



Hewlett Packard
Enterprise

CONFIDENTIAL | FOR AUTHORISED HPE PARTNERS ONLY



HPE Partner Journey

Your quick guide to begin your partnership with HPE

This document

CONFIDENTIAL | FOR AUTHORISED HPE PARTNERS ONLY

This document has been specifically tailored to provide accurate and relevant information for **North Europe**. As we strive to deliver the most precise content, please ensure that you are referring to the correct version of this guide. The regional variant of this guide should match your location to guarantee the applicability of the information provided. We recommend obtaining the correct version for your specific region to ensure accuracy.



Dear HPE Partner,

Welcome to the HPE Partner Ready Program. I am sure that after you see the opportunities, promotions, and rewards available to HPE partners you'll understand the depth of our commitment and the value of your partnership with HPE. It's more than just industry-leading HPE technology and services, it's how we go to market together and deliver creative solutions-powered by the spirit of innovation and the will to compete and win. **I am confident that the following overview will demonstrate our strong commitment to building a long-term business relationship with you.**

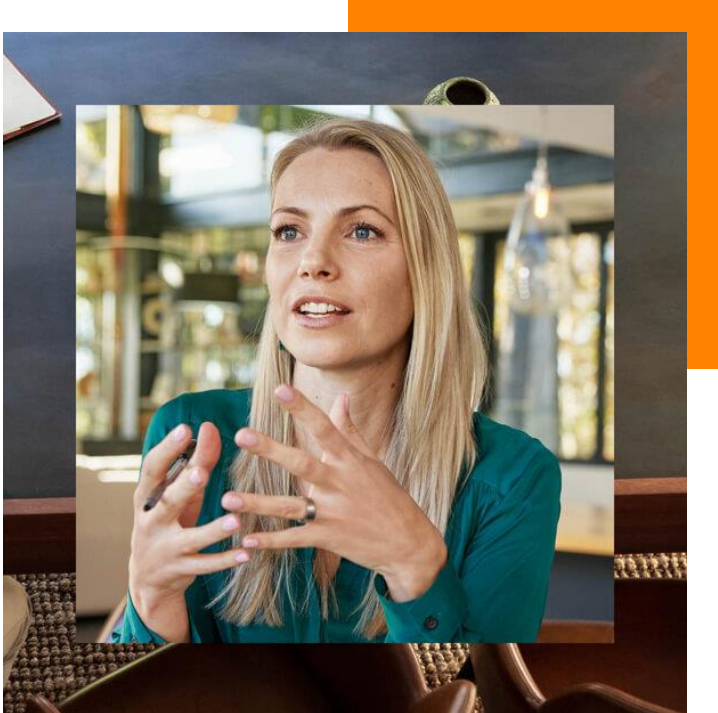
Simon Ewington

Vice President
HPE Channel & Partner Ecosystem



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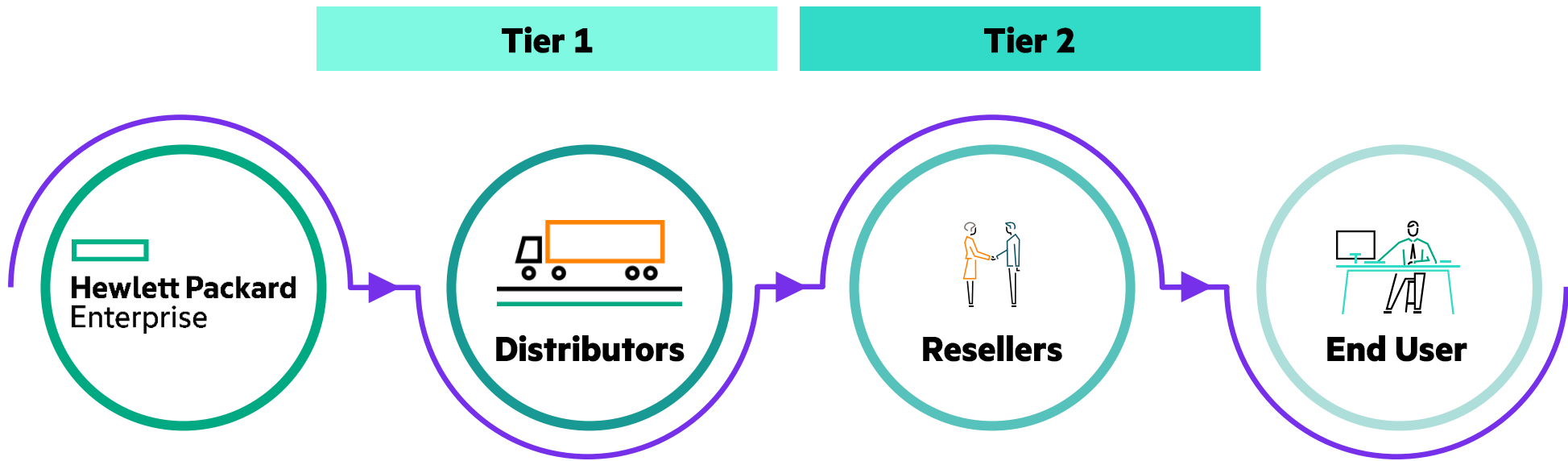
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Indirect business model

Unlike our competitors, HPE is committed to the Channel. We believe in the value of expanding our reach into the market through our **Authorized Distributors** to an extensive network of authorized **Value-Added Resellers**.


This route to market ensures we maximize the **Power of One**, One Team, One Channel.



Business strategy

HPE is the edge-to-cloud company!

Powering data-first modernization across edge - to datacentre - to the cloud.



Edge

Fast forward your multi-gen IT

- Sustainably accelerate transformation with a global, principled partner.
- **Securely connect your data wherever it lives!**
- Drive rich AI-powered experiences.

Cloud

Your cloud, your way

