

Brochure


**Hewlett Packard
Enterprise**

HPE Partner Ready for Technology Partner Program

Integrate your offerings with HPE and watch your
business grow



A new style of partnering

The HPE Partner Ready for Technology Partner Program is a fresh, new way to collaborate with Hewlett Packard Enterprise. Built from the ground up, the program enables independent software vendors (ISVs) and independent hardware vendors (IHVs) to grow their business strategically by integrating their products with industry-leading HPE technology.

You're busy, so we've made it easy. Three simple steps—integrate, test, and market—can propel our mutual technology into the right markets, with the right message, right now.

Why partner with HPE?

Grow your business

By partnering with Hewlett Packard Enterprise, you can accelerate revenue, expand your customer base, and grow market share.

You can realize these business benefits since the Partner Ready for Technology Partner Program helps you:

- Make your offerings more technically robust by integrating them with HPE technologies.
- Validate your offerings by testing them with appropriate HPE technologies.
- Grow your business by taking advantage of the marketing and revenue enablement benefits of the program.

Expand access

By partnering with Hewlett Packard Enterprise, you gain access to an impressive array of industry-leading capabilities that can be quickly tailored to your specific needs. This access comes in many dimensions.

- **Access to a finely tuned partnering engine:** We immediately integrate your team into our partnering organization by providing you with a variety of information, tools, and people.
- **Access to technology:** You can quickly enhance and verify your offerings on HPE technology with access to a wide variety HPE testing resources.
- **Access to markets:** We help you share your products with the world. You can feature it in HPE events and conferences, display it with HPE partnership insignias, and more.
- **Access to customers:** Work with us and leverage our influence in current customers and prospects to increase your revenue and market share.

Program structure

The Partner Ready for Technology Partner Program offers four partnering tiers. The concept is simple: the more you are willing and able to commit to mutual business success with Hewlett Packard Enterprise, the greater your access to a wide range of program benefits.

You move up the tiers as you meet the business requirements of the program.



