



HP Software Business Partner Program

Program guide for EMEA partners

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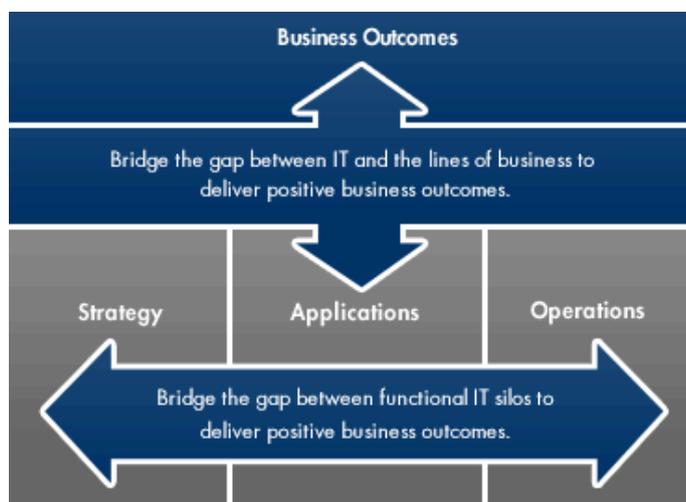
Introduction

HP Software leads the business technology optimization (BTO) market by partnering with industry leaders to provide complete solutions. Our BTO offerings help customers link every dollar invested in IT, every resource allocated and every application in development or production, to the needs of the business. Our customers' success depends on the availability of these solutions and our ability to deliver them globally.

Enterprises worldwide are investing in BTO products to lower costs, improve delivery time and reduce risk for their most strategic business initiatives including:

- Business agility
- IT—business alignment
- Business application deployments and upgrades
- Compliance
- IT automation
- IT centralization and consolidation

Figure 1. HP's business technology optimization offerings optimize your business outcomes.



Because partners are one of our most valuable resources, the HP Software Business Partner Program provides staff, training, and support to make partner relationships mutually beneficial. This guide describes the HP Software Business Partner Program in detail. If you are already a HP Software partner, it will help you maintain and grow your partnership with us. If you are a prospective partner, it will explain the value of teaming with HP Software.

HP Software Business Partner Program

Why partner?

The HP Software Business Partner Program has all the elements of a world-class partner program including marketing and sales programs, sales and technical certification, and comprehensive technical support. We welcome you to review our program offerings and join us in helping your customers optimize the business outcome of IT through:

- **Leadership**—HP is one of the most trusted brands on the planet and is recognized as:
 - The largest technology company in the world
 - The sixth largest software company in the world
 - The fastest growing IT management vendor
 - A market share leader with number 1 or number 2 rankings in IT strategy, applications and operations
 - A global company with operations in more than 170 countries
- **Products**—Our industry-leading product capabilities in business service management, IT service management, demand and portfolio management, SOA transformation, quality assurance and performance validation, combined with your complementary products, services, and solutions delivers business results that promote long-term customer success.
- **Enablement**—Alliances are a core component of the HP Software business philosophy. As a result, you can benefit from our support throughout the sales cycle, from planning and marketing through implementation and support. Our world class partner portal, HP Software Partner Central, provides 24x7 access to tools and training required to sell, market and deliver HP Software solutions.

Program definition

The HP Software Business Partner Program was designed with the following three principles:

1. Simplify the way we work with partners with a consistent global program.
2. Measure success based on the way our partners conduct their business.
3. Reward our partners' investment with tiered program benefits.

HP Software understands that simple, easy to use and consistent partner programs return more opportunities. These are opportunities to delight our mutual customers and deliver results for you and HP Software. So, we have simplified the way we measure and reward your commitment to HP Software and our joint customers.

HP Software understands that our partners have many business models that are employed to meet our customers' business requirements. The HP Software Business Partner Program has been developed to recognize multiple selling motions including resale and referral to recognize a partner's specific contribution.

The HP Software Business Partner Program is a tiered program that enables partners to work toward higher levels of benefits in exchange for deeper commitments to HP Software. The program provides a clear roadmap toward each new level of achievement. In the next section, we explore the program levels.

