Disclaimer and Acknowledgements

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FY25 Business Partner Essentials

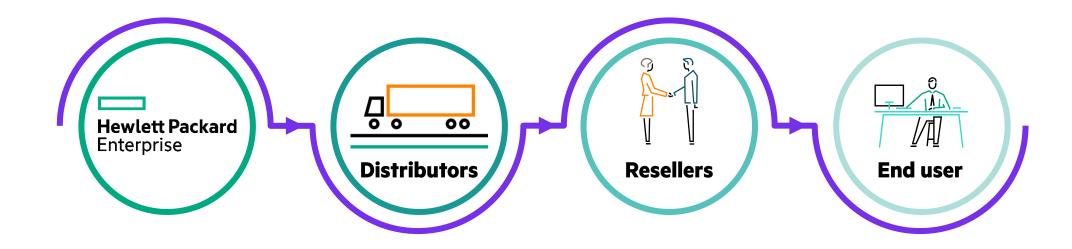
Start **HPE Training**

Agenda

Introduction
Getting started with HPE
HPE sales resources and tools
Pricing and configuration tools
HPE Services
HPE Financial Services
HPE Engage & Grow
Business Partner status
Summary and close

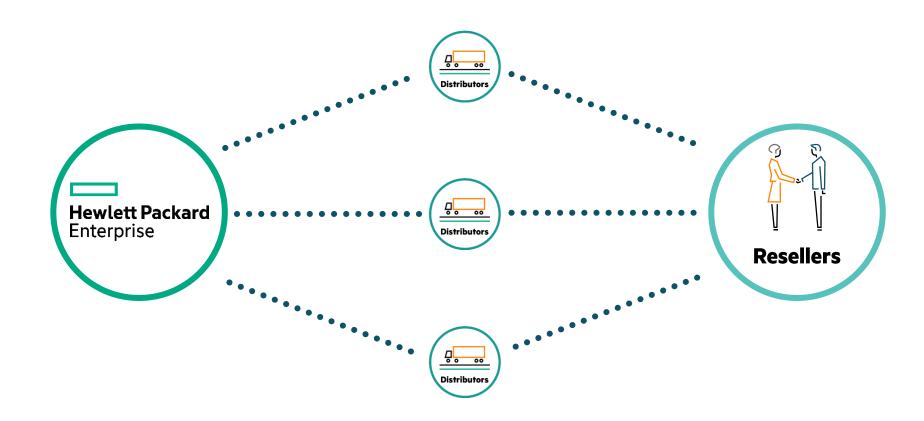
Indirect business model – one team, one channel

We believe in the value of expanding our reach into the market through **Authorized Distributors** and an extensive network of authorized **Value-Added Resellers**.



HPE is committed to the channel

Indirect business model – one team, one channel

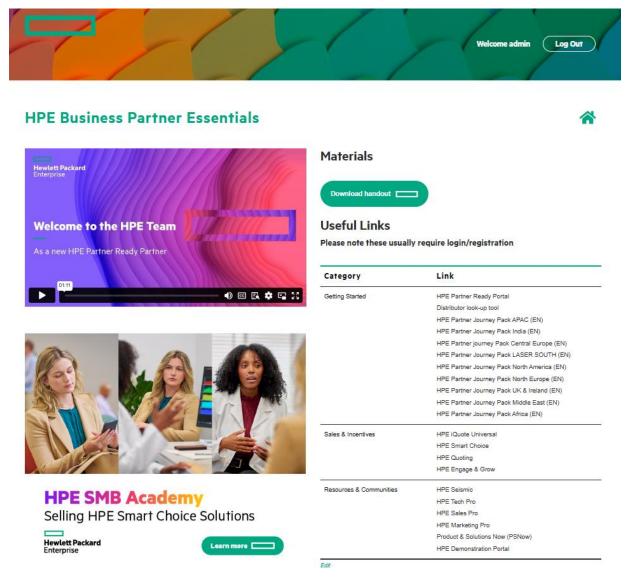


"Disti On Behalf Program"

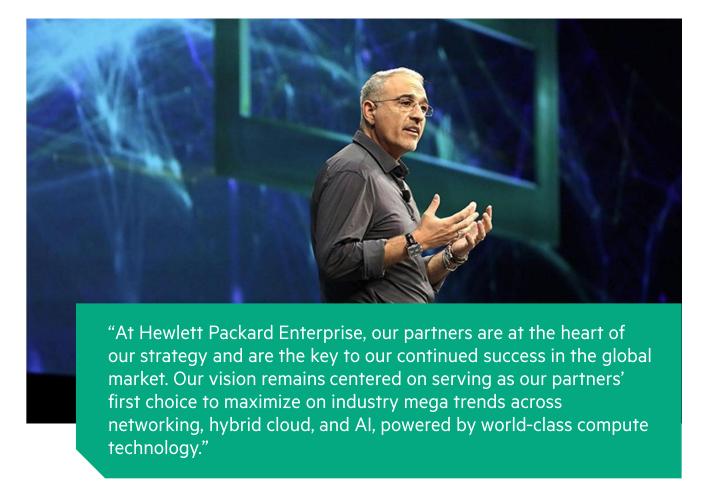
- Distributors provide support and guidance to you, as well as quote requests.
- Resellers can freely choose the distributor they wish to work with.
- "Disti On Behalf Program" also allows resellers to work with one or multiple distributors, who can submit quotes on their behalf.
- This program is available in most countries.



Landing page and distributor look-up tool



HPE Partner Ready Program



Antonio Neri – HPE President & CEO

HPE Partner Ready Program

- The HPE Partner Ready Program helps you accelerate your digital transformation as the edge-to-cloud & as-a-service company.
- You will be part of the most respected
 & profitable program in the industry,
 with higher pay-outs than key
 competitors.

