

### The future is calling. It's time to turn up the volume.

HP Amplify Partner Program is transforming the way HP does business with partners, with the goal to meet the customer wherever they want to buy and provide. And they are doing all this on the foundation of HP's decades of experience in channel best practices.



“With the important introduction of the HP Amplify™ Partner Program - we are making bold moves and taking decisive actions to capitalize on the changing digital marketplace, positioning our partners for future growth and prosperity and deliver a more satisfying customer experience. “

Christoph Schell, Chief Commercial Officer, HP Inc.

### Three core pillars focus on driving greater partner efficiency, insight and profitability.

#### PERFORMANCE

Be rewarded for a variety of performance indicators tied to portfolio sell through revenue metrics.

#### CAPABILITIES

Invest in improving capabilities to become more competitive, relevant, and ultimately, more profitable in areas such as data sharing, e-commerce, solutions and managed services capabilities.

#### COLLABORATION

Hone digital skills and provide a more consistent customer experience across multiple channels. Together, we'll harness this data to produce valuable new insights and enhance the customer journey.

### Partners choose where and how they participate.

#### SYNERGY

Built for all Partners | Standard entry requirements | Program benefits, base compensation, portal, sales training, marketing, sales support | Training & Certification

#### POWER

All Synergy benefits plus growth accelerators | Built for partners willing to invest with higher collaboration | Amplify Online | Data driven insights | Higher sales, marketing, online support

#### POWER SERVICES

All Power benefits | Build for partners with qualified services sales & delivery capabilities | Access to Managed Portfolio | Commitment tool, MIF tool, New Print Services | PS Manageability, Managed Security & Print Services

### HP Amplify draws upon the best of HP's legendary channel program to modernize and make the HP partner ecosystem future-ready.

#### PROGRAM BENEFITS

All the standard rewards & benefits  
Compensation, special pricing, NBO, MDF, portal, training, resources

Data-driven enhancements to drive outcomes & profitability  
Data-based sales insights, data resources

New opportunities to address the dynamic customer journey  
Amplify online, Managed portfolio, new tools & Managed Services

#### PROGRAM FRAMEWORK

The HP Amplify framework is flexible and adaptable to changing market conditions and business models.

- Address market changes
- Exceed customer expectations
- Compete in the digital world
- Support customers however they buy

That's the amplified benefit of being an HP Amplify partner.