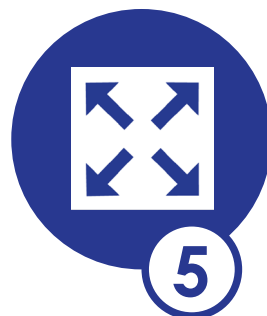
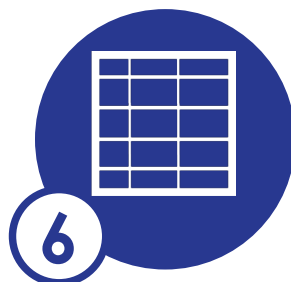


1 FUND
We allocate funds for HP co-branded marketing programs.

2 ENGAGE
We engage with partners to plan demand generation campaigns.

3 SUBMIT
We submit activities and requests for funding approval to HP.

4 REVIEW
We review activities and approve funding requests.



EXECUTE 5
We execute activities as planned

CLAIM 6
We claim MDF from HP and any contribution from partner

REPORT 7
We provide reporting metrics back to HP and partners for ROI review

STRENGTHEN 8
We facilitate collaboration with HP partners to strengthen and maximize ROI