



What is HP Amplify Data Insights?

HP Amplify Data Insights, a benefit of HP Amplify, is a new partner platform designed to turn data analytics into rich insights that inspire new strategies, steer innovation, and anticipate customer needs. Now available to participating partners on the [HP Partner Portal](#), the robust platform combines HP, third party and partner data into one intuitive dashboard, enabling partners to benchmark performance, deepen customer relationships and solidify long-term strategies.

What is the overall objective of the HP Amplify Data Insights platform?

The events of the past 18 months have dramatically altered how customers engage with brands and ultimately make technology buying decisions, and data plays a critical role in our ability to both monitor and respond quickly to these evolving customer needs. With HP Amplify Data Insights, HP is delivering on our HP Amplify collaboration promise by turning partner data into deeper insights, designed to deliver more positive customer outcomes, enable long-term partner growth and recurring revenue.

How do partners benefit?

Businesses that prioritize data at the center of their vision and strategy are [58 percent more likely to beat their revenue goals](#) than non-data driven companies. With worldwide data usage expected to reach a staggering [175 zettabytes by 2025](#), businesses are tasked with ramping up investments in data intelligence while minimizing complexity between insights and action.

With HP Amplify Data Insights, partners now have immediate access to a rich set of data analytics they can leverage to hone customer segment strategies, anticipate purchase propensity, and implement targeted campaigns – each aimed at influencing the customer buying journey and delivering a more satisfying customer experience.

By bringing data-driven insights to every customer conversation, HP's partners can deliver unique, digital-first experiences that satisfy customers' current demands and anticipate future needs. As insights become the new currency for business, partners who leverage data effectively will cement themselves as dynamic, trusted sellers.

What type of data does the HP Amplify Data Insights platform utilize?

Since the [launch of HP Amplify in 2020](#), 98 percent of eligible partners opted-in to report data. HP has collaborated closely with these partners to sharpen their digital skills and deliver valuable research throughout the customer buying journey. With more than one billion anonymized data points uploaded to the platform on a



weekly basis, HP Amplify Data Insights provides real-time access to multiple data sets catered to each partner's business.

A comprehensive list of the data requested by HP from partners is reflected in the Amplify Program Guide; the collected partner data include sell-in (purchases at SKU level), inventory (stock on hand), sell-to information including customer company name and online mix.

What insights will partners receive from the platform?

HP Amplify Data Insights combines anonymized and protected partner data with HP data and third-party market intelligence into one intuitive platform within three key segments:

- **Descriptive** insights offer an enriched combination of partner data and HP customer knowledge to provide partners information about their performance relative to their country or market in particular business areas such as sales growth, product performance and inventory. This intelligence can help a partner evaluate their relative position in the channel landscape and potentially optimize their selling strategy to small, medium, or large customers accordingly.
- **Predictive** insights offer partners future-looking information about their customers' purchase probabilities, uncovering opportunities for growth and business efficiencies. These insights increase a partner's understanding of their customers' needs and can inform more effective marketing campaigns and sales conversations.
- **Prescriptive** insights provide recommendations on specific sales and marketing actions for individual companies and customer groups to upgrade and cross-sell into hardware and services. These insights go one step further and provide action recommendations, such as when a partner should recommend upgrades or propose products to their customers, as well as noting warranty renewals or stock actions.

The insights are generated by combining the data available to HP with external sources, under a robust data security and confidentiality framework.

How does the HP Amplify Data Insights platform align with your channel strategy?

HP Amplify Data Insights break new ground with data, expanding how partners understand and anticipate customer needs. It positions partners to capitalize on emerging trends and be the architects of evolving buying journeys. In addition to unparalleled operational efficiencies made possible by data collaboration, the data insights provided by this new partner platform will increase HP channel partners' level of intelligence and readiness when it comes to new opportunities, no matter the market conditions.



How does HP safeguard partners' privacy?

At the core of HP Amplify is trust. HP Amplify Data Insights is no exception. HP deeply values and respects partners' trust in reporting their sales data and take data security and confidentiality seriously.

HP only asks for and uses company names as part of the sell-to-information requested from its partners. HP will not request personal data. To the extent HP receives personal data, it would process in the ordinary course pursuant to the Partner Data Processing Addendum to the HP Partner Agreement.

In addition, HP will not share data files received from one partner with any other partner or save information obtained by HP directly from a customer or from another non-partner source; or share customer-specific information from one partner with another partner.

Internally at HP, partner data will remain accessible to authorized staff, who are subject to strict confidentiality obligations. For example, HP Partner Business Managers only have access to their respective partner data as necessary for managing the relationship. HP has implemented technical and operational safeguards to ensure that data is (i) only accessed by listed functions (typically business operations, compliance functions and account managers) and (ii) not misused or disseminated inappropriately.

HP will ensure that when reported data from partners are aggregated for creating HP Amplify Data Insights, partner data security and anonymity is ensured, e.g. by using data of a sufficiently large data pool.

How will HP protect partner data?

Confidentiality and data security are core to HP's ongoing commitment to the highest standards of integrity in any form of business we conduct. We will protect sales and customer data files with the confidentiality and caution it deserves, in accordance with the confidentiality terms of the HP Partner Agreement and in compliance with relevant privacy and competition laws. Data collection is on an opt-in basis and adheres to strict customer privacy and data security requirements. In addition, we have implemented technical and operational safeguards to protect reported data and ensure it is not misused or disseminated.

What are the eligibility requirements?

HP Amplify Data Insights are intended for HP's commercial partners in the Amplify Power, Power Services and Power CDR tracks who are reporting according to the HP Amplify Data Quality requirements. Subject to market availability, these partners will receive access to the HP Amplify Data Insights dashboard in the HP Partner Portal on September 22, 2021.

HP Amplify Data Insights Partner Program

External FAQ



Where can I find more details on HP Amplify and HP Amplify Data Insights?

For more details on the HP Amplify Data Insights platform, visit our [newsroom](#). Current HP Amplify partners can learn more by visiting the [HP Partner Portal](#).

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