



**Hewlett Packard
Enterprise**

HPE Partner Ready Program

YOUR WAY TO WIN.

Discover the benefits of partnering with
Hewlett Packard Enterprise

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HPE Strategy

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“Our partners are an extension of our HPE family, and everything we do is geared toward setting our partners up for success to help you make the most of your IT investments.”

Antonio Neri
President & CEO,
Hewlett Packard Enterprise

HPE Partners: Ingrained in our DNA

HPE partners describe their experience working with us through the Partner Ready Program as becoming a member of the HPE family. This has been the goal from inception by not only providing profitable tools and resources, but also enabling and encouraging genuine collaboration with and among our partners.

By becoming part of the HPE family, you gain immediate access to the innovative network of sales and technical resources as well as being enabled to evolve your business at your own pace by:

- Taking advantage of self-directed learning paths and benefits
- Receiving preferential pricing from “day one” of onboarding
- Utilizing HPE comprehensive demo offerings and assistance
- Protecting margins while selling across the entire HPE product and services portfolio
- Gaining consistent access to HPE sales support

The HPE Partner Ready Program includes you in one of the industry’s most respected partner programs. We pride ourselves in listening to our partners, supporting their business goals, and providing a profitable path to joint business success.

Welcome to HPE, where together we develop opportunities, expand the portfolio of solutions you sell, and deliver value-added services that deepen your customer relationships.

HPE Partner Ready Program: Tailored to meet your needs

We’re known for being highly flexible in the products, solutions, and services we provide partners and joint customers. HPE Partner Ready Program is collaborative and transparent by design. The Program provides key resources, training options and access to 24x7 support to accommodate your evolving business—whenever and wherever opportunity may lead you. As you increase your capabilities and expand your business, you receive escalating recognition and rewards as well.

HPE Strategy

In today’s hyper-connected world, HPE helps enterprises accelerate digital transformation with an approach that spans technology, people, processes, and economics. We help to remove complexity and enable speed and agility so enterprises can focus on their apps, data and outcomes. Our strategy is to accelerate enterprises with edge-centric, cloud-enabled solutions that are workload-optimized and delivered as-a-service.

Partnering with HPE

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“There’s no better partner in the world to innovate with than HPE because there’s no company in the world with the history and background and pedigree of innovation like HPE.”

Scott Crenshaw
Executive VP and General Manager, Private Cloud, Rackspace

At HPE, we build our strategy and programs around partner needs. The HPE Partner Ready Program is designed around three key principles:

Opportunity and Innovation

Expand profitability through channel-specific “as-a-Service” offerings, enjoy increased benefits as you hunt for new business and/or sell innovative solutions to existing customers. Close deals faster by getting the winning price at first request and by elevating your customer conversations through our new demo program.

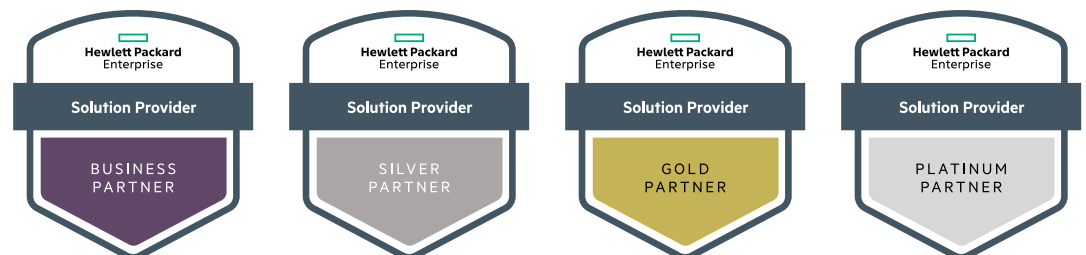
Partnership and Community

Access the same learning and collaboration opportunities as HPE teams with **‘Pro’ series** and with HPE communities like Cloud28+, Aruba Airheads, and HPE Tech Pro Community—which is now open to all partners.

Differentiation and Expertise

Gain higher industry and market recognition for your investment in by developing solution mastery and building solution practices through self-selected and progressive continuous learning, competency curricula, and new technical certifications. Also, benefit from the new HPE Tech Pro Community rewards.

