

# HP Trade-In Program

An adaptable and strategic sales opportunity

The HP Trade-In Program provides a strategic marketing tool to help you drive sales.

**Customer benefits include:**

- Lower total cost of ownership for HP products
- Value recovery for old products
- Convenient, cost-effective and environmentally-responsible product disposal

**With the HP Trade-In Program, you can**

- Build customer loyalty by resolving what to do with retired IT assets
- Leverage HP's EPA/DEP approved recycling processes
- Customize an adaptable program to meet the specific needs of your customers
- Increase your competitive edge with a program that addresses the needs of all customers—from SMB to Enterprise, Government, Health and Education



Learn more at [www.hp.com/go/partnertradein](http://www.hp.com/go/partnertradein).



The HP Trade-In Program, in partnership with Market Velocity, Inc. (MVI), applies to a wide range of product categories for all brands—HP and non-HP.

Any quantity or mixture of products can be eligible.

### Eligible trade-in product categories

- Desktop computers
- Notebooks
- PC servers
- Monitors
- Printers
- Plotters
- Copiers
- Digital cameras
- PDAs
- Projectors
- Networking
- Storage products
- Tablet PCs
- Workstations
- Servers

### The simple steps for the basic program

With the help of the HP Trade-In website, the customer or partner

- Gets an instant, online quote for trade-in product(s)
- Purchases new HP product(s)
- Ships trade-in product(s)

The customer receives a cash-back allowance check within 6–8 weeks after all documents and products have been received.

For additional details and more information, please visit [www.hp.com/go/tradein](http://www.hp.com/go/tradein).

### Channel options

You can choose the best strategy for each customer.

#### Act as your customer's agent.

Perform all or some of the program steps for your customer.

You will be able to share potential values that pertain to your customer's specific needs to help encourage them to update sooner rather than later.

You can access the HP Trade-In Program through the partner portal at [www.hp.com/go/partnertradein](http://www.hp.com/go/partnertradein).

#### Offer trade value as an upfront discount.

Transact the trade-in yourself and offer your customer a discount on their current or future purchases.

#### Use reverse linking from your website.

HP offers a custom linking strategy from your site to HP Trade-In that sends the customer back to your site for the shopping experience. You can be confident that when your customers are ready to buy, they will be able to navigate easily back to your site to complete their purchase.

#### Offer product removal as a value-added service.

Use the HP Trade-In Program as a means to remove your customer's unwanted products.

#### Facilitate enterprise-level trades.

The HP Custom Trade-In process is designed for high-volume (greater than 50 units), multiple location and extended rollout transactions.

Contact our HP Custom Trade-In Group at **1.866.482.2899** or visit [www.hp.com/go/customtradein](http://www.hp.com/go/customtradein).



#### Combine the offer with HP Recycle or Donation Programs.

The HP Recycle Program will facilitate the removal and disposal of non-working equipment for a small fee. For more information on the recycle program visit [www.hp.com/recycle](http://www.hp.com/recycle).

The HP Donation Program, in partnership with the National Cristina Foundation, provides an instant tax deduction value quote on reusable products. Donated products are placed with deserving recipients. Certain product categories may apply.

Find out more about the donation program at [www.hp.tradeups.com/hpdonations.asp](http://www.hp.tradeups.com/hpdonations.asp).

#### Trade-in for Government, Health and Education

This program allows federal, state and local government, as well as healthcare and educational organizations to take advantage of market trade-in values while reducing the cost of new HP products.

Find out more about the Government, Health and Education Program at [www.hp.com/go/ghetradein](http://www.hp.com/go/ghetradein) or call **1.888.593.3835**.

#### Data security

If your customer's products—such as hard drives—contain stored, sensitive data, we ask that this content is removed prior to shipping; if not the HP Trade-In Program will scrub the data once at no charge.

If more extensive security measures are needed, Department of Defense (DOD) 5220-22M Forensic Data Scrub services are available upon request for a nominal fee. A DOD scrub overwrites and erases drives multiple times, permanently removing personal or sensitive data, to provide for maximum data sanitation.



Learn more about HP Trade-In channel opportunities.  
[www.hp.com/go/partnertradein](http://www.hp.com/go/partnertradein)