

Program guide

First in partnership

HP Partner First Program FY2016



Welcome to the HP Partner First Program

This guide is designed to introduce you to the HP Partner First program and how it works. If you previously participated in HP PartnerOne, some of this information may look familiar at first glance. However, please be sure to review the content carefully. HP Partner First is a new program that includes the best of HP PartnerOne, plus further enhancements aimed at helping you win and grow with HP.

This is a milestone year for us as we embark on a new journey as a new company. And we are excited to have you—our valued channel partner—by our side, playing an essential role in shaping our future.



Table of contents

Get started

- A message from Dion Weisler
- What to expect in FY16
- Partner First Commercial Program overview
- Volume Partner Membership overview
- Solution overview
- Solution Specialist types
- Partner One Alliance

Maximize profits

- Core Compensation
- New Business Opportunity (NBO)
- BG Bonus/Strategic Growth

Discover more

- HP Partner First Portal
- Partner Account Management
- Generate demand**
 - Market Development Funds (MDF)
 - HP Sales Central
 - HP Smart Buy
 - Co-Marketing Zone (CMZ)
 - Channel Marketing Campaign Guide
 - Marketing Campaign Selector
 - Partner Marketing Manager (PMM)
 - Marketing Services Agencies
 - Increased visibility

HP Incentive Programs

Special Pricing

HP Financial Services (HPFS)

Partnering with HP for the environment

Building knowledge

- What's new
- HP Partner First Academy
- Sales Plays

Next steps

- Take the next step
- Channel news

Get started

Welcome to the inaugural year of the HP Partner First program.

This guide provides an overview of the most important benefits offered by the HP Partner First program. The benefits and requirements published in this edition are in effect during FY2016. Further details regarding Partner First resources and rewards, plus complete Terms and Conditions are published in the Partner First Portal.



A new era of amazing begins now

A message from Dion Weisler

It's official—the new HP is here. With the creation of this new company, we have an incredible opportunity to build on our momentum together—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.

Separation provides us the focus, financial resources, and flexibility needed to quickly adapt to the market as well as our partners' and customers' changing dynamics. It's both an exciting and historical time to be a part of HP and I could not be more grateful to have you—a partner who is connected to our past and invested in our future—continue on this journey with us. Thank you.

HP operates to a very simple formula: the strength of the channel equals the health of HP. We are excited about the new business opportunities ahead and are committed to our mutually prosperous partnership. Your success is vital to the success of the new HP.

As we enter this year as a new company, we're focused on providing you with innovative products and solutions, a simple and clear partner program, and demonstrating operational excellence. We want to accelerate your growth and ensure that we build a great, long lasting relationship.

Together, we'll enable success, amaze our joint customers with innovative experiences, and set the stage for a profitable future.

Thank you for your role in HP's success, and for your commitment to winning together.

Dion Weisler,
President & CEO, HP



What to expect in FY16

HP has a deep channel legacy—30+ years—and that's not changing. Now, entering 2016 as a new company, HP strives to enable partner success by being first in driving growth and profitability, first in speed and agility, and first in simple and consistent operations. Also, you will see that we have retained much of the core membership structure and compensation models launched last year, while adding a number of improvements aimed at making it easier for partners to align to the program that best suits their business needs, providing a clear path for growth.

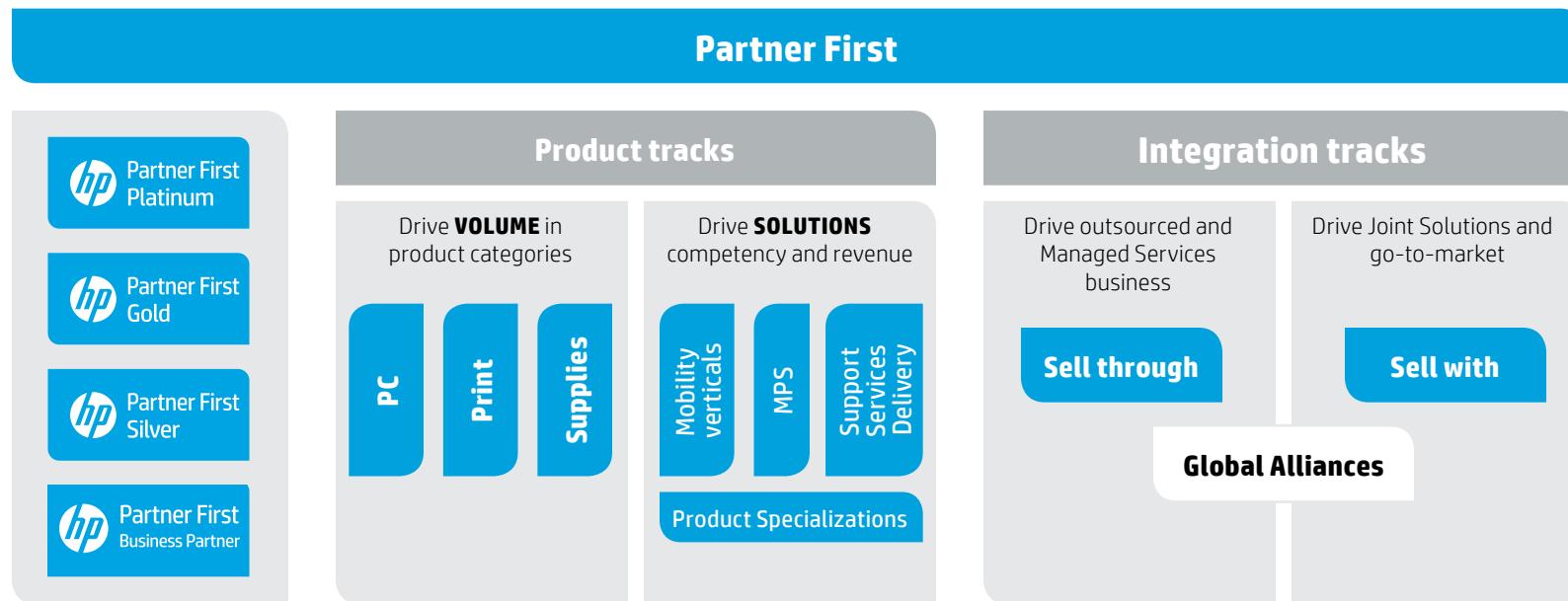
The HP Partner First Program is evolving to take advantage of market changes and partner ecosystem needs. The new program is designed to drive growth, develop new business, and to align with strategic priorities. While continuing to focus on driving volume business in the core categories (PC, Print, Supplies), we are also increasing focus on delivering growth in the new solutions and services. HP Partner First has expanded the Product Tracks to include Volume and Solutions focuses, and incorporated new Integration focused tracks to drive Outsourced and Managed Services business, increase joint solution development, and develop sell-with motions with the Global Alliance track.



Partner First Commercial Program overview

The newly designed Partner First Commercial Program, focused on being first in sales, speed, and solutions, 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.

Partner First Commercial Program



Partner First Commercial Program overview continued

Product track

Volume

The Partner First Volume track enables and drives revenue in PC, Print, and Supplies categories. Membership structure is based on partner portfolio and product category focus. Entry into the program tiers is based on separate revenue thresholds in PC, Print, and Supplies.

Solutions

The Partner First Solution track enables partners to gain new competencies and drive growth in key solution areas aligned with HP strategic objectives (Mobility and Vertical Solutions, MPS, and Services) and key product specializations, such as Workstations and Graphics. Entry into a Product or Solution Specialization is based on select criteria, including: partner competencies, certifications, and revenue thresholds.

Integration track

The Partner First System Integrator track enables and rewards Partners who lead primarily with services and have a strong influence on HP Product pull through—primarily through outsourced and service provider sales motions.

Global Alliances

The Global Alliances track provides an integrated set of technical, marketing, and business development services to help select Global System Integrators, develop market-leading solutions, and drive joint go-to-market motions with top customers.

