



HP Reinvent 2019

Media Brief

Embargoed: Monday, March 18, 9 AM Central



DRIVING CHANNEL TRANSFORMATION

Mary Beth Walker
Global Head of Channel
HP Inc.



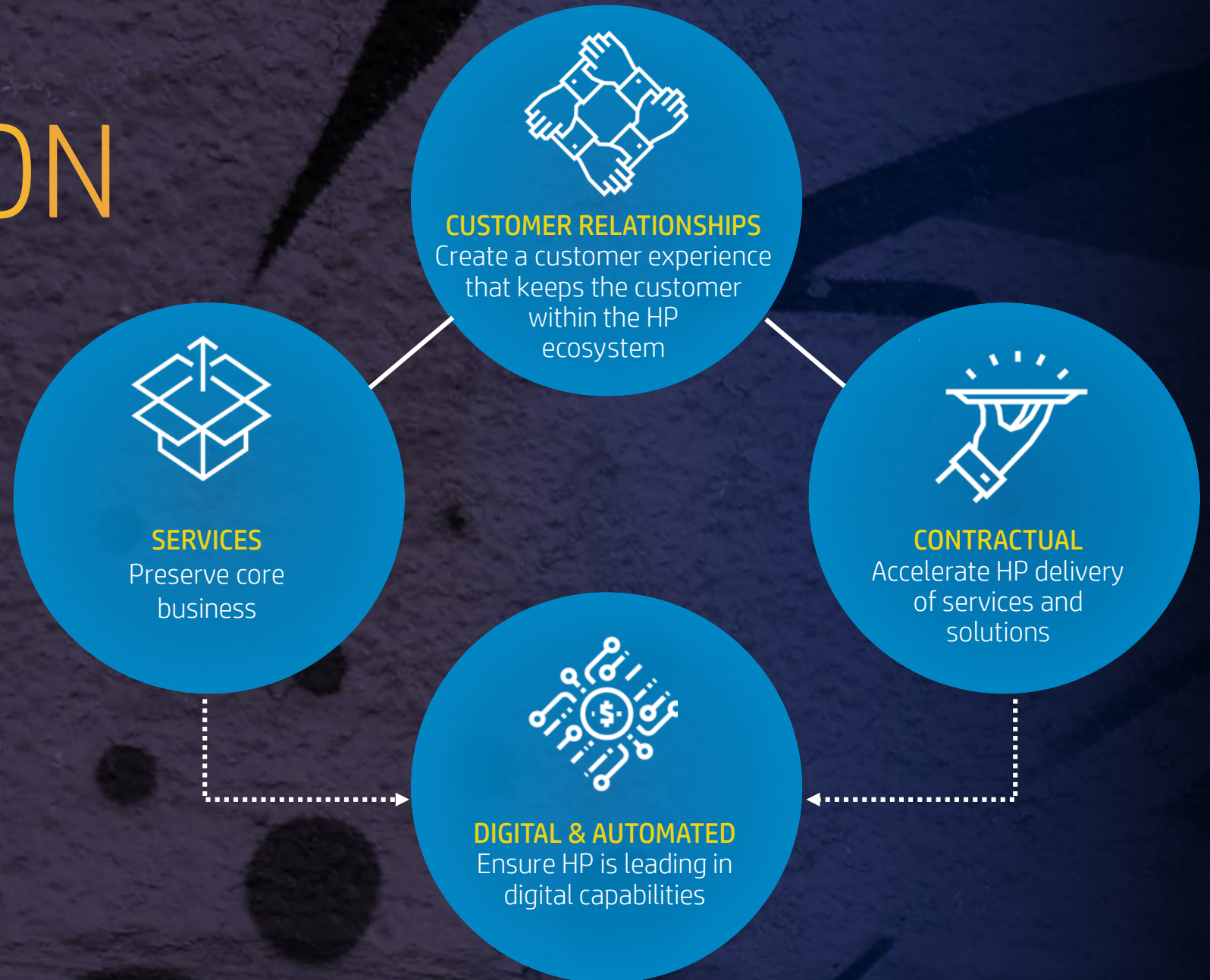
ONE LIFE

DIGITAL ECONOMY

EMERGING EXPERIENCES

EVERYTHING-AS-A-SERVICE

HP GTM EVOLUTION



CUSTOMER AT THE CENTER



A CUSTOMER AND EXPERIENCE-CENTRIC STRATEGY

HP AS-A-SERVICE



SUSTAINABILITY GOOD FOR BUSINESS

38%

\$700M

in new business
2018



5 PRIORITIES

- 1 Managing customer journey
- 2 Focusing on customer experience
- 3 Accelerating services
- 4 Enhancing tools and processes
- 5 Creating a lasting sustainable impact