Program levels

The HP Software Business Partner Program consists of four levels. Each level varies by the amount of required partner investment and benefits provided. The four levels are Implementer, Silver, Gold and Platinum. Assignment to a level is based on two simple measurements: financial results and competencies. Financial results are defined as follows:

- HP Software Business Partner Program financial results are aggregated at the partner's corporate headquarters level.
- Revenue tied to HP Software products and services is measured. Please see the list of HP Software product centers in Program Requirements section of this document.
- Revenue associated with sales to end user customers (not sales to other Channel Partners) is measured (exception: Distribution partners are measured based on sales to Silver and Gold Software Business Partner Program channel partners)
- The revenue measurement calculation will use either the last four (4) HP fiscal quarters or the last two (2) HP fiscal quarters multiplied by two (2), whichever is more favorable to the partner.

- Financial results includes both resale and referral revenue. Resale and referral revenue are defined in section two of this document.

Competencies are defined as a specific number of certified sales and technical staff. Based on these financial and certification requirements, partners can reach different levels in the HP Software Business Partner Program and receive additional benefits. HP Software will review each partner's level assignment annually at the end of HP's third fiscal quarter (July 31) to determine the partner's level for the upcoming HP fiscal year. Each level is defined as follows:

Implementer

The Implementer level is for partners that do not wish to resell but offer implementation services for HP Software solutions. Companies at this level may also refer customers to HP Software.

Silver

The Silver level is regarded as the entry level for new partners and/or partners with smaller practices that would like to resell HP Software solutions. Companies at this level often offer their complementary solutions in a specific geographic or technological domain.

Gold

The Gold level is the next level of engagement in the HP Software Business Partner Program. This level is rewarded to partners that have demonstrated commitment to HP Software by achieving the higher revenue and certification requirements. Partners at this level have begun to build momentum in the market place.

Platinum

This is the highest level of achievement for HP Software partners. Partners at this level are delivering HP Software lifecycle solutions that touch multiple product centers and have deep expertise and experience in HP Software solutions. These partners are seen as trusted advisors, helping customers with strategic business initiatives.

The next section of the guide will provide a list of requirements for each level of the program.

Program requirements

Program requirements summary

The table below represents a summary of the requirements for each tier of the HP Software Business Partner Program. Please note that requirements may differ by country. Please refer to the section following this table for further descriptions of each requirement.

Requirements	Implementer	Silver	Gold	Platinum
HP Sales and Services Partner (SSP) Contract [For Distributors = Channel Development Partner (CDP) Contract]		√	√	√
HP Software Contract Exhibits (4V002 & 4V004)		√	√	√
Application on Software Partner Portal accepted	√	√	√	√
Complete and maintain partner profile	√	√	√	√
Product Center Competency	n/a	√	√	√

Requirements [UK, Germany, France, Italy, Spain]	Implementer	Silver	Gold	Platinum
Financial results:				
Total resale and referral revenue	None	\$250,000	\$750,000	\$2, 000,000
Competencies:		OR	AND	AND
Certified ASC sales personnel	n/a	1	2	4
Certified technical personnel	4	1	4	8
Number of AIS or ASE or MASE software certifications	8	1	8	16

Requirements [Rest of EMEA]	Implementer	Silver	Gold	Platinum
Financial results:				
Total resale and referral revenue	None	\$150,000	\$350,000	\$750,000
Competencies:		OR	AND	AND
Certified ASC sales personnel	n/a	1	1	2
Certified technical personnel	4	1	2	4
Number of AIS or ASE or MASE software certifications	8	1	4	8

Program requirements in detail

The following section provides specific details on the HP Software Business Partner Program requirements.

Program agreements [EMEA]

The HP Sales and Services Partner (SSP) agreement is the baseline agreement required for participation in the HP Software Business Partner Program. The application process can be found on the [HP Partner Portal](#).

Complete and maintain partner profile

The HP Business Partner Program provides a customer facing directory of our complete ecosystem of partner solutions. Partner profile accuracy is very important to help customers find appropriate partner solutions and highlight your relationship with HP Software.