- Unified experience, across edge to cloud.
- **Deliver digital experience faster!**
- Manage multi-generational and multi-location IT sustainably.

Data

You control your data

- Everywhere it lives - fuelling decision velocity and maximizing outcomes.
- **Turn data into an asset!**
- Unlock valuable data from legacy systems, and fully capitalize your data.



HPE GreenLake

Edge-to-cloud platform



Powering data-first modernization

Quick access menu:

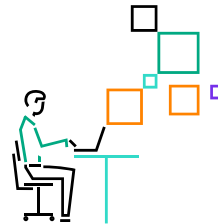
Business model	Distribution programs	HPE Partner Ready Program	Quoting	HPE GreenLake	HPE Engage & Grow	HPE Financial Services	Resources & communities	Products & Solutions
		Membership levels	HPE benefits	HPE Sales Pro	HPE Partner Ready Portal			

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.**

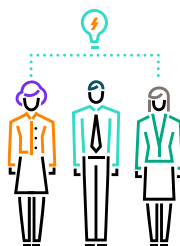


Antonio Neri - HPE President & CEO



Opportunity and innovation

Grow your business with HPE's Innovative portfolio maximize your competitive edge with our deep knowledge and workload experience, and leverage HPE incentives and financial services support to capture new opportunities.



Partnership and community

Enhance your positioning and visibility in the marketplace while protecting your deals. Access communities, develop relationships, and build alliances that extend your capabilities and expand business opportunities.



Differentiation and expertise

Leverage world-class sales enablement, technical resources and end-to-end, marketing support to build pipeline, develop solutions, and engage your target audience.

Quick access menu:

Business model	Distribution programs	HPE Partner Ready Program	Quoting	HPE GreenLake	HPE Engage & Grow	HPE Financial Services	Resources & communities	Products & Solutions
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Membership levels

We offer four membership levels, beginning with the foundational **Business Partner level**, and growing to **Silver**, **Gold**, and **Platinum**.

Partners advance through the membership levels by completing certifications, competencies and meeting revenue targets.

Membership benefits:

Pricing

Up-front discounts on specific solutions without the need to escalate!