Opportunity and innovation

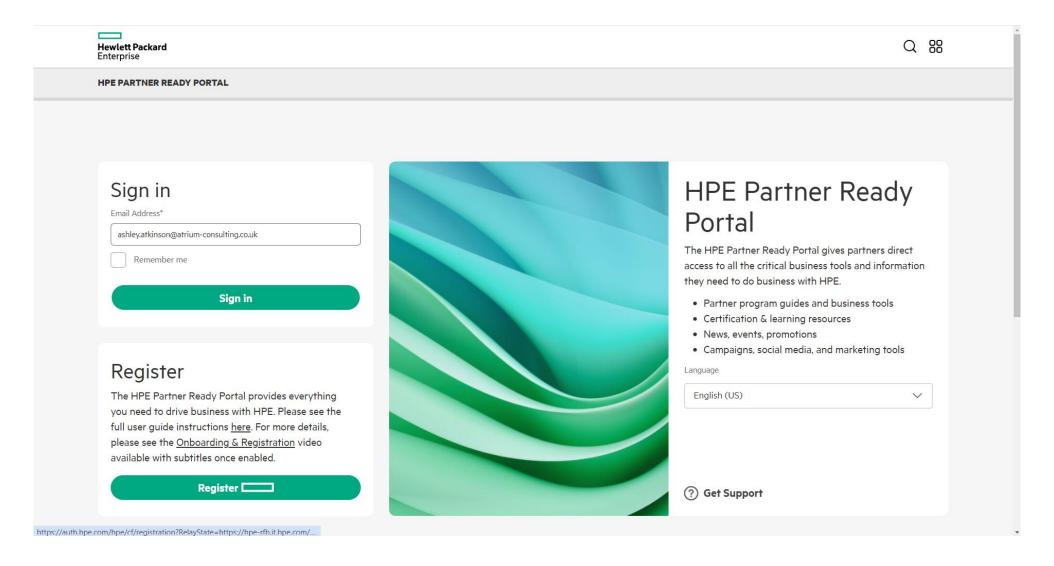
Partnership and community

Differentiation and expertise

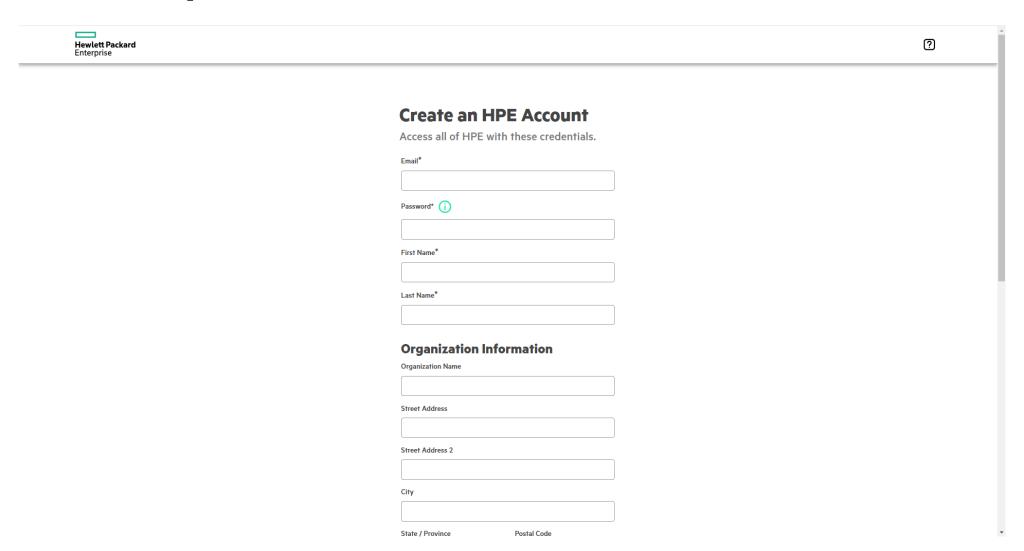
Demonstration: HPE Partner Ready Portal

- 1. Registration
- 2. Home page tour

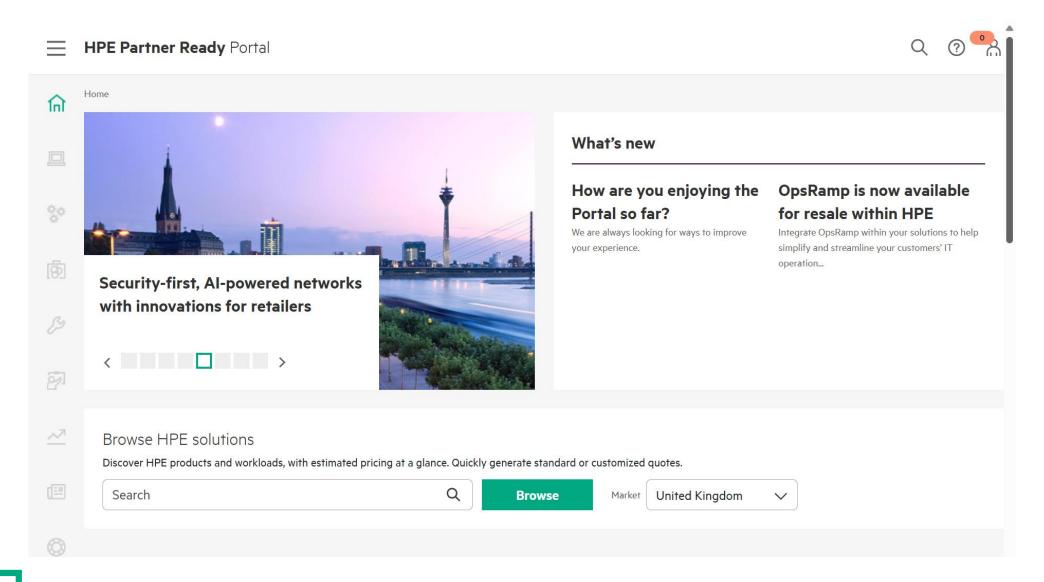
HPE Partner Ready Portal



HPE Partner Ready Portal

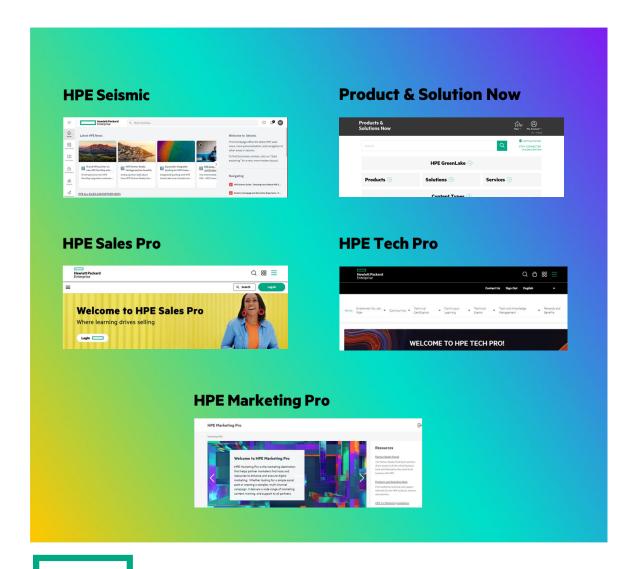


HPE Partner Ready Portal





HPE sales resources and tools



HPE product and services information

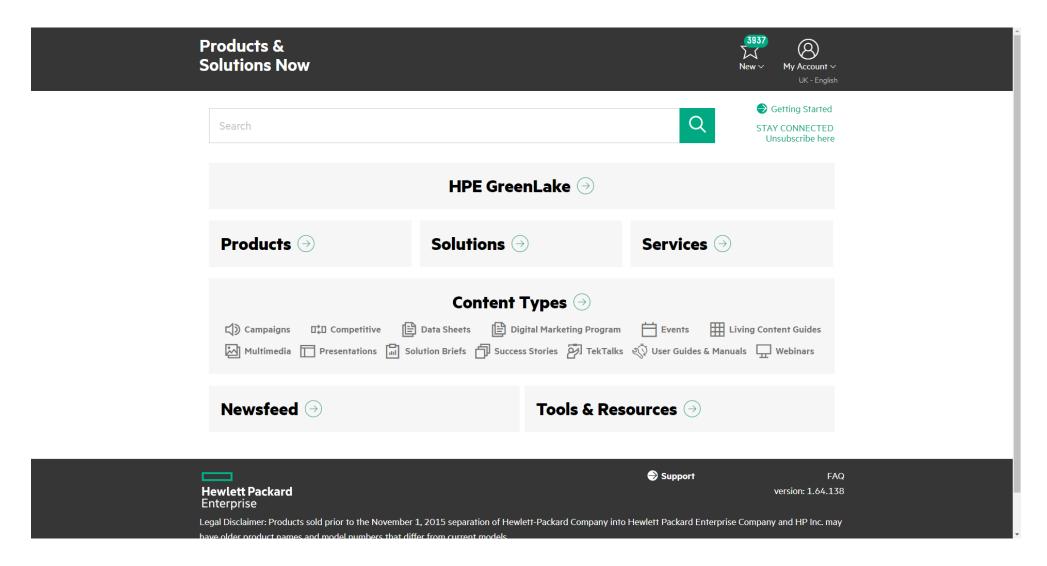
Conveniently organised for the relevant function

Accessed through HPE Partner Ready Portal

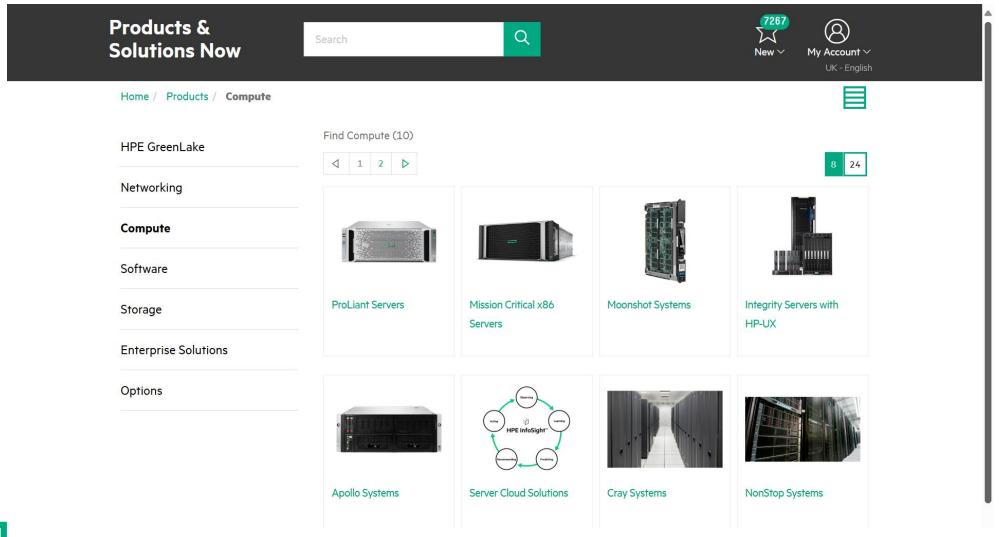
Demonstration:

- 1. Seismic
- 2. Products and Solutions Now (PSNow)

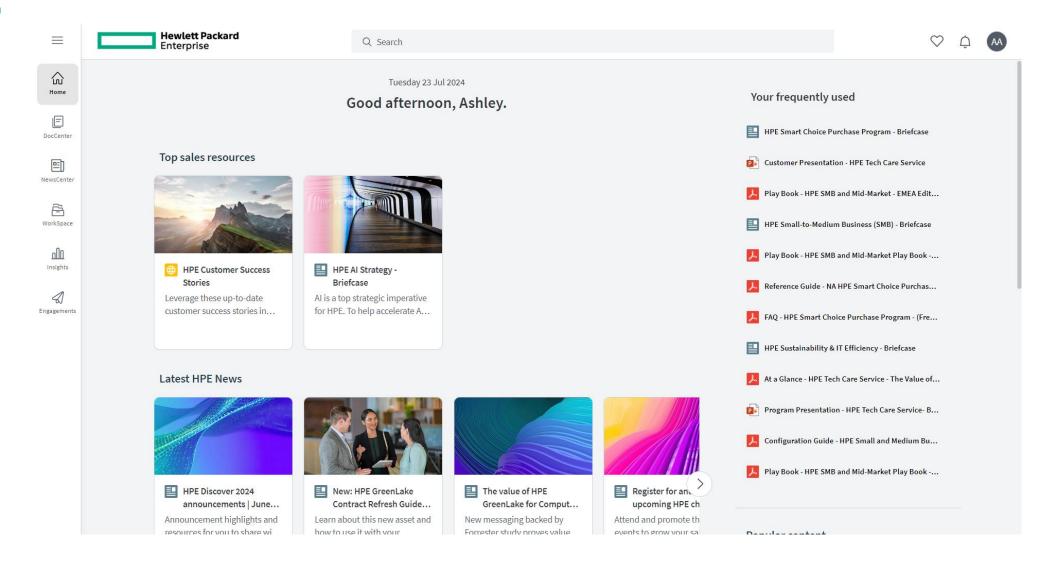
Product & Solutions Now (PSNow)