The compensation model has not changed—you continue to retain the profitability and predictability of working with HP. We are also still offering the opportunity to achieve and earn benefits at Silver, Gold, and Platinum membership levels for the Volume track, and more integrated benefits for the Solution and Integration tracks. Additionally, the HP Partner First Portal continues to bring you mobile, anytime access to all compensation, MDF, pricing, deal registration, marketing, sales support tools, and more. As a result, you are equipped to predict earned rebates and effectively chart a course to growing your business with HP, independent of your unique business model. And now partners can achieve membership status in separate Print, PC, and Supplies revenue tracks.

To help you chart an accelerated course to growing your business with HP, we've developed several tools for all partner business models to leverage, including:

- A single portal, the HP Partner First Portal, for easy access to program information in one location
- A single partner agreement with multiple addenda, simplifying the partner process
- A single MDF process and compliance requirements, bringing access to an array of marketing resources

Volume Partner Membership overview

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. These are cumulative, which means you have access to the benefits at your level in addition to the levels below. Learn more about specific specializations, benefits, and compensation models in the following sections.

Program benefits overview

	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
Foundational benefits	<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	

Note: implementation of benefits by tier may vary by region

Solution overview

Your expertise is what sets you apart from the competition. The solution track will essentially begin with your current specializations for FY16.

HP Partner First Specializations give you a competitive edge and the ability to highlight your specific areas of expertise. They allow you to differentiate your offerings and increase profitability, as well as provide increased value to your customers. For FY16 we've updated the number of HP Specializations to enable simpler certification processes and a clearer path for growth.

Specialist Partners distinguish themselves as experts by certifying individual employees, attending focused HP training events, and satisfying HP revenue requirements. In recognition of these efforts, HP provides significant benefits.



Solution Specialist types

Client Virtualization Specialist

Whether customers are looking to maximize IT resources, save energy, increase security, or tap into any of the other benefits of virtualization, you will design and implement the end-to-end solutions that achieve your customers' business objectives.

Retail Solutions Specialist

On a daily basis, you exceed the expectations of customers with stylish, secure, and manageable solutions. This specialist designation allows you to meet the heavy demands of a busy retail or restaurant environment and enable an exceptional retail experience.

Workstation Specialist

As an ISV partner you are the preferred advisor for the customer. You can take advantage of HP Workstation technology to provide a total solution to support their specific needs; for example in architecture, engineering, design, finance, or medical industries.

Managed Print Specialist

The Managed Print Specialist and the contractual services that HP provides will help you sell smart solutions with HP's support. At the same time, you have the flexibility to decide whether you want to use your own

infrastructure for contract management or make use of HP's assets and tools. In addition, you can become certified to enhance your MPS play with HP's Document Solutions for security, mobility, and workflow.

Graphics Specialist

You have the expertise in everything to do with printing of large-format signage and display; printing applications from digital fine art, photo portraits and POP advertising to indoor/outdoor signage and exhibitions. You are able to recommend the best solutions to fit your customers' application needs, workflow requirements, and businesses.

DesignJet Specialist

You have the expertise and increased knowledge to recommend the best-suited HP large-format printing solutions for your customers, including specifications, workflows, software, and applications.

Partner First Services Specialist

The HP Partner First Services Specialization offers greater opportunities to collaborate with experts and gain exclusive access to HP tools, training, and resources. HP Partner First Services Specialists can apply for access to Services Delivery. To be accredited in any

of the delivery tracks, the specialist partner must comply with all sales and delivery criteria associated to the specific track.

Technical Production Specialist

You have the expertise to recommend the best printing and production solutions for architects, engineers, copy shops, repro houses, photo professionals, or graphic designers—including specifications, workflows, software, and applications specifically designed for the production of a wide range of professional materials.

Mobility Specialist/Network (varies by region)

The Mobility Specialist or Network has a strategic focus and expertise in mobility solutions. You are building solutions that help our customers to move forward and transform their business to mobility in a meaningful and innovative way. Being an HP Mobility Partner demonstrates your knowledge of HP Mobility solutions and readiness to implement those in the best possible way for our customers.

For more information, visit the **HP Partner First Portal** or contact your HP Partner Business Manager.

Partner One Alliance

Simplifying the way you work with HP and Hewlett Packard Enterprise

The new Partner One Alliance will provide incremental benefits to partners who work with both HP and Hewlett Packard Enterprise. This program will extend to all Platinum, Gold, Silver, and distribution business partners, and will serve as a connection point for post-separation partner communications and activities. Specifically, the Partner One Alliance will focus on the following initiatives:

- **Joint events:** HP and Hewlett Packard Enterprise will co-locate the Global Partner Conference and the bi-annual Discover customer event, as well as jointly sponsor Canalys and CRN Best-of-Breed events for 2016 and 2017.
- **Joint campaigns:** HP and Hewlett Packard Enterprise will run one joint marketing campaign every six months—and provide the resulting leads to top partners selling both companies' products. In addition, partners will be able to leverage MDF from both HP and Hewlett Packard Enterprise to leverage these campaigns in their own marketing programs.
- **Joint leads management:** HP and Hewlett Packard Enterprise will continue to share leads and opportunities for each others' solutions with partners.

In short, the Partner One Alliance will be the umbrella program for both the HP Partner First Program and the Hewlett Packard Enterprise Partner Ready Program going forward.



Maximize profits

Get the compensation necessary to keep your business moving forward. It's important to develop and nurture partnerships that are profitable. Not only that, we want to ensure that we work together to maximize profits every year.

As in past years, compensation is still based on the partner membership level. However, to make the program work harder for you, we've further streamlined the ways in which benefits get paid.

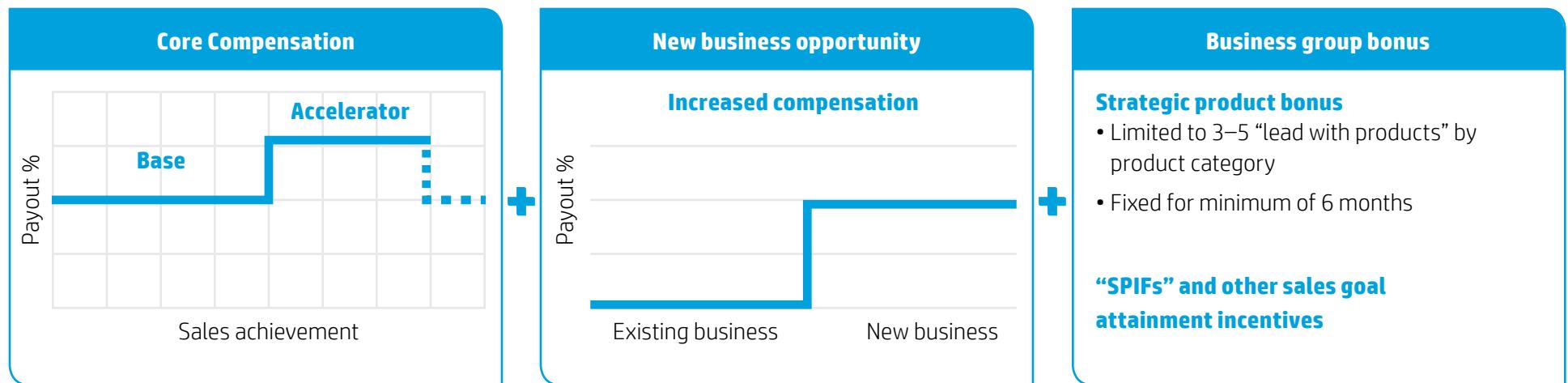


Core Compensation

The HP Partner First core rebate is structured to make backend compensation easy. All HP business groups base their Core Compensation rebate payouts on membership level, with Silver earning the lowest rate and Platinum the highest.

Core Compensation consists of base compensation and an accelerator.

Partner Compensation Framework



Base Compensation

Base Compensation is a fixed-rate rebate. There are no goals, no caps, no registration, and no claiming. The more you sell, the more you earn. HP automatically applies the rebate to every eligible sale, making it very easy for partners to predict earnings.

Accelerator Compensation

Based on achieving sales targets, higher or “accelerated” rebate rates give qualified partners the opportunity to maximize their earnings potential when they grow. Accelerator eligibility requirements and payouts vary by HP business unit (BU).

