



HP Amplify™ Partner Program

External FAQ

Embargoed News: July 15, 2020 @ 6:00 AM pacific

What is the new HP partner program?

HP Amplify is the most streamlined partner engagement program in HP's storied history and is unlike any other program in the industry today. Two clearly defined tracks - HP Amplify Synergy and HP Amplify Power - ground the program and give partners the autonomy to choose exactly how they want to work with HP in order to grow their profitability. The concepts that led to the creation of HP Amplify focus on performance, capabilities, and collaboration — three pillars we believe will catalyze future-ready sellers who aim to define and lead the future of the channel.

What is the overall objective of the new partner program?

It advances the industry-leading go-to-market strategy that HP has maintained with our partners for decades. Our ultimate goal with the new program is facilitating HP and our partners to be successful in creating the best-possible customer experience—and to be prepared for where the customer journey demands we go next. The program incentivizes partners based on more criteria than just sales revenue. HP Amplify will also measure rewards based on new performance indicators, including investing in and improving digital skills, service delivery capabilities, e-commerce and omnichannel experiences and secure data collaboration. HP Amplify breaks new ground in analytics and insights, differentiating the program from those offered by other vendors.

When will HP Amplify launch?

After the July 15 announcement, HP will work closely with partners in the coming months to share details about the new program to ensure they are prepared for the transition. The new program will officially go into effect on a global scale (with the exception of China) on November 1, 2020, at which time all commercial partners will transition to the new program. Retail partners will be transitioned to the program in 2H21 and tracks may vary.

What prompted HP to develop a new partner program?

HP's current partner program -*Partner First* - was built to enable partners to sell HP products and benefit from accelerated rewards based on their sales performance. It also helped pioneer massive growth in services and digital sales, enabling partners to stay relevant and competitive in an increasingly online world. Today's buyer expects streamlined, automated and personalized experiences. Thriving in this changing environment – with data as the new currency - requires a combined shift to relate to our customers as individual customers, not markets. HP Amplify not only makes it easier for partners to do business with HP - it provides partners with a clear path to ready their business and succeed in today's environment and beyond – to capitalize on emerging trends and play a central role in the evolving customer buying journey.

How does HP Amplify make it easier to do business with HP?

By consolidating HP's best partner products, tools and trainings into one intuitive, cohesive program, HP Amplify removes complexity, making it easier for partners to take advantage of its many benefits and engage customers on a deeper level. The streamlined two-track program eliminates complexity in navigating partner compensation and benefits.



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Why is HP announcing this now?

HP began planning and designing HP Amplify more than a year ago. Our goal then and now is to show that we're listening to partners; we need to take action to make our channel program better for them and HP. Customers have dramatically altered how they research and buy technology and how they engage with brands, buying more products and services through digital channels, such as e-commerce, partner portals and marketplaces. At the same time, technology and digital transformation are advancing at an astounding pace. For the IT industry overall, and the channel specifically, it means business as usual is no longer an option. With the introduction of HP Amplify, HP is making bold moves and taking decisive actions to capitalize on these shifts, arm partners for future growth and prosperity and deliver a more satisfying customer experience.

What is the benefit of having one global¹ partner program? Were there inconsistencies before?

The decision to make HP Amplify a more universal program was primarily based on two things: the customer experience and the partner experience. Partners have asked HP for a program that prioritizes simplicity, consistency and transparency, which can be difficult to achieve with a decentralized model. We also recognize that customer demands and behaviors are only becoming more complex. We knew that by making the relationship between HP and partners more efficient, we would in turn, make our partners' relationships with customers easier. According to 2112 Research, the ease of doing business has a direct and material impact on share of wallet. We believe this will become even more pronounced in the next era of the channel. As a result, a streamlined program has never been more important.

Why is China not participating in this new program?

China has developed a unique set of partner programs that work well for its partners, and we feel it is best to maintain continuity of those programs at this time. We will evaluate migration of those programs to HP Amplify at a future date and look forward to launching this new program across all other markets in the meantime.

What are the two new program segments? What are the specific criteria needed to qualify?

