



# HP Reseller

## PartnerONE Program Guide

May 2007



### Solution Summary

The following Distributor Program Guide (Guide) summarizes HP's standard operational principles relating to the Channel Programs, and is intended to explain in more details Hewlett-Packard's services to its Channel Partners in terms of program administration processes.

### Table of contents

- [Introduction to the PartnerONE Program Guide](#)
- [PartnerONE Membership](#)
- [HP Partner Portal & Partner Database](#)
- [PartnerONE Training and Certification](#)
- [PartnerONE Product Authorization](#)
- [Attach Plus Compensation Tool](#)
- [Growth Accelerator Compensation Tool](#)
- [Marketing Funds for PartnerONE Partners](#)
- [PartnerONE Initiative Driven Benefits](#)
- [PartnerONE Network Tool](#)
- [PartnerONE Influencer Tool](#)
- [Demonstration Equipment Benefit](#)
- [Appendix](#)

## Table of Contents

HP Reseller Program Guide Structure .....	3		
<b>Chapter 1 – Introduction to the PartnerONE Program Guide</b>		<b>Chapter 9 – PartnerONE Initiative Driven Benefits</b>	
PartnerONE program description .....	4	Initiative Driven Description (ID) .....	36
<b>Chapter 2 – PartnerONE Membership</b>		Target Account Benefit .....	36
PartnerONE Membership .....	5	Competitive Market Based Benefit .....	37
<b>Chapter 3 – HP Partner Portal &amp; Partner Database</b>		ID Claim and Payment Process .....	38
HP Partner Portal & Partner Database .....	7	ID Terms and Conditions .....	38
<b>Chapter 4 – PartnerONE Training and Certification</b>		<b>Chapter 10 – PartnerONE Network Tool</b>	
PartnerONE training and certification .....	8	Network Tool Description .....	39
<b>Chapter 5 – PartnerONE Product Authorization</b>		Network Tool Benefits .....	39
PartnerONE Product Authorization .....	12	Technology Network .....	40
<b>Chapter 6 – Attach Plus Compensation Tool</b>		ESS Network .....	41
Attach Plus Rebate Description .....	17	IPG Network .....	42
Attach Plus Partner Eligibility .....	18	IPG Network-Discount Now .....	42
Attach Plus Goals and Ratios .....	19	PSG Network .....	44
Attach Plus Terms and Conditions .....	23	Technology Elite .....	45
Attach Plus Process Calendar .....	24	Technology Elite - Blade Elite .....	47
<b>Chapter 7 – Growth Accelerator Compensation Tool</b>		Technology Elite - Enterprise Storage Elite .....	48
Growth Accelerator Rebate Description .....	25	Technology Elite - Integrity Elite .....	50
Growth Accelerator Partner Eligibility .....	26	Technology Elite - Software Elite .....	52
Growth Accelerator Terms and Conditions .....	26	<b>Chapter 11 – PartnerONE Influencer Tool</b>	
<b>Chapter 8 – Marketing Funds for PartnerONE Partners</b>		Influencer Tool Description .....	54
Marketing Planning .....	28	ESS Influencer Requirements and Conditions ..	55
Business Planning Tool .....	28	SW Influencer Requirements and Conditions...	55
Latin America BPR Support Center .....	29	Influencer Claim and Payment Process .....	56
Sales and Marketing Resources .....	29	Influencer Tool General Terms and Conditions .	56
Marketing Planning Process Calendar .....	30	<b>Chapter 12 – Demonstration Equipment Benefit</b>	
Partner Development Fund (PDF) .....	31	Demonstration Equipment Benefit Description .	57
PDF Claim and Payment Process .....	32	Demonstration Equipment Benefit Terms and	
PDF Terms and Conditions .....	32	Conditions .....	57
Initiative Based Partner Development Fund		<b>Appendix</b>	
(IB-PDF) .....	33	Appendix A - PartnerONE General Terms and	
PDF Proof of Performances .....	34	Conditions .....	59
PDF Exception Process .....	35	Appendix B – Glossary .....	61
		Appendix C – PartnerONE Compensation Matrix	
		Brazil .....	67
		Appendix B – PartnerONE Compensation Matrix	
		MCA .....	69
		Appendix B – PartnerONE Compensation Matrix	
		Mexico .....	71

---

# HP Reseller Program Guide

Updated by May 1, 2007

---

## Structure

---

The following Program Guide (Guide) summarizes HP's standard operational principles relating to the Channel Programs, and is intended to explain in more details Hewlett-Packard's services to its Channel Partners in terms of program administration processes.