We offer four membership levels, beginning with the Business Partner foundation level, and continuing to Silver, Gold, and Platinum. Partners advance through the membership levels by completing specializations, certifications, and competencies in addition to meeting revenue targets. Each incremental membership level unlocks additional benefits.



HPE Partner Ready Program Benefits & Requirements

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The HPE Partner Ready Program for business partners creates pathways for early and lasting success through training opportunities, access to deal registration, special pricing, demo program, and other carefully considered components.

BENEFITS	PROGRAM TIER			
	Business	Silver	Gold	Platinum
Partner Portal access including sales & enablement tools, marketing campaigns and tools	●	●	●	●
Partner Program logo and HPE Find a Partner listing	●	●	●	●
Product & solution training and certification access	●	●	●	●
Special pricing access through Instant Pricing	●	●	●	●
Deal Registration with Preferential Pricing protection	●	●	●	●
Pre-sales and post-sales support	●	●	●	●
Access to HPE Demo Program, HPE Solutions and Briefing Centers	●	●	●	●
Engage & Grow rewards program for individual sales representatives*	●	●	●	●
Tech Pro community and rewards program	●	●	●	●
Account Management		●	●	●
Marketing Development Funds (initiative based)		\$	\$\$	\$\$\$
Financing programs for partners and customers		\$	\$\$	\$\$\$
New Logo and Tech Refresh discount*		\$	\$	\$
Rebate compensation across full HPE Hybrid IT portfolio from dollar one with no caps		\$	\$\$	\$\$\$
Increased rebate compensation on all HPE focus product lines		\$\$	\$\$\$	\$\$\$\$
Partner Advisory and Technical Advisory Boards, Global Partner Summit		●	●	●
Priority access to HPE-generated leads			●	●
International deal support			●	●
Highest rebate potential and priority HPE Executive Access and Enablement				●
REQUIREMENTS				
Partner agreement	Yes	Yes	Yes	Yes
HPE Revenue threshold*	\$	\$	\$\$	\$\$\$
Competencies	Recommended	Incentivized	Incentivized	Required (1)
Sales Certification	Product portfolio training or certification**	Product portfolio or enterprise certification	Enterprise certification	Enterprise certification
Sales Certified Individuals	1***	Varies by country	Varies by country	Varies by country
Technical Certifications	None	ATP	ASE	ASE + MASE
Technical Certified Individuals		Varies by country	Varies by country	Varies by country
* Varies by country. Some benefits may be fulfilled by distribution.				
** Certification required for Latin America.				
*** Not applicable in APJ.				
Note: Aruba Business Partner requirements vary by country.				

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“What HPE brings to the table is technology, along with an orientation towards the customer, an emphasis on partnership.”

Howard Goldberg
Senior VP of Global Marketing and Business Development,
Arrow ECS

Sign up

Ready to become a member of the HPE Partner Ready family? Visit hpe.com to create an account and complete the partnership application. If you have questions, reach out to a local HPE distributor for support. Once you become a partner, you will be able to learn more about your specific benefits on the [Partner Ready Portal](#).

Expand your expertise

HPE offers a choice of sales training or certification to get you up to speed on product and solution offerings. Get started on Business Partner requirements so you can sell confidently.

1. Business Partner can select any of the following*:
 - [HPE Sales Certified – Product Portfolio \[2020\]**](#)
 - [HPE Sales Certified – HPE Hybrid Cloud Solutions Certification](#)
 - [HPE Sales Certified – Aruba Products and Solutions Certification](#)
2. Meet country revenue threshold

My Learning is a personalized and customizable site for sales and technical training, certification, and enablement. It allows you to easily track updates and access tools, resources, and exclusive discounts. Access the online [partner training calendar](#) or look through our self-paced study materials at [HPE Press](#).

Visit [Certification and Learning](#) to learn more and read about [how to get started](#).



* Training/certification not required for Asia Pacific.

** Product Portfolio Certification is required for Latin America.

Note: Aruba Business Partner requirements vary by country.