Product Center Competency

HP Software wants our partners to be successful. In order to help ensure that success, HP Software partners are required to maintain a minimum expected level of sales and technical certifications per product center to be resold.

The following chart summarizes the Product Center Competency requirement for each program level:

Requirement	Silver	Gold	Platinum
Product Center Competency (Minimum number of certifications required per product center)	1 Sales Certification 1 Technical Certification	1 Sales Certification 1 Technical Certification	1 Sales Certification 1 Technical Certification

Examples of the Product Center Competency requirement:

To sell:	The following certifications are required:
HP Software Quality Center software products	One (1) HP Software Applications Solutions ASC and one (1) HP Quality Center AIS
HP Software Network Management Center software products	One (1) HP Software Operations ASC and one (1) HP Network Management Center Software AIS

Partners are expected to self-monitor their compliance of this requirement.

Financial results

HP Software understands that our partners operate using multiple selling motions. Selling motions are ways in which you carry out HP sales-related activities. The HP Software Business Partner Program recognizes and rewards the following two selling motions: resale and referral. Financial results are net aggregate revenues earned by the reselling of HP Software products or referring sales of HP products that the customer purchased directly from HP. The following defines the selling motions and HP Software product centers that available to you in the program:

- Resale: This selling motion is for partner that would like to sell HP Software and services to end customers. Resale revenue refers to revenue associated with an end user's purchase of HP Software products and services from a partner. Resale revenue is measured using various reporting methods, depending on the HP software products and method of acquisition. This includes revenue:
 - Reported by the partner
 - Reported by the Distributor for sales made to the partner
 - Reported by HP for sales made to the partner
- Referral: This selling motion is for partners that would like to receive a commission for referring sales of HP Software products that the customer purchases directly from HP. Referral revenue refers to revenue associated to an end user made by HP when the partner has earned a commission. Partners that utilize the Referral selling motion must register opportunities for acceptance via the HP Software Partner Portal.
- HP Software Product Centers: The following product centers are eligible for credit towards the Revenue requirement:
 - HP Software Business Availability Center
 - HP Software Change and Configuration Center

- HP Software Identify Center
- HP Software Network Management Center
- HP Software Performance Center
- HP Service Management Center
- HP Software SOA Center
- HP Software Operations Center
- HP Software Quality Center
- HP Software Project and Portfolio Center
- HP Software Application Security Center

It is not necessary to sell the complete center for credit. Component products of a specific Center are counted towards the Revenue requirement.

The following chart shows the Revenue requirements for each level of the program:

Requirements [UK, Germany, Italy, France, Spain]	Silver	Gold	Platinum
Financial results:			
Total resale and referral revenue	\$250,000	\$750,000	\$2, 000,000

Requirements [rest of EMEA]	Silver	Gold	Platinum
Financial results:			
Total resale and referral revenue	\$150,000	\$350,000	\$750,000

Competency requirement

Recognition for achievement is an important part of any partner program. At HP Software, we believe partners should be rewarded for their commitment and level of investment. HP Software offers best-in-class certification programs that reward partners for their commitment to the HP Software portfolio of products.

Competencies are defined as a specific number of certified sales and technical staff. There are two types of certification that are required to meet the competency requirement for each partner level: Sales certification and technical certification. Sales certifications are offered at the solution level (Strategy, Applications and Operations). Technical certifications are offered at the product level. The sales and technical certifications must both be achieved to fulfill the competency requirement.

The Accredited Sales Consultant (ASC) certification credential is designed primarily for our HP partners. This credential is acquired by successfully passing two Internet-based tests (IBTs). The first one is the HP Software Solutions Foundation Exam, HP2-N11. It is a required exam.

