

## Digital Transformation, Customer Experience and Services-led Selling Take Center Stage at HP Reinvent

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### News Highlights:

- New financing model and WISE for Channel platform streamlines service-led selling
- Adaptive learning certification and training program focused on contractual sales and soft skills
- New HP Sales Central provides single intuitive gateway to services training and sales assets

HP Reinvent: World Partner Forum, HOUSTON, March 18, 2019 (GLOBE NEWSWIRE) -- Today at HP Reinvent, the company's largest global partner event, HP outlined its digital transformation agenda, insights-driven go-to-market (GTM) strategy and partner enablement enhancements.

The technology sales channel is undergoing a dramatic shift as consumer and commercial buying habits evolve. Aimed at driving partner growth in 2020 and beyond, the company shared its strategy for navigating the dramatic shifts taking place and arming partners with the inspiration, knowledge and expertise to optimize revenue, streamline costs, and future-proof their businesses.

"The digital transformation of our global economy is impacting all facets of business on a global scale from jobs, to trade policies to supply chains," said Jos Brenkel, Global Head of Sales and Strategy, HP Inc. "Our commitment to take purposeful action is unwavering - preparing ourselves, our partners and our customers for what's coming next."

To aid partners to quickly tap into the power of social selling, HP now offers partners the option of leveraging Marketing Development Funds to contract LinkedIn Sales Navigators. With LinkedIn Sales Navigator, partners can target the right buyers, leverage key insights, and personalize outreach. Partners are encouraged to contact [ssactivation@hp.com](mailto:ssactivation@hp.com) for additional details.

### Leading the Shift to a Services-led Business Model

Customers today are seeking services-led, non-linear buying experiences, and HP is poised to help its partners transition to these evolving sales models. Consumer and commercial customers alike are moving quickly towards a sharing economy and consuming products in completely different ways, which require a shift towards outcome-based or consumption-driven models.

HP today introduced a number of infrastructure improvements optimized for services-led business models through the channel – enhancements include: HP branded finance solutions, specialized training, insights on buying behavior and online resources.

As the industry increasingly moves to XaaS (Everything-as-a-Service), leasing and financing underpins HP's approach to services-led selling—helping the company accelerate its services and solutions offerings.

Today the company introduced *HP Integrated Financial Solutions*, HP's branded finance solution for providing partners with more flexibility to quickly ramp their services-based business and help ensure long-term, recurring revenue.

HP Integrated Financial Solutions may provide options such as instant credit approval, mobile apps, automated document management, and electronic signature and invoicing to speed and enhance the customer experience. HP will be rolling out the program over the coming months, working in partnership with some of the world's leading finance solution providers.

To further aid its partner ecosystem, HP recently launched the *WISE for Channel* platform, which makes it easier to access technical information, training, how-to videos, service manuals and advisories. Immediately available via the Partner First portal, the *WISE for Channel* mobile-ready platform includes a highly intuitive search capability and easy-access to product specific support videos.

### Best-In-Class Training – Streamlined

Based on partner feedback, HP streamlined HP University, one of the most advanced global partner training

programs with a number of enhancements. Optimized to empower and equip the company's growing number of partners, the company has evolved its vast training and certification models to enable outcome-based strategic selling and better equip partners to develop and grow their services business and recurring revenue stream.

Highlights include:

- New adaptive learning approach to certifications across PC, Print, and Supplies
- Soft skills modules including *Strategic Solution Selling*, *Hunting* and *Storytelling*
- Virtual and hands-on content workshops and customized learning paths

### **HP Sales Central – One Seamless Experience**

To enable a more seamless selling experience, HP announced the merger of HP's *Sales Central* (HPSC) and *Partner First* portals into a single unified experience, providing partners around the world with immediate access to HP materials and a true "click one and done" experience. The portal, which will now live under the HP Sales Central Umbrella, also features a highly-intuitive presentation builder and *my workspace* personalization capabilities.

One of the most interactive new additions to HPSC is a new chatbot capability acting as an AI conversational assistant. The HP Chatbot provides answers to any queries related to an HP product search for more than 80,000 active SKUs across the HP portfolio, allowing partners to easily navigate products much more quickly - returning between 35-55 minutes per week<sup>1</sup>.

HP will also roll out a new Gamification-as-a-Service feature, available on both the mobile and desktop versions of HP Sales Central. The new program encourages users to participate in an interactive learning environment complemented with challenges, competitions, rewards, recognition and a virtual store to redeem program points. The unified site launches mid-April with full functionality of legacy sites throughout the calendar year.

### **Diversity & Inclusion Partner Pledge**

As the industry navigates constantly changing social and cultural environments, HP remains strongly committed to [diversity and inclusion \(D&I\)](#). Diversity leads to stronger teams, more significant innovation, and better products and services.

At HP Reinvent, not only will there be a session devoted to how partners can take action on increasing D&I in their workplace, partners will also have the opportunity to sign the 'D&I Pledge' – including an honest assessment of their current state, and a follow-on training session on how to create and deploy a D&I plan in their company, and in 12 months re-take the assessment to measure their efforts and improvements.

### **About HP**

HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze. More information about HP Inc. is available at <http://www.hp.com>.

Resources:

<sup>1</sup> HP internal calculation based on average time it takes partners to find HP information on existing website vs time it takes to find the same information on the HP Chatbot

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