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HPE Partner Ready
NonStop Business Implementation

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October 2016

AllianceOne Partner Program
(ended August 2016)

HPE Partner Ready Technology Partner Program

Why the New Technology Partner Program?
We listened to you

– Faster time-to-market

– Increased revenue and market share

– Easier to navigate and engage with HPE

– Consistent and predictable partner experience

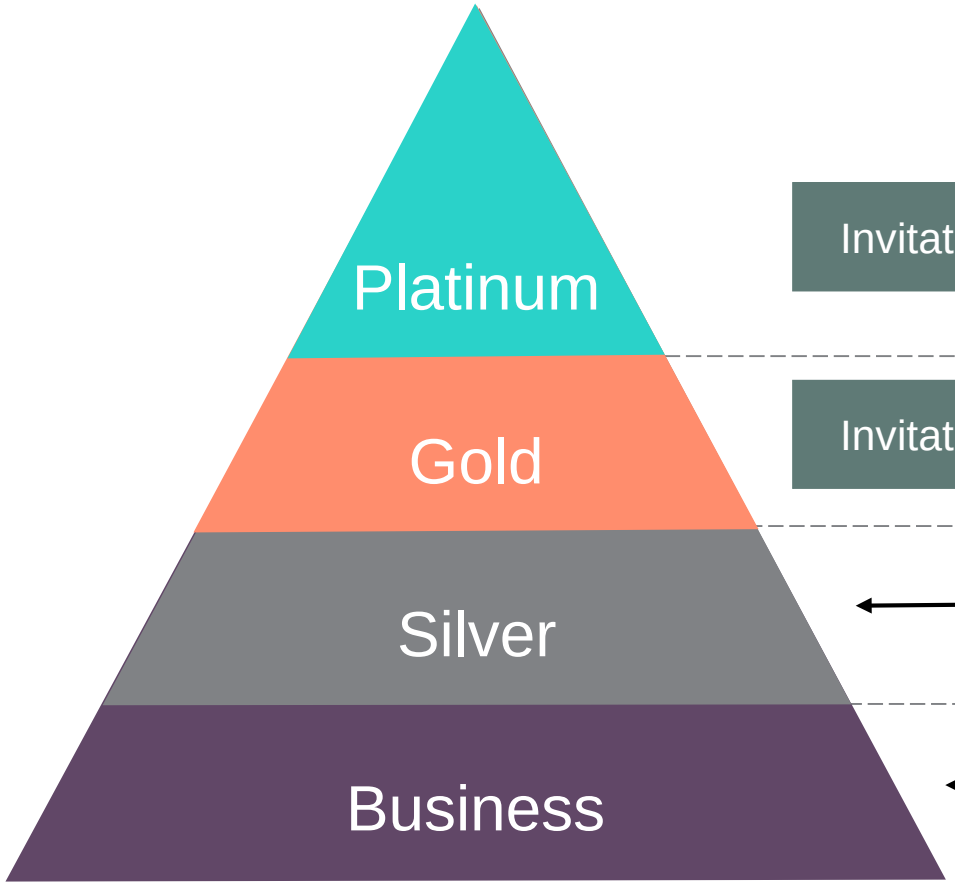
– Ability to grow and expand partnership

Value Proposition: Prior → New

HP AllianceOne		HPE Partner Ready Technology Partner Program
Not designed for revenue enablement	→	Core design tenet around revenue enablement
Porting & migration for developers to HP platforms	→	Product integration & solutions development and enablement
Unstructured, inconsistent partner experience across disparate programs	→	Pan-HPE programs with a predictable partner experience
‘Siloed’ technology focused programs	→	Leverage unified program framework to maximize value of the partner ecosystem

HPE Partner Ready for Technology and Consulting Partners

Four partnership levels



Invitation-only

Invitation-only

Strategic pan-HPE Global Partner
Dedicated WW HPE Alliance Executive; global joint go-to-market; joint investment opportunities for transformation Area solution development
$20,000 annual membership fee - one fee many HPE BUs