Partner Representative incentives

Positioning and selling qualifying HPE products with access to Engage & Grow rewards via claims.

Solution Provider benefits


The Engage & Grow program pays the reseller (Partner) during each quarter. This is a separate find and does not take away from the reps claims. It's a win-win for all.

Partner Connect directory access for promotion and easy customer lookup.

Download your Partner Insignia

Make the most of the benefits available to you!

View your **HPE Insignia** 



HPE Business partner

Provide awareness of the HPE portfolio

Exclusive Medallion benefit:

HPE awards backend benefits starting from Silver membership to maximize profitability and reward competitive product lines each quarter with product compensation and multipliers.

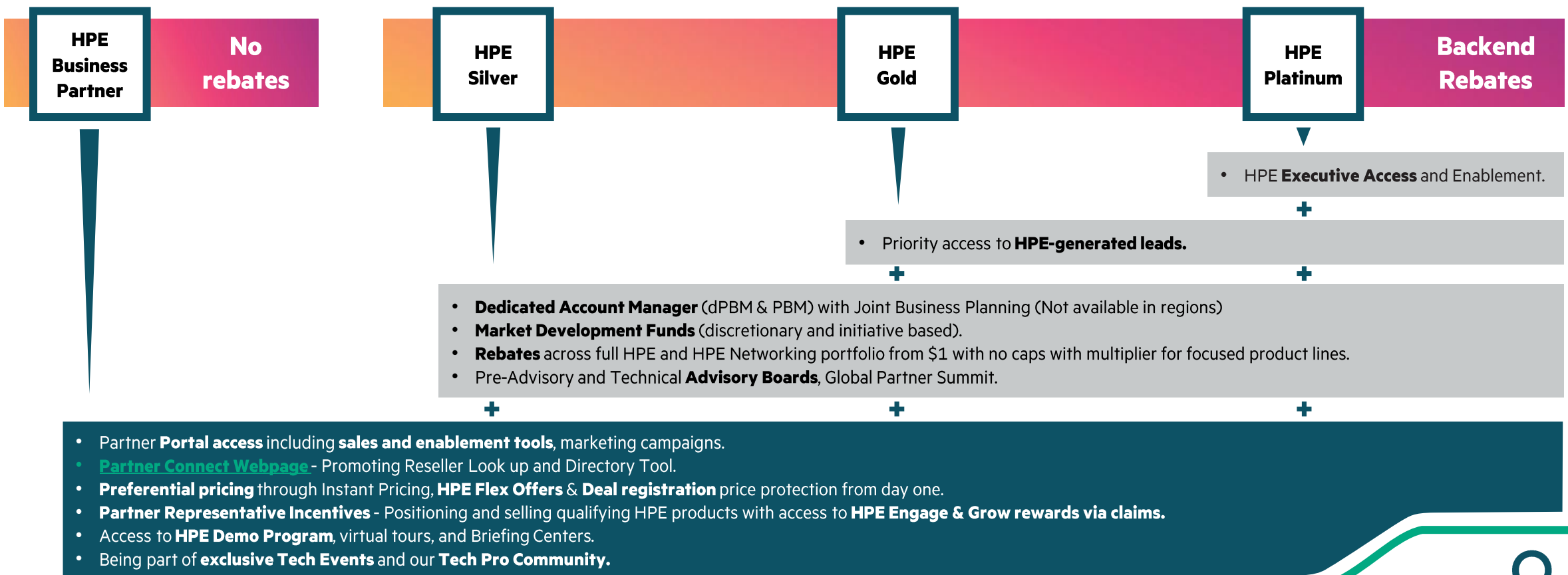
Silver – Gold – Platinum membership

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HPE benefits

Partner Membership



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Certifications

FY24 Program Requirements		HPE Business Partner	HPE Silver	HPE Gold	HPE Platinum
Specialization Threshold		\$	\$\$ (w/product line multipliers)	\$\$\$ (w/product line multipliers)	\$\$\$ Cloud (Gold Services mandatory)
Sales Criteria		X1 <small>Training course completion only</small>	X2	X4	X8
Technical Criteria	Master ASE				
	ASE Out of 2 portfolios				
	ATP				
	Min # of CURRENT Technical certified Individuals		X1	X2	X4

