



HP Amplify Partner Conference 2024 - HP Amplify FAQ

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HP Amplify General

What is the HP Amplify Partner Program?

A: HP Amplify is a first-of-its kind global channel partner program, optimized to drive dynamic partner growth and deliver consistent end customer experiences. HP Amplify was the first partner program in the industry to go beyond just performance in rewarding partners. Designed to enable progressive go-to-market strategies that cater to a combination of transactional, contractual and hybrid selling models, HP Amplify focuses on three core pillars: performance, capabilities and collaboration.

HP Amplify also provides the insights, capabilities and collaboration tools needed to drive growth and thrive in today's competitive market. Built on one integrated structure, the program makes it easier for partners to take advantage of many benefits while engaging with customers on a deeper level. In the past couple of years, HP has enriched the program by launching HP Data Insights, Amplify Online, and Amplify Impact. HP has continued to expand and improve HP Amplify based on the evolution of HP's portfolio, changing market dynamics and most importantly, partner feedback.

What news did HP share about the HP Amplify Partner Program at APC?

A: HP is announcing new breakthroughs at APC to accelerate partner growth through the Amplify Partner Program including:

- Preparing partners with Future Ready AI MasterClass, industry-first, role-based AI training series.
- Introducing Amplify Growth Plays, a new feature built around HP's growth categories including Digital Services, Video Collaboration, Active Care Services and AI Data Science.
- Evolving the HP Amplify membership track through simplified architecture.
- Expanding partner sustainability initiative, Amplify Impact, to Distribution Partners and nearly 50 countries.

Do all partners qualify for the HP Amplify Partner program?

A: Any partner that meets HP's eligibility criteria can qualify, allowing them to play to their strengths on the same program foundation of capabilities, collaboration and performance.

Where can I find more details on the new partner benefits?

A: You can find more information at the [HP Newsroom](#) or the [Partner Portal](#).



HP's Future Ready AI MasterClass, powered by HP University

What is HP's Future Ready AI MasterClass?

A: Launching in May 2024, HP's Future Ready AI MasterClass, powered by HP University, will be the industry's first role-based training and certification program for partners that is comprehensive in scope covering a range of topics. This program is designed to equip partners with the knowledge they need to educate and advise customers on the right AI products and solutions to meet their needs.

How does HP's Future Ready AI MasterClass work?

A: The Future Ready AI MasterClass by HP offers specialized AI training and certification via HP University. It provides a series of modules, ranging from basic AI understanding to AI for Data Science Solutions. Partners that successfully complete advanced training can become certified in AI demonstrating proficiency to customers.

HP is collaborating with NVIDIA for the initial advanced training modules, with future modules being developed with other Alliance Partners to continuously enhance HP Amplify partners' skills in the rapidly evolving AI field.

When can partners access this training?

A: This new partner training will be available beginning in May 2024, and will equip channel partners with the knowledge they need to tap into new customer segments and growth opportunities.



HP Amplify Membership Architecture

Why is HP simplifying the Amplify partner membership architecture?

A: To increase access to HP's expanded product and service portfolio, HP is simplifying the Amplify partner membership architecture. Beginning May 1, 2024, Amplify members will benefit from HP's new tailored approach to meet unique customer demands, driven by a consistent framework and two-track structure: Synergy and Power.

As part of the Power partner track, HP is also introducing new distinctions for enrolled partners: Power Elite and Global Power Elite. This structure rewards partners who operate on a large scale and deliver significant revenue and capabilities.

What are the key differences between Synergy and Power?

A: The HP Amplify Synergy track is built for all partners, and offers base compensation, sales training, and specific portfolio benefits designed for specialization. The Power track is built for collaboration with partners receiving all the Synergy benefits in addition to growth accelerators like data driven insights and HP Amplify Online benefits.

How does the simplified membership architecture impact HP Power Services partners?

A: HP Power Services partners will immediately enter the combined Power track, maintaining access to unique offerings based on existing certifications. Further emphasizing partner commitment and Power partner track growth, HP is also introducing new distinctions including Power Elite and Global Power Elite. These new distinctions reward partners who operate on a large scale and deliver significant revenue and capability-building opportunities.

Why is HP combining the Power and Power Services tracks?

A: This change in membership tracks allows HP to bring simplicity to the program structure. HP Power Services partners will immediately enter the combined Power track, maintaining access to unique offerings based on existing certifications. Further emphasizing partner commitment and Power partner track growth, HP is also introducing new distinctions for enrolled partners including Power Elite and Global Power Elite.

What are the benefits of HP's top Global Power Elite and Power Elite designations?

A: We have received extensive partner feedback showing interest in top designations within our HP Amplify program, and in response to this request, HP is introducing the designations of Power Elite and Global Power Elite that will recognize select partners worldwide.

This structure rewards partners who operate on a large scale and deliver significant revenue and capabilities. The introduction of a streamlined Power track, along with More for More, and newly created Growth Plays, simplifies access to the HP product portfolio.



HP Amplify Growth Plays

What are HP Growth Plays?

A: Starting in May 2024, all HP Amplify Commercial Reseller Partners will have access to Amplify Growth Plays, a new feature built around HP's growth categories including Digital Services, Video Collaboration, Active Care Services and AI Data Science. Combined with unique tools, capabilities and compensation elements, Amplify Growth Plays rewards partners with incremental opportunities and tailored benefits for investing in these customer-driven areas of opportunity.

What benefits do Growth Plays offer to partners?

A: Growth Plays can help eligible partners unlock incremental benefits and growth opportunities by leveraging their advanced capabilities in collaboration with HP. Beyond Amplify partner benefits, Growth Plays offer additional benefits such as compensation, product access, opportunities for incremental market development funds and access to HP resources.

