



HP Solution Partners Organization (SPO) for SMBs

Overview

The HP Solution Partners Organization (SPO) is a crucial part of HP's strategy in reaching SMB customers – who represent a \$73 billion market opportunity in the United States. To help ensure HP's SMB-focused partners are fully equipped to address SMB customers' long-term technology needs, SPO makes regular investments in maintaining and driving industry-leading programs, initiatives and resources to help address the SMB market. Below are several recent SMB-focused programs and initiatives that HP provides to its partners:

- **SMB Elite** – A leading-edge marketing tool that will provide SMB partners with additional resources and marketing support to help them deliver a superior SMB customer experience. In addition to unique "Elite" branding, SMB Elite partners will enjoy dedicated SMB sales support, market development funds and end-user focused marketing subsidies, as well as expanded access to co-marketing opportunities, priority SMB-specific customer leads, and other SMB Elite exclusive promotions such as enhanced partner locator support. SMB Elite will be available for HP partners, who have met revenue requirements and demonstrated best-in-class competency in selling into the SMB space beginning May 1, 2009.
- **Extension of Deal Registration Benefits** – To help SMB partners gain a competitive edge in today's challenging market, HP offers 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. With this change, 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.
- **SMB Expressway** – A one-stop shop designed to provide SMB-focused partners with the resources, tools and information they need to better serve the SMB market.
- **Enhanced Training Support** – Consolidates HP's SMB-focused training options into a single, simple format, allowing partners to compare and choose the web-based, instructor-led or virtual classroom option that best fits their needs.
- **Extended Sales Coverage** – As part of its ongoing effort to provide dedicated sales support to more partners, HP also recently introduced "We've Got You Covered," a partner initiative that provides SMB resellers who are members of selected industry peer to peer networks with access to a dedicated HP SMB sales support team to assist with SMB-specific product and program questions.

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- Financial Services Support – HP recognizes that financial pressures on SMB customers will be intense throughout 2009. To help partners continue to drive profitable growth with SMB customers, HP Financial Services (HPFS) provides HP partners with a variety of tools to help their customers finance purchases. By helping to finance deals, partners can enable their customers to get the technology they need and manage payments more efficiently while driving increased sales of products and services.

More information on HP channel news is available in an online press kit at

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

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