Increase opportunities by 45%

Visit **HPE Sales Pro**

HPE Sales Pro is a new global learning experience that links HPE and partner sales professionals to innovative enablement, all in one place. HPE Sales Pro will help you enhance your skills and expand your knowledge of the HPE portfolio so that you can sell more—whether you’re at your desk or on the go.

FY24 valid Certifications - Sales

Check your **business partner status**

HPE Partner Readiness Series [2024] training for an overview of HPE’s strategy, programs, and resources to earn more and build a lasting relationship with HPE at an accelerated pace.

Course length: less than 1 hour

For Silver and above, choose between:
[HPE Sales Certified - Solution Foundations \[2024\]](#)
[HPE Sales Certified - Hybrid by Design \[2024\]](#)

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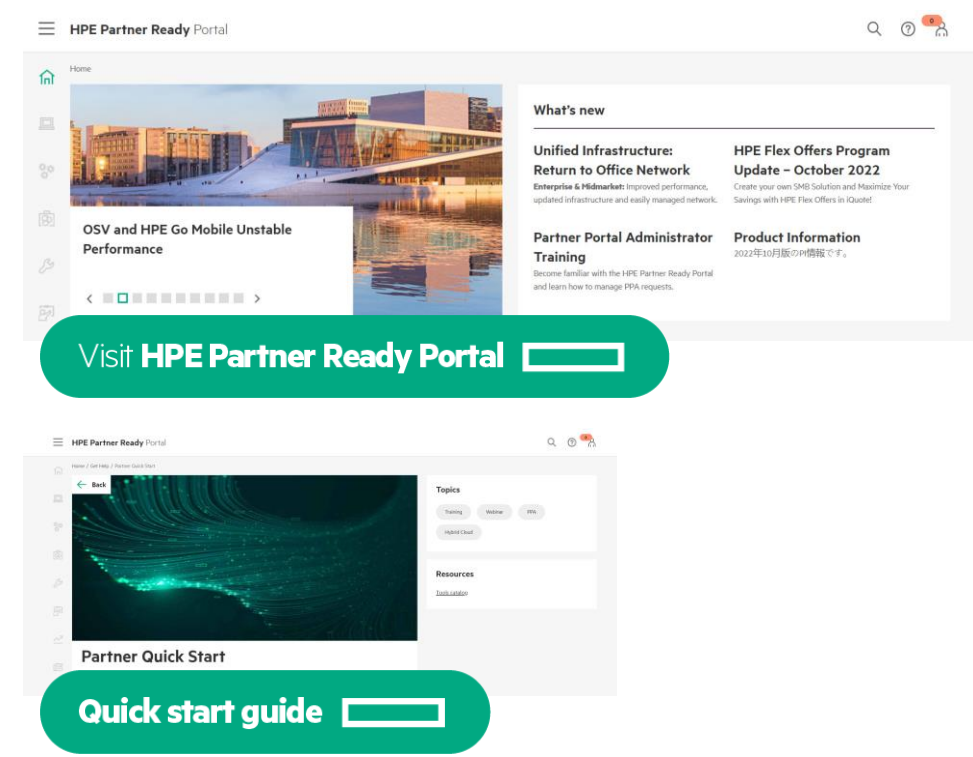
HPE Partner Ready Portal

Here is your **go-to** tool to navigate the HPE ecosystem and find all the tools, programs, and information you need to succeed.

An easier way to engage

The HPE Partner Ready Portal gives partners direct access to all the critical business tools and information they need to do business with HPE.

- Business Tools
- Certification & Learning resources
- Training materials
- News and Events
- Social Media and Marketing tools



Partner Portal Administrator

The Partner Portal Administrator (PPA) is the gatekeeper enabling colleagues to access the HPE Partner Ready Portal and its powerful tools and programs.