The second certification exam is an elective and can be one of three choices:

- HP Software Strategy Solutions Exam (HP2-N13)
- HP Software Applications Solutions Exam (HP2-N14)
- HP Software Operations Solutions Exam (HP2-N15)

Depending on the elective exam selected and successfully passed, the candidate from your company will qualify for the corresponding ASC credential:

ASC credential	BTO center
HP Software Strategy Solutions Accredited Sales Consultant (ASC)	HP SOA Center HP Software Project and Portfolio Center
HP Software Applications Solutions Accredited Sales	HP Software Performance Center HP Software Quality

Consultant (ASC)	Center
HP Software Operations Solutions Accredited Sales Consultant (ASC)	HP Software Business Availability Center HP Software Change and Configuration Center HP Software Identify Center HP Software Network Management Center HP Service Management Center HP Software Operations Center

All of the sales certification levels that your company achieves are counted toward your overall program level requirements.

There are three levels of technical certification available to partners: Accredited Integration Specialist, Accredited Systems Engineer and Master Accredited System Engineer. All of the technical certification levels that your company achieves are counted toward your overall program level requirements. For more information on these certification levels, visit:

http://www.hp.com/certification/program_overview.html.

HP Software technical certifications are aligned with the BTO product centers. The BTO product centers are:

- HP Software Business Availability Center
- HP Software Change and Configuration Center
- HP Software Identify Center
- HP Software Network Management Center
- HP Software Performance Center
- HP Service Management Center
- HP Software SOA Center
- HP Software Operations Center
- HP Software Quality Center
- HP Software Project and Portfolio Management Center
- HP Software Application Security Center

The HP Software Certification Program provides 24x7 access to your company's current certification information. Please visit the [HP Software Certification Program](#) website for more details on the program, learn how to get started and review your company's current certifications.

Partners are also required to maintain a minimum number of AIS, ASE or MASE Software certifications.

The following technical certifications meet the competency requirement:

Type	Description	Availability
AIS	HP Product and Portfolio Management V7	Now
AIS	HP Quality Center V9	Now
AIS	HP Business Availability Center [2007]	Now
AIS	HP Performance Center v9	January 2008
AIS	HP Operations Support Systems Software	Now
AIS	HP Asset Management Software v5.x	Now
AIS	HP Asset Management Software v4.x-Transitional	Now
AIS	HP Change and Configuration Management Center Software v7	Now
AIS	HP Service Management Software [2006]	Now
AIS	HP Network Management Center Software v7	Now
AIS	HP Performance Insight Software	Now
AIS	HP Operations Center Software v7 for Windows	Now
AIS	HP Operations Center Software v8 for UNIX	Now
AIS	HP Identity Management Software	Now

The following chart shows the Certification requirements for each level of the program:

Requirements [UK, Germany, Italy, France, Spain]	Implementer	Silver	Gold	Platinum
Competencies:				
Certified ASC sales personnel	0	1	2	4
Certified technical personnel	4	1	4	8
Number of AIS or ASE or MASE software certifications	8	1	8	16
Requirements [rest of EMEA]				
Competencies:				
Certified ASC sales personnel	0	1	1	2
Certified technical personnel	4	1	2	4
Number of AIS or ASE or MASE software certifications	4	1	4	8

Complete sales, pre-sales and delivery curricula and certification information are available in the Training and Certification section on [HP Software Partner Central](#).

Program benefits

The HP Software Business Partner Program offers a full range of world class benefits. All of the benefits are designed to help you sell, market, and deliver HP Software products and services. You will find sales and marketing tools, technical tools and comprehensive training programs that will ensure your team is up to date on the HP Software portfolio of products and services.

Program benefits summary

The table below represents the benefits offered by the HP Software Business Partner Program. Please refer to the section following this table for further descriptions of each benefit. Resale discounts are off HP's published list price for the country in which the product is sold. Tier bonuses are off the net value after discount.