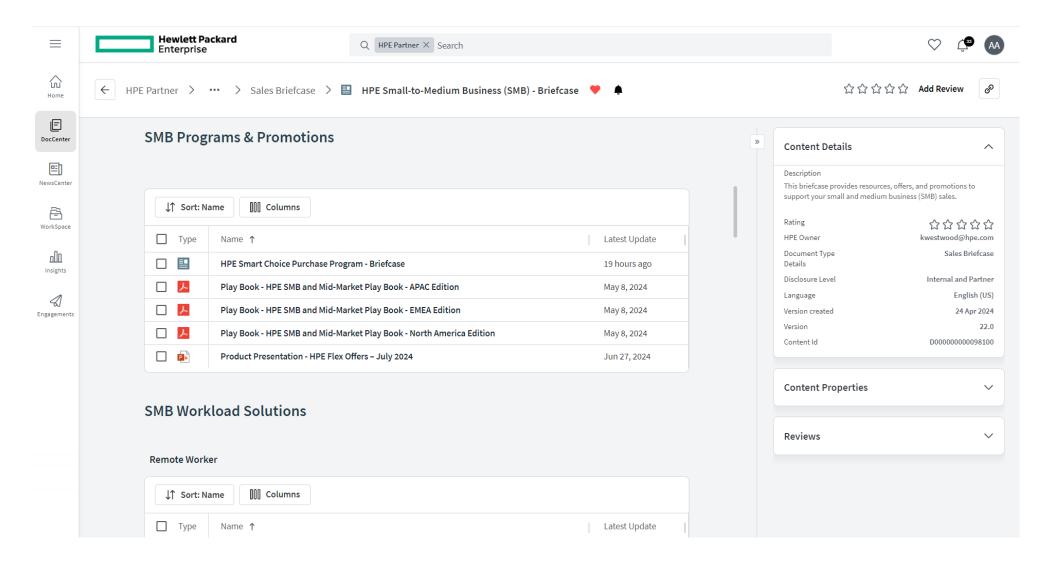
Product & Solutions Now (PSNow)



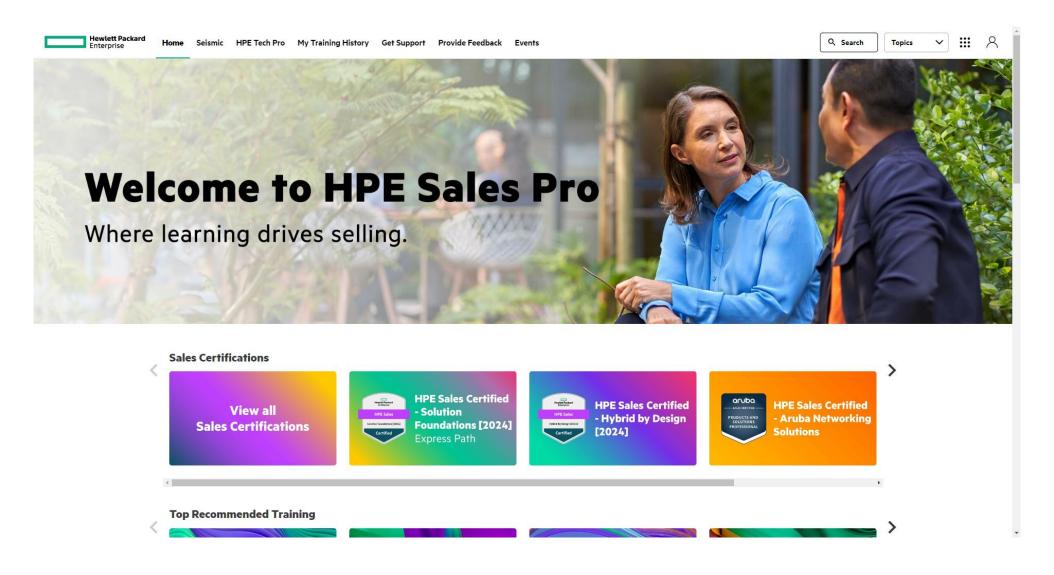
Seismic



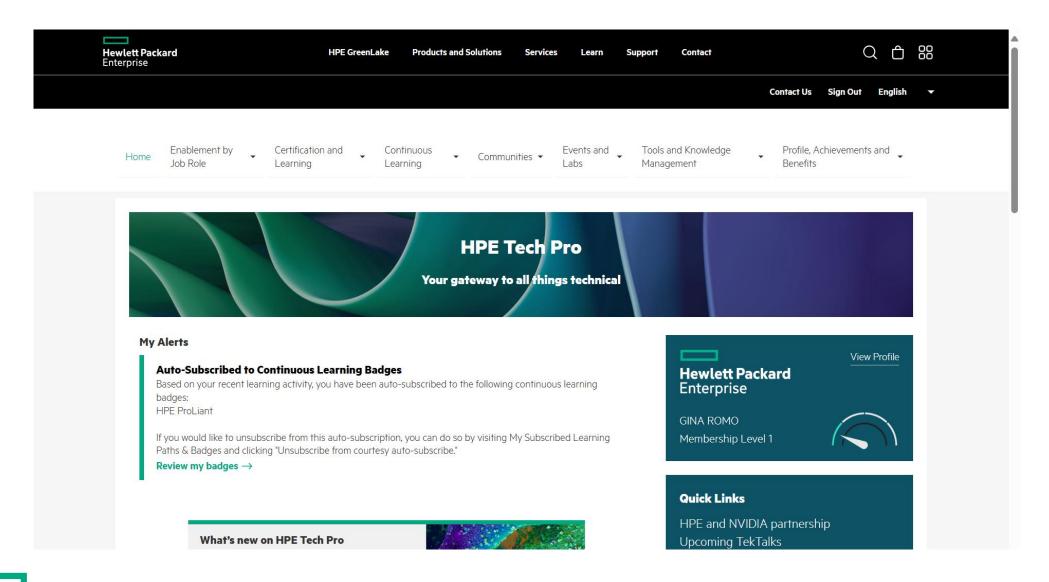
Seismic



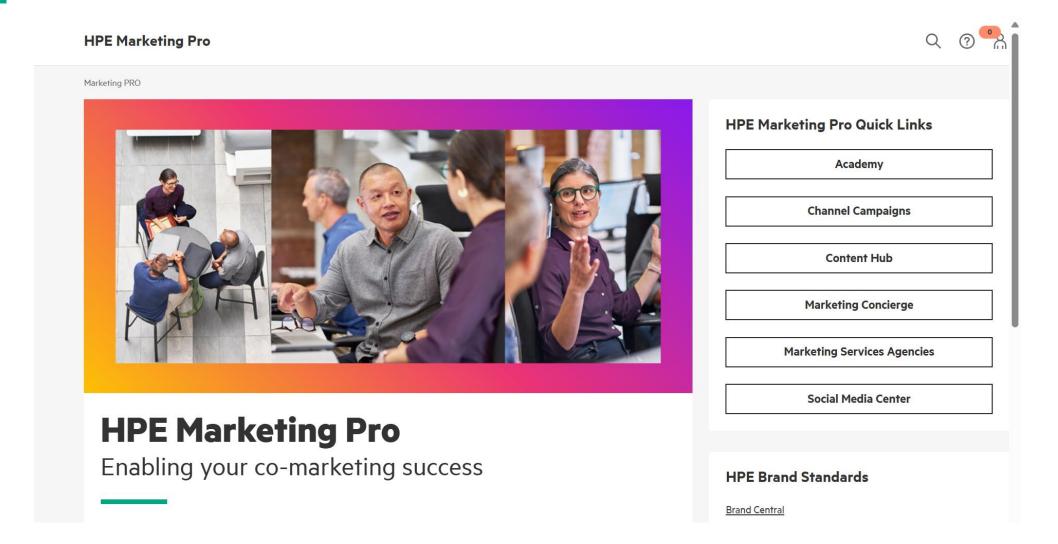
HPE Sales Pro



HPE Tech Pro



HPE Marketing Pro



Accelerate your sales cycle – generate new opportunities

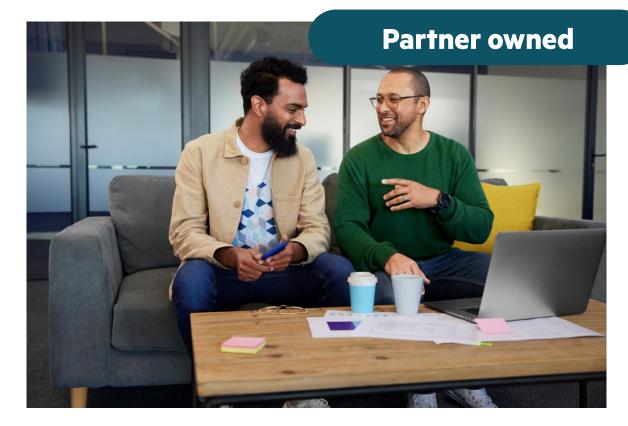
Partner Demo

(Not For Resale)

Try & Buy

Customer Innovation
Centers

HPE Demonstration Portal





Equip your demo center at attractive discounts

Accelerate your sales cycle – generate new opportunities

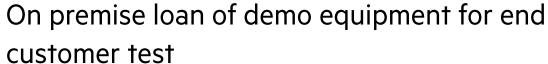
Partner Demo (Not For Resale)

Try & Buy

Customer Innovation Centers

HPE Demonstration Portal





Hewlett Packard

Enterprise

Accelerate your sales cycle – generate new opportunities

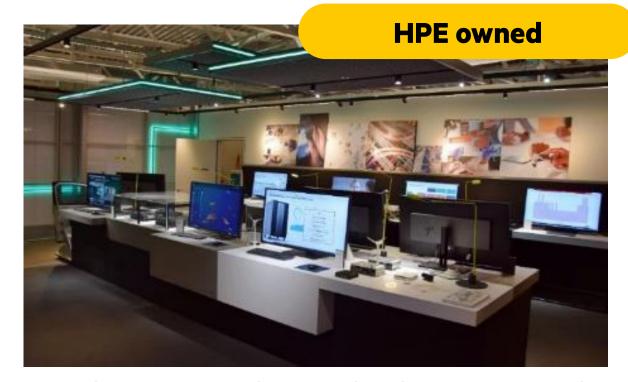
Partner Demo

(Not For Resale)