- In addition to the Program Guide, HP Channel Partners are also bound by the terms and conditions of the HP Business Development Partner Agreement (BDA).
- The provisions in this document are in addition to any other rights and obligations contained in the Partner's Agreement with HP. The regional

implementation of this framework may differ depending on local legal conditions.

- HP reserves the right to introduce new processes or to discontinue or change processes on regional or Partner level at any time subject to 30 calendar days notice.
- In the event of a conflict between the terms and conditions of the Guide and the terms and conditions of the HP Business Development Partner Agreement (BDA) the terms and conditions of the Guide shall prevail. In the event of a conflict between the Guide and a Product Specific Addendum, the Product Specific Addendum shall prevail.

# Chapter 1 – Introduction to the PartnerONE Program Guide

Updated by May 1, 2007

## Welcome

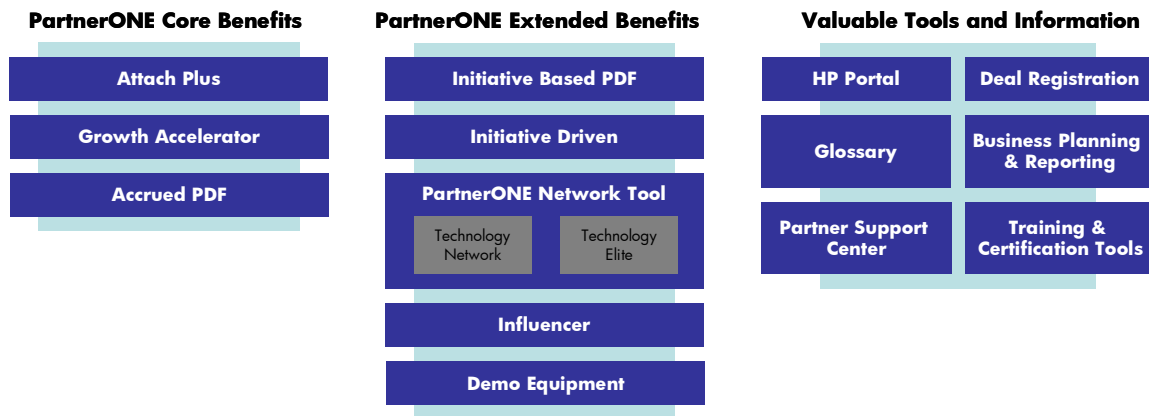
Welcome to the updated PartnerONE Program Guide for the Latin America Region<sup>1</sup> This directory of PartnerONE program tools, benefits, resources, operations and requirements has been created to help HP PartnerONE Partners (partners)<sup>2</sup> find the information you need more quickly and easily. All of the pertinent information about the PartnerONE program is compiled into a single document. Thus, this PartnerONE Program Guide and the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) are the primary resources that will help you succeed at doing business with PartnerONE. Be sure to check out Appendix C – Valuable Tools and Information, provides comprehensive contact information for such important resources as the Partner Support Center, Certification, Market Development Fund Operations and many, many more. Appendix B – Glossary is another useful tool, providing definitions for PartnerONE terminology.

## Description

PartnerONE reinforces HP's continuing commitment to and investment in the channel. PartnerONE is distinguished from other channel programs because it is built on a single, unified infrastructure that delivers an efficient, integrated and flexible program, focused on helping our partners grow your top and bottom lines. PartnerONE tools are designed to help you generate new business, reach new customers, control business costs, increase profitability and triumph over your competition.