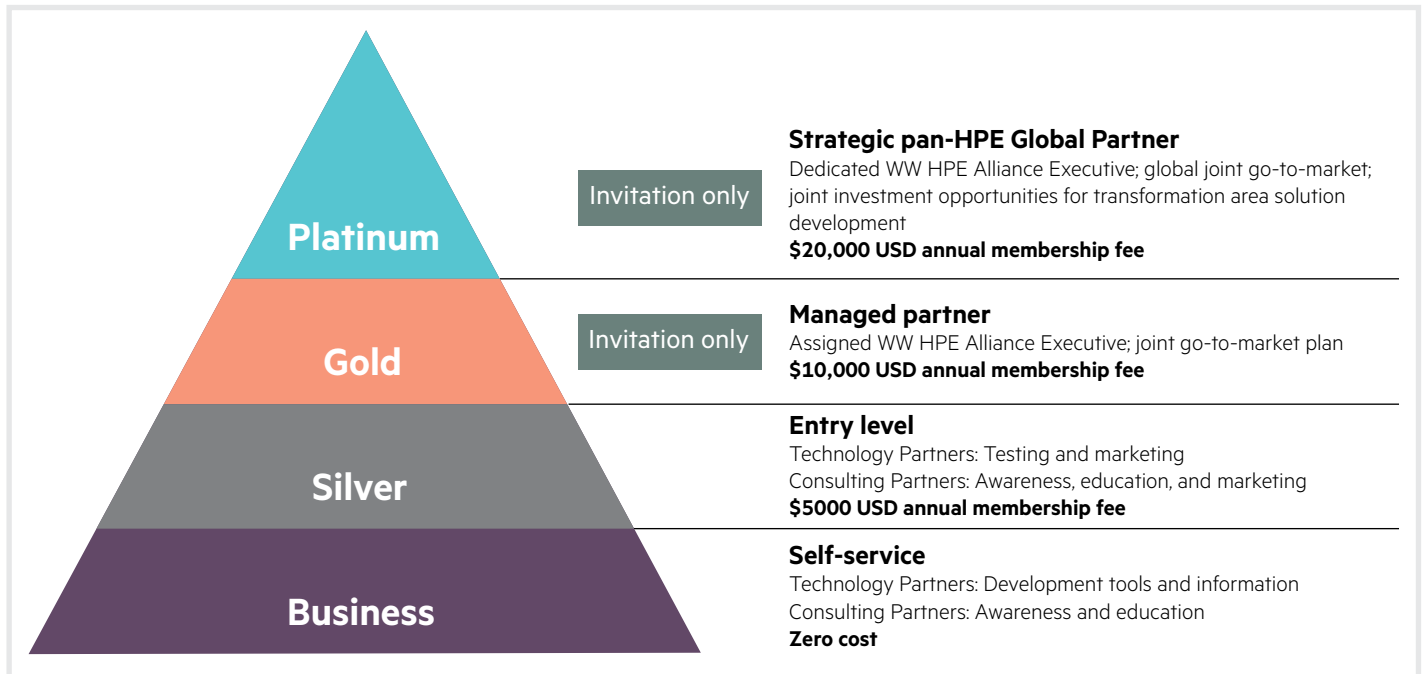


Figure 1. Partnership levels

Program benefits

Take advantage of numerous program benefits. Increasing benefits are associated with higher tiers. Certain benefits are only available to Gold and Platinum partners.

General benefits

Quickly become productive partnering with Hewlett Packard Enterprise.

- Registered HPE Technical Partner—leverage the HPE brand and technologies
- HPE Partner Ready Program center support—an HPE team ready to support you
- Partner Ready welcome letter and guide—your customized overview of benefits
- HPE Partner Ready portal access—a robust repository for tools, information, and resources
- HPE alliances monthly newsletter—the latest technology and market updates
- Access to engage in cross-HPE business units—interlock across all needed HPE technologies
- Access to HPE Financial Services—creative customer financing options
- Access of HPE business units’ alliance resources—robust technical and marketing tools
- Joint HPE business plan—define a plan together to drive mutual business success
- Assigned WW HPE Alliance Executive—an advocate to drive your business success
- HPE Strategic Alliances Partner Advisory Board—help set HPE partner strategy
- Dedicated WW HPE Alliance Executive—your ally within Hewlett Packard Enterprise

Technology and innovation benefits

Effectively integrate your products with HPE technologies.

- Access to HPE Partner TekTalks webinars—updates on the latest technology trends
- Access to development tools and information—toolkits, development aids, and more



Resources

Contact us at
PRTechPartner@hpe.com

HPE business unit alignment

A distinctive feature of the Partner Ready Program for technology partner is a strong alignment between your offerings and the most appropriate HPE business units. This streamlines your access to those in Hewlett Packard Enterprise, who can directly accelerate your business success.

During program enrollment, please select the alignment that best meets your goals.

- Access to new product introduction webinars—understand the latest HPE technology
- Discount for test/development HPE equipment—acquire the right gear at an attractive price*
- Access to testing resources—put your products through their paces on HPE technology
- Solution Demo Portal—showcase your software on an HPE portal
- Joint product roadmap alignment—confidentially share our respective product futures
- HPE products roadmap review—update on HPE futures with frequency depending on tier
- Collaborate on transformation area solution development—build solutions with Hewlett Packard Enterprise

Marketing benefits

Accelerate our mutual technologies into the marketplace.

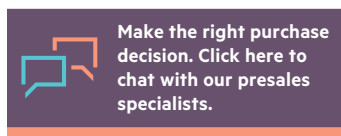
- HPE Discover event invitation—a major yearly event with over 10,000 attendees
- Product integration brochure—promote your brand with HPE strategy and technology
- Listing on the main HPE page—Hewlett Packard Enterprise highlights your partnership on our high-traffic site
- Use of the HPE partner insignias—display your partnership affiliation
- Invitation for partner to sponsor HPE events—your opportunity to be showcased at our events
- HPE Global Partner Conference invitation—the yearly must-attend worldwide partner event
- Press release support—get HPE executive quotes to highlight our mutual success and plans
- Customer success stories—compelling summaries of mutual customer successes
- Collaborative marketing plan—a strategy to drive our mutual technologies to market
- HPE Global Partner marketing manager—an HPE expert to work with your marketing team
- HPE field education webcast—get your message out to the HPE selling field
- Demand generation programs—create market interest for our combined technologies
- Dedicated partner newsletter to HPE field—highlight your offering to the HPE selling teams

Revenue enablement benefits

Turn our mutual technologies into revenue growth for your business

- Discount on third-party marketing vendor services—leverage the buying power of Hewlett Packard Enterprise
- Access to Executive Briefing Centers—use HPE facilities to advance and close opportunities
- HPE Presales opportunity enablement—offer a complete answer to your customer's needs
- Joint pipeline reviews—optimize sales execution to win targeted opportunities together

* Available in U.S. and Canada only.



Sign up for updates

Learn more at
hpe.com/partners/technology