HP REINVENT PARTNER NEWS

MULTI-VENDOR FINANCE MODEL

SERVICES-CENTRIC TRAINING

HP SALES CENTRAL REVAMP



REINVENT
Executive Summit 2019

MULTI-VENDOR FINANCING MODEL

Deborah Baker

Head of Worldwide Leasing & Financing
HP Inc.



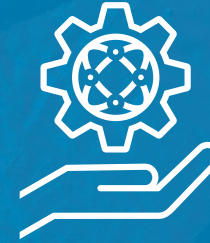
Integrated Financial Solutions



Implement market
competitive
leasing and
financing
solutions



Contribute to
HP's global
sustainability
initiatives



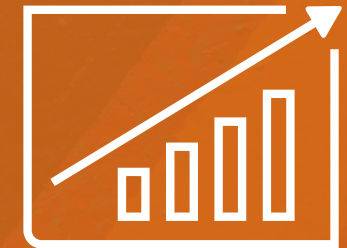
Deliver best in
class customer
and partner
experiences



Drive incremental
penetration
across all
GBU's / RTM



Improve global
coverage



Accelerate the shift from
transactional to services-
led while maximizing
growth



Advanced tools
and processes



Stronger
governance,
KPIs and
reporting



SERVICES-CENTRIC TRAINING & CERTIFICATION

Gary Simms

Head of Americas Channel Programs & Enablement
HP Inc.