Make the most of your Channel Partnership. By customizing your dashboard with frequent tools and programs for easy access.

Quick access menu:

Business model	Distribution programs	HPE Partner Ready Program	Quoting	HPE GreenLake	HPE Engage & Grow	HPE Financial Services	Resources & communities	Products & Solutions
			HPE Smart Choice	HPE iQuote	HPE Flex Offers	How to quote	HPE pricing model	

HPE Smart Choice

Seal more deals. Faster.


Speed up the sales cycle with the **HPE Smart Choice Purchase Program.**

HPE Smart Choice Benefits

Delivery Lead Time

HPE Smart Choice SKUs


Other Programs

**Hewlett Packard Enterprise**

HPE Smart Choice

Simple quoting. Fast shipping.

Get the best price – fast – on popular fully configured HPE ProLiant products that are quick to quote and quick to ship with HPE Smart Choice Purchase Program.



[Learn more](#)

- 1

Fully configured server solutions on the most popular SKUs
- 2

No touch transactional deal driver
- 3

Best priced channel stocking offer
- 4

Quick quoting
- 5

Beat the competition with next day shipping



[Watch e-Learning video](#)

Quick access menu:

Business model	Distribution programs	HPE Partner Ready Program	Quoting	HPE GreenLake	HPE Engage & Grow	HPE Financial Services	Resources & communities	Products & Solutions
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HPE iQuote

iQuote is a simple BTO (Built-to-Order) Configuration Tool with visibility to inventory available at your preferred Distributor and offering the best transactional pricing. It includes our ready to ship HPE Smart Choice configurations, more flexible solutions with HPE Flex Offers pricing and access to HPE Solutions for SMB customers.

You can access the tool via two methods

- ### iQuote Universal
- 1 Best to review available inventory for all authorized Distributors in one place.
 - 2 List price visibility.
 - 3 Review Engage & Grow bonus points.

- ### iQuote Integrated (Distributor hosted)
- 1 Select a distributor to work with and request access to iQuote Integrated.
Use Distri Profile doc to review their value proposition
 - 2 Check pricing and place order.
 - 3 Review Engage & Grow bonus points.

Quick access menu:

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HPE Flex Offers

Use HPE iQuote to view and benefit of HPE Flex Offers discounts

HPE Flex Offers enables resellers, using HPE iQuote, to create flexible BTO configurations and get the best pricing when attach rules are met.

1

Log into:
HPE iQuote

2

Look out for the
HPE Flex Offers
logo 

3

Add the minimum
number of qualifying
products and
get your discount!

HPE Flex Offers Requirements

-  Qualifying System
-  2 Qualifying options

1

Easily customized configurations.

2

Exclusive Special Deals - only offered through HPE Flex Offers.

3

No long lead times, Heat of the Market SKUs that are ready to ship from Distribution Inventory.

4

See the Flex Offers savings you unlock through iQuote and check the stock availability.

5

The more you attach the higher the savings.

Learn more about HPE Flex Offers
hpeflexoffers.com

Quick access menu:

Business model	Distribution programs	HPE Partner Ready Program	Quoting	HPE GreenLake	HPE Engage & Grow	HPE Financial Services	Resources & communities	Products & Solutions
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How to quote

To get a quote for HPE Products, make sure to engage your **preferred Distributor**. They will guide you through the best path to the appropriate Solution and Pricing to win every time!

Distributor Webstore

HPE Smart Choice Purchase Program

Fully configured, in-stock servers for quick delivery. Competitively priced.

HPE iQuote

Simple BTO configuration and quoting tool with visibility to inventory available at your preferred Distributor and offering the best transactional pricing. It includes all ‘ready to ship’ and flexible solutions with HPE Flex Offers pricing.

Integrated Quoting

Deal Registration


If you invested in selling the most recent HPE technology and if you bring distinct capabilities, you can register your deal and get price protection to help you win. If eligible, ask for Deal Registration before you request a quote from your Distributor.

