

First in partnership



keep reinventing

HP Partner First program FY2016



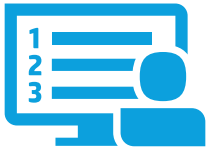
Join us in a new era of amazing



Sales



Speed



Simplicity



First in partnership

HP seeks to enable partner success by being first in driving growth and profitability, first in speed and agility, and first in simple and consistent operations. By providing effective strategies, innovation, and opportunities that are consistent across channels and regions, we're moving forward with the heart of a startup, the brain and muscle of a Fortune 100 corporation, and the unique legacy Bill and Dave created more than 75 years ago.

Partnerships that grow your business

HP is focused on accelerating channel partner growth. Through the HP Partner First program, we're dedicated to delivering innovative products and solutions, a simple and clear partner program, and streamlined and effective operations. Our channel strategy formula is simple: speed plus simplicity equals greater sales.

This is a milestone year for us as a new company. And we are excited to have you—our valued channel partners—by our side, playing an essential role in shaping our future. Our goal is to enable our partners' success, amaze our joint customers with innovative experiences, and set the stage for a profitable future. Read on to find out how we can grow together.

What to expect

As an HP channel partner, you have a dedicated team to help you find your path to success. Log onto the HP Partner First Portal to take advantage of the compensation, incentive offers, information, and marketing and sales support tools available to you.

Maximize sales: With HP, get the compensation necessary to keep your business moving forward and ensure maximum sales. As you grow in the program, your compensation also grows based on your partner membership level. And this year—to make the program work harder for you—we've streamlined the ways in which benefits get paid.

Generate demand: As an HP Partner First partner with access to the portal, you have access to a wealth of information, tools, and resources to help you market your business, create new leads, and generate new sales.



Membership overview

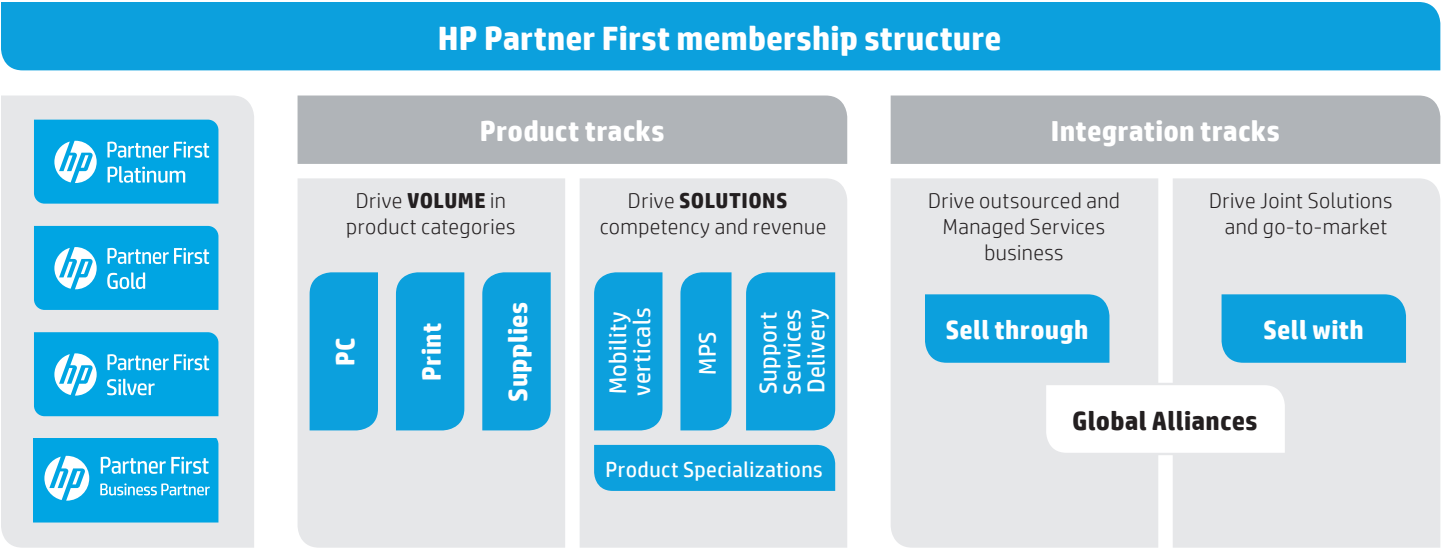
The HP Partner First program offers a comprehensive framework that encompasses a broad range of partner motions. As a partner, you have the flexibility to participate in the program track that best suits your current business needs while at the same time exploring new avenues for future growth.