Try & Buy

Customer Innovation Centers

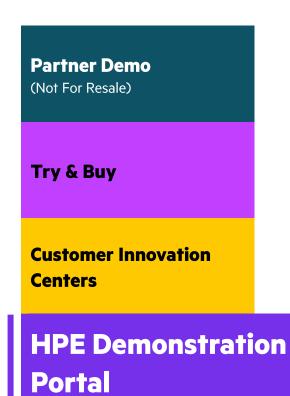
HPE Demonstration Portal

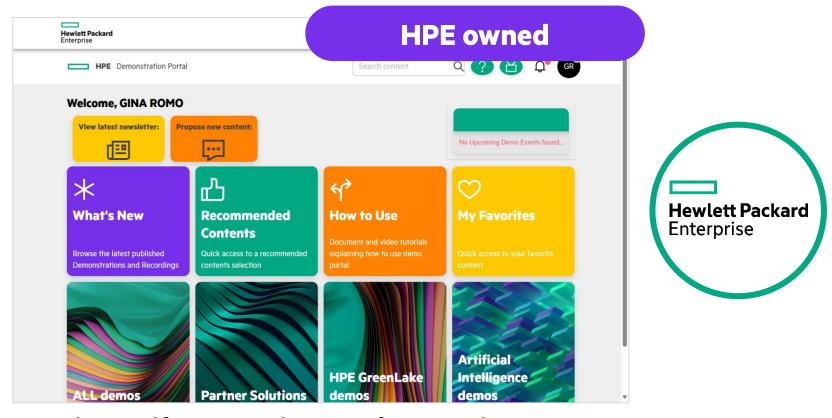




Accelerate your edge-to-cloud initiatives and experience what's next for your enterprise in a tailored virtual or in-person engagement

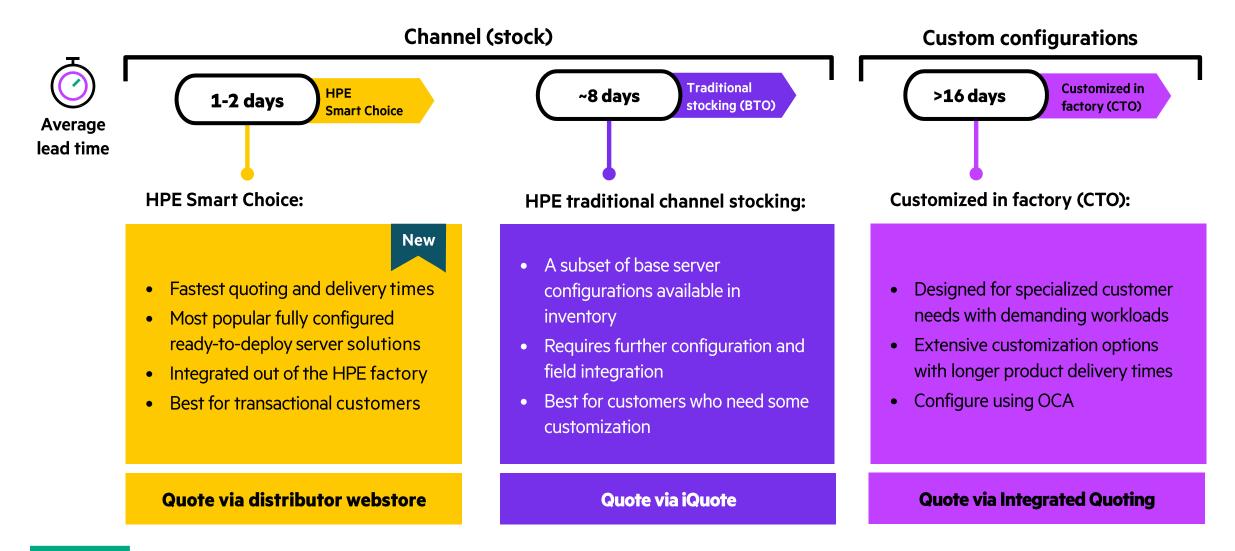
Accelerate your sales cycle – generate new opportunities



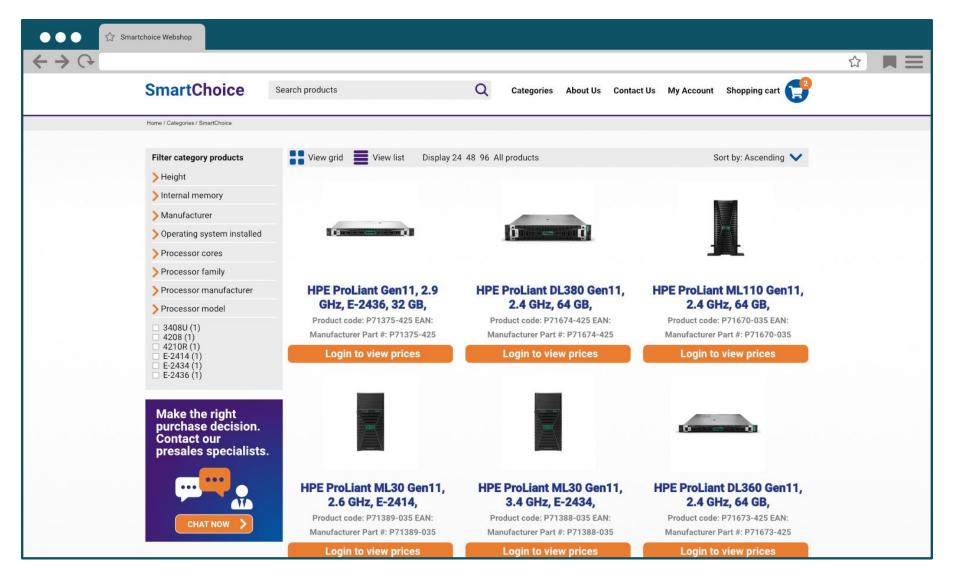


Online self-service demos of HPE solutions available at <a href="https://hpedemos/hp

Purchasing program overview and quoting



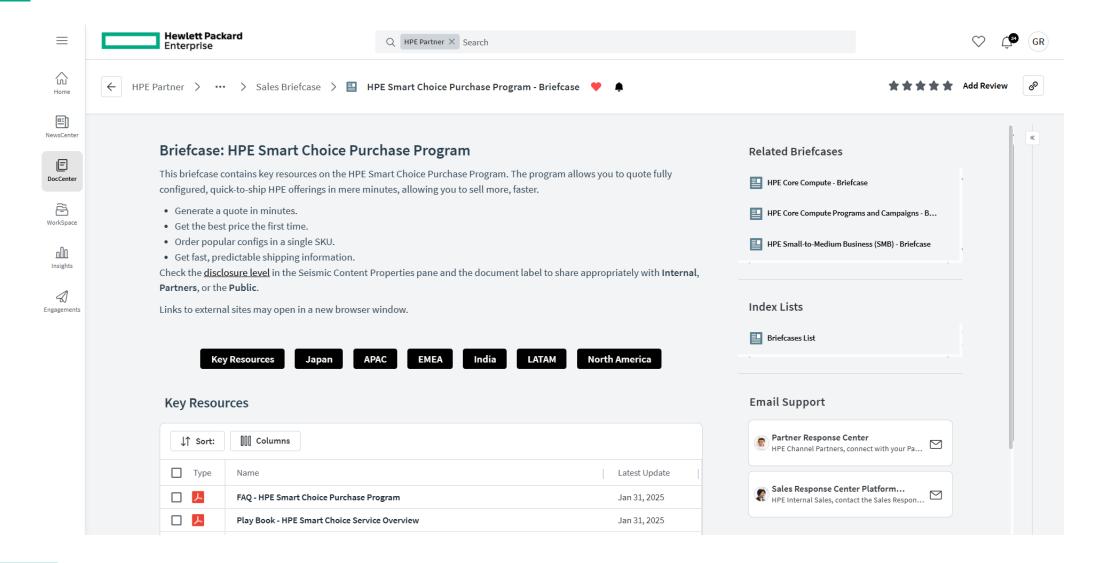
HPE Smart Choice distributor web shop



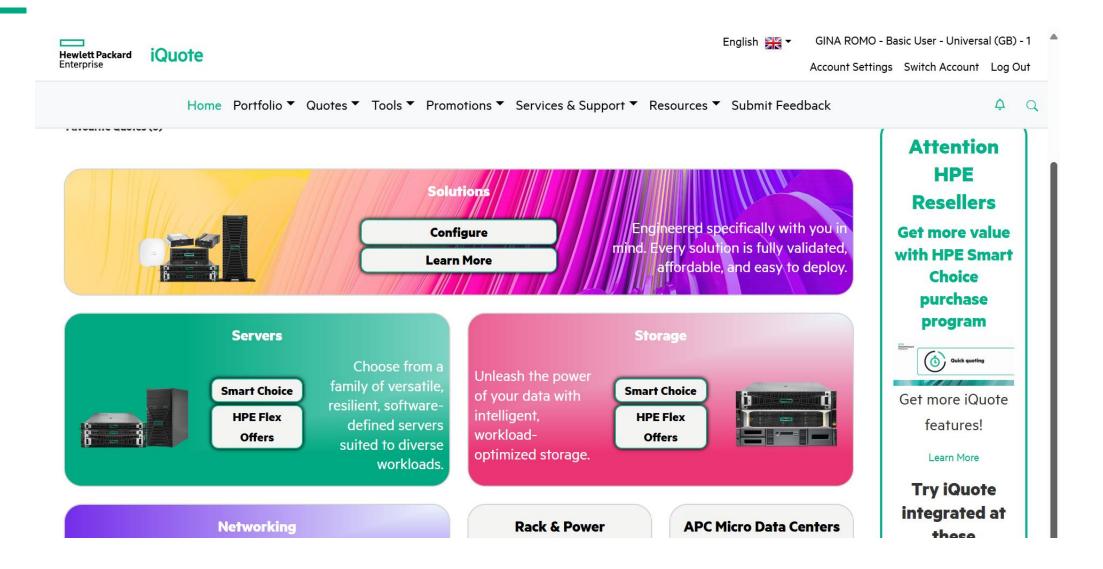
Demonstration:

- a. HPE Smart Choice
- b. HPE iQuote Universal
- c. HPE Integrated Quoting and Deal Registration

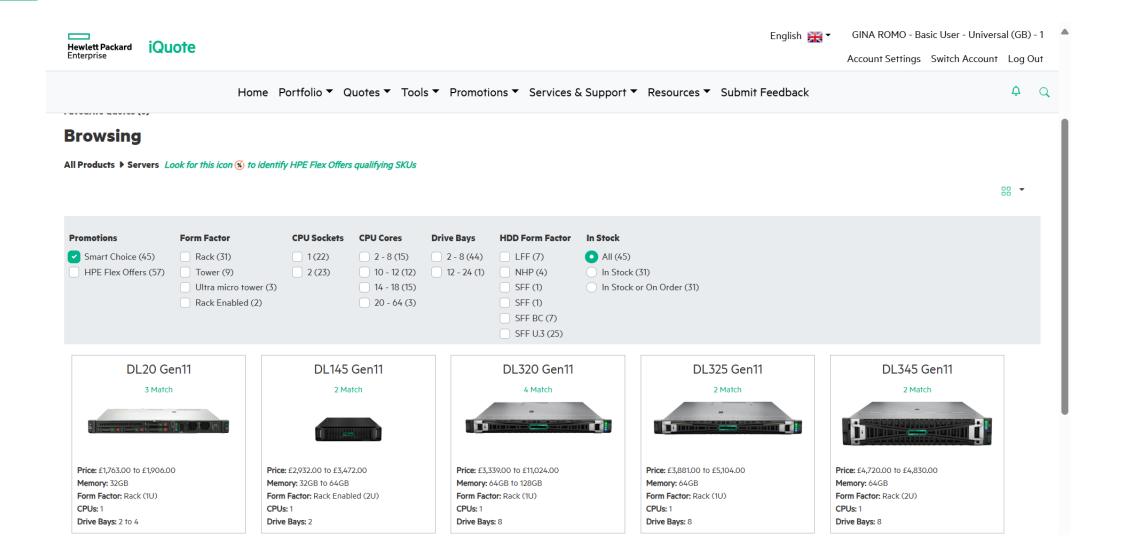
HPE Smart Choice



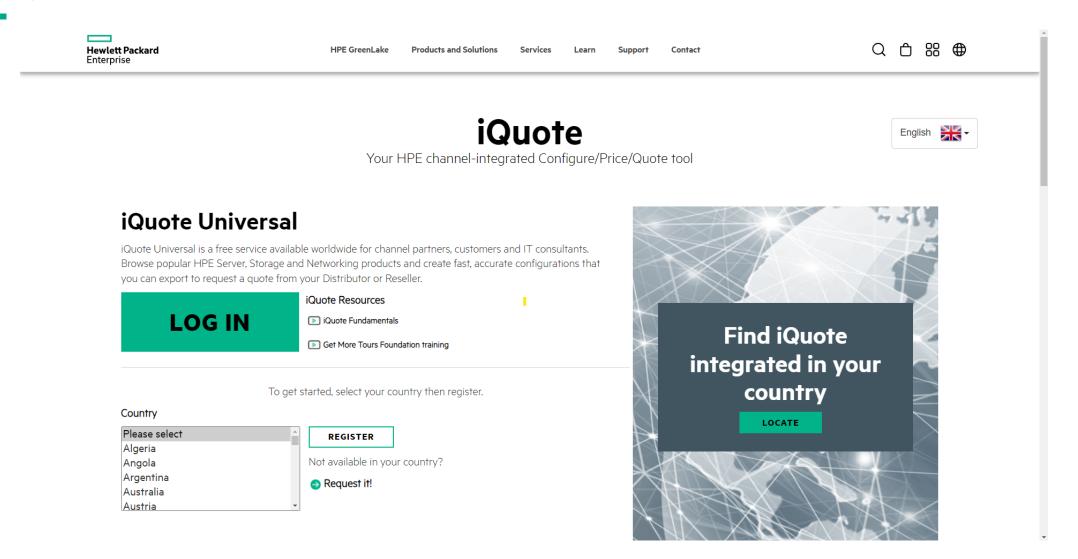
HPE Smart Choice



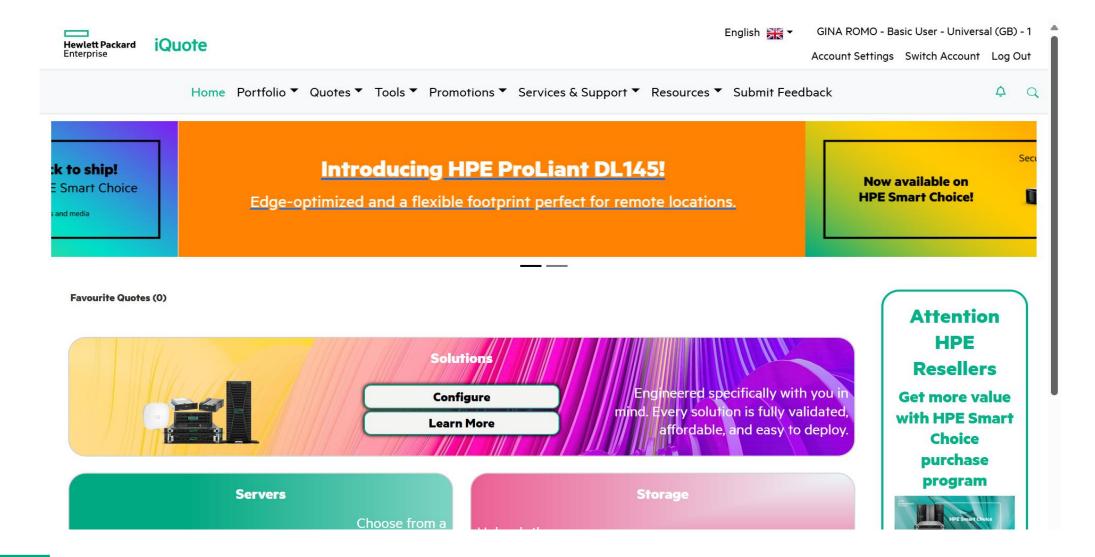
HPE Smart Choice



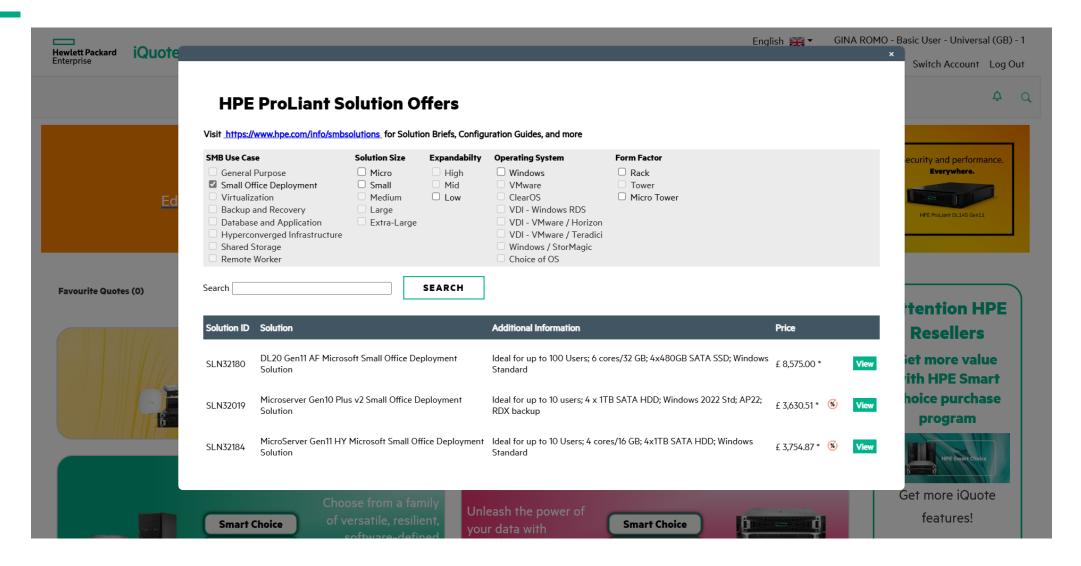
HPE iQuote Universal



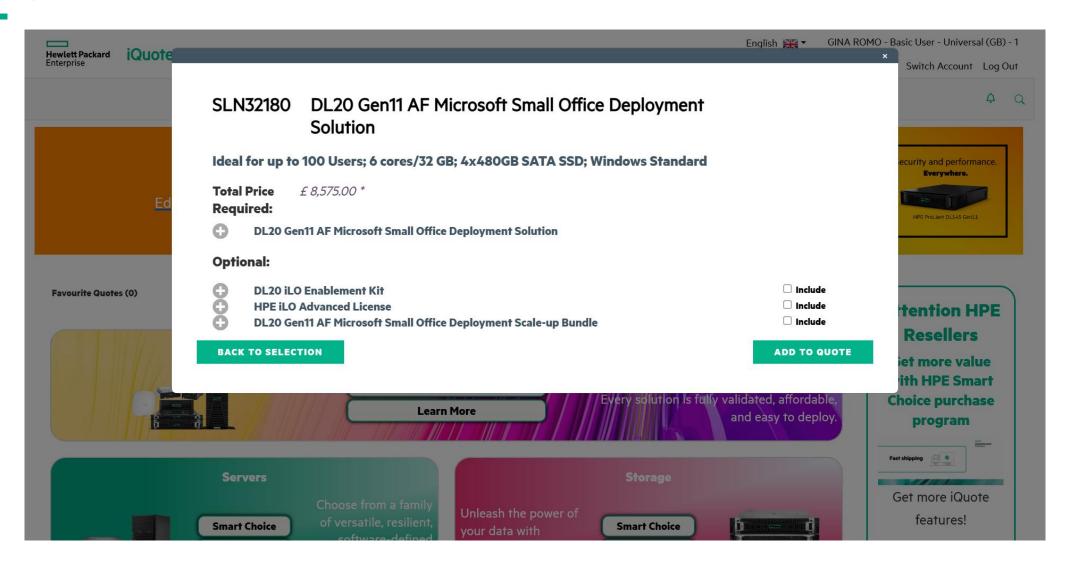
HPE iQuote Universal



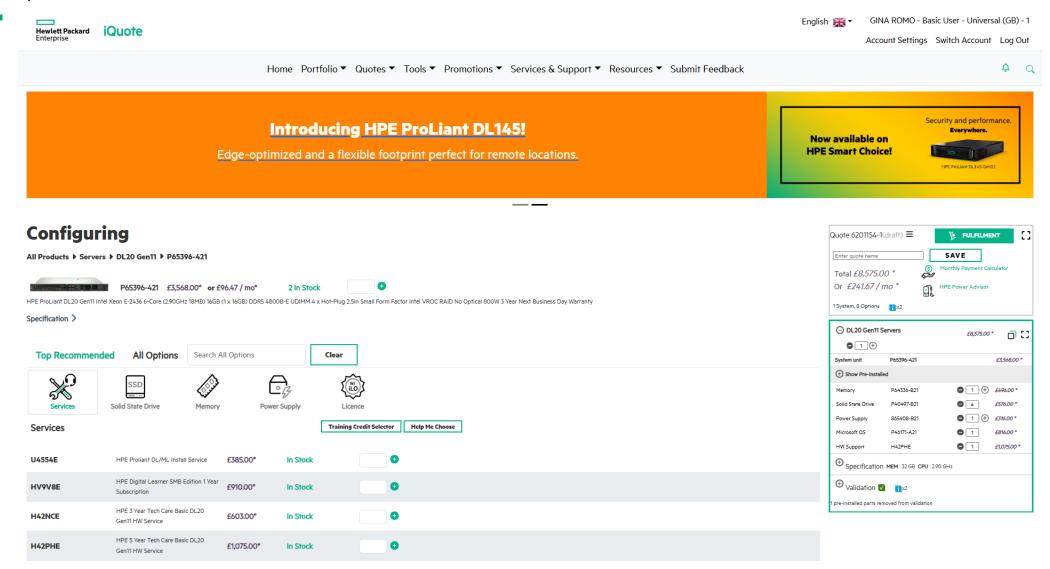
HPE iQuote Universal



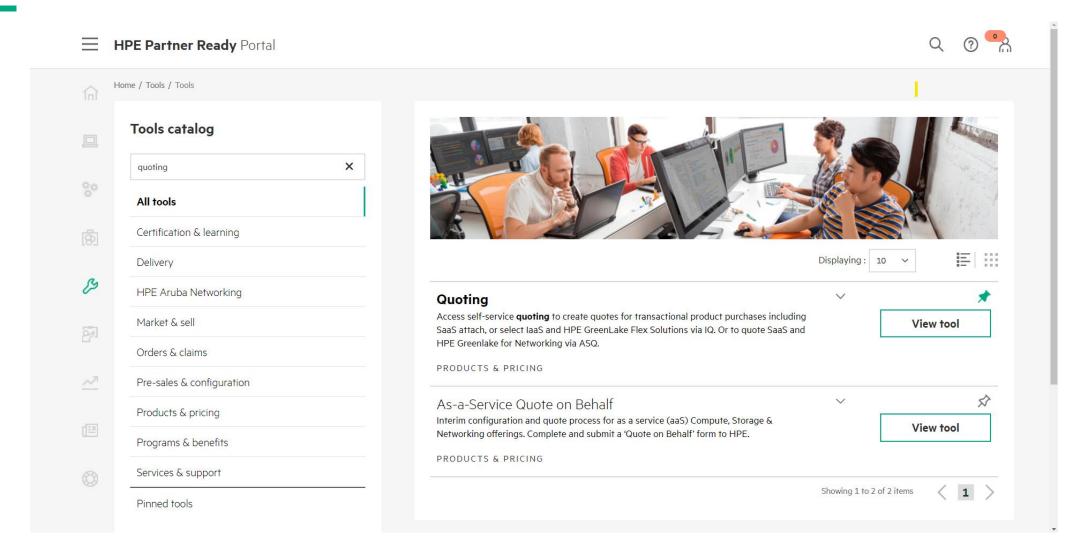
HPE iQuote Universal



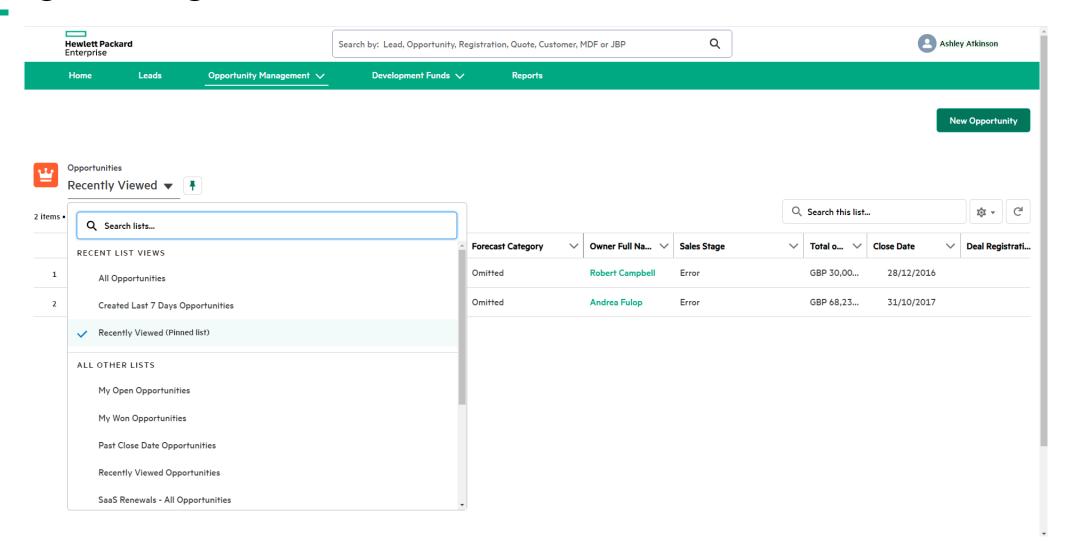