WISE FOR CHANNEL: KEY PARTNER BENEFITS

MOBILE
FRIENDLY



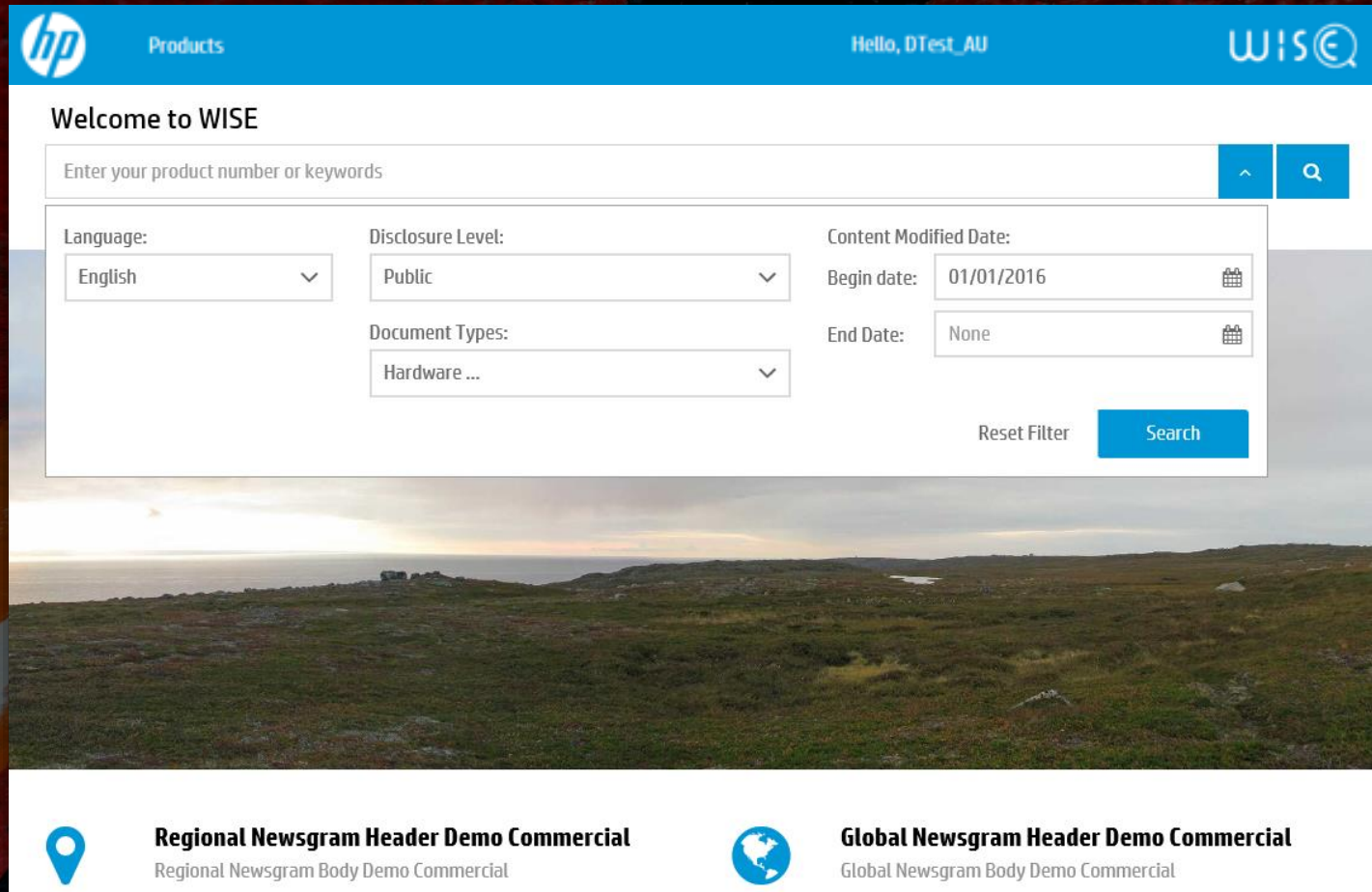
POWERFUL
SEARCH



ENHANCED
VIDEO

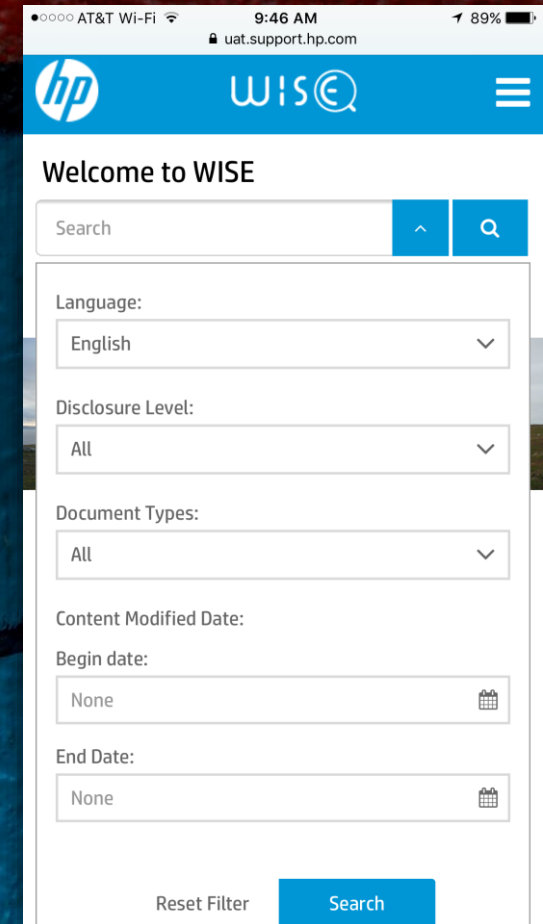


NEW MOBILE EXPERIENCE



The desktop screenshot shows the HP WISE interface. At the top, there is a blue header with the HP logo, the word "Products", a user greeting "Hello, DTest_AU", and the WISE logo. Below the header, a "Welcome to WISE" message is followed by a search bar with the placeholder text "Enter your product number or keywords". To the right of the search bar are two small icons: an upward arrow and a magnifying glass. Below the search bar, there are three filter sections: "Language:" with a dropdown menu showing "English", "Disclosure Level:" with a dropdown menu showing "Public", and "Content Modified Date:" with two date pickers: "Begin date:" set to "01/01/2016" and "End Date:" set to "None". Below these filters are two buttons: "Reset Filter" and "Search". The background of the page is a landscape image of a grassy field under a cloudy sky. At the bottom, there are two sections: "Regional Newsgram Header Demo Commercial" with a location pin icon and "Global Newsgram Header Demo Commercial" with a globe icon. Below each header is a line of text: "Regional Newsgram Body Demo Commercial" and "Global Newsgram Body Demo Commercial".