New Business Opportunity (NBO)

HP Partner First New Business Opportunity rewards you for proactively generating new business and closing resale opportunities with customers new to HP, which can include new customers or new business with an existing customer.

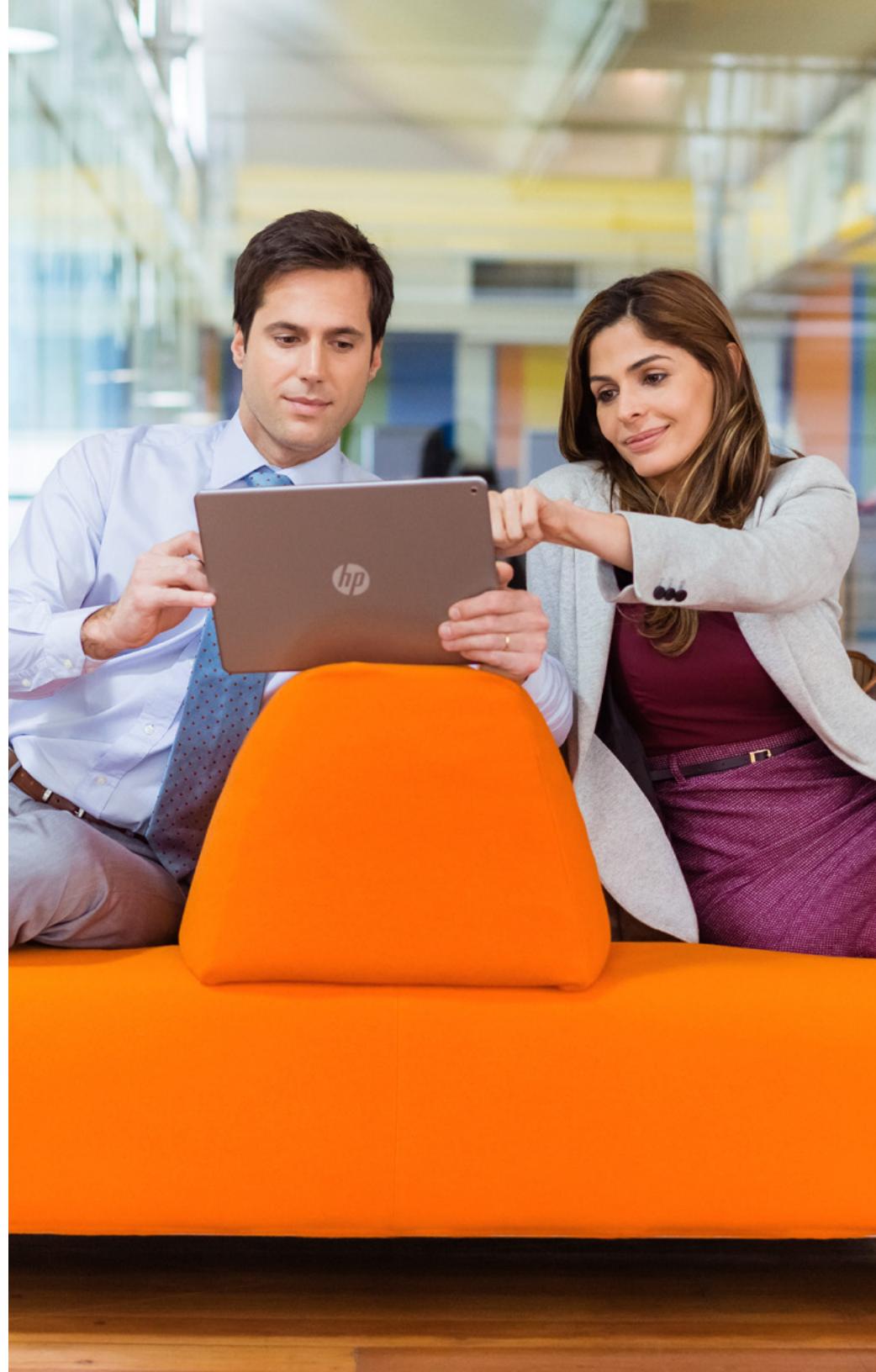
BG Bonus/Strategic Growth

The Strategic Growth Bonus rewards partners for selling specific products. Twice a year, HP will provide a list of eligible products and eligible partners for this financial reward. Program availability may vary by region based on legal and market regulations, for more information please contact your Partner Business Manager.

For full details about compensation please read the appropriate HP Partner Compensation Program Terms on the HP Partner First Portal or contact your HP Partner Business Manager.

Discover more

As an HP Partner First partner, you have access to a wealth of information, tools, resources, and content through our online Partner First Portal.



HP Partner First Portal

The HP Partner First Portal, formerly the HP Unison Partner Portal, provides anytime access from desktop or mobile devices to HP product, program, pricing, and training information, plus access to the compensation, incentive offers, and marketing and sales support tools.



Single access point

A one stop shop for up-to-date products, programs, and solutions



Joint Business Planning

Marketing support tailored to your business needs to drive shared business growth



Lead and opportunity management

Improving pipeline and partner collaborations by sharing lead and opportunity information



Deal registration

Win more deals with fast, consistent deal registration and quoting



Market Development Funds (MDF)

Increase marketing ROI with a simpler, more-efficient MDF process



Faster, more competitive quotes

The right support to empower partners to win more deals



Demand generation

Automated and personalized co-marketing assets



Partner compensation and rewards

Provide greater clarity into partner compensation and rewards

How to register as a New User:

To create your user account, visit the [HP Partner First Portal](#) login page:

- Click “Register here” and complete the online form.
- Your organization’s Partner Portal Administrator (PPA) will be automatically notified of your request and will need to approve it.
- Once approved by the PPA, your account will be activated and you will be sent an email with a unique User ID and password for signing in.

Note: Current users of the HP Unison Partner Portal will be migrated automatically to the HP Partner First Portal.

Using the HP Partner First Portal

After signing-in, you can customize “My Dashboard” on the home page for one-click access to the most relevant tools and information.

Partner Account Management

The HP Partner First Program offers you dedicated support including the HP Channel Partner Support Center, Partner Business Manager, and HP Executive Sponsorship depending on your partner status. These structured and dynamic initiatives are designed to help close sales, increase customer loyalty, and create long-term strategic growth plans.



Generate demand

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 new sales.

With marketing services and funding such as Market Development Funds (MDF), partners can extend their reach and drive new business. And in leveraging the HP Global Partner Locator and HP Partner First Insignias, you create greater visibility.

What's new?

The new and globally consistent MDF Tool can be easily accessed from the HP Partner First Portal. It incorporates streamlined processes to help you more effectively manage your MDF funds, activities, and claims. Benefits at a glance:

- Strategic fund allocation for more effective MDF utilization
- Simplified processes
- A better user experience

Eligibility

Eligibility for demand generation, incentives, and sales support tools is determined by membership status. Most of the benefits, tools, and resources described here are available to all membership levels, unless otherwise specified.



Market Development Funds (MDF)

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.

Market Development Funds may be provided to an HP Marketing Services Agency (MSA), who will execute the marketing activity on your behalf. Funds can help cover a wide range of marketing activities, including but not limited to the chart on the following pages.

Full terms

For a complete list of eligible activities including program terms, please refer to [MDF Activity Matrix](#) on the [HP Partner First Portal](#). All MDF resources are provided on a discretionary basis.

