



HP AMPLIFY™ DATA INSIGHTS

HP Amplify's Powerful New Platform

HP Amplify Data Insights, our new partner intelligence platform, is designed to turn data analytics into rich insights from HP, partner and third-party sources. Together, these insights put HP's partners in a position to win—even as customer behaviors shift with the staggering digital transformation unfolding globally. Partners with HP Amplify Data Insights at the core of their business will be able to inspire new strategies, steer innovation, and anticipate customer needs.

Collaborating to Gain a Competitive Edge

When we launched HP Amplify, our most streamlined, industry-leading partner program to date, we structured our strategy around three pillars: Performance, Capabilities and Collaboration. We believe these are the essential components of success for any partner. The common thread that connects and catalyzes each of these pillars is data. With more than one billion 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.

Establishing a Framework for the Future

HP and our partners have strategically navigated decades of transformation together. With worldwide data usage expected to reach 175 zettabytes by 2025, companies must prioritize data in their strategy while minimizing complexity between insights and action. Reaching increasingly 'consumer-like' B2B buyers demands agile capabilities, managing more interactions across more channels, and anticipating customers' needs with tailored solutions. Partners navigating these dynamics need a framework for customer-centricity and growth that can forecast the future, not just augment the past. They need HP Amplify Data Insights. The platform offers partners:

- **Descriptive** insights, an enriched combination of partner data and HP customer data, that show partners their performance relative to their country or market in areas such as sales growth, product performance and inventory. Partners can optimize their selling strategy to small, medium or large customers accordingly.
- **Predictive** insights that give partners a view into their customers' purchase probabilities, uncovering growth opportunities and potential efficiencies. Partners can make more informed decisions about marketing campaigns and sales conversations.
- **Prescriptive** insights that enable partners with recommendations on specific sales and marketing actions. Partners receive concrete customer-oriented suggestions to act on, such as when to recommend upgrades, propose products, offer warranty renewals and more.

A Secure Data Ecosystem You Can Trust

HP is recognized as a global leader in secure IT solutions. HP Amplify Data Insights builds on our legacy of best-in-class security by ensuring that data is transparently managed under strict protocols for confidentiality and privacy as outlined in the HP Partner Agreement.

Learn More

Ready to boost your business with precise 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](#).

CONFIRM

that you are an eligible HP commercial partner in the Amplify Power, Power Services or Power CDR tracks of HP Amplify.

OPT-IN

to report data with HP and realize the transformative benefits of HP Amplify Data Insights.

ENGAGE

with your HP PBM about the best way to benefit from HP Amplify Data Insights.

START

putting data to use by building a smarter strategy for future sales.

VISIT

the HP Partner Portal to view your tailored dashboards.