HPE iQuote Universal



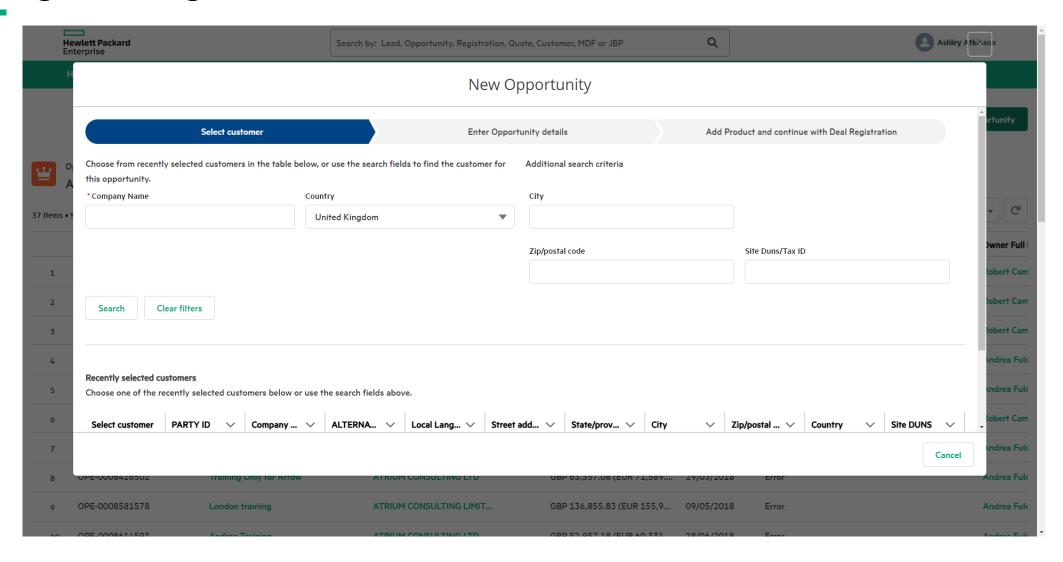
Quoting/Deal Registration



Quoting/Deal Registration



Quoting/Deal Registration



What is HPE Tech Care

Simplified Service Enhanced Experience

ONE OFFER

SCALABLE

3 SERVICE OPTIONS

Critical | Essential | Basic

Media Retention Options

- DMR
- CDMR

Single product experience

Replacing HPE Foundation Care and HPE Proactive Care

Adapts to the product type

- Hardware support e.g., HPE ProLiant DL etc.
- Hardware + software support e.g., HPE Synergy, HPE SimpliVity, HPE 3PAR etc.