HP Amplify is comprised of two core tracks, **Synergy** and **Power**. Synergy will be the foundational track of HP Amplify. Partners in this track will reap the value of HP's immense channel ecosystem with a minimum threshold sales commitment or through HP certifications. Meanwhile, in the Power track, partners realize exactly that—true earning Power with HP. In Power, partners demonstrate deeper collaboration with HP and see increased return on their investment in the form of higher rewards, data insights, sales and tech resources, and marketing support that drives new sales and renewals. Within Power, partners can opt-in to participate in Power Services, and gain access to specialized resources and support in enabling customer retention and partner growth.

How does this new program compare to other partner programs from HP's competitors?

The channel model is experiencing rapid digital evolution, with the rise of managed and cloud services driving new customer expectations. HP Amplify represents an industry first program structure, optimized to simplify and streamline partner engagement with clearly defined measurement criteria. HP Amplify will pioneer a new measurement and reward system that accounts for partners' many strategic efforts throughout the entire sales process and those who invest more in their efforts will earn more rewards from HP. HP Amplify is



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unique in its evaluation of non-traditional, yet high-value performance indicators, including investing in and improving digital skills, service delivery capabilities, the omnichannel experience and secure data collaboration.

How does the new program better support small- and medium-sized businesses?

We believe the capabilities that HP Amplify endorses, including the ability to connect with customers through insightful data and enhanced digital excellence as well as strengthened skillsets for providing strategic services long-term, will create successful differentiators for all partners aiming to exceed customer expectations in the complex digital landscape we're operating in today. As partners invest in themselves and their relationship with HP, HP will too, with rewards structures and tools that enable our partners to win.

Is HP changing its go-to-market strategy and the role partners play in that strategy?

HP is not changing our go-to-market strategy in the sense that partners remain woven into the fabric of our business. We will continue to drive a significant portion of our revenue through our partners. What will change is how we go to market together—and how we win. We have enjoyed tremendous success with our commercial partners in the past, yet we must not become complacent in our collective approach. We – HP and partners alike – cannot afford to rest on our past success. HP's focus with our partners will move away from transactional relationships that are primarily product focused and toward outcomes-based, services-led engagements.

Will all partners qualify for the new program?

The majority of our current program partners will have the ability to engage in HP's new program. The Synergy and Power tracks allow partners to incrementally determine their willingness to invest in the capabilities and enable the collaboration we believe is necessary to succeed in today's market. Either track offers partners a specialized HP platform to engage with at a level partners are comfortable with. We recognize, however, that some partners may choose not to co-invest in future-readiness alongside HP, and they will be retired from the program or program track. As they are today, those partners can continue to source products and resources through distribution.

Which regions and partners will be impacted by the new program?

The program is intended for HP's global¹ partner ecosystem, and will launch worldwide on November 1 for commercial partners, followed by retail partners in 2H21. By condensing HP's current program and setting clearly defined measurement pillars on a global¹ scale, our partners have the ability to qualify for HP's new program.

How will partner performance be measured under this new program?

Serving the end customer remains our top priority. HP Amplify presents an evolved strategy that allows partners to achieve the business outcomes that customers want. Partners will be measured across three core pillars:

Capabilities: We believe future-ready partners must deploy both technical and soft skills in equal measure. Partners must be more than expert sellers. In a digitally transformed operating environment, they must also be long-term strategic and IT partners with specializations tailored to customers' sectors.



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Collaboration: A digital ecosystem requires a heightened level of collaboration between HP and partners. With our new program, we're creating robust data-sharing that will generate the insights we need to deliver the outcomes that drive profitability in today's market.

Performance: As the traditional sales model has been upended, so too has the traditional channel compensation model. HP will break ground with a new measurement and reward system that accounts for the many strategic efforts partners employ throughout the holistic sales process, from registration volume to average sales value and account retention. Driven by new or expanded insights and analytics, HP partners will be better positioned to identify and anticipate growth opportunities. This helps ensure long-term resiliency and profitability for our partners and HP as a whole.

What data does HP hope to collect from partners in the new data-sharing model?

Whereas capabilities are the basics of what HP believes every partner needs to stay relevant, collaboration is the critical success differentiator. Trusted collaboration enables secure data sharing that leads to problem solving and innovation. HP Amplify will utilize data such as purchase behavior, inventory levels and online sales mix to drive those outcomes. It's important to note that customer data collection will be subject to partner opt-in only and data privacy and security requirements.

Where can I find more details on HP Amplify?

Media and analysts are invited to visit our online press kit for more details. Partners can log on to the HP Partner Portal for additional information.

¹ Global program, with the exception of Greater China

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