Quick start guide for **Deal Registration**

Escalated Pricing

Integrated Quoting provides you instantly with a market relevant and competitive price. For more complex and strategic deals, Integrated Quoting can support your access to Escalated pricing. Contact your local distributor for more info.

Quick start guide for **Escalated Pricing**



Quick access menu:


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HPE pricing model

HPE offers 2 types of pricing models to its partners

1 HPE pre-approved price-accessible via Distributor webstores

No minimum threshold



No Deal registration or Escalation possible

Smart Choice

Stocked Heat-of-the-Market configurations

Best

Flex Offers

BTO + min options attached (only via iQuote)

Better

Smart Book

for stand-alone BTO's

Good

BTO = Built to Order – minimal pre-configured with possibility to attach options (Stocked by Distributors).

Only for Partner Ready partners

2 Integrated Quoting via Partner Portal

No minimum threshold



Deal registration will provide price protection*

Market Relevant Price / Escalated Pricing

* Deal registration is a protection only program. Partners will leverage Integrated Quoting to get the protected price.

Do you have questions about HPE's Deal Registration & Pricing Model? Visit partner.hpe.com for support.

HPE GreenLake

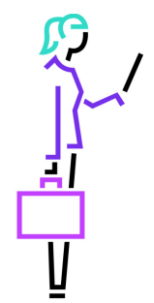
The cloud that comes to you — wherever your apps and data live

- Shift from transactional vendor to an **“As-a-Service” solutions provider**.
- **Up to 20% rebate** on the total contract value.
- Monthly **recurrent** revenue.
- **Lock out** competition for years.

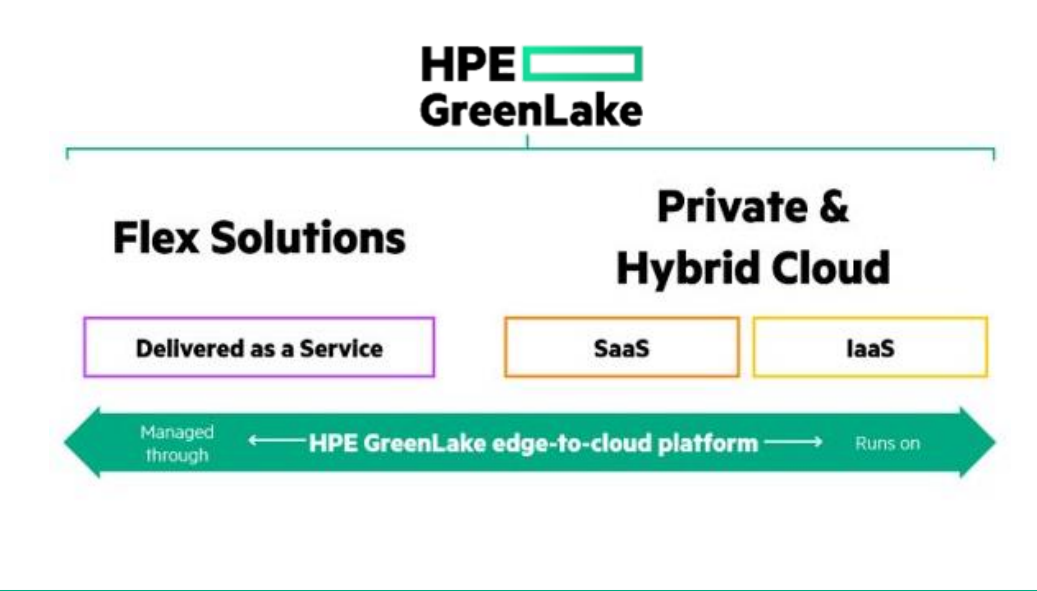
Business Partners can benefit from the As-a-Service compensation only if they join the HPE Partner Ready Vantage program under the As-a-Service Center of Expertise. Once they meet center requirements, they will become eligible for the as-a-service compensation. For further information, please contact your Partner Business Manager or distributor.

