HP engages with partners in a predictable way to enhance our mutual profitability, to grow our combined business, to augment capabilities, to extend market reach, and to increase customer satisfaction.
It's an exciting time to be an IT reseller. Technology is evolving more quickly than ever, and customer needs are changing right along with it. That means new opportunities are created every day, and companies that are agile enough to seize them are poised to enjoy unprecedented success.

One of the broadest and most appealing opportunities at hand right now is in the area of IT services. Driven by the need to manage costs, increase quality while mitigating risk, and improve business agility, more and more companies of all sizes are choosing vendors to selectively manage their IT services. Some are seeking service for individual products. Some are seeking management for their entire IT infrastructure. And still others simply want their warranty service fulfilled. Either way, it's a dramatically growing demand and an attractive business opportunity for IT resellers.

That's where HP comes in. HP is a leader in IT services—a reputation earned by our extensive portfolio of services and far-reaching service delivery system. One of the significant differentiators in the way HP approaches its service business is the importance we place on channel partners. Channel partners are an essential part of our delivery system, and we have shaped our channel-partner program to give partners the agility they need to take greater advantage of the opportunities in the IT services arena.
What are we doing differently?
Let’s start with our philosophy for engaging partners. HP has adopted a partnering mindset—a set of guiding principles—that includes partner needs and partner input as key requirements of our decision-making. This means that we do several things differently:

• **We consult partners frequently** to find out what they need to succeed, what their customers need, and what market trends they’re seeing. We host regular Partner Advisory Forums to hear firsthand about their goals and directions and agree on how, together, we could improve revenue, decrease costs, and increase customer satisfaction. We survey thousands of partners quarterly and conduct in-depth personal interviews with dozens more in order to establish and maintain a detailed understanding of what partners need from HP.

• **We quantify the value** that HP offers to partners. We understand that partners need to know what they’re getting out of the HP relationship, and we’ve developed a series of processes and tools that make the value clear—right down to the very tangible dollars and cents level of detail.

• **We act on fact-based, market-driven insight** to identify key areas of growth and align with them for maximum partner benefit.

• **We treat channel partners as business partners—but also as customers** who must be satisfied with our service if they are going to continue doing business with HP.

• **We help partners leverage our insights**, and we scale our efforts so they can be applied to the partners’ own particular business challenges.

• **We work relentlessly to establish initiatives** designed to drive increased profits for both partners and HP.

HP’s partnering mindset is a long-term strategy that we’ve committed to fully. By following these guiding principles, we are creating a partnering program that is different from those offered by our competitors and that partners recognize as advantageous to their long-term success.

Now let’s talk about the actual policies, programs, and tools that are in place to support our new partnering mindset.

**An industry-leading service-partner architecture—HP partnerONE**
Collaborative, flexible, and dynamic, the HP Services partner architecture allows partners to select the engagement model that best suits their needs and business objectives. Depending on the level of certification they pursue, the training they undergo, and the resources available to them, partners may choose HP Services delivery, HP Services management, or HP Services sales. These three models are mapped to the services themselves—which include warranty, uptime service, and solutions offerings—to create a broad matrix of partnering options.

“HP partners have a unique opportunity to play a pivotal role in the development and expansion of HP’s service offerings.”
IDC analyst Janet Waxman, “HP Services through the Channel,” February 2003
HP Services delivery

• **Authorized Warranty Delivery Partner:** Delivers warranty service, specializing in products such as notebooks, storage, and office printers

• **Authorized Service Delivery Partner:** Sells HP-branded packaged services, delivers HP-branded warranty and uplifted warranty services, and receives subcontracting opportunities from HP

• **Authorized Business Solutions Partner:** Delivers HP-branded business solutions, including server, mobility, storage, printing, and integration, and receives subcontracting opportunities from HP

HP Services management

• **Authorized Services Management Partner:** Supports contract-management process, including upsell, cross-sell, and renewal; can sell through contracts in place between user and HP, and can invoice end users directly, giving them more control over the customer relationship

HP Services sales

• **Authorized Services Reseller Partner:** Authorized to resell packaged HP-branded services, renew services with out-of-warranty packaged services, sell services for products sold, and receive revenue through end-customer standard service demand

• **Authorized Solution Sales Partner:** Resells packaged and configured HP-branded services and capability-based services and solutions that are not necessarily tied to hardware sales

The HP partnerONE framework supports the service architecture and promotes consistency, success, and trust between HP and its partners.