Benefit	Implementer	Silver	Gold	Platinum
Communication				
Partner Portal	•	•	•	•
Partner webcasts	•	•	•	•
Partner newsletter	•	•	•	•
Partner Response Center	•	•	•	•
Discounts and referral fees				
Standard resale discount (calculated off list)	Not Applicable	34%	34%	34%
Tier bonus (calculated off net)	Not Applicable	Not Applicable	7%	10%
Referral fee (cannot be combined with discount / tier bonus)	•	•	•	•
Discount on internal use licenses	•	•	•	•
Technical training discount	•	•	•	•
Sales				
Sales Central	•	•	•	•
Partner Account Manager			discretionary	•
Joint business planning			•	•
Quarterly business review			•	•
Marketing				
Partner directory listing	•	•	•	•
Partner sales and marketing kits	•	•	•	•
Partner events	•	•	•	•
Partner insignia		Silver	Gold	Platinum
Partner certificates		•	•	• (Plaque)
Partner collateral		•	•	•
Marketing funds		Per approved activity	Per approved activity	Per approved activity
Software and support				

Demo software	•	•	•	•
Demo software licenses	•	•	•	•
Software support online	•	•	•	•
Training and certification				
HP Software University	•	•	•	•
HP Certified Professional Program	•	•	•	•
HP Software Partner Technical Briefings	•	•	•	•
HP Software Sales Training		•	•	•

Program benefits in detail

The following section provides specific details on the HP Software Business Partner Program requirements.

Communication

Partner portal

HP Software Partner Central is a dynamic and secure portal to the HP Software partner community. The portal provides information about HP Software solutions, programs, marketing opportunities, initiatives, strategies, training, software, and more. The content is constantly being updated and improved to provide you access to the same content that is available to the HP Software sales and technical teams. The portal is your hub to gain access to all of the tools and resources required for collaborative results with HP Software.

Partner webcasts

Partner webcasts are online meetings that highlight HP Software products and services, thought leadership and strategic initiatives, vertical marketing strategies, program and marketing opportunity updates, and more. In addition to the regular update webcasts, special events are targeted to community-specific and/or relationship-specific audiences. Partner webcasts will be promoted via email and HP Software Partner Central. On demand replays of past events will always be available on HP Software Partner Central in the News and Events section. To ensure you receive invitations to these important events, please register at <http://www.hpsoftwarepartner.com/register/>.

Partner newsletter

HP Software Partner News is a quarterly electronic newsletter sent directly to partners who have subscribed. HP Software Partner News provides updates on a variety of topics, including hot news, alliances (including partner-to-partner communications), products and services, vertical/industry strategies, customer success, training, marketing opportunities, and more. Current and archived issues are always available on demand via HP Software Partner Central in the Newsletter section. You can register to receive this publication at <http://www.hpsoftwarepartner.com/register/>.

Partner Response Center

Still have questions? Do you want to provide feedback to the program team? Do you need help using one of the program applications? The Partner Response Center is here to help. Send your question to software.partner@hp.com

Discounts and referral fees

Sales discounts

The discount structure is divided into two categories: standard discounts and tier bonuses. The two discounts categories can be combined. The discount categories are defined as follows:

- Standard resale discount: This is the discount off published list prices in the country where the sale takes place, for all qualified HP Software products.
- Tier bonus: This additional discount is provided to partners that participate at the Gold or Platinum level. It is calculated using the net value (i.e. the price after standard resale discount and any additional special pricing discounts or promotions). The following chart shows the current standard tier bonus for Gold and Platinum partners:

- | Implementer | Silver | Gold | Platinum |
|----------------|----------------|------|----------|
| Not Applicable | Not Applicable | 7% | 10% |

Tier bonuses are paid quarterly in arrears.

Referral Fee

The HP Software program is able to compensate partners for successfully referring end user customers to purchase HP Software products and services directly from HP. Partners earn fees based on the Net End User Customer Purchase Price. For complete rules and procedures regarding referral fees please see Opportunity Registration on the Software Partner Central portal.

Internal use discounts

The HP Software Business Partner Program also provides discounts to partners that wish to purchase HP Software products for internal use. Please contact your Partner Account Manager (PAM) for details.

Technical training discounts

HP Education offers partners predefined education discount packages. Please visit the HP Software Education website for more details. www.hp.com/learn

Sales

Sales Central

Sales Central on HP Software Partner Central links our partners to the latest sales information available. This section of the partner portal provides partners with access to the same content the HP Software sales team uses to engage with customers. The content is always up to date. Check here first before your next customer appointment.

