Partnering for the New Style of Business

HPE Partner Ready Program 2016 at a glance
Partnerships drive us further

The promise of Hewlett Packard Enterprise—together we propel your business further

Hewlett Packard Enterprise will focus on the enterprise, both large and small. We will continue to be innovators at heart—that is in our DNA. However, we will also put our partnerships first by building long-term relationships with our customers and partners. And we will have a bias for action to take advantage of every opportunity.

We sum this up in our new tagline: “Accelerating next”. It is all about taking our joint customers’ businesses further, faster. It is about Hewlett Packard Enterprise enabling what is next for you, our partners, the way you want it. It is also about creating what is next, for example, the next advancements in compute, storage, networking, software and services. It is about envisioning and inventing what is new in areas we have not even yet imagined.

This will be at the heart of Hewlett Packard Enterprise.

New partnerships, new opportunities

Even from the beginning, HPE (previously HP) has been a company driven by partnerships. Our founders understood the immense value of people working together towards a common goal—and that sense of collaboration is what continues to move our customers and partners forward.

Nowhere is this more evident than the HPE Partner Ready Program – the industry’s number one partner program1. For over 30 years, we have strived to deliver the solutions, support, motivation and rewards that enable our partners to inspire the world.

“...we’re living in an idea economy, and it has never been easier for someone to turn a concept into reality. Hewlett Packard Enterprise will be the means by which older companies will move into new world. And we will rely heavily on our partners to lead our joint customers to this New Style of Business—powered by IT.”

– Meg Whitman, President and CEO, Hewlett Packard Enterprise

1 Based on Canalys, Channelnomics, 2T12 Group, and IPED
HPE Partner Ready for 2016

Our new Partner Ready Program will enable you to help your customers transform to the New Style of IT for Business based on our four core Transformation Areas, all powered by Hewlett Packard Enterprise solutions and expertise:

- Transform to a hybrid infrastructure
- Protect the digital enterprise
- Empower data-driven organizations
- Enable workplace productivity

Whether you are a reseller, solution provider, service provider or systems integrator, the new Hewlett Packard Enterprise Partner Ready Program provides you with services and benefits that fit your business, focused on enhanced profitability, increased customer demand, and comprehensive sales and technical enablement.

Partner Ready Program

Accelerate your Profitability
- Base compensation
- Accelerators
- New business/Segment
- Deal registration
- Sales incentives and promotions
- Special pricing/Quote
- Financial Services

Accelerate your Sales
- Leads and opportunities
- Co-marketing zone and proposal web
- Market development funds
- Marketing services agencies
- Partner marketing managers
- Demo discounts
- Partner locator

Accelerate your Transformation
- Joint business plans
- Partner-delivered services
- Technical training and certifications
- HPE sales and presales support
- Sales training and enablement
- Sales tools
- Partner Ready Portal and tools

We understand that success for our partners means success for Hewlett Packard Enterprise—that is what the HPE Partner Ready Program is all about. Read further to learn how.
One lucrative program for all your business models

For 2016, we have kept our membership structure for the HPE Partner Ready Program simple and consistent, so you have a clear path to growth that meets your company’s expertise and experience.

Whether you are a reseller, solution provider, service provider or systems integrator, the new program rewards you for each and every engagement you have with Hewlett Packard Enterprise.

Membership levels

HPE Partner Ready features four membership levels: Business, Silver, Gold and Platinum. Each level has its own specific set of program requirements, benefits, and rewards. By reaching new revenue or certification goals, you can reach new membership levels that reward you with new or extended benefits and compensation options.

Make the most of one program for all business models

Table 1: Membership based on increased revenue, skills and joint development

<table>
<thead>
<tr>
<th>PLATINUM PARTNER</th>
<th>GOLD PARTNER</th>
<th>SILVER PARTNER</th>
<th>BUSINESS PARTNER</th>
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<tr>
<td>• Deep expertise throughout the HPE Enterprise Group and/or HPE Software portfolio, and significant sell-thru, sell and/or sell-with revenue</td>
<td>• Advanced BU specific certification and revenue requirements</td>
<td>• Basic BU specific certification and revenue requirements</td>
<td>• Signed contract with HPE Entry-level training and revenue requirement (EMEA only)</td>
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<tr>
<td></td>
<td>• High sell-with, sell-thru, and sell-to revenue (e.g. SPs/SIs/ISVs)</td>
<td>• Moderate sell-with, sell-thru, and sell-to revenue (e.g. SPs)</td>
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<td></td>
<td>• Certified software integration</td>
<td>• Tested software integration</td>
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Maximize your profitability

Earn compensation and boost your margins

It is important to develop and nurture partnerships that are profitable and maximize profits year in and year out. After all, a focus on success and growth is at the heart of the best partnerships.

Compensation as an HPE Partner is based on membership level and designation. Consistent with the past two years, we have streamlined the compensation process, meaning there are no gates and no caps—you start earning right away and keep earning as long as your business grows. Here are some of the key ways you can boost profits as an HPE Partner.

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

Base Compensation
With the Base Compensation model, you can earn rewards from your first sale—with no gates and no caps. Complement Base Compensation with additional reward bonuses, such as the Rebate Accelerator, New Business Opportunity credit or Business Group Bonus.