PartnerONE compensates partners for expertise, sales volume and initiative. Partners can earn rebates by closing new opportunities or adding value by providing unique solutions with HP products and services. Because PartnerONE is a performance based program, partners that deliver the greatest value to HP will reap the greatest benefits from the program.

Figure 1-1. What is PartnerONE?



<sup>1</sup> This PartnerONE Program Guide applies to all PartnerONE Partners that purchase from HP Distributors or HP Source. A separate PartnerONE Distributor Guide is available and thus the benefits set forth in this document do not apply to Distributors.

<sup>2</sup> The term "partner" or "Partner" is used as shorthand for "PartnerONE Partner" throughout this document. A PartnerONE Partner is an entity that has a valid Partner Business Development Agreement in place with HP. Use of the term "partner" or "Partner" does not indicate a legal partnership, but merely complies with standard usage in the IT industry.

# Chapter 2 –PartnerONE Membership

Updated by May 1, 2007

## Description

• PartnerONE is the unified program through which the Hewlett-Packard Company manages its relationships and compensates Resellers, System Integrators (SIs), Independent Software Vendors (ISVs) and other companies operating in the Latin America Region.

## Membership Baseline Requirements

- Membership is required to receive PartnerONE benefits, including compensation.
- To become a member, your company must first register through [www.hp.com](http://www.hp.com) and accept terms and conditions.

## For More Information

- The Business Development Partner Agreement and contract support are available on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Enter the portal by logging in with your unique User ID and password. Select “Programs” from the left navigation bar. On the “PartnerONE/Programs” page, under the “PartnerONE program” links, click “Business Development Partner Agreement.”
- For more on PartnerONE Membership, access the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) Select “Programs” from the left navigation bar. On the “PartnerONE/Programs” page, click “Membership” under “PartnerONE program.”

## Benefits

PartnerONE members derive unique benefits, based on each partner’s level of commitment and investment in HP products and solutions.

PartnerONE membership provides benefits in the following categories:

- Compensation/Rebates
- Marketing Planning
- Demand Generation Tools
- Training and Certification

**Membership Criteria:** PartnerONE is a performance based program. Partners that deliver the greatest value to HP will reap the greatest rewards from the program. The criteria for PartnerONE’s membership segments are based on the following:

- **Joint investment** PartnerONE rewards partners that dedicate sales, technical or marketing resources to their HP-focused business.
- **Shared risks and rewards** include joint selling, planning and marketing; forecasts; sales sharing; inclusion of HP in conferences and sales events; and participation in HP conferences and advisory councils

## Partner Segments

To participate in PartnerONE, applicants must qualify for 1 of 3 membership segments:

- **Business:** PartnerONE Business Partners meet baseline requirements for authorization to resell or influence the sale of HP products.
- **Gold:** PartnerONE Gold Partners create incremental demand for HP solutions and meet the middle level of requirements for financial results.
- **Platinum:** PartnerONE Platinum Partners create additional incremental demand for HP solutions and meet the top level of requirements for financial results.
- **All membership benefits** are cumulative and include those of the preceding segment(s). For example, Gold Partners receive Business Partner benefits in addition to Gold Partner benefits. Similarly, Platinum Partners receive all Business Partner and Gold Partner benefits, as well as incremental Platinum benefits. For more details see Figure 2.1.

Figure 2-1. How determine Membership Level? Note: Financial Results have to be across Business Units

	Brazil	MCA Zone 1	MCA Zone 2	Mexico
Platinum	\$ 6M	\$ 5M	\$ 3M	\$ 6M
Gold	\$ 2M	\$ 3M	\$ 1.5M	\$ 2M
		Argentina, Colombia and Venezuela	Bolivia, Ecuador, Chile, Central America, Caribbean, Paraguay, Peru, Puerto Rico and Uruguay	