Take advantage of its benefits

- Lock in the customer against competitors for a longer period, giving more opportunities to support them through any IT projects.
- Better economics and long-term engagement.
- Aggressive back-end rebates, average 25%–50% year-on-year growth for 4 to 5-years
- Possibility to wrap up your solutions around HPE GreenLake.



Get support partner.hpe.com





Visit **As-a-Service Center of Expertise** 


HPE Engage & Grow


HPE Engage & Grow is an Incentive Program that rewards Partner Sales and Technical Representatives for selling across the HPE portfolio and learning about HPE’s extensive products & solutions.




- Step 1 

Sign up to HPE Engage & Grow
- Step 2 


Learn & Earn
- Step 3 

Sell & Earn
- Step 4 

Redeem Rewards
- Step 5 

Keep active and log in to your account now!

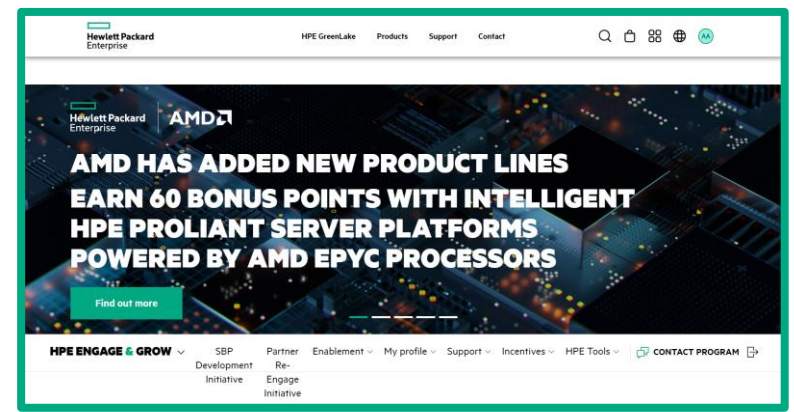
Top Achievers Club



Your chance to win trips of a lifetime!

The more claims, activities, and trainings you complete, the more reward bonus points you will earn!

With the convenience of a reloadable MasterCard, you have the flexibility to redeem your **HPE Engage & Grow** points you have earned, for virtually anything you wish to purchase!



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.

Visit **HPE Financial Services** 



Open Briefcase for **HPE Financial Services** 

Learn how HPEFS can fast-forward your customers' Digital Transformation

Watch **video** 

Other services

HPE provides security and compliance services that holistically address your security needs with management, visibility, and control tools, as well as asset upcycling services that recover value from your 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
HPE Payment Relief 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

Quick access menu:

Business model	Distribution programs	HPE Partner Ready Program	Quoting	HPE GreenLake	HPE Engage & Grow	HPE Financial Services	Resources & Communities	Products & Solutions
					Seismic	HPE Sales Pro & Tech Pro	HPE Marketing Pro	

Selling with Seismic

This is your **HPE Library** for finding content quickly and easily. Search or scroll to find information of recent content for your specific topic, and to stay on top of the latest news, using you **Partner Ready** login credentials.



Access via URL

Find top resources quickly including presentations, letters, references, FAQs, competitive intelligence, and more

Visit **Seismic**

Access news and content, share and store files anywhere from any device

Open **Seismic help Briefcase**

Access via HPE Partner Ready Portal

Click **Home** ➤ Click **Tools** ➤ Type in search field **Seismic**

or

Click **Home** ➤ Click **Tools** ➤ Click **Marketing & Sell** ➤ Scroll & click **Seismic**

Visit **HPE Partner Ready Portal**

Learn how to use: Presentation Builder to save time creating a customer presentation; Workspace to collaborate with colleagues on the presentation; and LiveSend to gain valuable insights on resources you share.

Quick access menu:

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						Seismic	HPE Sales Pro & Tech Pro	HPE Marketing Pro

HPE Sales Pro & HPE Tech Pro

HPE Sales Pro and **HPE Tech Pro** offer the opportunity to our channel partners to grow their skills, confidence, and career with learning options, rewards, and recognition.

