



AllianceOne

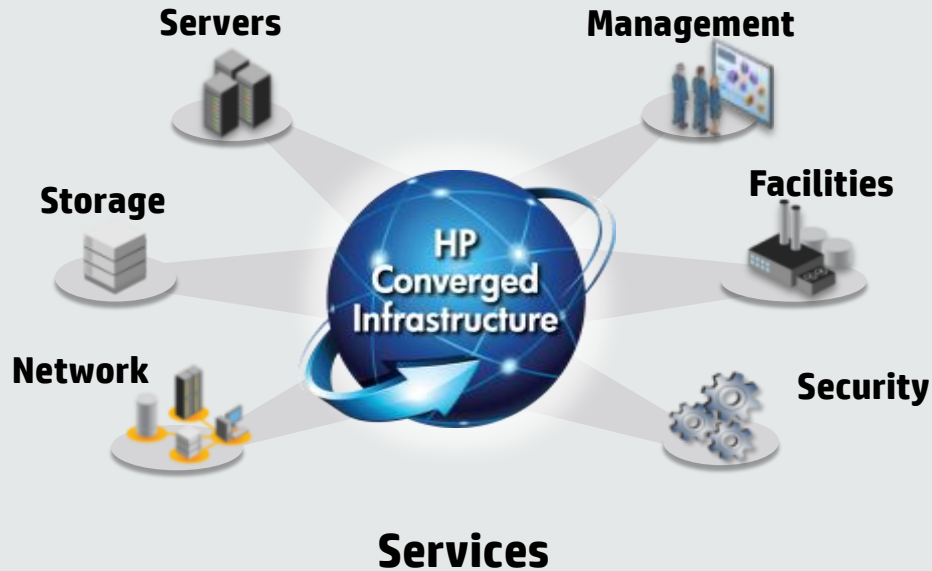
Delivering of best-in-class enterprise solutions

Peter Schmalz, Manager AllianceOne EMEA

November, 2012

HP Converged Infrastructure

Accelerating IT to move at the speed of business



Converged Infrastructure is Here!

HP has the most comprehensive portfolio based on open standards and customer choice.

Partners can capitalize on the need for Converged Infrastructure by extending customer choice on HP Platform



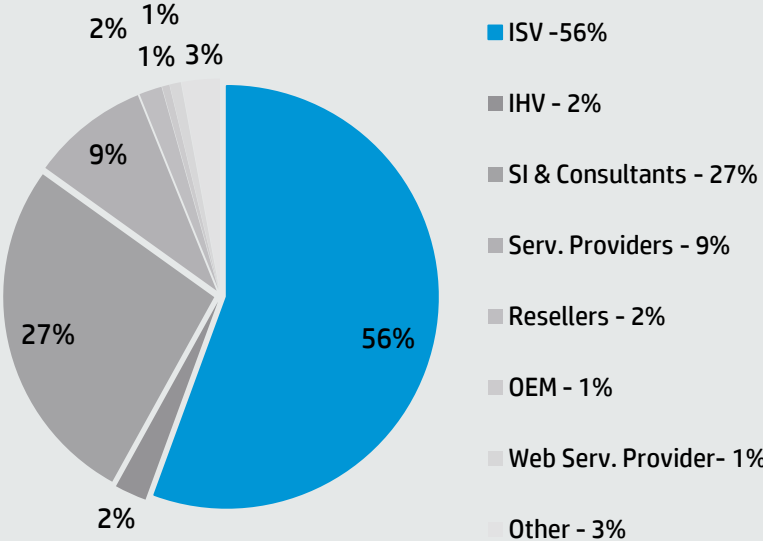
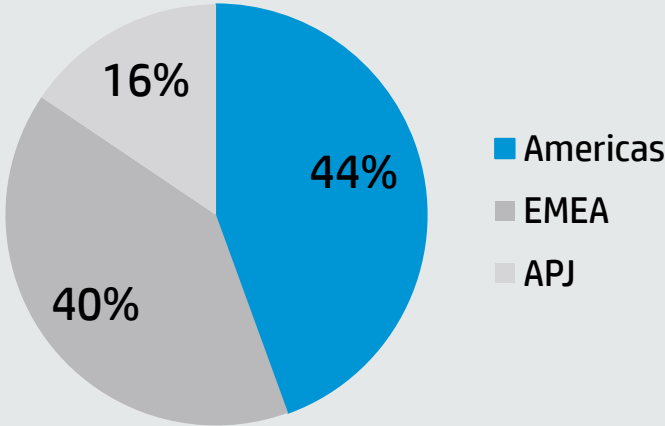
What is AllianceONE?

AllianceONE is a comprehensive partner program that helps partners increase their business by extending customer choice on HP platform.



