting increased emphasis on driving activities based on jointly developed plans that have significant business potential for both partners and HPE – accepting funding requests well in advance of the MDF funding period.
- **New Partner Ready insignia:** Partners can download their new Partner Ready insignia from the Partner Ready Portal after Nov 1, 2015. We've redesigned them to emphasize partners' skills and partnership with HPE.
- The **HPE Helion Partner Marketplace** (US only) will offer additional cloud services focused on Microsoft Office 365, Backup-as-a-Service, and Virus Protection to help partners efficiently sell, provision, maintain, and invoice cloud-based solutions for your customers.

Enablement

- **New HPE Sales Certification:** HPE has eliminated nine different Enterprise Group sales certifications focused on servers, cloud, storage and networking, and replaced them with a single new sales certification, aimed at helping partner sales teams identify more and better opportunities – specifically around Hybrid IT. In addition, we are introducing Knowledge Credits to reward partners for continuous learning activities such as attending New Product Introduction webinars or local sales training events.
- Hewlett Packard Enterprise will roll out **several road shows** to train partner sales teams on how best to empower their customers' business transformation.
- We will also launch several enhancements to simplify **deal registration and special pricing processes and tools**.
- **Comprehensive sales tools and collateral** are available on the Partner Ready Portal for each Transformation Area:
    - **Market trends:** Summary of major market facts about each Transformation Area and why they matter to our customers' business
    - **Business context:** "From-To" vision to help customers understand what they can achieve with each Transformation Area
    - **Point of view:** Our beliefs on what matters when customers look for a partner to help them with a Transformation Area
    - **Use cases, solution descriptors and products:** The key components that comprise each Transformation Area and the portfolio aligned to them

Further details about Partner Ready resources and rewards, plus complete Terms and Conditions are published on the HPE Partner Ready Portal at partner.hpe.com.

Availability

Hewlett Packard Enterprise program enhancements vary by region and will be available to partners beginning in late 2015.

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