Access with your HPE Partner Ready Portal login details

HPE Sales Pro

Benefits:

HPE Sales Pro will help you enhance your skills and expand your knowledge of the HPE portfolio so that you can sell more.

You'll have access to fast, easy, and compelling training that meets your needs so you can select and position HPE solutions for your customers—and close the deal.



HPE Tech Pro

Benefits:

Technical HPE community that provides access to HPE tools, resources, and expertise. Includes HPE presales and partner sales Solution architects.

Industry-leading certifications and trainings Open to all technical learners within HPE authorized partners.

Point of contact for **HPE Sales Pro** 

Point of contact for **HPE Tech Pro** 

Quick access menu:

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					Seismic	HPE Sales Pro & Tech Pro	HPE Marketing Pro	

HPE Marketing Pro


HPE Marketing Pro is the marketing destination that helps partner marketers find tools and resources to enhance and execute digital marketing. Whether looking for a simple social post or creating a complex, multi-channel campaign, it delivers a wide range of marketing content, training, and support to all partners.

Benefits:
Set of tools to help you advance your end-to-end marketing effectiveness and integrate digital tactics into your overall marketing efforts.


Content Syndication:
Integrate HPE campaigns on your website, showing rich product level and solution type content. Campaign content works on any website and is maintenance free.


Access HPE Marketing Pro trough the HPE Partner Ready Portal:

Visit **HPE Marketing Pro** 





HPE Marketing Pro Academy
Access educational resources and training through the HPE Marketing Pro Academy.

[Learn more here](#) 





HPE Partner Marketing Concierge
Find the marketing content you need to promote HPE solutions and services.

[Learn more here](#) 





HPE Marketing Services Agencies
Empowering our partners to deliver campaigns simply.

[Learn more here](#) 




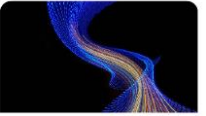
HPE Content Syndication
Quickly and easily integrate and automate HPE campaign and product content on your website with Web Campaign and Inline Product.

[Learn more here](#) 




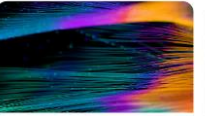
HPE Social Media Center
Access ready-to-post, customizable, measurable social content.

[Learn more here](#) 





HPE Marketing Pro Content Hub
The new HPE Marketing Pro Content Hub makes it quick and easy to find the campaign assets, learning content, and Marketing Pro information.

[Learn more here](#) 




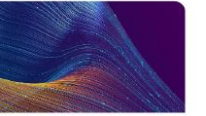
Partner Marketing Webinars
Access previous Partner Marketing Webinar Recordings.

[Learn more here](#) 




HPE Global Channel Campaigns
Find what you need to build your marketing campaigns – from individual assets to building blocks for complex, multi-channel campaigns.

[Learn more here](#) 



HPE Marketing Pro Assessment
Evaluate your current digital and social marketing practices and processes to help you accelerate your digital transformation.

[Learn more here](#) 

Products & Solutions Now

Find marketing, technical, and support materials for pan-HPE products, services, and solutions.



Products

Find product content for series and models, compare products, and get related documents, images and videos.



HPE GreenLake Solutions - Networking - Storage - Software - and more!

[Learn more](#)

Solutions

Find solutions specifications and enablement documents as well as look up content by Domains.



AI & Analytics - Enterprise Solutions - Partner-Ready Solutions - and more!

[Learn more](#)

Services

Find key content for HPE Services, HPE GreenLake, HPE Financial Services, as well as for HPE Logistic Services..



Automate and protect the solution deployment experience and manage your data

[Learn more](#)



Thank you

For support:

Please reach out to your distributor or visit - [**partner.hpe.com**](https://partner.hpe.com)

For more information:

Business Partner Essentials Home page

[**https://hpebpessentials.atrium.training/**](https://hpebpessentials.atrium.training/)