HP AllianceONE Today

Worldwide Membership 4500+



HP AllianceONE – support you can count on

Easy access to technical assistance and test environments

Technical Assistance & Resources

Marketing & Sales

Leverage marketing programs and sales tools to capture more business

Free membership and access to latest software tools and patches

Software Downloads

Special Equipment Discounts

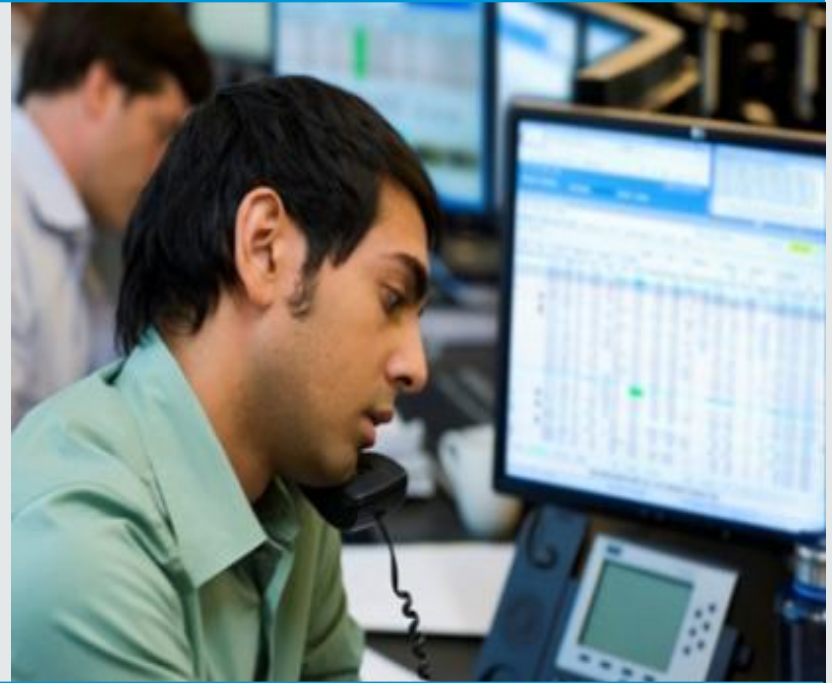
Special discounts for development and demo equipment

Specialized Programs



HP AllianceONE Technical Assistance & Resources


- Worldwide Program Centers with dedicated Regional Program Representatives
- Access to (subject to eligibility):
 - HP's Cloud Operating Environment (CLOE)
 - AllianceONE Solution Center (PTAC)
 - Developer Technology Access Program (DTAP)
 - HP Non-Stop WW Solutions Centers
 - Strategic Alliances Development Center (SADC)
 - Microsoft Technology Center (MTC)



HP AllianceONE Marketing and Sales Tools

- *Marketing Resource Center (New Offering)*
- Showcase your solution on HP's Solution Demo Portal
- Leverage HP Logos and Insignias
- Product & Services catalog containing >6800+
- Easy and inexpensive co-branding collateral development (\$285 per item)
- Support for Partner Press Releases
- Leverage HP's reseller channel using a locator tool

Best Partner Community



HP's partner base has been hand-picked to give you **responsive, high-quality counsel and support** for your day-to-day and long-term business success. Backed by the **global reach and resources** of HP, they are well-trained and motivated to **deliver best-in-class support** for your critical business needs.


16,500 PARTNERS IN NORTH AND SOUTH AMERICA	90,000 ACTIVE EMEA RESELLERS	22,000 APJ PARTNERS
5,200 PREFERRED EMEA PARTNERS	4,000 CONVERGED INFRASTRUCTURE TRAINED PARTNERS	8400 SALES REPS AND 1700 ENGINEERS IN OUR TOP 100 PARTNERS
1,900 EMEA ESSN SPECIALIST PARTNERS	3,500 3PAR-TRAINED PARTNERS	25 FROM SUN, IBM, AND CISCO FIRMS SWITCHED TO HP
38 HP + PARTNERS CLOUD CENTERS OF EXCELLENCE	20 awards IN 12 MONTHS FOR CHANNEL EXCELLENCE	

2010 CRN Channel Champions Awards

Overall Award Winner

- SMB Network Storage
- Systems and Network Management
- Volume Servers


Financial Factor Criteria Award Winner
SMB Network Hardware



2010 CRN Annual Report Card (ARC) Awards

Overall Award Winner
Product Innovation Award Winner

- SMB Network Storage
- Volume Business Servers
- SMB Storage



HP AllianceONE Software Downloads

- Essential library of latest software update and patches
 - Most popular & featured downloads
 - Easy and convenient access
- Access to HP Support Center (HPSC) upon approval

The screenshot shows the HP AllianceONE Software Downloads website. The page is titled "Software downloads" and is part of the "HP AllianceONE Partner Program". It features a navigation menu with links for "HP Home", "Products & Services", "Support & Drivers", "Solutions", and "How to Buy". A search bar is located at the top right, with a "Search" button and a "Advanced Search" link. The main content area is divided into several sections:

- Software type:** A dropdown menu with "Software: Patches" selected.
- Product category:** A dropdown menu with "HP OpenView Software & Tools" selected.
- Product name:** A dropdown menu with "HP OpenView Storage Data F" selected.