---

## Chapter 2 –PartnerONE Membership

Updated by May 1, 2007

---

### **Terms and Conditions:**

- PartnerONE membership is earned by purchasing HP products or services directly to Hewlett Packard or HP Authorized Distributors. Partners can earn Elite status based on both Elite Financial Results and Elite Qualification Requirements in a HP fiscal year.
- PartnerONE membership or Elite status could be not based on total partner financial results. Partner financial results earned through promotional and partner offers, as well certain non-qualifying Big Deals, might not apply toward PartnerONE Membership or Elite qualification.
- Partners receive the highest PartnerONE membership for which they qualify. Once Partners qualify for a higher level, their PartnerONE membership status will be upgraded automatically. Benefits are effective the next quarter after attaining a new PartnerONE membership level.
- Upon qualification, PartnerONE membership is valid through the end of the program HP fiscal year, in which partners qualified, as well as the entire following fiscal year. For example, if partner attains PartnerONE Gold requirements on June 1, 2007, partner will earn PartnerONE Gold membership for the remainder of fiscal year 2007 and the subsequent PartnerONE program year.
- PartnerONE benefits in subsequent PartnerONE program years may not be the same as those contained herein.

## Chapter 3 – HP Portal & Partner Database

Updated by May 1, 2007

### Description

HP Partner Portal is the secure channel partner website that brings you the latest information and tools to market, sell and support HP products and solutions for our mutual success.

Partner Database, is HP confidential information from partners with your Profiling information including all sites and Partners employees that have contact with HP. Only with this information the channel partner will be able to participate on HP Programs and grant access to HP applications. Privacy and Security, HP is committed to protect your privacy. Your information will not be shared outside HP unless you give your consent.

### Why HP needs to have Partner data updated?

- To allow the HP Channel Partner User access to HP tools and Applications.
- Grant participation to HP Programs and facilitate making business with HP.
- To maintain efficient communication with you to inform about HP promotions, initiatives, programs, campaigns, product introduction/ obsolescence, newsletters and training & certification.

### What information HP needs from the Partner?

HP requires Partner profiling information, from the headquarters and branches, along with the Contacts that work with HP. Below you can find a detailed list of data required.

Fig. 3-1. Required Partner Data

Company Profile (for Headquarters & Branch)	Contacts Profile
Partner Name	First Name
Company Legal Name	Last Name
Communication Name	Job Title
Tax Id	Department
Complete Address	Email
Neighborhood	Work Phone #
City	Mobile Phone #
Country	Country of Business
State/Province	Preferred Language
Postal Code	
Main Phone #	
Main Fax #	
Company Email	
Company URL	

### Terms and Conditions:

- HP Channel Partner is responsible to keep HP informed about any change in the Profiling information.
- HP Channel Partner must assign a “Key Contact” that will be responsible to maintain your Profiling information up to date through out the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).
- Information inside the portal shown specifically to each user might represent a liability for the Channel Partner if the information is not properly used or

updated. HP is not responsible for any inappropriate usage from channel partner portal users.

- Wrong profiling information in HP’s database due to lack of validation from the channel partner might reflect in programs miss-participation, lack of communication and problems to access HP Tools and Applications
- If you need assistance to update your information please contact HP Partner Support Team at [lapartner@hp.com](mailto:lapartner@hp.com)

# Chapter 4 – PartnerONE Training and Certification

Updated by May 1, 2007

## Description

Training and Certification are key criteria used to determine a Business Development Partner's (partner's) Enterprise product authorization, Elite benefits, and in turn, PartnerONE membership segment.

## Partner Segments

- All

## Benefits

- Builds industry-valued competencies
- Enhances sales, deployment and support capabilities
- Helps meet criteria for Elite designations and product authorization

## Education & Certification Strategy

Our actual strategy is based on three principal components: Web Based Training, HP Certified Professional Program & Focalized Seminars.