Activity	Description
Digital Advertising	Online display advertising (e.g. banner ads), streaming video, webinars, webcasts, advertising and promotions via mobile devices, or other general online advertising of HP products, solutions, and services.
Print Advertising	Co-branded print advertising. Newspaper or magazine print advertising, outdoor advertising (e.g. billboards, posters, and banners), or other general advertising of HP products, solutions, and services.
Television/Radio/Cinema Advertising	Radio, cinema, or television spots for HP products, solutions, and services.
Social Media	<p>Social media marketing programs include:</p> <ul style="list-style-type: none">• Creation of new content or adaptation of HP provided content for use on social media sites• Publishing of HP posts or adapted/newly created social content onto social media sites <p>It supports the purpose of attracting attention, generating traffic, and spreading electronic word of mouth (eWoM) about HP's products or services. Social media posts are focused on demand generation and link back to partner's website. The amount of social media activity must be quantifiable. See regional MDF guidelines to perform social media activities.</p>
Search Engine Marketing	<p>A form of online advertising that involves the purchasing of ads on search engines to promote websites and gain traffic by increasing their visibility in search engine results pages (SERPs).</p> <p>Search ads are focused on demand generation and link back to partner's website.</p> <p>See regional MDF guidelines for partner eligibility to perform search engine marketing (SEM) activities.</p>

Market Development Funds (MDF) continued

Activity	Description
Digital Catalog	Electronic catalogs, newsletters, flyers, or marketing material for HP products, solutions, and services developed for electronic mass distribution to potential customers.
Print Catalog	Print catalogs, product brochures, newsletters, or flyers featuring HP products, solutions, and services developed for mass distribution to potential customers.
Customer Assessment	<p>A customer-requested or partner-requested customer consultation or assessment with a targeted strategy plan developed for the purpose of displacing an HP competitor, driving incremental HP business with a new customer account, or a new division within an existing customer account. The assessment would typically be delivered by a third-party consultant or system integrator.</p> <p>Note: If travel is necessary for activity, travel and accommodation costs are eligible for reimbursement. Economy class required for all flights.</p>
Digital Direct Mail	Direct email marketing campaigns for lead generation featuring HP products, solutions, and services. Includes direct marketing services, email delivery services, list buys, third party list, and customer data management/analysis services.
Printed Direct Mail	Printed direct mail marketing campaigns for lead generation featuring HP products, solutions, and services. Includes direct marketing services, delivery services (e.g. shipping fees, postage), list buys, third-party list, and customer data management/analysis services.
Telemarketing	Telemarketing call campaigns for lead generation, marketing campaign follow-up, customer updates on HP programs, products, and services. Includes list buys, third-party list and customer data management/analysis services.
Demonstration Equipment	<p>Investments made in purchasing, renting, or leasing of HP hardware or software for demonstration, application development, or customer evaluation purposes.</p> <p>Equipment must be used by the partner for demonstration purposes only and can be resold at either:</p> <ul style="list-style-type: none"> • Purchase date plus 6 months, or • End of Sale status has been reached
HP Champion	Compensation related to partner resource(s) (marketing, technical, or sales) focused on planning, implementing, and evaluating the effectiveness of programs for promoting, selling, and supporting HP products, solutions, and services.
In-Store Marketing Activity	<p>In-store/Point-of-Sale product displays in windows, floor bays, wall bays, or endcaps to demonstrate and generate demand for HP products.</p> <p>Demo Days—Expenses for in-store demo activities conducted by partner, promoter, or outsourced third party service.</p> <p>Services or tools to help partners/retailers evaluate and manage store assortment, product placement (planogram), product replenishment, product introductions, promotions management, or other activities designed to attract customers and maximize category performance (sales).</p> <p>Product bundling costs like wrapping products or creating sales boxes.</p> <p>Low-value promotional items (\$50 USD max per item) with HP logo such as pens, pencils, lighters, caps, t-shirts, mugs, or pen drives can be used as customer giveaways (co-branded) as part of the in-store marketing activity. Non-HP giveaway items must not compete with HP's products or services.</p>

Market Development Funds (MDF) continued

Activity	Description
Merchandise	Low value promotional items (\$50 USD max per item) with HP logo such as pens, pencils, lighters, caps, t-shirts, mugs, or pen drives used as customer giveaways (may be co-branded). Non-HP items must not compete with HP's products or services.
Partner Sales Incentive	<ul style="list-style-type: none"> • Distributor driven incentive programs to/for: <ul style="list-style-type: none"> - Reseller companies - Reseller management employees or sales employees (like a SPIF) - Distributor sales employees (like a SPIF) • Reseller owned incentive programs to/for: <ul style="list-style-type: none"> - Reseller sales employees (like a SPIF) <p>Partner led sales incentive programs for their own employees. Incentive benefit paid by channel partners to their employees for sales of specified HP products during pre-determined short-term timeframe.</p> <p>Distribution led sales incentive programs for reseller companies.</p> <p>Incentive benefit paid by distribution partners or OEM Distributor Partner to a reseller partner, for sales of specified HP products during a pre-determined short-term timeframe.</p> <p>Examples: SPIFs (performance incentive), floor days, sales contests, or other types of sales activities with incentives (HP products, prizes, gift certificates/vouchers, trips, hotel stays, etc.) for Partner's employees to sell HP products, solutions, or services.</p> <p>Examples of incentive programs include:</p> <ul style="list-style-type: none"> • Partner led SPIF programs: Programs in which all partner sales representatives (SRs) meeting or overshooting required target goals will win a predefined prize or benefit • Partner led loyalty programs: Programs in which all partner SRs will receive points or for each unit or currency equivalent they sell to redeem their prize from a predefined benefit list based on the amount of points they earned during the program period • Partner led sales contest programs: Programs in which prizes are set for the best-selling partner sales team or partner SR(s) <p>Incentive payments are eligible for the incentive programs above and must be paid by partner via salary payment method to partner employees.</p> <p>Any HP product purchased with MDF funds and provided as a reward must not be resold by the reseller.</p> <p>Low-value promotional items (\$50 USD max per item) with HP logo such as pens, pencils, lighters, caps, t-shirts, mugs, or pen drives can be used as partner giveaways as part of a sales incentive activity. Non-HP giveaway items must not compete with HP's products or services.</p>

Market Development Funds (MDF) continued

Activity	Description
Event	<p>Partner led: Environment which allows partners to market HP offerings. It may occur in a format of partner hosted events such as briefings, seminars, webinars, road shows, trade shows, events, exhibitions, conferences, or tradeshows to highlight HP products, services, and solutions for customers. HP-led/hosted events in which partners participate. Reimbursement is limited to participant's travel costs, accommodation, and participation fees only. Mandatory to provide the participant name(s). Third-party hosted event with partner staff attending such as IT fairs, events, event packages, trade fairs, exhibitions, conferences, roadshows, or international tradeshows where partner presents, or promotes HP products, services, and solutions for customers. Note: If travel is necessary for activity, travel and accommodation costs are eligible for reimbursement. HP-led/hosted events are limited to partner participants' travel costs, accommodation, and participation fees only. Economy class required for all flights. Meals/catering/entertainment for attendees not to exceed \$150 per person per day of the Event. Agenda should contain at least 80% business activities and not to exceed 20% leisure activities/entertainment. Low value promotional items (\$50 USD max per item) with HP logo such as pens, pencils, lighters, caps, t-shirts, mugs, or pen drives can be used as customer giveaways (may be co-branded) at the event. Non-HP giveaway items must not compete with HP's products or services. HP product equipment rental for demonstration use at the event can be included.</p>
Training	<p>Technical, sales, or other certification training, taken by the Partner employees to enable Partner's ability to drive demand for HP products and services. May include classroom, on-site trainings, instructor-led trainings, Lunch and Learns, sales soft-skills trainings, coaching or formal training performed by a HP trainer to partner employees to ensure their readiness to promote HP's products and services. Certification/exam voucher costs to obtain Partner First Program Certification. It also includes study materials that lead to a technical or sales certification or qualification provided by HP. Note: If travel is necessary for training activity, travel, and accommodation costs are eligible for reimbursement. Economy class required for all flights. Low value promotional items (\$50 USD max per item) with HP logo such as pens, pencils, lighters, caps, t-shirts, mugs, or pen drives can be used as partner giveaways at the training event. Non-HP giveaway items must not compete with HP's products or services.</p>

HP Sales Central

HP Sales Central, formerly My Sales Guide, provides partners with the assets you want, when and where you want, on the device you want, quick and easy, every time. This application is the premiere source for HP sales assets. Everything you need is at your fingertips with your personalized HP Sales Central.

Access HP Sales Central:

myhpsalesguide.com

Note: URLs for HP Sales Central will be changing to reflect the new name in late fall, 2015.