Partner Account Manager (PAM)

Successful alliances require an ongoing investment of time and energy—they must be managed and leveraged on a regular basis. Depending upon your level, HP Software will assign a Partner Account Manager (PAM) to work as your advocate within HP Software and to serve as your central point of contact. If a partner has an assigned PAM, HP Software also expects the partner to provide a reciprocal alliance manager to work as HP Software's advocate and serve as HP Software's central point of contact.

Joint business planning

Annual business planning is an important component in a successful partnership. Your PAM will work with you on your business plan each year to help you focus your investments to maximize your revenue potential. Planning for the upcoming fiscal year will typically take place during HP Software's fiscal fourth quarter (August through October).

Quarterly business review

Measurement of your success is one key to ensuring your annual business objectives are met. In addition to working closely with you throughout year, your PAM will hold a quarterly business review. The review will assess progress against your business plan. This will allow for adjustments, if necessary, to keep you on track.

Annual executive meeting with HP executives

Platinum partners will have the option to meet annually with HP Executives. HP Software realizes that strategic partnerships are built upon on the relationships of senior-level executives. This benefit is designed to allow our executives to meet formally at least once a year to ensure that the relationships, investment and rewards are in line with our mutual expectations. Executive meeting logistics will be handled by your PAM.

Marketing

Partner directory listing

HP Software has made it easy for our customers and prospects to find the right partner technology, solutions, and services to meet their specific requirements—whatever their industry and however diverse their needs. The listing of all partners is available on HP Software's external partner website (www.hp.com/go/softwarepartner). Please send updates to your PAM.

Partner sales and marketing kits

Partner sales kits enable you to "hit the ground running" with HP Software products. All the tools you need for a specific product initiative are in one place: How-to information, customer presentations, collateral, white papers, webcast kits and more. The kits are available on the HP Software Partner Central in the Sales Kits section.

HP Software events

- HP Software EMEA Business Perspectives – Business Perspectives, EMEA's annual partner only event provides a unique opportunity to hear updates on HP Software's partner and portfolio strategies and participate in a wide range of breakout tracks designed to empower partners with the knowledge and tools to help drive new revenue opportunities
- HP Software Universe—HP Software EMEA holds an annual users conference where customers gather to share ideas, hear HP Software's strategic plans and directions, and network with partners and HP Software executives. HP Software offers a variety of partner-specific opportunities during the conference. There are also general user group conference sponsorship and exhibition opportunities, where your company can gain additional exposure to HP Software's targeted audience. In addition, partners and their customers are invited to submit papers for consideration for speaking opportunities at HP Software Universe via the 'call for papers' process.

- HP Software Technology Briefing – this annual European technology briefing event is designed for technical consultants and implementers and focuses on the very latest developments to the HP Software BTO portfolio. The event combines presentations with practical demonstrations and gives delegates a greater insight into the positioning and future direction of solutions from the HP Software BTO portfolio.

To ensure you receive invitations to these important events, please register at <http://www.hpsoftwarepartner.com/register/>.

Partner insignia

Each tier has a unique HP Software Business Partner Program insignia for use on websites, in collateral, or any time you want promote your alliance with HP Software. Guidelines for use and insignia in various formats, are available on [HP Software Partner Central](#) For access codes to Gold and Platinum insignia, contact your PAM.

Partner plaques

Partner plaques are available to partners holding Platinum status only. Please contact your PAM for more information.

Partner certificates

HP Software program level certificates will be available for partners by request. These certificates can be displayed in your office as a symbol of your achievements in the HP Software Business Partner Program. Please contact your PAM for complete details.

Partner collateral

The HP Software Business Partner Program provides a comprehensive collateral program for Silver, Gold and Platinum level partners. Three pieces of collateral are available: partner solution profiles, customer success stories, and white papers. The partner solution profile describes your joint value proposition with HP Software. A customer success story is an in-depth article on one of your customer’s successful implementations of your HP Software solution. Finally, a white paper is used to highlight a specific solution to an industry business problem. Templates and additional information on collateral can be found on [HP Software Partner Central](#).

