



HP Broadens Virtualization Portfolio for Channel Partners

New solutions expand profitable business opportunities

PALO ALTO, Calif., Aug. 29, 2011 – HP today added new VMware-optimized solutions that channel partners can offer their clients to build a path to the cloud while better utilizing their virtualization investments.

Channel partners play a strategic role in augmenting and extending virtualization capabilities for clients. With the new [HP VirtualSystem for VMware](#), and [HP Virtualization Smart Bundles](#) for VMware vSphere® 5, HP is expanding business opportunities for channel partners serving enterprise clients as well as small and midsize business (SMB) accounts. These solutions, along with new training and sales enablement tools, are designed to enhance channel partner business success by ensuring client satisfaction as they move to the cloud.

By adding new [HP VirtualSystem for VMware](#) solutions to their portfolios, partners can target more profitable opportunities while speeding the sales and deployment lifecycle. The new solutions deliver:

- Faster time to revenue, via streamlined and simplified solution sales and delivery of HP optimized VMware solutions;
- Higher-value deals with long-term add-on potential as a result of moving from low-margin implementations to more profitable, strategic virtualization services and integrated systems. HP VirtualSystem lays the foundation for cloud computing, providing an easy upgrade path to HP CloudSystem; and
- Improved quality of service with assured results from turnkey, optimized systems, enhancing a partner's role as a long-term trusted advisor for deeper business relationships.

HP is also introducing [HP Virtualization Smart Bundles](#) for VMware vSphere 5, predefined solutions based on HP Converged Infrastructure designed exclusively for channel partner delivery to SMBs. These bundled

Editorial Contacts

Kathy Sowards, HP
+1 281 751 8180
kathy.sowards@hp.com

Jeannine Kilbride
Burson-Marsteller for HP
+1 212 614 5128
jeannine.kilbride@bm.com

HP Media Hotline
+ 1 866 266 7272
www.hp.com/go/newsroom



solutions, built on the same technologies used in the world's largest virtual data centers, are optimized for the range of applications most used by SMBs. They provide cost-effective, virtualized infrastructure that channel partners can customize to meet their clients' business needs.

With HP Virtualization Smart Bundles, partners can offer clients optimized configurations that deliver predictable performance, reduce complexity and avoid the risks associated with creating virtualized infrastructure. These solutions combine HP server, storage, networking and management with VMware virtualization to deliver a complete, cost-effective virtualized infrastructure.

Sales enablement tools

HP provides a wide range of sales enablement programs – built on existing, familiar tools and programs – to help channel partners deliver the advantages of the new HP VirtualSystems. The global [PartnerONE](#) and Preferred Partner Programs support includes sales training, webinars, podcasts, customer qualification toolkits and sales playbooks.

Successful, ongoing training programs such HP's Converged Infrastructure Sales Academy also include virtualization content along with curriculum to develop business value sales skills.

Further, HP and VMware will deliver training, certification and demand generation programs to partners. Access to information about training, tools and campaigns to support HP's new VirtualSystem offerings will be available on HP's Partner Portals for each region.

HP Converged Infrastructure is a key foundation of an [Instant-On Enterprise](#). In a world of continuous connectivity, the Instant-On Enterprise embeds technology in everything it does to serve customers, employees, partners and citizens with whatever they need, instantly.

HP's premier client event, [HP DISCOVER](#), takes place Nov. 29 - Dec. 1 in Vienna, Austria. The event showcases how organizations can get started on their [Instant-On Enterprise](#) journeys.

About HP

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personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

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