Or access HP Sales Central by going through the HP Cirrus App:

Android: [HP Cirrus Android](#)

iOS: [HP Cirrus iOS](#)

The screenshot displays the HP Sales Central dashboard. At the top, there is a navigation bar with the HP logo, country selection (United States), language selection (English), business group (All), tiles (All), a search bar, and links for Compare (0), My Favorites (0), Talk to us, and What's New (355). Below the navigation bar is a "Welcome To Your Dashboard" section. The dashboard features a grid of nine tiles representing different categories: Products (HP Slimline Desktop - 450-a114 (ENERGY STAR)), Presentation Builder, Training (English only), Help Me Choose, Original HP Supplies (HP 60 2-pack Black/Tri-color Original Ink Cartridge ...), Collateral (Real Insight real time, Limitless possibilities), Competitive (English only), Software (In progress), and Solutions (In progress). Each tile includes a small thumbnail image and descriptive text.

HP Smart Buy

HP Smart Buy is the channel program redesigned to make it easier, faster, and more profitable to sell HP's bestselling commercial PCs to SMBs.

HP Smart Buy models

Main focus

Opportunistic

HP Smart Buy **Basic**



Predefined set of high velocity SMB SKUs with aggressive, upfront best price and immediate availability

HP Smart Buy



"Heat of the market" set of high velocity SMB SKUs priced at market, guaranteed availability and volume tier based discounting

HP Smart Buy **Special**



One time SKU to leverage a unique competitive advantage

Programmatic

15%-40%

% of Transactional business

50%-70%

Opportunistic

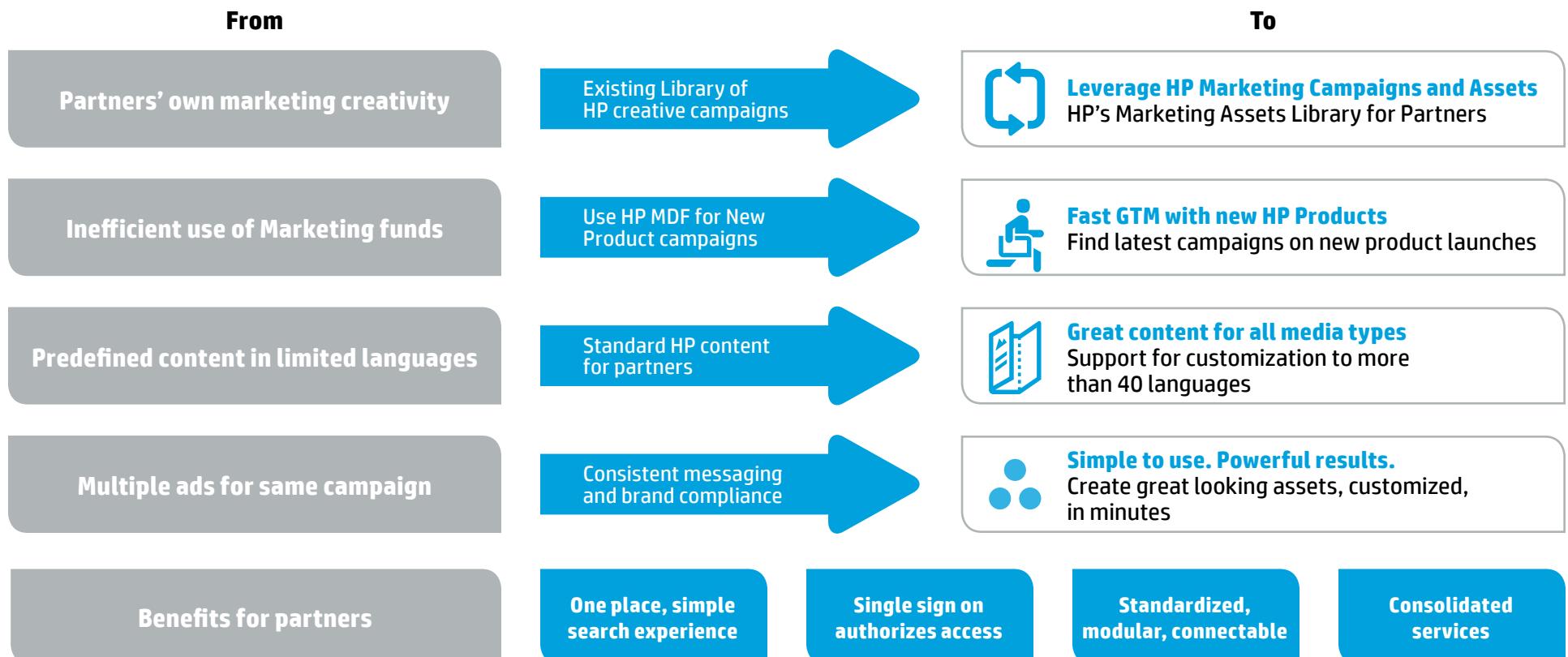
~5%

Co-Marketing Zone (CMZ)

Co-Marketing Zone (CMZ) is a central repository of HP marketing campaign assets and templates that allows you to create and run world-class, customer targeted, customized campaigns.

Enhancements to the repository this year, based on partner feedback, include: improved content search, easier repository navigation, and placement of featured campaigns and training videos on the homepage. Additional popular assets available in CMZ include: eDMs, posters, print ads, and flash banners. Customize these assets by adding your logo, email, phone number, website address, and a unique call to action.

CMZ objectives

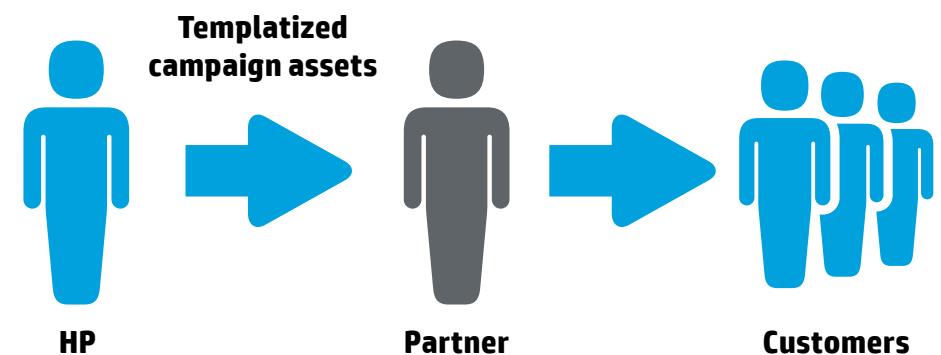


Co-Marketing Zone (CMZ) continued

You can access CMZ through the **HP Partner Portal**. Customize your campaigns using smart objects functionality or leverage the services of Marketing Services Agencies (MSA) (see chapter about MSA).

Smart Objects—Create Customized Campaigns with HP

Generate new sales opportunities with the latest HP marketing campaigns, customized for your business quickly and easily using the new HP Co-Marketing Zone.



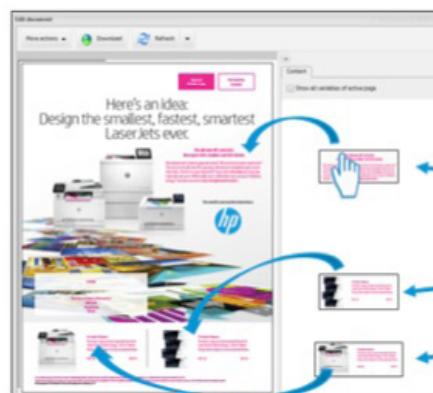
Significant improvements

More flexibility, mix and match

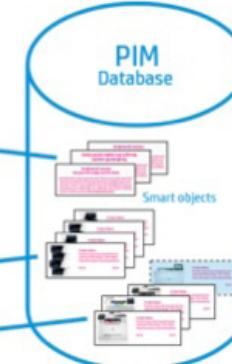
Drag and drop editing experience

HP: Reuse objects on many templates

CMZ Template editor



Product Information Management



- Print Adverts
- Direct Mail
- Campaign Guides
- Static Banners
- eDMs
- Flash Banners
- Flyers

Benefits

- Generate new sales opportunities with great-looking, easy-to-use assets
- Align your marketing with HP's own significant marketing investment
- Promote your HP Partner First status
- Make your business synonymous with the HP global brand

Channel Marketing Campaign Guide

HP is providing, on a quarterly basis, a Marketing Campaign Guide for both PCs and Printers. The intent of this guide is to give all partners a portfolio of pre-defined campaigns to help generate demand. Each of these campaigns have supporting assets that can be customized through CMZ as explained previously. Access the Campaign Guide by opening HP Sales Central and clicking on the tile named “Marketing Campaign Guide.” Visit [HP Sales Central](#). URLs for HP Sales Central will be changing to reflect the new name in late fall, 2015.