	Silver	Gold	Platinum
Partner Solution Profile	\$	\$	•
Customer Success Story	\$	\$	•
White Paper	\$	\$	\$

\$ = Partner pays for the collateral create

• = Collateral is included at no charge

Marketing funds

Do you have a unique offering or initiative that you would like to promote? The HP Software Business Partner Program can help. Please contact your PAM for availability of initiative based marketing funds.

Software and support

Demo software

All HP Software partners can access HP Software for demonstration and internal training purposes. All software can be found on [HP Software Partner Central](#) in the Downloads and Licenses section.

Demo software licenses

Many HP Software products come packaged with a 60-day license key. For extensions and new license keys for demonstration and internal training purposes, HP Software partners can submit a request on HP Software Partner Central. The software license request form can be found in the Downloads and Licenses section. All software license requests will be reviewed by your PAM and are subject to approval by HP.

Software Support Online

HP Software recognizes the need for partners to access the latest technical support information available to aid in customer engagements. [HP Software Partner Central](#) provides direct access to [Software Support Online](#). The following table outlines some of the features of SSO.

Sign on requirements	Available information
No sign-in required	Demo/Downloads information
	Event news
	HP Software Customer Connection main page
	License, password process static docs
	Link to ITRC forums
	Link to manuals page
	Links to available services where registration is required
	Managing contracts (Support Contract Assistant)
	News and highlights
	Partner care and SAPP main page
	Registration link to HP Passport
	Remote sessions
	Services collateral: datasheets, service descriptions
	Support contact numbers by country

Sign-in required via HP Passport ID	... all of the above, plus
	Demo/Downloads bits access
	HP Software Customer Connection membership page
	Obsolescence information
	Patches
	Subscription services: patches notification
Sign-in required via HP Passport with SAID	... all of the above, plus
	24x7 Intelligent response
	View enhancement requests
	Knowledge engineering notes
	Case management (log/track cases)
	Submit enhancement requests
	Self-Healing downloads and marketing information
	Software discovery
	Software license history

The Self-solve knowledge base contains document types including:

Demos and downloads	An HP Software product demo, evaluation software or Smart Plug-in download for this item.
Developer resources	Developer resources including: technical documents, downloads, code samples, and training materials.
Discussion forums	Forums that are focused on HP Software and associated system management tools for servers. Coverage includes the suite of HP Software products.
Enhancement requests	Defects that have been turned into enhancement requests.
General support	Support process and business documentation including information on licensing and passwording, support contacts and processes.
Known problems	Defects that have been reported by customers against currently released products and documentation.
Manuals	Online version of the product manual describing how to use the product or service.
News and collateral	News and documentation regarding HP Software support offerings.
Patches	Patches and associated patch documentation for a technical issue or set of technical issues for a current product.
Product white papers	A document pertaining to a technical aspect of a HP Software product or solution.
Technical documents	Information on usage and implementation to successfully maintain and deploy HP Software products. Includes engineering notes, frequently asked questions, white papers, etc.

Training and certification

HP Software's partner training program is designed to provide partners with easy access to a comprehensive set of learning instruments that will facilitate the acquisition of knowledge required to successfully sell, demonstrate, and implement HP Software solutions. Training is delivered in a variety of formats including computer based-training, Just-in-time learning sessions, virtual instructor web-based sessions and traditional classroom based sessions. HP Software offers a sales and technical certification program through the HP Certified Professional Program. A comprehensive training and certification guide can be found in the Training and Certification section on [HP Software Partner Central](#).

HP Software University

[HP Software University](#) provides no-charge 24x7 access to computer-based training (CBT), web-based training (WBT), webcasts (both live and recorded) as well as links to our partner training events and commercial training programs. All computer-based and web-based training sessions are provided at no cost.

Instructor-led training classes are available for a fee from HP Education and HP Software Education. HP Education offers classes for products linked to the former HP OpenView and Peregrine brands. HP Software Education offers classes for products linked to the former Mercury brand. Partner discounts are available. For program details and pricing please visit the [HP Education](#) and [HP Software Education](#) websites.