Basic

For systems with tolerance for downtime or with no operational impact

9x5 standard remote

2-hr Direct to Specialist

Next business day onsite

Essential

For systems sensitive to downtime supporting standard business operations

24x7 enhanced remote

15-min Direct to Specialist

4-hr onsite response

Critical

For business-critical systems and revenue generating operations

24x7 enhanced remote

15-min Direct to Specialist

6-hr HW call to repair

+ Outage Management

- + Expert Chat
- + General Technical Guidance
- + On-demand HPE Support Center digital experience
- + Automated monitoring & diagnosis

Benefits of HPE Services attach

What's in for the customer

All HPE products are supplied with warranty. If your customers are relying on a basic warranty to support their business, it can introduce risk. Product warranty has limitations, and these include:

- Access standard warranty only from HPE Support Center (Customer no longer can log calls via phone)
- No service level commitment to bring hardware up and running
- Most warranty entitlements mean customers must install replacement parts themselves
- Customers who have paid for support services take priority over warranty customers
- Software warranty is limited to media replacement only

Link to Services Sales Play Cards

What's in for the Channel Partners

Selling, even delivering services from HPE Services has significant benefits for you:

- **Improve customer relationships:** Account ownership provides greater insights into customer behavior, leads to incremental sales opportunities, and positions you as the trusted advisor
- **Grow your business:** Improve your topline without large investments and retire sales quota faster by growing transaction value with every service you attach
- **Improve margin:** Leverage Partner Ready for Services rebates and enhance your bottom-line
- **Predict income streams:** Services sale helps provide an annuity revenue stream over the technology lifecycle



HPE Financial Services overview

HPE provides security and compliance services that holistically address your customers' security needs with management, visibility, and control tools, as well as asset upcycling services that recover value from their end-of-use technology in a secure and sustainable way.

Asset Management Services

- HPE Asset Upcycling Services
- HPE Accelerated Migration Services
- HPE Certified Pre-Owned Services
- Onsite Decommissioning for HPE Asset Upcycling Services

Financial Services

- HPE Subscription Services
- HPE Extended Deployment Services
- HPEFS IT Lifecycle Program
- HPE Payment Deferral Program

Learn more about HPE sustainability

- Sustainable IT solutions
- HPE Sustainability & IT
 Efficiency at Seismic Briefcase
- Continuous Learning sustainability badge at HPE Tech Pro
- Sustainability Channel narrative at HPE Sales Pro



HPE Financial Services

HPE Financial Services combines technology insights, financial expertise, and a deep-rooted focus on sustainability to create smarter IT lifecycles for customers and partners of all sizes.

Benefits of offering HPE Financial Services to your customers:

- Acquire new customers and retain existing customers by leading with our sustainable IT value proposition.
- **Increase revenue and margins** by leveraging our asset lifecycle management and financing solutions, which can include margin enhancements.
- Enhance profitability and growth by increasing asset value and provide as-a-service solutions leveraging our pay-per-use financial options.
- Explore new opportunities for expansion while adhering to sustainable practices by tapping into HPE Asset Upcycling Services or HPE Accelerated Migration and our sustainability capabilities.
- **Reduce risk** and retire IT in a secure and sustainable way. Avoid future asset valuation risk and customer payment credit risk by transferring them to HPEFS.
- Access to digital sales tools, such as the HPE Financial Services partner portal, Digital Marketing content, and HPE Technomics.



HPE Engage & Grow overview

The **HPE Engage & Grow** program is designed to recognize and reward channel sales performance and loyalty, and to encourage learning of HPE products, programs, and solutions.

Registered company and users signed up



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And for the **best sales performers** we have ...

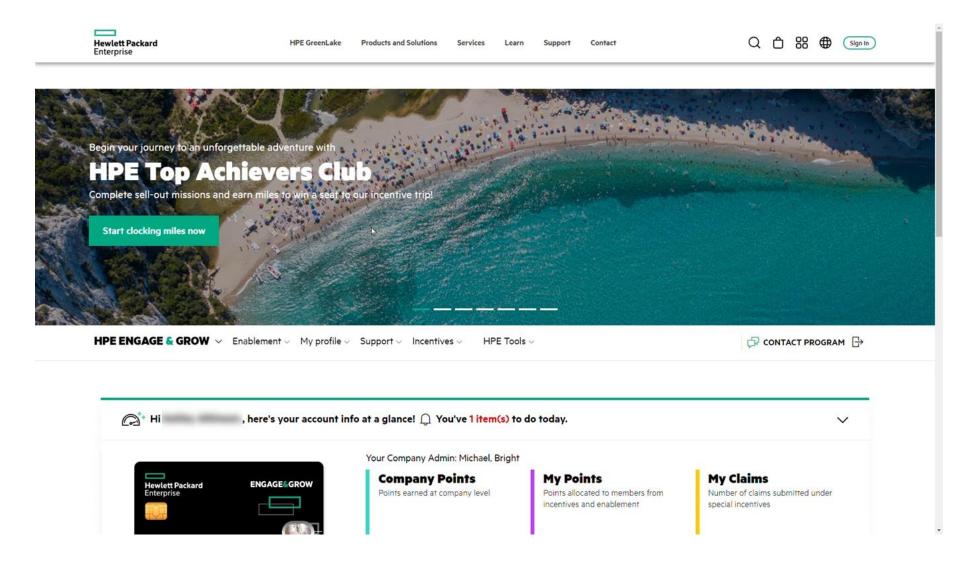
Top Achievers Club

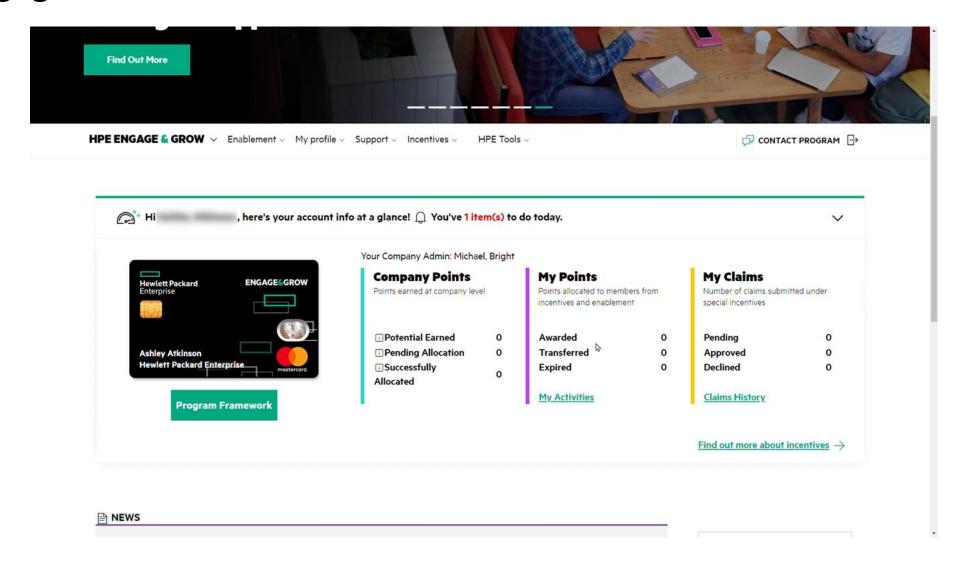


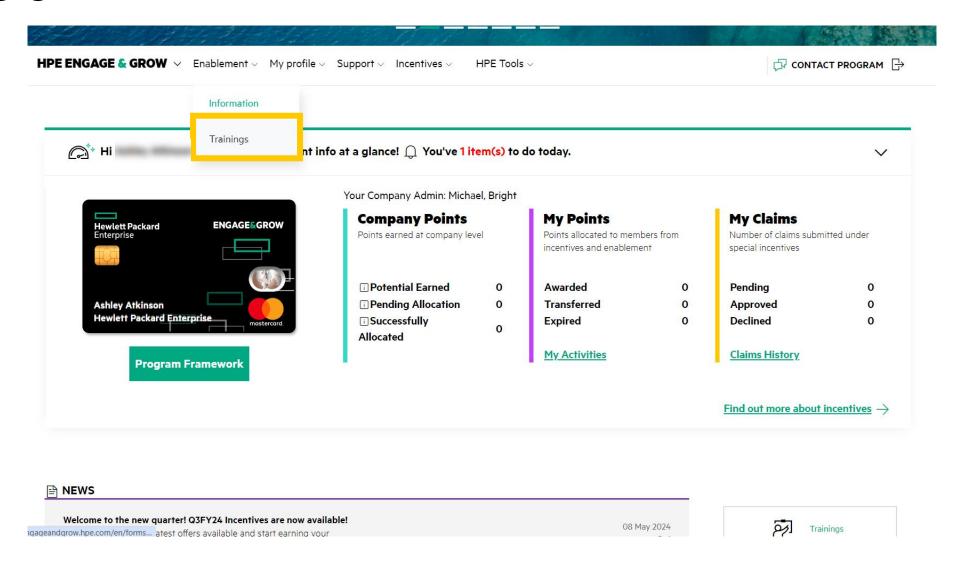
Your chance to win trips of a lifetime!