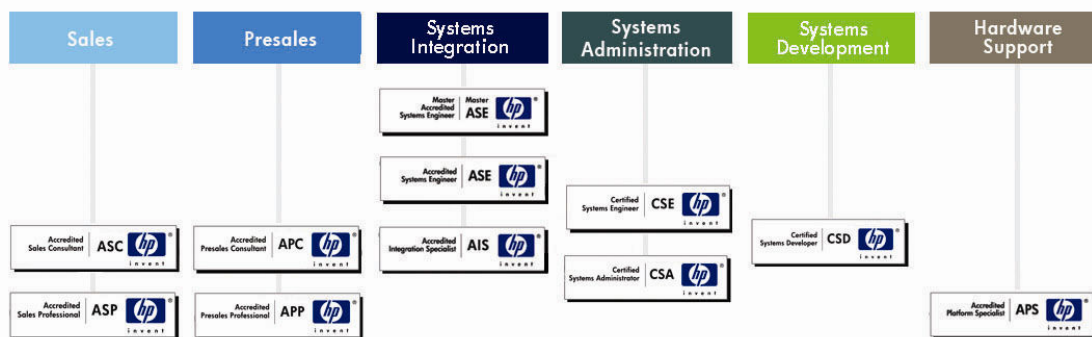
## Web based Training:

- BU driven, self-learning Training designed for extensive general audiences
- LAC Training Center  
(<http://www.hpTrainingcenter.com/>)
- LAC HP ePartner Portal  
(<http://www.hpepartner.com>)
- HP Software University  
(<http://www.hp.com/learn/hpsu>)
- Americas Briefing room  
(<http://www.hpbriefingroom.com>)
- Monthly Webinars available

## HPCP ( HP Certified Professional Program)

- WW corporate certification program
- Exam-based
- Instructor-led and web-based Training provided in support for exams
- Among sales authorization requirements (exhibits) in LAC
- Provides access to Partner benefits such as Partner ONE Elite Programs
- Cost: \$150 USD per day course

HP Certified Professional Program Architecture



- To access the HP Certified Professional Program web site visit:  
[www.hp.com/go/certification/americas](http://www.hp.com/go/certification/americas)

The HP Certified Professional program is structured around five certification categories: Sales, Pre-Sales, Integration, Administration and Developer.

Is the foundation for building partner competency, is a world-class sales and technical certification program benchmarked around the world to ensure that partners achieve the sales and technical competencies necessary to plan, deploy, support and service HP technology and solutions.



## Chapter 4 – PartnerONE Training and Certification

Updated by May 1, 2007

### HPCP Program Benefits

Your investment in the HP Certified Professional Program earns you entry into a vital partnership with HP and other professionals who value access to exclusive HP sales and technical information and tools that enable them to be even more effective.

Benefits vary by region, location, certification level, credential held and certification status. Because the program is based on your credential investment in the program, the path to advanced certification levels will yield greater benefit rewards.

### Benefits are structured into these areas:

- Continuous Learning. This includes benefits such as access to new product training, discounted access to courseware and testing, web-based trainings, and participation in technology events.
- Access to Expertise. This includes access to planning and configuration tools, knowledge bases, and access to knowledgeable HP technology experts.
- Superior Professional Community. Being certified is about joining a community where we can all learn from and share with one another. We provide this through forums at your local and country levels. As well, you have access to special information lines, websites and portals.

### HPCP Benefits at a glance

As an HP Certified Professional, you are eligible for the following benefits:

- Continuous Learning benefits
- Participation in Confidential Disclosure Agreement (CDA) sessions at HP events
- Access to special training events and online training
- Discounts to training events and exams
- Invitation to lab tours

- Access to CDA materials via the HP Certified Professional Connection web portal
- Access to product presentations, white papers, competitive analyses, benchmark data and marketing tools
- Technical Update Training Tool for NonStop AIS, ASE, CSE certification levels
- Access to Expertise benefits Configurators and Sizers via the HP Certified Professional Connection web portal
- Technical Tools and Utilities (Software Download Link on website) Access is based on credential held.
  - SmartStart
  - Onsite Agent's Reference Set (OARs)
  - Commercial Software Support
  - Parts Reference Guide (PRG)
- Get IT right the first time.
- SPOCK Storage Tool (for Master SAN Architects employed by enterprise partners)
  - Sales Support Tools
- Channel Services Network (CSN) via Certified Professional Connection portal
- Program updates
- Access to beta or early release software, knowledge databases, technical documentation and the HP Information Technology Resource Center (ITRC)