Accelerator
The Accelerator rewards partners for continued growth. When you increase sales and exceed goals on selected HPE products, you have the opportunity to earn incremental rebates at accelerated rates.

New Business Opportunity
New Business Opportunity rewards you for proactively generating new business and closing resale opportunities with net-new HPE customers, which can include new customers or new business with an existing customer.

Business Group Bonus
The Business Group Bonus rewards partners for selling specific products within a strategic portfolio. Twice a year, HPE will provide a list of these products for each business group. Partners who meet the sales quotas will be eligible for financial rewards.

Service Delivery
Service Delivery Partners that hold a Services specialization can become an authorized service delivery partner to strengthen the relationship with your customers and enhance your upsell opportunities. You can leverage HPE to build new capabilities and be rewarded for delivering services and support across much of the HPE portfolio.

Financial Services
HPE Financial Services provides IT investment solutions that help your customers acquire the advanced IT needed to achieve their desired business outcomes. We can help you overcome delays and objections, and close more business, faster, while earning additional margin.
Generate more demand

Develop opportunities for continued sales activity

Every partner needs the right tools to succeed. That is why Hewlett Packard Enterprise has put together an array of resources that can help you market your business, create new leads and generate new sales.

Here is an overview of some of the demand generation benefits you will enjoy as an HPE Partner.

<table>
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<tr>
<th>TOOLS FOR HPE PARTNERS</th>
<th>Description</th>
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<tr>
<td>Partner incentives</td>
<td>Boost sales and move inventory with lucrative promotions that allow you to pass on huge savings to your customers via short-term, SKU-specific sales or long-term, product-line incentives.</td>
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<tr>
<td>Exclusive marketing services</td>
<td>Partners have access to advertising, demand generation and sales support tools through a variety of assets, including co-branding programs, marketing toolkits and equipment demo opportunities.</td>
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<tr>
<td>Partner insignias</td>
<td>Build your awareness and showcase your expertise with our new partner insignias, which clearly state your program status and HPE certification. Partners can add the insignias to business assets, such as collateral and event materials, further strengthening their connection to the Hewlett Packard Enterprise brand.</td>
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<tr>
<td>Market Development Funds</td>
<td>Planned Marketing Development Funds (MDF) are monetary resources provided to qualified partners to subsidize costs for marketing activities, including events, advertising, telemarketing and more. These funds are vital to driving awareness for HPE products, services and solutions, as well as serving as a key component in generating new business and optimizing revenue.</td>
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<tr>
<td>Increase your reach</td>
<td>These are just a portion of the marketing and sales services you may be entitled to as an HPE Partner and are dependent on your membership status. Ask your HPE representative for more information.</td>
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Learn how to adapt to the New Style of Business

Today’s IT customers are seeking not only technology resellers, but experts that can guide them through the dynamic changes occurring every day in business IT.

The Partner Ready Program will enable you to help your customers transform to the New Style of Business, based on our four core Transformation Areas, all powered by Hewlett Packard Enterprise solutions and expertise:

• Transform to a hybrid infrastructure
• Protect the digital enterprise
• Empower data-driven organizations
• Enable workplace productivity

Enabling your sales and technical teams: HPE has introduced both a single new Sales Certification aimed at helping partner sales teams identify new opportunities, and new Knowledge Credits to reward continuous learning activities. In addition, HPE will provide incremental training enabling your sales and presales teams to accelerate your customers’ business transformation.

HPE Partner Ready Certification and Learning

The Partner Ready Certification and Learning Portal (mylearningHPE.com) provides technical, sales and marketing trainings as well as Specialist certifications. When your employees begin their HPE training, they join a unique professional community of more than 500,000 members already expanding their knowledge and partnership with the world’s leading technology brand.

Partner Ready Certification and Learning delivers a broad range of opportunities, including training on how to:

• Shorten sales cycles
• Improve service margins
• Enhance customer relations
• Deliver superior customer solutions
• Better understand products and technical innovations
• And much more

HPE support at a glance

Successful partnerships are built on collaboration. That is why HPE offers the support services that help you make the most of your partnership status.

From the HPE Channel Support Center for general queries to one-on-one guidance from our HPE Partner Business Managers or Executive Sponsors, HPE is dedicated to not only answering your questions but helping you build a strategy for long-term growth.
Take the next step

Join us in building business momentum

This is a great time to time to join the industry’s longest-running channel program. With an innovative range of products and the number one program in the market, you can make your expertise pay off and build your business for the future.

Apply now to learn how to make the most of the new HPE Partner Ready Program

Program that delivers:

- Enhanced profitability based on an intuitive membership structure that differentiates partners and provides a clear path for growth
- Increased customer demand based on leads, opportunities and tools provided by HPE
- Comprehensive sales and technical enablement that help our joint customers evolve to the New Style of IT for Business

How to apply

If you have not already, contact your HPE representative to complete an application to join the HPE Partner Ready Program and to learn more about the benefits available to you. Requirements vary by region and membership level, so it is important to understand the specific Terms and Conditions in your region.

Great partnerships are built on mutual success and motivation. Make the most of your expertise and join one of the world’s leading technology brand.

Want to learn more?
For an overview of program benefits, compensation information and key deadlines, please visit partner.HPE.com