Below is an example of a typical campaign and related assets:

HP EliteBook Folio 1040

Find it: All Assets | PPS Commercial | PC | Notebooks | Elite Family | EliteBooks | [EliteBook Folio 1040](#)

[Elite Family](#) | [EliteBooks](#) | [EliteBook Folio 1040](#)

STRATEGIC INITIATIVE

Grow Elite PC product portfolio

CAMPAIGN TACTIC:

Awareness, Consideration, Preference, Purchase

TARGET AUDIENCE

Corporate/Enterprise & Mid Market

CAMPAIGN OBJECTIVE

Keep HP as the PC market leader with innovative products enhancing customers' experience.

BRAND MESSAGING

HP Elite. HP's ultimate Business PCs.

VALUE PROPOSITION:

The thinnest, toughest, smartest EliteBook ever. [Campaign messaging]
Everything a business Ultrabook™ should be. [Product headline]

SUMMARY OF DELIVERABLES

Online banner, Poster, Print ad, eDM
JMA and IIP localizations available on-demand or via MSA.

LANGUAGE

EEE, FRE, ITE, DEE, ESE, NLE, RUE, TRE ARE – beginning of May

AVAILABILITY:

Available

To facilitate search of the campaigns and access to the assets, HP will provide a campaign selector available early FY2016 on iOS® and Android™ tablets and smartphones.



Marketing Campaign Selector

HP will soon launch a mobile campaign app, which will allow you to search for any campaign from your mobile phone and send favorite campaigns to your marketing team or the MSA for quick execution.

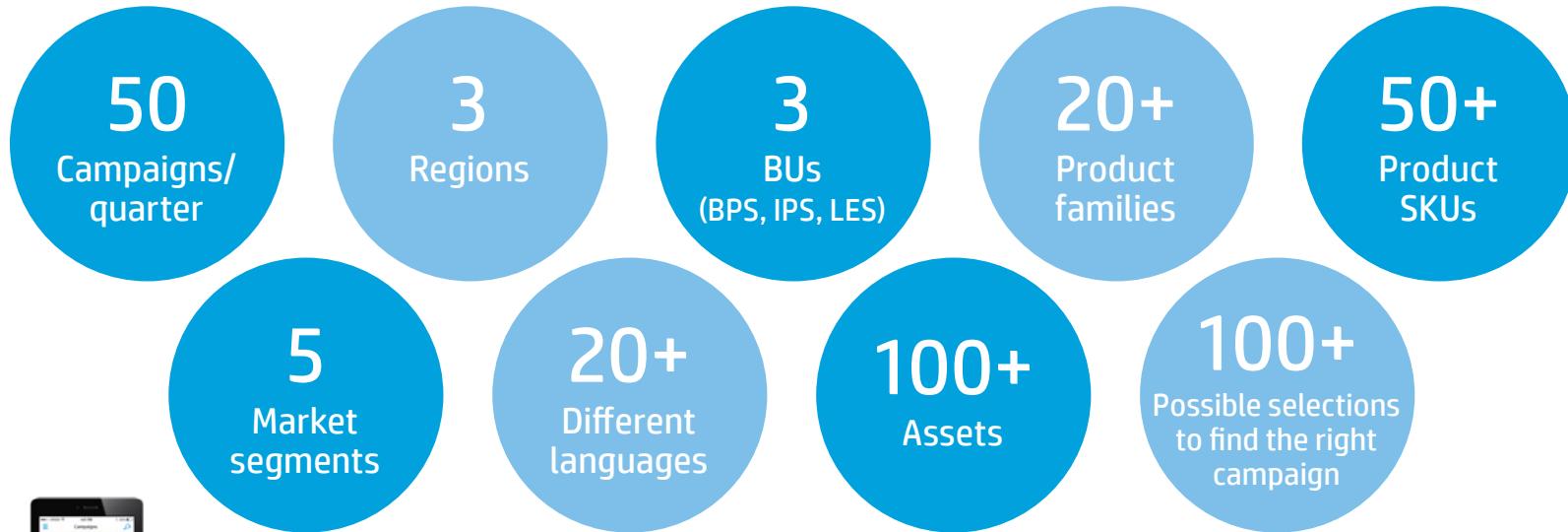
To find and download the app go to:

[Marketing Campaign Selector iOS](#)

[Marketing Campaign Selector Android](#)

Marketing Campaign Selector App

The quick and easy way to find the right marketing campaign



Geo-location
Enabled

Partner Marketing Manager (PMM)

A Partner Marketing Manager (PMM) is an HP marketing resource 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. PMMs help you create marketing plans aligned to HP's objectives and your own, in order to grow your business.

The PMM will not only help in creating a Joint Marketing Plan aligned to HP business priorities with your marketing team, but also engage with your team in measuring the return on investment (ROI) against the MDF spend and take feedback from you on the effectiveness of campaigns, and reporting back to the respective HP marketing teams.

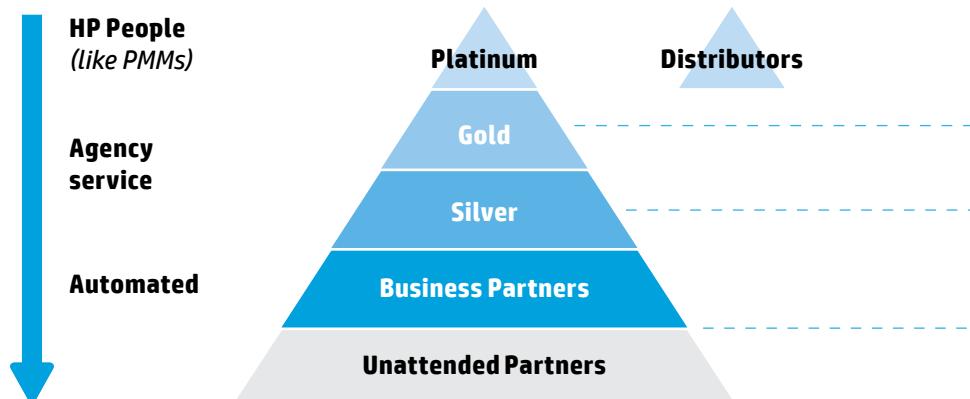
Examples of actions that the PMM can do for your company:

- Create a strong yearly Joint Marketing Plan in alignment with your company business objectives
- Budget allocation to run demand generation marketing campaigns
- Provide ROI on Campaigns and Marketing activities

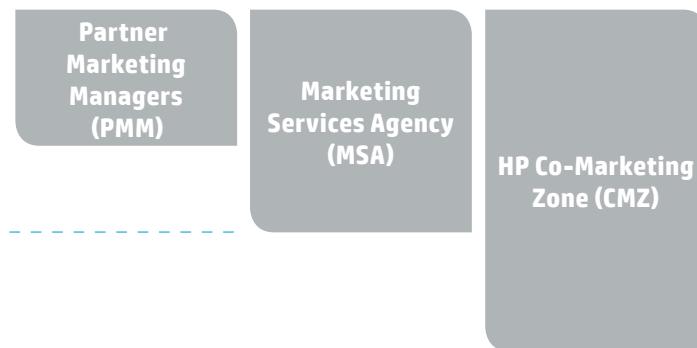
The PMM will enable you to maximize ROI from MDF and alliance funding by helping you develop high-return marketing strategies and programs every quarter. PMM understands how to bring together your marketing resources with HP's to work strategically identify and penetrate new markets. PMM will also enable with your CMO & marketing team using HP marketing and category assets and tools. PMM will be your single point interface on marketing and demand generation with HP.

WW channel marketing Tiered support

To accelerate time to market, HP Channel Marketing model is in alignment with Partner First Tiered Coverage model. Select partners—Check your eligibility with your local channel marketing team.



