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

Value Proposition: Prior → New
HPE Partner Ready for Technology and Consulting Partners

Four partnership levels

- **Platinum**
  - 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
  - Invitation-only

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

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

- **Business**
  - 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**
HPE Partner Ready – NonStop 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 Symposims and product webinars
- Access to engage cross-HPE business units
- Access to HPE Financial Services

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

Apply ➔ Get BU Approval ➔ Sign Program Contract ➔ Go!
Thank you