If I'm a Power or Synergy partner, what does this mean for me? What if I am a new partner?

A: Any partners in the Amplify program, regardless of whether they are new or existing Synergy or Power partners, will be eligible to access specialized areas of HP's portfolio and associated benefits. Based on track status, some partners will have access to a higher level of advanced benefits, but all partners will be eligible for lighter benefits for the managed print portfolio.

Are Amplify Growth Plays limited to specific partner sizes or program tracks, or can partners of all sizes participate?

A: As long as they meet the eligibility criteria, Commercial partners of all sizes and tracks can gain access to Growth Plays. The level of benefits may differ depending on status.

What are the capability requirements that partners must meet to gain access to Amplify Growth Plays?

A: Each Growth Play will have its own set of specific performance and collaboration requirements, based on the advanced capabilities that are necessary for each partner to achieve success.



HP Amplify Impact

What countries does HP Amplify Impact currently serve?

A: HP's award-winning Amplify Impact partner sustainability program is expanding to include Distribution Partners and recently added five more countries: Austria, Belgium, Luxemburg, Netherlands, and Finland. Participating partners across 48 countries now have access to HP's world-class sustainability resources to drive preference and impact across Climate Action, Human Rights and Digital Equity. HP Amplify Impact assists partners with resources to identify gaps and guidance for achieving sustainability goals, highlighting the growing significance of ESG strategies.

What is new for Distribution partners under Amplify Impact?

A: On May 1, 2024, HP will extend its pioneering partner sustainability assessment and training initiative, HP Amplify Impact, to Distribution Partners.

Since its launch in 2021, this acclaimed program has successfully equipped >40 percent of Amplify partners with the knowledge and tools needed to champion positive change. By prioritizing sustainability as a pivotal competitive advantage, HP Amplify partners are empowered to create significant impact in areas such as Climate Action, Human Rights, and Digital Equity.

What are the partner benefits of Amplify Impact?

A: Benefits to support partners in their sustainability journey include access to training and tools like The Global Good Community Project Platform that connects partners with a curated series of projects offering volunteer and donation opportunities through NGOs around the world to empower partners to meet their sustainability goals. HP Amplify Impact partners are also included in HP's Find a Reseller platform that spotlights participating partners to help purpose driven businesses stand out as customers look for resellers aligned to their values. The HP Amplify Impact program also provides partners of all levels with training, sales tools, marketing assets, and access to HP's Sustainability & Compliance Centre (SCC), HP LIFE and HP Planet Partners.



HP Amplify More for More

What is More for More? How does it work?

A: To accelerate a future ready channel, HP is making it easier for partners to sell across HP's industry-leading portfolio with Amplify More for More. This new benefit uses a rate multiplier to boost compensation for qualified partners in addition to the existing core Amplify incentives. For instance, Power Partners focused on Personal Systems can qualify by increasing sales of peripherals, POLY headsets and Workforce Services product lines. HP plans to continue the development of the More for More program throughout the next fiscal year, incorporating strategic incentive metrics to drive mutual success.

Who is eligible for More for More?

A: As of November 1, 2023, qualified partners that sell across the HP portfolio—including PCs, peripherals, and services— have begun to use this rate multiplier to boost compensation.

Will the More for More benefit replace existing Core Amplify incentives, or will it be offered in addition to them?

A: The More for More benefit is offered in addition to the existing Core Amplify incentives. It aims to complement and enhance the incentive structure for qualified partners who sell across the HP portfolio, providing an additional opportunity for compensation while retaining the existing Core Amplify incentives.



HP Amplify Fast Lane

What is Fast Lane?

A: Amplify Fast Lane represents a first-of-its-kind joint demand generation MDF claiming process, designed to simplify and accelerate reimbursement for eligible partners through an automated claims and payment procedure. Since November, Fast Lane has sped up payment turnaround time by over 60% for almost half of MDF spend, which has positively impacted cash flow and operational efficiency.

By speeding up payment turnaround time, Fast Lane addresses partner pain points and enhances the overall experience of collaborative marketing efforts. Fast Lane offers a more efficient, user-friendly MDF claim experience, enabling qualified partners to focus on optimizing demand generation initiatives rather than being bogged down in complex processes.

Who is eligible for Fast Lane?

A: Partner selection for Fast Lane focuses on the history of the partner and their track record.

Are partner service agencies (PSAs)-led execution eligible for MDF Fast Lane?

A: PSAs are not currently eligible. HP is assessing the qualification criteria and timelines of specific PSA inclusion in Fast Lane for future deployment.

How often will the selected partner eligibility list change?

A: The Fast Lane partner list will be updated every year. However, partner eligibility may change throughout the year because of the post-payment validation process or a change in the status of partners based on other criteria.

Do eligible partners need to provide POC and POE for their MDF claim?

A: Fast Lane partners will be paid without requiring POC and POE documentation during claim submission. However, HP will conduct randomized post-payment validation for selected claims as notified by the MDF tool, for which Partners must provide POC and POE.

How long must the partner keep the business records for MDF claims?

A: As stated in MDF program terms, the partner must retain business records for all MDF activities for at least two years. If the required records are unavailable in case of an audit, HP has the right to reclaim MDF associated with the missing records. Business record retention is mandatory for two years; however, this timeframe may vary based on country local legislation.

How will the partner know which claim is in review for post-payment validation?

A: Fast Lane partners will receive the claim document requirement notification triggered by the MDF tool, and they must submit all relevant POE and POC during the claim submission window.