The HP channel-partner portal

The HP channel-partner portal is a global, Web-based partner-management system that provides real-time access to services, sales, and support information. Through this portal, partners can receive qualified sales leads, order parts, register for training, download sales and marketing collateral, and check pay-for-performance ratings. The portal makes it easier than ever for partners to do business with us, and it’s one of the key features that sets the HP partnership program apart from its competitors’ programs.

“Today HP’s channel partner portal is used constantly by all departments in Managed Services, not only our in-house logistics staff, but also our technical support teams at customer sites. We have 40 or more users who are logged on all day because it plays such a valuable role in their work. Although we use similar tools from other vendors, we find that HP’s portal is more advanced.”

Kevin McAndrew, Managed Services Director, Lynx Technology
The HP channel-partner portal provides tools and information in five key areas:

- **Partner management**: Supports recruitment, development, and management of partners. Includes partner enrollment, profiling, training registration, and reporting.
- **Demand generation**: Promotes the sale of HP services through online training, leads management, and marketing communications.
- **Service delivery**: Coordinates and manages the delivery of HP services through features such as virtual dispatch and online parts ordering and tracking.
- **Financial management**: Makes doing business with HP easier and lowers back-end processing costs through electronic claims filing, financial reporting, and pay-for-performance features.
- **Sales and marketing**: Supports marketing campaigns and promotions with brochures, presentations, and other literature, as well as a partner-locator tool and a library of partner endorsements.

Luciano Cantoni, president of Internet technology company Teknema, says that the portal helps everyone at his company be more effective at their jobs. “Our customers depend on us to keep their businesses running. HP’s channel partner portal helps us do that to their satisfaction because we can control the timing and value of every transaction. This gives us a real competitive advantage.”

And, as good as our partner portal is today, we are continually building in improvements to expand its functionality for the future. The latest enhancements include the addition of partner relationship management functionality, B2B warranty transaction processing, cross-manufacturing support, HP Care Pack Services registration, and functionality designed to help partners quantify the value of selling and delivering HP services.

### Quantifying value for greater profitability

HP has developed a comprehensive business program that aims to help HP partners increase profitability while selling and delivering HP services. Available to Authorized Service Delivery Partners, the program helps partners analyze their company costs and revenues so they can easily compare the profitability of selling and delivering HP services versus self-branded services. This analytical component enables users to adjust cost and revenue parameters, making it a completely customizable, partner-relevant tool.

“We have aligned ourselves with HP because of their superior technical support.”

John Elton, President, Micro Solutions Plus
Benefits of partnering with HP

At HP we are wholeheartedly embracing channel-partner relationships and all the mutual opportunities and benefits that come with them. We know that partners are essential to our long-term success, and we’ve made them integral to our services strategy. We believe that the channel-partner program we offer today is superior to what our competitors offer in terms of benefits to partners. And our goal is to continue to develop best-in-class partner programs that drive the most effective economic model—both for partner companies and for HP. Here are some of the more compelling benefits of partnering with HP:

• **A substantial financial opportunity:** Warranty service reimbursement plus the sale and delivery of HP-branded and partner-branded services, HP contract renewals, and HP Care Pack renewals mean increased revenue and secured margins.

• **Access to the HP channel-partner portal:** By linking partners with B2B initiatives, HP training, and sales and marketing tools, the portal simplifies warranty claims processes, lowers administrative costs, increases revenue opportunities through additional marketing and sales content, and improves customer satisfaction.

• **Full leverage of HP Services support infrastructure:** All service-development work—including design and delivery of guides, templates, tools, process flows, etc.—is provided by HP Services.

• **A global service presence:** HP offers services in 160 countries around the world, so we’re able to work with partners wherever they are—no matter how remote the location.

• **Broad range of services:** HP provides a wider spectrum of services for partner sale and delivery than anyone else in the industry. Our offering ranges from customer support for the individual consumer to managed services for the enterprise. This means our partners have access to the tools and expertise they need to serve a wide range of customers and industries.

• **Clearly quantified value:** By providing a program that lets partners easily compare the profitability of selling and delivering HP Services versus their own, the value of an HP partnership is evident from the beginning.

• **The ability to talk to customers in a whole new way:** The HP total cost of ownership approach helps our partners focus customers on their complete infrastructure costs so they can get a good idea of how services will help them reduce those costs and improve IT value.

And it’s not only resellers that benefit from HP partnerships—the customers that those resellers serve benefit as well. With a wealth of tools and expertise at their disposal, resellers partnering with HP are better equipped to help their customers manage costs, increase quality, mitigate risk, and improve agility.

For more information
To learn more about HP partnerships or about becoming an HP partner, contact your local sales representative or visit [www.hp.com/hps/partners/pa_channel.html](http://www.hp.com/hps/partners/pa_channel.html).