DESKTOP EXPERIENCE




The mobile screenshot shows the HP WISE interface on a smartphone. At the top, the status bar shows "AT&T Wi-Fi", "9:46 AM", and "89%". Below the status bar, there is a blue header with the HP logo, the WISE logo, and a hamburger menu icon. Below the header, a "Welcome to WISE" message is followed by a search bar with the placeholder text "Search". To the right of the search bar are two small icons: an upward arrow and a magnifying glass. Below the search bar, there are three filter sections: "Language:" with a dropdown menu showing "English", "Disclosure Level:" with a dropdown menu showing "All", and "Document Types:" with a dropdown menu showing "All". Below these filters, there are two date pickers: "Content Modified Date:" with "Begin date:" set to "None" and "End Date:" set to "None". At the bottom are two buttons: "Reset Filter" and "Search".

NEW MOBILE EXPERIENCE

WISE FOR CHANNEL HIGHLIGHTS

Products

Hello, DTest_AU



Welcome to WISE

*Example: "Laserjet P1102w driver" or "HP Pavilion 17-f002na will not turn on"*

Find all you need! UAT base portal content

Easy to use, here you can find processes



WISE Update

Thanks to your feedback, several changes were made to the WISE portal On May 23rd, including a new design to the Product Detail

TRAINING & CERTIFICATION



PARTNER
CERTIFICATIONS



HP UNIVERSITY
INNOVATIONS



ENGAGING LEARNER
EXPERIENCE



REINVENT
Executive Summit 2019

SEAMLESS SALES ACTIVATED

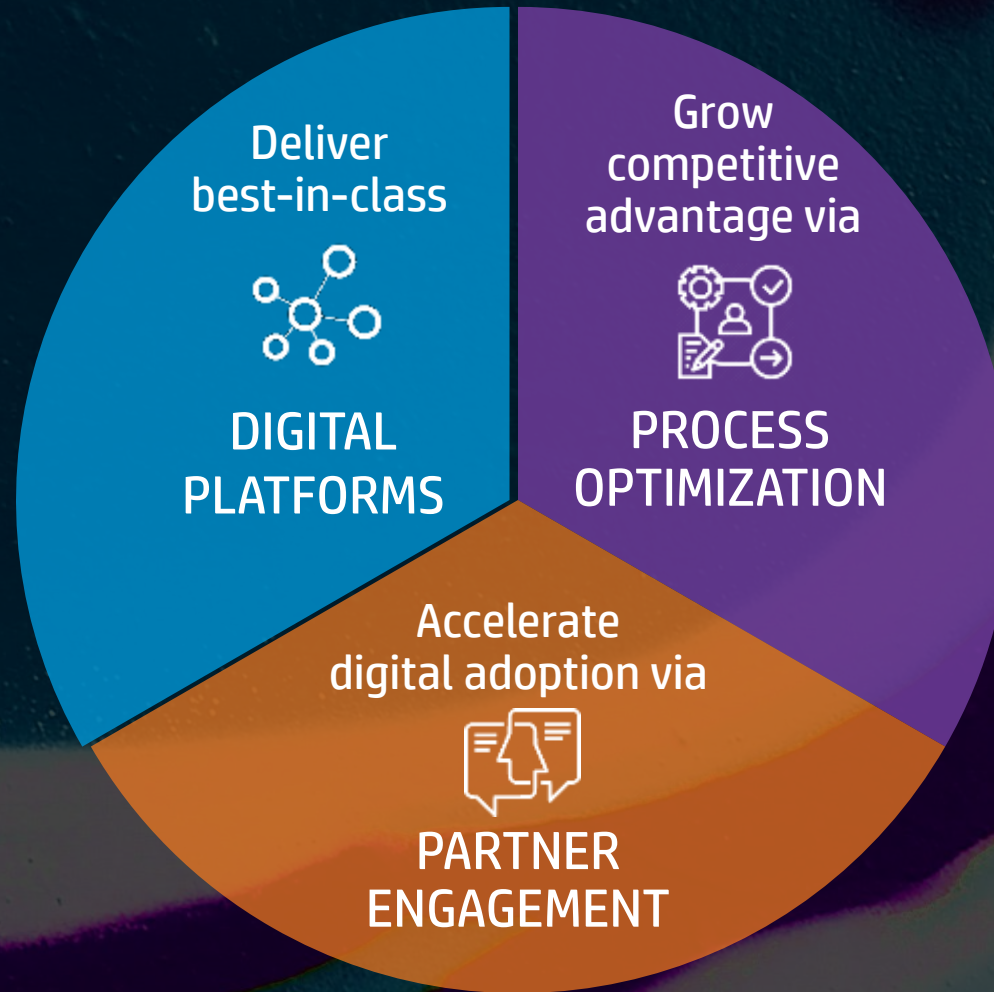
Dave Lobato

Head of Worldwide Digital Sales Engagement Platforms

HP Inc.

