



## HP Solution Partners Organization (SPO)

### Who we are

The HP Solution Partners Organization (SPO) supports the more than 25,000 IT resellers and distributors across the country that are crucial in delivering HP products, solutions and services to customers of all sizes. HP's strong relationships with these business partners are a key strategic advantage in the marketplace and are critical to HP's go-to-market sales strategy.

### What we do

The SPO leadership team works closely with HP's three business units to develop and deliver comprehensive, innovative programs and resources to help partners provide the best possible service to end-user customers. SPO also administers incentives and rewards to recognize partners for their commitment and work with HP.

#### Editorial Contacts:

Mark Lewis, HP  
+1 847 658 8580  
[mark.lewis4@hp.com](mailto:mark.lewis4@hp.com)

Aaren Weidner  
Porter Novelli for HP  
+1 415 975 3317  
[aaren.weidner@porternovelli.com](mailto:aaren.weidner@porternovelli.com)

Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, CA 94304  
[www.hp.com](http://www.hp.com)

### HP PartnerONE

PartnerONE is the award-winning, flagship partner program through which HP delivers various partner resources, offers and initiatives for its reseller and distributor partners. HP PartnerONE includes three levels of membership, based on each partner's level of participation and engagement with HP:

- Business Partner – Provides basic partner benefits including promotions, access to deal-based financial benefits, HP financing, support and training.
- Preferred Partner – Includes all of the HP Business Partner benefits, as well as dedicated sales support, unique branding as a Preferred Partner and marketing support subsidies. Qualifying Preferred Partners also have access to Marketing Development Funds and additional growth incentive rebates.
- Elite Partner – Includes all of the HP Preferred Partner benefits, as well as enhanced HP end-user-focused marketing support, priority leads and partner locator support, and additional expertise-focused financial incentives. Elite partners earn benefits in high-demand, high-growth business solution, market segment and technology areas such as PC and workstation blades, thin clients, virtualization, Microsoft® Unified Communications, office printing and public sector – allowing them to showcase their HP expertise to win new business.

### Recent industry awards

SPO and the PartnerONE program consistently outperform market competitors in awards and industry recognition. SPO and the PartnerONE program, for example, received more than 40 industry awards in 2008. Highlights of HP's recent market recognition include:

- 2008 CRN Most Innovative Executive – Mark Hurd, chairman and chief executive

officer, HP

- 2008 *Everything Channel* Executive of the Year – Adrian Jones, vice president and general manager, Solution Partners Organization – Americas
- 2008 *Everything Channel* Public Sector Channel Executive of the Year – Mike Humke, vice president of public sector, Solution Partners Organization – Americas
- 2008 *CRN* Channel Chiefs – Adrian Jones, Stacey Wueste and Scott Tuthill
- *CRN* 50 Most Powerful Women in the Channel – Ramona Thibeault, vice president, SMB sales, HP Solution Partners Organization
- An unprecedented five category CMP XChange'08 XCellence Award wins
- Numerous 2008 channel product category wins for innovation and sales excellence:
  - Eleven *CRN* Channel Champions product category wins
  - Ten product category *CRN* Best-Sellers category wins
  - Ten product category *eWeek* Channel insider Channel Products of the Year wins
  - Two product category *VARBusiness* Annual Report Card wins

#### **SPO leadership team**

- Adrian Jones, vice president and general manager
- Tom LaRocca, vice president, marketing and strategy
- Scott Dunsire, vice president, Imaging and Printing Group sales and business management
- Mike Humke, vice president, public sector
- Meaghan Kelly, vice president, channel sales development and strategy
- Mike Parrottino, vice president, Personal Systems Group sales and business management
- Frank Rauch, vice president, Technology Solutions Group sales and business management

#### **Additional information**

The latest in HP channel news is available in an online press kit at

<http://hp.com/go/hpchannelnews>.

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