### Certified Professional Community benefits

- Local "relationship" events and local Knowledge Transfer events with HP Field
- Regional large industry events such as the HP Technology Forum, Americas Storage Works Conference, OpenView Forum
- IT Resource Center– Over sixty forums on topics covering all HP products and families, handhelds to servers, including solutions and systems management
- Advanced search services to find the right topics and answers
- Monthly newsletter
- Certification website and website news items
- Right to use branding and program logos
- E-mail communications from Program Office
- Advanced Level Benefits

## Chapter 4 – PartnerONE Training and Certification

Updated by May 1, 2007

### Focalized Seminars

- BU driven, instructor-led Training designed to transfer knowledge on specific products, solutions or skill sets for defined target audiences
- TSG seminars
- PSG seminars
- IPG seminars
- Product differentiation

### Available Courses

If you wish to consult the Training available to you and to register in some of them, please go to <http://www.hp.com>:

Select "Your country" then click on the arrow Click on Partners On the PartnerONE, click on your country On "HP Certified Professional Program" Click on "See more" You will find the available courses there!

If you registered for some course, you will receive a confirmation by e-mail no later than 48 hours.

The confirmation is the voucher to enter the course and it will be required by the Instructor. Otherwise you will be denied access.

If you have received a confirmation letter and you cannot attend the course, it is recommended that a coworker should take your place. Please notify any change as soon as possible to this e-mail:

For Mexico: [registromex@hp.com](mailto:registromex@hp.com)

For MCA: [registromca@hp.com](mailto:registromca@hp.com)

For Brazil: [registrobr@hp.com](mailto:registrobr@hp.com)

If no member of your company can attend the course, please cancel the registration by sending an e-mail to [registromca@hp.com](mailto:registromca@hp.com) at least 5 weekdays prior to the course start date.

- Sales techniques
- Defending from and attacking the competition

During FY07 no more points in PartnerONE for Expertise the Partners have to complete the certification paths according with their exhibits Special requirements for programs Elite (Integrity, Blade & Storage) and value channels.

To get your certification within HPCP program, you need to fill out the requirements shown in the certification path.

To pass the tests there are recommended courses to provide guidance.

To learn more about the global certification program and the Training path, visit HP Certification Site.

### Student ID Application

The Student ID is like a security code to carry out all the Education and certification processes.

It is personal, unique and non-transferable. It is linked to Education and Certification history.

If the professional changes company, the Student ID will remain the same.

### How can I get a Student ID?

You can request a Student ID fill the format that you find in our registration site or calling at our free numbers available for all the countries in Latin America.

HP has prepared for you, with all the necessary aspects to give you a satisfactory experience, like: attention in your own language, customized service throughout the process and just a simple phone call of distance.

# Chapter 4 – PartnerONE Training and Certification

Updated by May 1, 2007

Identify the free number you must call according to your place of residence:

Country	Telephone Number
Argentina	0800 888 9474
Bahamas	1 800 786 1470
Barbados	1 800 786 1470
Bermudas	1 800 786 1470
Bolivia	800 10 0220
Brazil	11 4197 8612
Chile	1230 020 0739
Colombia	01 800 912 2222
Costa Rica	0 800 011 0817
Ecuador	1 800 786 1470
El Salvador	800 6146
Guatemala	138 126
Honduras	1 800 786 1470
Cayman Islands	1 800 786 1470

Country	Telephone Number
Jamaica	1 800 786 1470
Mexico	001 800 689 4690
Miami USA	866 222 2743
Netherland Island	011 800 786 1470
Nicaragua	1 800 786 1470
Panama	1 800 786 1470
Paraguay	00 9 800 541 0006
Peru	800 51 910
Puerto Rico	800 786 1470
Dominican Republic	1 800 786 1470
Trinidad & Tobago	1 800 786 1470
Uruguay	000 411 009 6051
Venezuela	0800 1 00 2239

## Taking the test via web and at a Prometric Center

Depending on the Training, there are two ways to take the certification tests.

HP2-XXX tests are taken via web.

HP0-XXX tests are taken at a Prometric Center, you have to schedule at your nearest center.