Demonstration of HPE Engage & Grow

- 1. Registration
- 2. Enablement and training
- 3. Incentives & automated incentives
- 4. HPE Tools
- 5. LinkedIn page





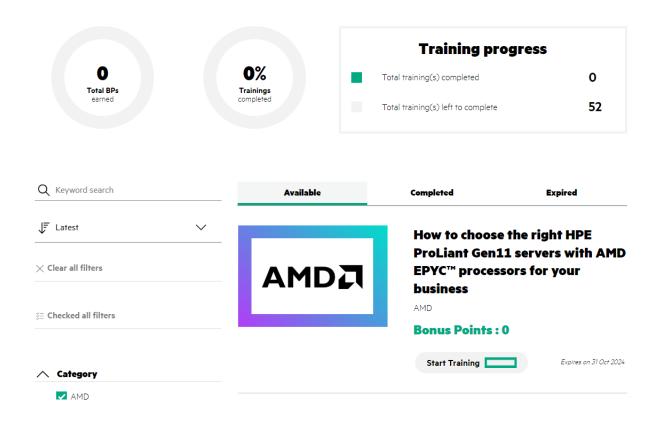


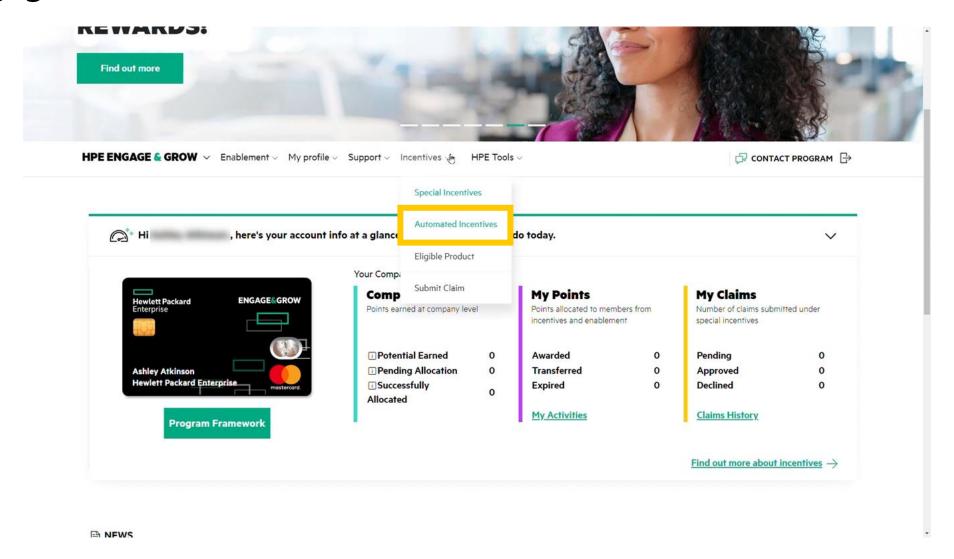
TRAIN YOUR SALES MUSCLES

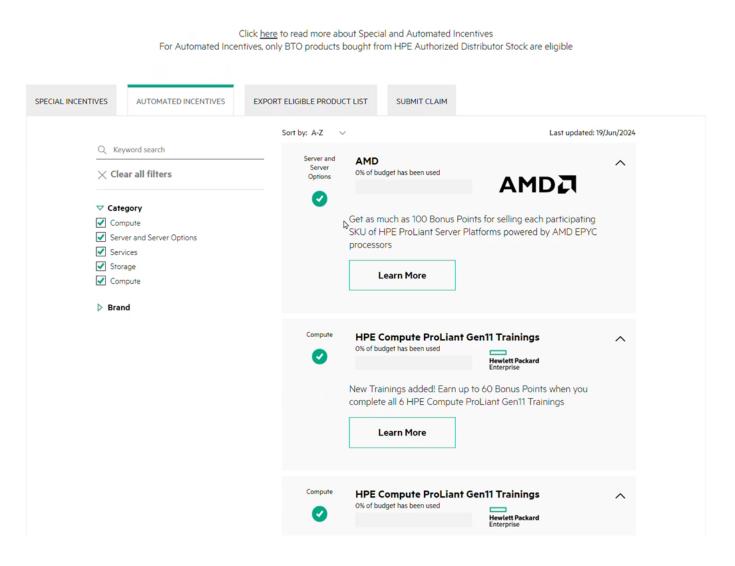
Boost your knowledge and improve your sales performance with our up-to-date trainings. After watching each video, take the accompanying quiz and get instantly rewarded with Bonus Points in your account .

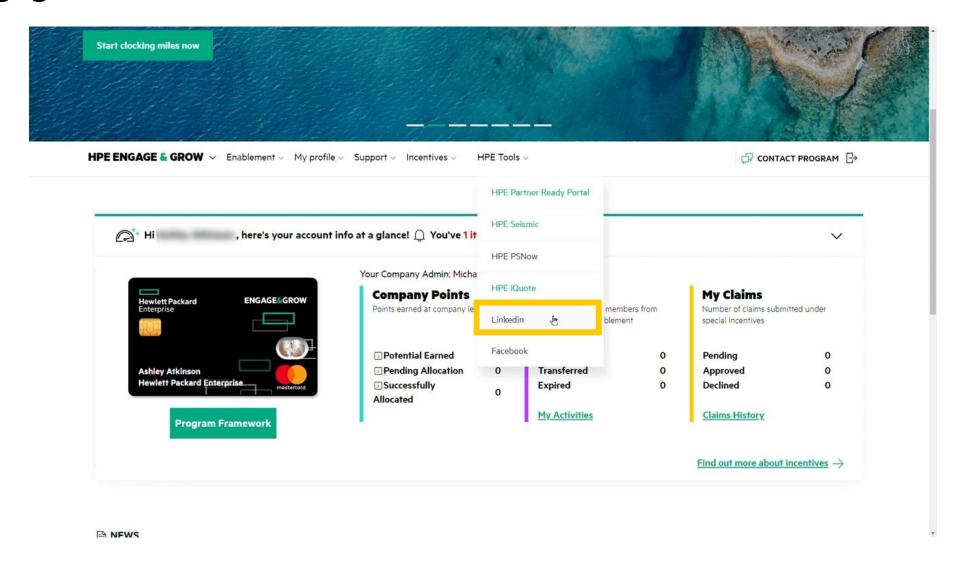
Please note: Training bonus points are only applicable to Platinum, Gold, Silver, Business and Proximity partners only.

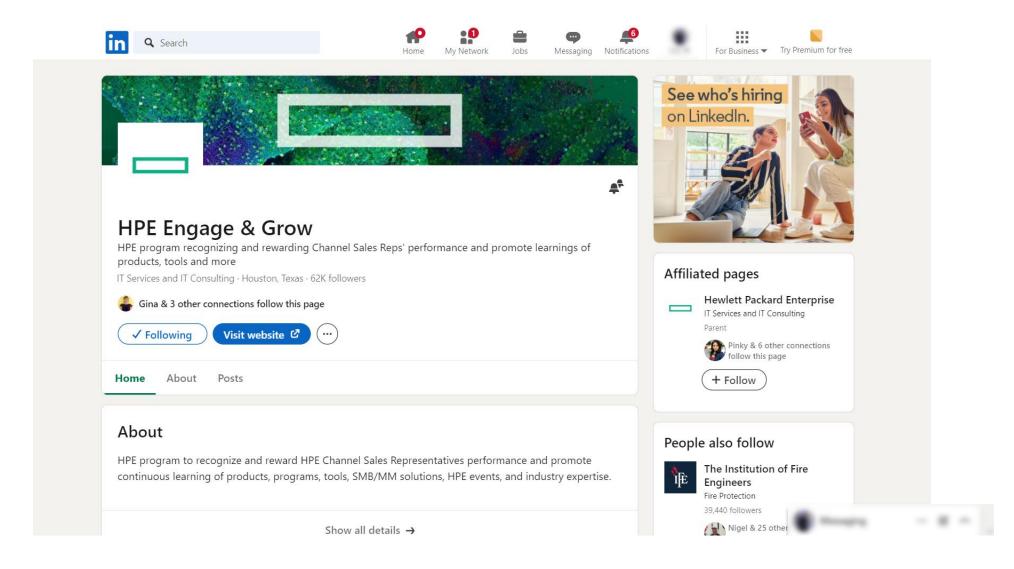
There are limited attempts to pass the test.











Maintain your partner status



Minimum revenue threshold

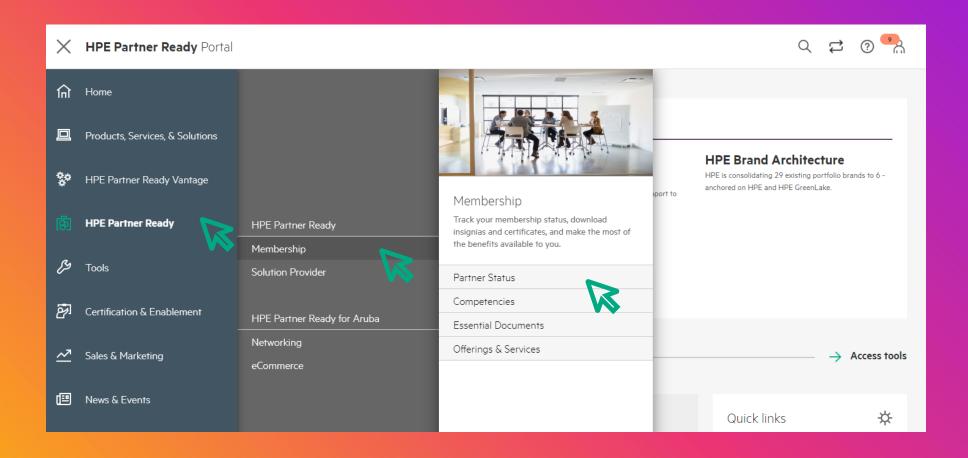
Recommended training

Business Partner welcome events and on-going enablement offerings:

SMB Academy (hpesmbacademy.atrium.training)

Top Recommended Training from HPE Sales Pro (log in to HPE Sales Pro then access this link)

Check partner status



Summary



One last thing...

Welcome event homepage

https://hpebpessentials.atrium.training/

Opportunity and innovation

Partnership and community

Differentiation and expertise

Replays

https://hpebpessentials.atrium.tra ining/hpe-bp-welcome-eventsschedule-en/

> Partner Ready Portal

https://partner.hpe.com/login

Welcome to the HPE Partner Ready family