Managed partner
Assigned WW HPE Alliance Executive; joint go-to-market plan
$10,000 annual membership fee - one fee many HPE BUs

Entry level
Technology Partners: Testing, discounted purchases and marketing
Consulting Partners: Awareness, education and marketing
$5000 annual membership fee – one fee many HPE BUs

Self service
Technology Partners: Development tools and information
Consulting Partners: Awareness and education
Zero cost

Most **NonStop Partners** will be at Silver or Business level

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HPE Partner Ready – NonStop benefits

Silver Level includes all Business Level requirements and benefits plus additional benefits

Silver Level

Partner Requirements

- Annual Membership fee of $5000
- Influences $1M+ in NonStop business
- Partner identifies an employee to act as Business Manager to work with NonStop
- Contribution to HPE partner profile
- Contribution to 2-page joint marketing brochure

Partner Benefits

- **17 weeks access to NonStop's testing lab (ATC)**
- **Long term annual access contracts available as well.**
- **Access to NonStop Development tools**
- **Access to discounts for purchases of NonStop hardware and software (like DSPP program)**
- Marketing Materials for partner product promotion
  - Access to NonStop Partner Insignias
- Listing on Partner webpage
- **One NonStop WW field/sales facing webinar (tektalk) per year.**

Business Level

Partner Requirements

- Approval by NonStop Business
- Sign partner program agreement contract

Partner Benefits

- Registered as HPE Technology Partner
- Ready program center support and HPE Partner Ready portal access
- Partner welcome letter and guide
- HPE Alliances monthly newsletter
- **Participation in HPE NonStop Partner email distribution lists**
- **Participation in NonStop Product Betas (by invitation)**
- Invitation to DISCOVER events, **NonStop Partner Symposiums** and product webinars
- Access to engage cross-HPE business units
- Access to HPE Financial Services

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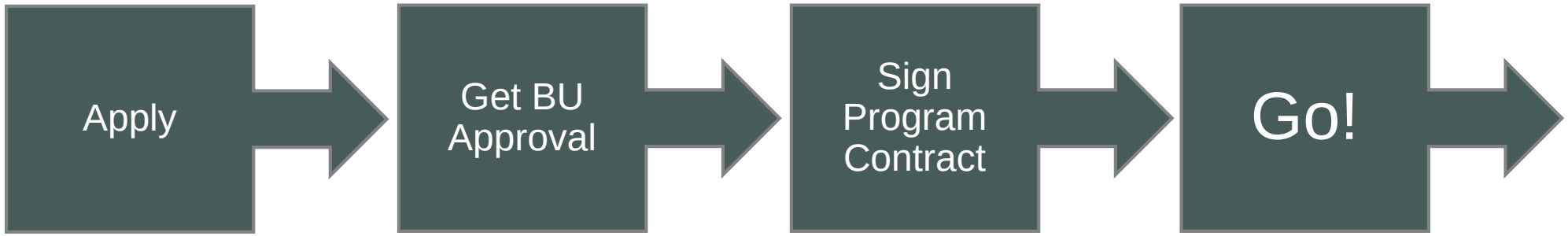
Note: Items in RED are unique for NonStop partners.

What should I do next?

The Partner Ready Program is available now!

- **To sign up go to:**:
  - www.hpe.com/partners/consultingpartner
  - hpe.com/partners/technology
- **The program team is here to help:**
  - **NonStop Specific Help**, see your PM Partner Manager or Sridhar Neelakantan – Sridhar.Neelakantan@hpe.com
  - NonStop ATC Support, see Rod Tover, ATC Partner Manager – Rod.Tover@hpe.com
  - Technology Partner Questions: Program Manager Helen Lum – Helen.lum@hpe.com
  - Other questions: WW Sr. Program Manager Carl Shanahan – carl.Shanahan@hpe.com



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Thank you