## Process for taking an online certification exam

To consult your nearest Prometric Center, go to <http://securereg3.prometric.com/Welcome.aspx>:

Step 1: Select your area of study

Select Both

Step 2: Select your Testing Program

Select Hewlett Packard

Step 3: Select your location

In Country select your country and click on next.

## Data Update / modify my profile

Your personal profile can be found by following the steps below. Please visit our Online Training Registration site, Login with your Username and Password. Your Username will be your Student ID. For first time login users, please use your last name as your password. You will be asked to create a new password.

Note: This is a separate login than the HP Certified Professional Member's site. Once logged in, select "Modify my profile" from the left navigation

## Welcome Kit

Once the Accreditation Request for certification is submitted, you will receive your certificate. It will take four or five weeks, approximately, to receive the certificate. If, after that time, you have not received your certificate, please send the certificate tracking form to your call center contact.

The first time you get a certification you will also receive a welcome kit.

## Certification Status

Active, Transitional, Inactive, or Expired

Active – The most up-to-date certification in a specific technology. May be obtained by a candidate at any time.

Transitional – A certification that is no longer attainable as of a specific date in the future. This certification may have a more up-to-date or "superseding" certification considered to be Active.

Inactive – Still recognized as part of the program, but no longer attainable by a new candidate. This certification is still valid toward benefits in the HP Certified Professional Program. Any HP Certified Professional holding this level of certification is strongly encouraged to upgrade to an Active certification.

Expired – Not recognized by the program. The technology is out-of-date and no longer considered proof of competency for an HP Certified Professional.

# Chapter 5 – PartnerONE Product Authorization

Updated by May 1, 2007

## Description

- In order to resell certain HP products, solutions and services under PartnerONE, Business Development Partners (partners) must meet specific requirements, which may include revenue, area coverage and/or certifications.
- Partners must sign a contractual agreement that may or may not require specific sales and technical certifications. Upon completion of the contract and certification (if required), the partner company is authorized to sell HP products.
- Specific information around HP Certification requirements can be found on the HP Certified Professional Program Americas site at [www.hp.com/go/certification/americas](http://www.hp.com/go/certification/americas).

## Enterprise Servers and Storage (ESS) Products

### ESS Business Class Product Authorization

All Business Partners need to complete the Commercial Sales - Accredited Sales Professional Class # 31011 and pass the corresponding exam and have at least 1 individual per location attend HP training update sessions once per year (or with the

frequency HP confirms) in order to qualify to PartnerONE benefits for the following HP products:

- Business Class Storage
- Business Class Servers (ProLiant servers)

This means that all Business Partners are authorized to sell ESS Business Class products and the above certification is strongly recommended to all Business Partners. However, the certification is a requirement to qualify to any PartnerONE benefit that they could be eligible.

For More Information (Business Product Authorization) review specific details on these training/certifications requirements by accessing the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com))

### ESS Enterprise Class Product Authorization Business Critical Servers

HP requires business partners to meet the following certification and annual revenue requirements to be able to sell HP Business Critical Servers:

	HPCP certifications	Annual Revenue	Annual Rev for Elite
BCS Low-End & Mid Range server, & all Operating systems (1)	1,2	200K	600K
BCS Superdome	2,3	200K	

#### HPCP Credentials Required:

- 1) ASP - HP ESS Enterprise Solutions  
APP - HP ESS Enterprise Solutions
- 2) APC - HP Integrity Servers [2005]
- 3) ASC - HP Superdome Server Solutions [2005]  
APC - HP Superdome Server Solutions [2005]

Notes:

(1) To sell Integrity Blades partners need to have access to the ISS Common Infrastructure exhibit, too

Those business partners interested in selling only the entry-level of HP Integrity Servers (rx16xx and 26xx)

with Linux and Microsoft Windows operating systems must comply with the following requirements:

	HPCP certifications	Annual Revenue
BCS Entry-level: Integrity + Windows/Linux	1	100K

#### HPCP Credentials Required:

- 1) ASP - HP ESS Enterprise Solutions  
APP - HP ESS Enterprise Solutions

# Chapter 5 – PartnerONE Product Authorization

Updated by May 1, 2007

In addition, every business partner must present to HP an annual business plan for Business Critical Servers which includes target market segments, solutions, financial goals (revenue, gross margin), investments, competitive analysis and key initiatives (tactical plans). Platinum, Gold or Elite business partners must include the Annual Plan in official account planning tool designated by HP (BPR). Rest of Business Partners might need to submit the Business Plan in the format and vehicle that HP designates for this purpose.

