



HP Enhances PartnerONE Program with Additional Investments for SMB Partners

PALO ALTO, Calif., March 4, 2009 – HP today announced enhancements to its award-winning PartnerONE program, providing small and medium business (SMB) partners with new resources and additional funding to accelerate their sales growth in the \$68 billion SMB market:

- SMB Elite, the latest addition to HP's portfolio of PartnerONE Elite designations, is a leading-edge marketing tool that provides SMB partners with additional resources and marketing support to help them deliver a superior SMB customer experience. SMB Elite partners will enjoy "Elite" branding, dedicated SMB sales support and marketing funds for demand generation activities, as well as priority SMB-specific customer leads, enhanced partner locator support and other SMB Elite exclusive promotions. SMB Elite will be available beginning May 1 for Preferred partners who have demonstrated best-in-class competency in selling into the SMB space.

Customers working with HP's SMB Elite partners will realize greater solutions-based value from SMB experts who can provide valuable long-term consulting services and support for their technology investments.

- HP also announced that starting March 1 it will provide comprehensive deal registration-based benefits to all of its 25,000+ partners in the United States, providing SMB-focused partners with access to the same portfolio of deal registration tools previously available only to larger partners. SMB-focused partners can take advantage of HP's full catalog of deal registration tools, including New Business Opportunity (NBO), Commercial Target, TSG Value Big Deal and Business Class Consultant (BCC) through the HP Deal Registration Tool.

"Our channel partners continue to be HP's lead route to market in SMB and a crucial part of HP's long-term goal to be the No. 1 partner vendor of choice," said Meaghan Kelly, vice president, Channel Sales Development and Strategy, Solution Partners Organization – Americas, HP. "Today's news further demonstrates our strong commitment to partners serving SMB with enhanced resources that will sharpen their competitive edge and position them for greater growth in today's market."

In addition to today's enhancements, HP will continue to support SMB partners with support tools such as SMB Expressway, SMB-focused training options and extended sales coverage support.

Additional details about the HP Solution Partners Organization and today's news is

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