DIGITAL PLATFORMS – DRIVING EFFICIENCY

Digital Sales Hacks
Sales Portal
Chatbot
Gamification
Syndication
HP University



- Market Development Funds
- Lead Management
- Channel Data & Incentives

- Modern Selling
- E-communication engine

HP Sales Central

HIGHEST SATISFACTION

45%

GROWTH

10%

INCREASE SALES
EFFICIENCY

ONE UNIFIED EXPERIENCE

SIMPLE AUTHENTICATION

COMPLEX AUTHENTICATION

HP SALES CENTRAL

SALES & MARKETING

PARTNER FIRST PORTAL

E SERVICES & ADMINISTRATION



HP SALES CENTRAL

EXPERIENCE

One point of entry

End-to-end seamless experience

Personalized

Improved Findability

Simplified authentication

EFFICIENCY

Dynamic data flow

Trans adapted

Curated Content

Reduced duplication

Data Driven

NEW HP SALES CENTRAL

Country United S

hp Sales Central

Home Learn Plan Generate Demand Transact Earn Support

HP Reinvent World Partner Forum 2019

HP Digital Sales Hacks

Selected View Learn to Earn

Learn Plan Generate Demand

Customize My Workspace

Customize My Workspace allows you to select your favorite tools and content for direct access from your homepage.

Filter by

Restore to default

Add all items below

All Items

Printers

Personal Computing

Supplies

Accessories

HP University

Solutions

Software

Services

Industries

Competitive

Events

Partner Tools

My Account

Promotions & Pricing

Add all related items below

Printers

Personal Computing

Supplies

Accessories

HP University

Solutions

Software

Services

A3 Winners Circle

HP MPS Specialists & PBMs

Enterprise Managed Print Services

Indirect Managed Print Services

Industries

Competitive

Events

CHATBOT



85%

“By 2020, customers will manage 85% of their relationship with the enterprise without interacting with a human.”