Marketing engagement



Select partners—Check your eligibility with your local channel marketing team.

Marketing Services Agencies

HP is committed to investing and supporting its channel partners in the planning and execution of co-marketing activities to drive demand generation and sales opportunities. As part of this commitment, HP has established a network of global Marketing Services Agencies (MSA) that delivers measurable, effective, integrated co-marketing campaigns for our partners. MSAs work with you to plan and execute co-marketing activities and campaigns on your behalf that are co-funded by HP—and sometimes by the HP partner and/or Alliance partner too.

Our MSAs are selected for their marketing experience, channel experience, and local knowledge. Many now have long established relationships with HP and our channel partners. They are fully trained and briefed on HP's marketing campaigns and branding guidelines.

Learn more

For more information or assistance on the HP MSA program, please contact your local HP Channel Marketing contact. To find additional benefits available to you, visit the [HP Partner First Portal](#) or contact your HP Partner Business Manager.

How the MSA Process Works

1 FUND

HP allocates funds for MSA program for specific partner(s) for planning

2 ENGAGE

MSA engages with partner to plan demand generation campaigns/activities

3 SUBMIT

MSA submits activities and requests for funding approval to HP

4 REVIEW

HP reviews activity and approves funding request



Increased visibility

New business can come from all directions. That's why HP Partner First enables you to gain incoming sales leads through programs that increase your visibility and value as an authorized HP partner.

HP Global Partner Locator

Each month, HP's website is visited by thousands of potential business customers looking for products, services, and support. The HP Global Partner Locator tool helps these potential customers find HP authorized partners that serve their local area. In short, the Partner Locator helps fill your sales pipeline.

By simply selecting from available criteria such as "product" or "partner specialization", the tool generates a list of partners. Platinum and Gold partners with relevant specializations are listed first because they're best suited to address the customers' needs.

Stay tuned; additional features are coming soon, including a stronger lead generation engine. Visit the [Partner Locator](#).

HP Product Syndication Program

Enrolling in the program means you can deliver enhanced product experiences to your online customers with virtual product tours and official HP content within expertly designed templates. These exciting features are designed to increase your add-to-cart conversion rate and cross-sell opportunities, all free of charge for our partners. Content is available in up to 21 different languages. For more information, contact your PBM or go to hp.com/go/syndication.

HP Partner First Insignia

With the membership structure for HP Partner First, every partner worldwide can now take advantage of HP insignia, which clearly indicate their status—Silver, Gold, or Platinum. You can add the insignias to your business assets, such as collateral material, further strengthening your connection to the HP brand. Download yours from the HP Partner First Portal today.



HP Incentive Programs

Innovation and great products are not always enough. That's why HP supports our partners with a wide range of incentive programs and promotions to help you close the deal.

Incentive program types

Partners may choose to participate in the incentive programs and promotions. Each is tailored to achieve a specific goal and may be short or long-term, focused on different products and services, and available on single SKU's or complete product lines.

For specific information on eligibility, partner payment terms, and claim processes, please consult the HP iQuote, or contact your HP Partner Business Manager.



Special Pricing

Partners can apply Special Pricing in several forms. It can be an upfront discount, a rebate, or a combination of upfront discount and rebate as determined by HP. Special Pricing can help you stay competitive in the marketplace and win deals.

For specific information programs and eligibility, contact your HP Partner Business Manager.

HP iQuote

This service simplifies the selling experience by empowering you to configure, price, quote, and purchase HP commercial products and solutions from a single location.

- HP iQuote is a free service for HP distributors and provides real-time availability, pricing and auto-attach functionality to help you upsell, and attach HP options and services.
- HP iQuote Universal is available at hpiquote.net and provides the same user experience as your distributor's HP iQuote without distribution stock, price and procurement information.

Standard Pricing Viewer

Available to all HP Partner First members, the Standard Pricing Viewer provides a single source for near real-time pricing and product lifecycle status, eliminating the need to search multiple sites.

- Provides contract-based, List and Purchase (standard discount) Pricing, specific to the partner
- Contains the partner's contractual discount (PA discount) and exhibit numbers
- Enables customized pricing and product queries by specific product, product line, or for the entire contract

HP Financial Services (HPFS)

HP Financial Services (HPFS) provides IT investment solutions that help your customers acquire the advanced IT needed to achieve their desired business outcomes. We can help them increase their flexibility and investment capacity, despite stretched resources. HPFS solutions can help you overcome delays and objections, and close more business, faster, while earning additional margin. Also, we can help you expand your business model to include more services led solutions and enhance how you go to market.

Here are just a few ways HPFS solutions can help your customers:

- Increase investment capacity through Flexible Investment Solutions that preserve cash and increase agility
- Stay current and on a regular refresh schedule with a Technology Refresh for Workplace program
- Transition from old to new solutions with Transition Services
- Respond faster to changing needs and competitive demands

An illustrative example

	Rate	Dollar potential
Financed amount	-	\$100,000
Margin uplift ¹	2%	\$2,000
HPFS Channel reward program ² (for qualified partners)	1.5%	\$1,500
Total potential margin increase	3.5%	\$3,500

Partner benefits of working with HPFS

Sell more

- Increase deal size by 20–35% by eliminating large initial cash outlays
- Maximize software and services attach by bundling solutions into a monthly payment

Earn more—up to 3% additional margin and perhaps more

- Uplift rates and control how much you earn
- Leverage attractive incentive programs for partners

Improve cash flow

- HPFS initiates funding within 48 hours of customer acceptance
- We enable immediate full revenue recognition for you, while customers will make monthly payments to HPFS

Partners utilizing HPFS can increase their earnings over and above other HP channel program incentives. For example, below is a table that shows how you can boost your margins by more than 3%, based on \$100,000 of financing.

HP Financial Services (HPFS) continued

Greater effectiveness with sales alignment and joint go-to-market capabilities

- Proactive alignment with top partners and joint territory coverage for transactional sales to help increase sales growth.
- Joint account business planning, opportunity, and lead management and deal engagement processes to drive demand and help grow your funnel.

Support for new and expanded services led solutions and partner business models

Flexible solutions for partners looking to build or expand a services-led practice and address challenges such as revenue recognition, customer credit risk, and asset management. We can tailor how we work with you to fit your go-to-market and business model needs:

- HPFS can offer investment solutions to you so that you can package a full services-led offer for customers without a large cash outlay.
- HPFS can collaborate to sell with you, providing financing to your customer, while you provide the rest of the IT services solution.
- HPFS can provide customer financing through you, taking on the customer credit risk, while you package the complete solution for your customer.

Our channel sales representatives can discuss these options with you in greater detail, including the benefits.

Demand generation support

- HPFS solutions integrated into HP demand generation campaigns and tools such as Co-marketing Zone will help you simplify your sales and marketing.
- HPFS is integrated into HP quarterly promotions and programs to incent customers to act now.
- Leverage innovative, integrated programs and offers such as HP Subscription, Technology Refresh for Workplace, and HP Thin Client Simplified.

Greater efficiency with integrated partner support

- HPFS Partner Connection portal provides efficient sales and transaction support and has recently been enhanced to add web services features to facilitate integrating quote and credit inquiry functions into HP and partner web sites.
- HPFS content and information will continue to be accessible on the former HP Unison Partner Portal and now on the new Partner First Portal.

Access and support

Check out the HPFS Channel Partner Handbook to learn more about how HPFS can help enhance your business:

- [HPFS Channel Partner Handbook for the North America](#)
- [HPFS Channel Partner Handbook for Latin America](#)
- [HPFS Channel Partner Handbook for EMEA](#)
- [HPFS Channel Partner Handbook for APJ](#)

Partnering with HP for the environment

Today, more than 70% of people world-wide work to conserve energy and recycle, and more than 30% take environmental protection into consideration when making purchase decisions.³ Not only is taking environmental action good for the environment, it can also differentiate your company and give you a competitive advantage.