HP Certified Professional Program

The HP Certified Professional Program prepares you to meet today's challenges with the business and technical skills you need to plan, deploy, maintain and support mission-critical IT environments, and respond rapidly to changing business needs. Please visit the [HP Software Certification Program](#) website for more details on the program, learn how to get started and review your company's current certifications.

HP Software Partner Technical Briefings

HP Software Partner Enablement conducts multiple events throughout the year to provide the technical community with boot camp/delta/migration/delivery training; these events provide hands-on training for newly released and partner-focus products. These events are conducted on a standalone basis.

HP Software sales training

HP Software understands that sales and pre-sales training is critical to successful client engagements. HP Software partners have access to a full range of on-demand computer-based and web-based sales and pre-sales training. This is the same training that is offered to the HP Software sales team. A complete curriculum for each HP Software product center can be found in the Training and Certification section on [HP Software Partner Central](#). In addition to this standard training, special webcasts and annual events will provide partners with the skills necessary to beat the competition.

Program policy

The following program policy applies to all partners that participate in the HP Software Business Partner Program:

From time to time, HP may make available to Partners certain promotional or marketing programs, including but not limited to, programs involving promotional allowances, marketing funds, demonstration Products and development unit purchases, and Support. Participation in such programs or promotions shall be subject to the then-current terms and conditions of those programs or promotions as set forth on the HP Software Partner Portal.

Quick links

HP Software Partner Central

<http://www.hp.com/software/partner>

HP Software Partner Program

<http://www.hp.com/software/partnerprogram>

HP Software University

<http://www.hp.com/learn/hpsu>

HP Software Partner Certification

<http://www.hp.com/software/certification>

HP Education

<http://www.hp.com/education/>

HP Software Education

<http://www.hp.com/learn>

HP Certified Professional Program

<http://www.hp.com/certification/>

HP Software

<http://www.hp.com/go/software>

Authorized Services Management Program

<http://support.openview.hp.com/svi.jsp>

Glossary

AIS	Accredited Integration Specialist
ASC	Accredited Sales Consultant
ASE	Accredited System Engineer
Revenue	Revenue is defined as the financial result that includes resell and referral business.
Certification	Certification is granted to an individual who passes tests that measure the degree to which he or she can successfully perform a job. Certification ensures the validation of competencies and expertise and ultimately product access.
Competency	Competency is defined as a specific number of certified sales and technical staff.
Fiscal Quarter	HP's fiscal quarters are defined as follows: Quarter 1: November 1 – January 31 Quarter 2: February 1 – April 30 Quarter 3: May 1 – July 31 Quarter 4: August 1 – October 31
HP Certified Professional Program	The HP Certified Professional Program is a certification program benchmarked around the world to ensure validation of the technical competencies and expertise required to plan, deploy, support and service HP technology and solutions. Specific certification and Enterprise product access requirements can be found on the HP Certified Professional Program website (www.hp.com/go/certification/americas).
MASE	Master Accredited System Engineer
Net End User Customer Price	Net End User Customer Price is the total, final price an end user customer pays to purchase products from HP.
Partner Account Manager	Partner Account Manager (PAM) is the individual assigned by HP to a Gold or Platinum Partner to facilitate the collaborative business development process. The PAM is the single point of contact for leading sales of HP products and services and is focused on helping the partner grow its HP-related business.
Referral	Referring is recommending HP's products and solutions to end users or providing extended value add activities resulting in a HP-direct purchase of products. See "Selling Motions."
Referral revenue	Referral revenue refers to revenue associated to an end user sale made by HP when the partner has earned a fee.

Resale revenue	Resale revenue refers to revenue associated with an end user's purchase of HP Software products and services from a partner. Resale revenue is measured using various reporting methods, depending on the HP software products and method of acquisition. This includes revenue: Reported by the partner Reported by the Distributor for sales made to the partner Reported by HP for sales made to the partner
Reselling	Reselling occurs when a partner sells HP products, services and solutions to an end user customer. See "Selling Motions."
Selling Motions	Selling Motions are ways in which partners carry out their HP sales-related efforts. The HP Software Business Partner Program recognizes and rewards 2 types of selling motions: resale and referral.

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