

Hardware is only half the story

Exciting opportunities available for HP's partners to grow their services business and provide a superior ownership experience to their customers. By **Howard Bowland**, Vice President and General Manager, Technology Services Support, Enterprise Group, Hewlett-Packard Asia Pacific and Japan

There is a fundamental shift underway in the way people consume information technology and how companies deploy IT to create a competitive advantage. These changes are enabled by new technologies, including converged cloud infrastructure that enables customer to leverage virtualised, automated IT environments to rapidly deploy new capability; we call it the New Style of IT.

This shift is creating lots of new opportunities for HP's partners. By innovating and simplifying the services portfolio and the go-to-market model, HP is providing its partners a robust roadmap for profitable growth.

As the New Style of IT provides simpler solutions for the customer, it becomes more complicated for the IT department and drives the need for new type of support services. HP has invested in developing support services that are aligned with evolving IT requirements. This shifts the focus from remediation of problems to prevention of problems.

The support portfolio starts with Foundation Care that represents the classic reactive support services customers depend on as a minimum level of support. This moves up to Proactive Care that delivers support services focused on prevention. It's targeted at virtualised environments, where HP's systems directly monitor operations at a machine-to-machine level that predict problems before they impact customers business. The third part of the portfolio is Datacenter Care, wherein we move from device to environment focus at the datacentre level, taking a holistic view of more complex IT operations under a single agreement.

Another addition to the channel play is the introduction of Flexible Capacity as a new consumption

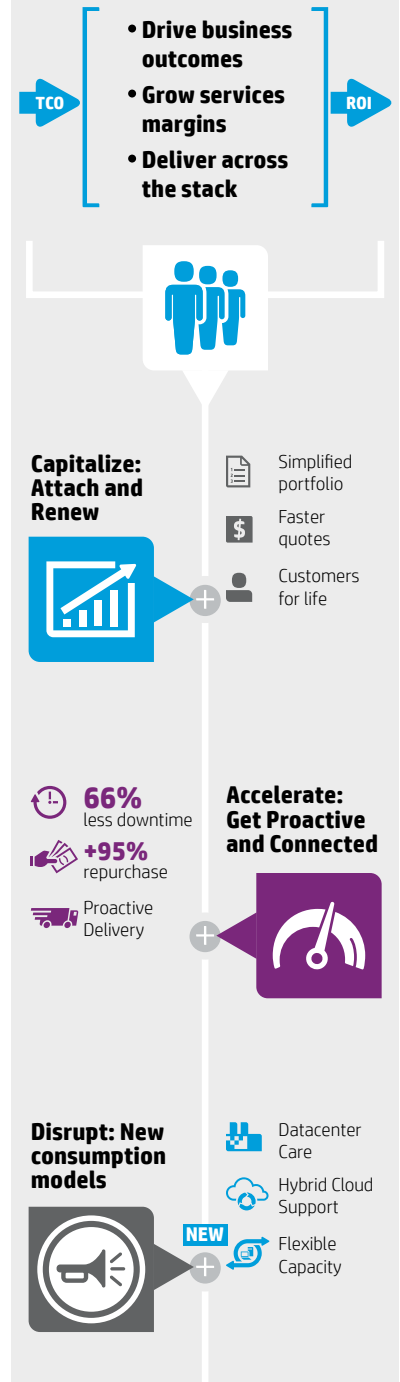
model. This allows classic cloud economics for customers that want on-premise IT. It enables them to procure on-premise systems but the costs to the customer are metered as they grow. They can build on-site systems but only pay for what they use. For resellers, there are two potential benefits – they can offer this directly to clients or they can build their own cloud offerings, using Flexible Capacity, and resell them to end-user customers as IaaS.

HP through its PartnerOne program, has made it simple, predictable and profitable for its partners to engage and grow with HP. Under this umbrella, the ServiceOne program enables resellers to participate in lifecycle services sales and delivery of HP branded services. This allows resellers to have complete ownership of the customers throughout the entire technology lifecycle and provides higher and predictable revenue and margin stream.

Partners participating in the sales relationship can earn rebates starting from the first dollar of sales they bring to HP, which means there are no more gates or thresholds and they can predict their earnings for the quarter. Also, they can earn incremental rebates by focusing on strategic growth areas and services accelerators available for driving HP-branded services business. For those partners participating in co-delivery will further benefit from delivery compensation program.

HP Technology Services is also investing in tools like Services 360 Pro that aggregates all of the service contracts that a reseller has sold or offered to their customers and to automate the renewal and sales process. This provides further opportunity to offer more services to their customers.

Services play for channel partners



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