Check out the ways HP is helping customers save money, reduce their environmental impact, and meet sustainability goals:

- On average, HP printers and PCs use 50% of the energy they used in 2005, and HP has set a goal to reduce the environmental impact of HP products by an additional 40% by 2020.⁴
- HP is a leader in eco label certified printers and PCs. Eco labels include ENERGY STAR®, EPEAT, Blue Angel, and many others throughout the world.
- HP Planet Partners return and recycling program is available in more than 73 countries world-wide, offering customers easy-to-use recycling services.



For more Environmental information and resources please click on the “Environmental Sales Tool” tile on **HP Sales Central**. URLs for HP Sales Central will be changing to reflect the new name in late fall, 2015.

Also, for support with environmental customer questions, go to the WW Environmental FAQ on **HP Proposal Web** (search “environmental”) or send questions to the HP ECC (Environmental Contact Center) at environment@hp.com.



HP Closed Loop Recycling Process

When customers return HP cartridges to HP Planet Partners, they all go through a multiphase recycling process and the recycled plastic is used as raw material in new HP cartridges.

Building knowledge

Develop the expertise to succeed throughout the shifting business landscape.

Today's IT customers are seeking not only technology resellers, but trusted advisors who can guide them through the dynamic changes happening every day.



What's new

Your expertise is what sets you apart from the competition. As an HP partner, you can benefit from training and certifications from HP Partner First Academy. Now, it's simpler and easier than ever before to train your employees and enhance your service offerings. Fewer certifications, simpler requirements, and more opportunities to participate in training—that's knowledge, simplified.

Find your focus

Special skills and expertise make partners especially valuable to customers. With this in mind, HP Partner First provides excellent opportunities to enhance your skills.

Specialists in detail

To learn more about individual specializations, eligibility requirements, and compensation benefits visit the HP Partner First Portal.

From

Broad and deep certifications

Manual tracking of your training and certifications

Mainly instructor-led, product focused courses

To

Up to 50% less time out of the office and lower cost with narrower certifications

“Best route” training recommendations optimizes investment in certifications

More interactive web-based training including sales skills

HP Partner First Academy

HP offers unparalleled opportunities to upgrade your skills and increase your value to customers. The HP Partner First Academy is a world-class sales and technical certification program that helps you achieve the competency that's necessary to plan, deploy, support, and service HP technologies and solutions. HP Partner First certifications are the gateway to HP Partner First Specialist designations.

Use tools to find the certifications you need, track the ones your company has earned, and plot your path to future success.

For individual partner employees

The following tools are available to individual partner employees:

HP Partner First Academy

Your personal landing page to HP training and certification resources. With HP Partner First Academy, employees can get training and certification recommendations, plus free learning tools, based on their interests and background. If you're already HP Partner First certified, you can easily track updates and resources available exclusively to HP certified professionals.

The Learning Center (TLC)

The training calendar is the one location to find the training you require. It now lists all web-based and recorded training offerings, as well as instructor led offerings starting in the next six months. Advanced search capabilities allow you to search for all training offerings supporting a certification or exam. Spend less time searching for classes and more time keeping your skills up-to-date or preparing for upcoming certification exams. Book classes at hp.com/training/academy.

Key training benefits for members include training on how to:

- Shorten sales cycles
- Improve service margins
- Enhance customer relations
- Deliver superior customer solutions
- Technical deep dives
- And more

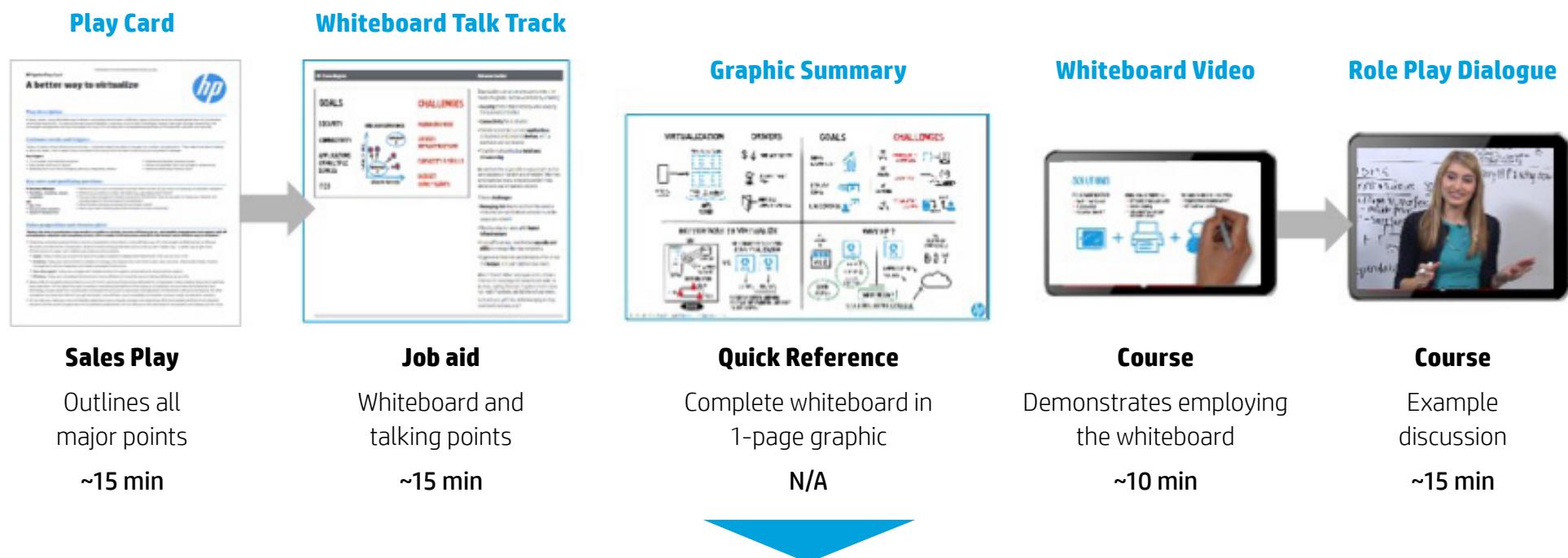
Sales Plays

HP's sales plays are focused on what HP believes to be the largest growth opportunities for our partners. They help you understand your customers' needs and how to position HP solutions that meet and exceed those needs. Fundamentally, Sales Plays provide a framework to discuss your customer's business drivers, goals, and challenges and effectively position HP solutions in an illustrative methodology that maximizes customer satisfaction.

Sales Plays should be deployed in the early stages of the sales process in order to:

- Spot customer triggers
- Create qualifying questions to uncover important information
- Target customer challenges and opportunities with the most appropriate HP-integrated solution
- Advance a pipeline opportunity
- Develop a framework for Joint Business Planning

To learn more visit: [HP Sales Central](#). URLs for HP Sales Central will be changing to reflect the new name in late fall, 2015.



~90 minutes to properly utilize all the content and complete the assessments. Followed by 30 minute Manager coaching session.

Next steps

Take the next step

Learn more at the HP Partner First Portal

The Portal provides anytime access from desktop or mobile devices to HP product, program, pricing, and training information, plus access to the compensation, incentive offers, marketing, and sales support tools. Visit partner.hp.com to learn more.

[Partner First Portal page](#)



Channel news

Be on the lookout for the HP Partner First newsletter and get the channel news you need, when you need it. This newsletter provides a more customizable way for you to receive the HP channel news most important to you. Be sure to click on the 'Profile' link in the e-news alert to further customize the news you want to receive from HP.

Key dates

Please note that all program changes outlined in this and other documents, including the new membership framework, compensation model, and certification requirements, are effective beginning **November 1, 2015**, unless otherwise stated.

For changes specific to your region, including detailed HP Partner First Program FY16 Terms, please visit the HP Partner First Portal or contact your HP Partner Business Manager.



Share with colleagues

¹ Channel partners have the option to increase the customer monthly payment and be compensated for the uplift increment. Uplift guidelines vary by region and finance agreement.

² HPFS Channel reward program, formerly known as the Channel Assistance Fee (CAF) varies by region and finance agreement. Please contact your HPFS channel representative for more information on partner eligibility for incentive payments.

³ Source: GfK Green Gauge Global 2013 Fact Book.

⁴ Compared to 2010 levels.

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October 2015