Membership levels

When you first join HP Partner First, you enter at a Business Partner level. With increased investment and sales revenue growth, you are able to move up from Silver to Gold to Platinum status—each with its own specific set of program requirements and rewards. As your membership level rises, so too does your access to benefits.

Product and integration tracks

HP Partner First Product Tracks include both Volume and Solutions options to help partners transition from transactional to solutions-based growth strategies. Alternatively, the System Integrator track enables and rewards partners who lead primarily with services and have a strong influence on HP product pull through.



| HP Partner First program benefits | | | | |
|---|--|--|--|---|
| | | Sales | Compensation | Marketing |
| Member tier-based benefits | | <ul style="list-style-type: none">• Executive sponsorship• Joint business planning• Partner Business Manager coverage• International business program | <ul style="list-style-type: none">• Core and Strategic compensation• New Business Opportunity• HPFS benefits | <ul style="list-style-type: none">• Joint Marketing Plan• Marketing Development Funds• Marketing Services Agencies• HP Sales Central• Partner Marketing Manager• Sales Plays |
| | | <ul style="list-style-type: none">• Deal registration and special pricing• Post sales support• Training and certification• Partner portal access | <ul style="list-style-type: none">• Co-Marketing Zone (CMZ)• Lead generation• Partner locator listing | |
| Foundational benefits | | | | |
| Implementation of benefits by tier may vary by region | | | | |

Sales and marketing resources

Every partner needs the right tools to succeed. That's why HP has put together an array of resources that can help you market your business, create new leads, and generate sales. Below are just a few of the resources available to partners.

HP Partner First Portal

All HP Partners—regardless of membership level—can take advantage of our exclusive partner portal that delivers extensive information, tools, and support.

Log in at partner.hp.com

To apply for membership, access the HP Partner Portal and click on the “Become a US HP Partner” link.

Assets

Sales Central

HP Sales Central is a platform that allows you to access multiple sales enablement tools such as sales plays, presentation builder, and competitive product info all in one location—dynamically customized to your territory requirements.

Co-Marketing Zone

Generate new sales opportunities with great looking, easy-to-use assets, and align your marketing with HP's own significant marketing investment. HP's central repository of marketing campaign assets and templates makes it easy to create and run world-class, customer targeted, customized campaigns.

Strategy

Marketing Campaign Selector

HP will soon launch a mobile campaign app. This new app will allow you to search for any campaign from your mobile phone and send favorite campaigns to your marketing team or the Marketing Services Agency for quick execution.

Sales Plays

Sales Plays provide a framework to discuss your customer's business drivers, goals, and challenges, while effectively positioning HP solutions in an illustrative methodology that maximizes customer satisfaction. Assets are available in HP Sales Central.

Key benefits of these HP Sales Plays include training on how to shorten sales cycles, improve service margins, enhance customer relations, deliver superior customer solutions, provide technical deep dives, and more.

Partner Marketing Manager (PMM)

These managers are dedicated to helping you chart out effective marketing strategies that align your business priorities with HP and help you generate demand for HP products and services. Available to select partners, PMMs help you create marketing plans aligned to HP's objectives and your own.

Support

Market Development Funds

Market Development Funds (MDF) are monetary resources provided to qualified partners to subsidize the cost of marketing activities. These funds drive additional awareness for HP products, solutions, and services, and they serve as a key component in generating new business and optimizing revenue.¹

Funds can help cover a wide range of marketing activities, including but not limited to digital advertising, telemarketing, direct mail, events, and training. A complete list of eligible activities, including program terms, is available in the MDF Activity Matrix.¹

HP Smart Buy

HP Smart Buy is designed to make it easier, faster, and more profitable to sell HP's best-selling commercial PCs to SMBs, with HP Smart Buy Basic, HP Smart Buy, and HP Smart Buy Special.

Marketing Services Agencies

HP has established a network of global Marketing Services Agencies that delivers measurable, effective, integrated co-marketing campaigns for our partners. Market Development Funds may be provided to an HP Marketing Services Agency, who will execute the marketing activity on your behalf.

¹ All MDF resources are provided on a discretionary basis.