Source: Gartner

3x

faster to find
product information

35-55

minutes saved per week
for sales reps

Commercial & Consumer

Find Products, Features, and Sales Tools

Search 80k active HP Print & PC products

Search over 240k discontinued products



INCREASE SALES ENGAGEMENT

+3500x

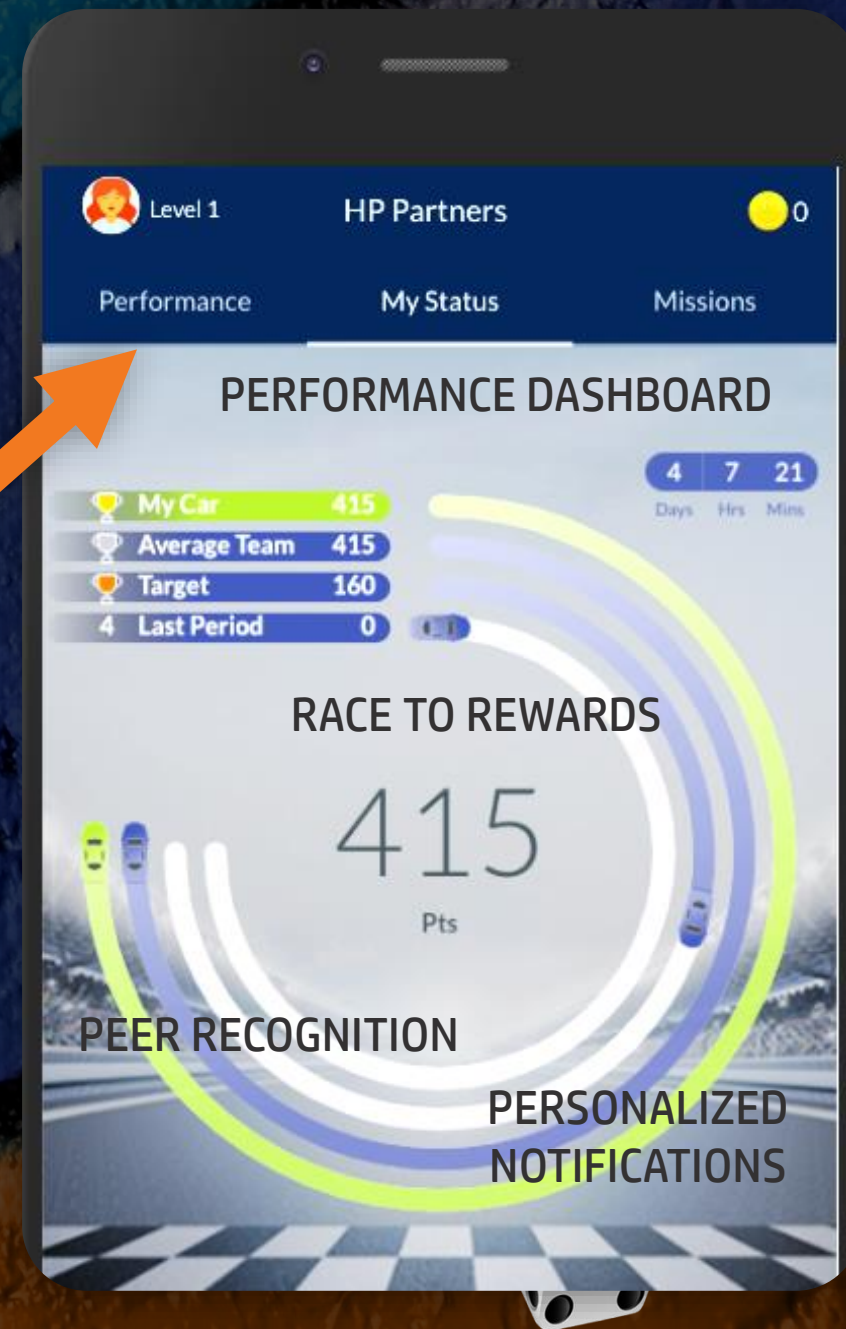
Sales engagement
rates using
gamification



Partner with game



Partner without game



SYNDICATION INCREASES SALES

Why Syndicated Web Content?

- Turn browsers into buyers
- Up-to-date product information to your customer sites daily
- Increase sales
- Operational efficiency

+24%

Percentage of increased sales with syndicated content

Rich Content

Automated Customizable

The screenshot displays a product page for the HP EliteBook 840 G1. At the top, it features the headline "WORLD'S #1 MOBILE WORKSTATION" and a sub-headline "Image Hot Spots" with three small images of people using the laptop. Below this is a "MOBILE POWERHOUSE" section with a large image of the laptop and three icons representing performance, power, and security. The "Media" section shows a gallery of images. The "Key Specifications" section lists details such as Operating System, Memory (RAM), Processor, Screen Size, Screen Resolution, Weight, and Input/Output. The "Product Overview" section provides a brief description of the laptop's features and benefits. The bottom of the page includes a "Specifications" table with columns for Operating System and Memory (RAM).

DIGITAL SALES HACKS – SEASON TWO

**HP Digital Sales
Hacks ALL NEW
Season Two**



hp HP DIGITAL SALES
HACKS VIDEO SERIES

HP Chatbot Hacks
Interactive AI at your service

WATCH EPISODE 1 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

Mobile App for HP Dynamics
Manage opportunities on the go

WATCH EPISODE 8 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

Social selling just got easier
Hacks for LinkedIn Navigator

WATCH EPISODE 6 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

Outlook Plug-in for HP Dynamics
Tracking opportunities just got easier

WATCH EPISODE 7 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

**HP Digital Sales
Hacks ALL NEW
Season Two**



hp HP DIGITAL SALES
HACKS VIDEO SERIES

HP Sales Central Goes Mobile
On-the-go HP Sales Content

WATCH EPISODE 2 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

HP Supplies
Differentiate your offer with sustainability

WATCH EPISODE 5 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

HP Attach
Drive more sales by maximizing attach

WATCH EPISODE 3 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

Sustainability
Close more deals with sustainable
impact hacks

WATCH EPISODE 4 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

HP Social Media Center
Hack your way to social selling stardom

WATCH EPISODE 9 ▶



hp HP DIGITAL SALES
HACKS VIDEO SERIES

An abstract, textured background featuring overlapping faces and geometric shapes in various colors like blue, green, yellow, purple, and orange. The faces are partially obscured and layered, creating a complex, collage-like effect. The overall style is reminiscent of mid-20th-century abstract art.

Q&A