Below these dropdowns, there is a "Software downloads search" section with a text input field and a "Search" button. The text reads: "Search for a specific software that you would like to download. Enter the name of the software download you want to search for."

At the bottom, there is a "Most downloaded software" section with a list of items:

- HP-LUX Performance Cookbook
- GCC for HP-LUX 111
- HP WDB download
- HP WDB
- HP WDB download

A note states: "The latest release of HP WDB is available for PA-RISC systems running HP-LUX 11.0 and 111 and HP Integrity servers running HP-LUX 111 v1.6 or later. HP OpenSource Perl is optimized for HP-LUX 111 PA-RISC and HP-LUX 111 Itanium Processor Family (IPF) platforms. The perl bundle revision E.5.8.8.D"



HP AllianceONE Special Equipment Program

- To be used strictly for porting, development and demonstration & testing of software
- Regional offers & discounts on hardware & software: (equipment purchase or rental)
 - Typical equipment/software discounts range between 30%-50%
 - HP Customer Education discount of 10% - now available Worldwide
- Access to remarketed/refurbished equipment
- Configuration assistance with Regional fulfillment



Specialized programs

Designed to maximize your business potential

HP AllianceONE partnering programs

- [HP CloudAgile Service Provider Program](#)
- [HP Networking Specialization](#)
- [HP SMI-S Developers Program](#)

Other HP developer programs

- [HP OEM Developer Support](#)
- [HP Interactive Solutions ISV Partner Program](#)
- [HP Point of Sale ISV Program](#)
- [HP Solution Programs Portal](#)

HP software developer programs

- *HP Mission Critical x86 Application Advantage (coming soon)*
- [HP Pathfinder Program](#)
- [HP SPECTRUM](#)
- [HP CMS Partner Central](#)
- [HP Enterprise Management Alliance Program](#)
- [HP Information Management Alliance Program](#)



HP AllianceONE Partner Survey

- Program Centers received over 90% satisfaction from our partners
- Technical Support received over 85% satisfaction from our partners
- Below are some quotes that partners provided during the anonymous survey:
 - ***“We are extremely satisfied with the services provided by HP Alliance program”.***
 - ***“So far so good... stay the course!”***
 - ***“HP AllianceONE offers free software access where others are fee based”.***
 - ***“Better than IBM's program, for our purposes”.***



Source: Survey results – Partner satisfaction feedback March 2012



HP AllianceONE Partner says ...

“Infor Development has a long and outstanding relationship with HP. Especially the cooperation with the AllianceONE Solution Center and various HP Performance Labs has been very beneficial in Performance testing and Benchmarking of our key products on various hardware platforms.

Now we continue working with HP on important IT trends like virtualization and cloud, to further increase the value add of our solutions to our customers.”

Hans Kamman, Director, Development and Release Management



HP AllianceONE Partner says ...

“Software AG has been very happy with the benefits and value that the AllianceOne program brings to our company. We at Software AG are also very happy to work with the HP AllianceOne Team to utilize the HP Partner Technology Access Center (PTAC) Services Worldwide for our product performance testing on the latest HP hardware which includes the DL980.

The entire program assists us in ensuring that our products run well on HP hardware.”

Dr. Friedrich Neumeyer, SVP Global Partner Management

The logo for Software AG, featuring a stylized white 'S' icon on a dark blue background, followed by the text 'software' in lowercase and 'AG' in uppercase, all in white.

software AG



HP AllianceONE Partner says ...

“As a member of HP’s AllianceOne programme, SAS has benefited greatly from the partnership on many levels.

Most recently we have worked closely together to create a unique and compelling proposition for the Capital Markets industry based on HP’s converged infrastructure. We have created a proof-of-concept environment which we are using to showcase our solutions to major financial institutions in the UK and further afield.

The AllianceOne programme has provided valuable support and assistance as we develop this market further”

Caroline Cull, Alliance Manager SAS Alliances Division



HP AllianceONE Partner of the Year Award

Recognizes outstanding accomplishments in the development and delivery of Innovative HP-based solutions that raise the standard for business excellence and client satisfaction.

Award Criteria

Winners are chosen for delivering solutions that drive meaningful business results for our shared customers.



HP AllianceONE Summary

- Build competitive differentiation on the industry's leading technology platform
 - Foundation and gateway to partnership with HP
- Accelerate time to market/value while reducing development costs
 - Provides support throughout a partner's active membership
 - Enable access to HP's customers, resellers, SIs and consultants
- Increase your sales and marketing reach
 - Special Interest Programs that provide additional support



Visit www.hp.com/go/allianceone



How to Join HP AllianceONE

Visit www.hp.com/go/allianceone and select **Join AllianceONE**

For assistance, access our [Registration Guide](#) on the portal

Contact us:

- AllianceONE.AP@hp.com
- AllianceONE.Americas@hp.com
- AllianceONE.EMEA@hp.com



Thank you