SPO and BCS Management will evaluate the business plans to determine which partners could be approved to sell Business Critical Servers based on channel profile and capabilities, ability to comply with the required annual revenue goal and current market coverage.

### Enterprise Storage Products

HP requires business partners to meet the following certification and annual revenue requirements to be able to sell HP Business Critical Servers:

	HPCP Certifications	Annual Revenue	Annual Rev for Elite
SWD Enterprise (EVA, ESL, VLS, SW) <sup>(1)</sup>	2,3	100K	500K
SWD XP (XP & SW)	4	100K	

#### HPCP Credentials Required:

- (1) ASP - HP Commercial Solutions [2006] (mandatory only for PartnerONE benefits)
- (2) ASP - HP ESS Enterprise Solutions
- (3) ASC - HP Enterprise Storage Solutions [2005]
- (4) ASC - Specialty in HP StorageWorks XP Solutions [2005]  
 APC - Specialty in HP StorageWorks XP Solutions [2005]

#### Notes:

- (1) To sell Storage Blades partners need to have access to the ISS Common Infrastructure exhibit, too

Those business partners interested in selling only the entry-level of HP Integrity Servers (rx16xx and 26xx)

with Linux and Microsoft Windows operating systems must comply with the following requirements:

	HPCP certifications	Annual Revenue
BCS Entry-level: Integrity + Windows/Linux	1	100K

#### HPCP Credentials Required:

- 1) ASP - HP ESS Enterprise Solutions  
 APP - HP ESS Enterprise Solutions

In addition, every business partner must present to HP an annual business plan for Enterprise Storage Products which includes target market segments, solutions, financial goals (revenue, gross margin), investments, competitive analysis and key initiatives (tactical plans). Platinum, Gold or Elite business partners must include the Annual Plan in official account planning tool designated by HP (BPR). Rest of Business Partners might need to submit the

Business Plan in the format and vehicle that HP designates for this purpose.

SPO and SWD Management will evaluate the business plans to determine which partners could be approved to sell Enterprise Storage Products based on channel profile and capabilities, ability to comply with the required annual revenue goal and current market coverage.

# Chapter 5 – PartnerONE Product Authorization

Updated by May 1, 2007

## Industry Standard Servers

HP requires business partners to meet the following certification and annual revenue requirements to be able to sell HP Industry Standard Servers:

	HPCP Certifications	Annual Revenue	Annual Rev for Elite
ISS Enterprise (Blades, 4W, 8W)	2,3	50K	250K

### HPCP Credentials Required:

- (1) ASP - HP Commercial Solutions [2006] (mandatory for PartnerONE benefits)
- (2) ASP - HP ESS Enterprise Solutions (Sales only)
- (3) APP - HP ESS Enterprise Solutions (Pre-Sales)  
    APC - HP ProLiant Solutions (Pre-Sales)

In addition, every business partner must present to HP an annual business plan for ISS Enterprise Products which includes target market segments, solutions, financial goals (revenue, gross margin), investments, competitive analysis and key initiatives (tactical plans). Platinum, Gold or Elite business partners must include the Annual Plan in official account planning tool designated by HP (BPR). Rest of Business Partners might need to submit the

Business Plan in the format and vehicle that HP designates for this purpose.

SPO and ISS Management will evaluate the business plans to determine which partners could be approved to sell ISS Enterprise Products based on channel profile and capabilities, ability to comply with the required annual revenue goal and current market coverage.

## Software Products

### Software Business Class product authorization

The new HP software portfolio is very complete and it covers 3 different areas in IT: strategy, Application and operation.

The entire BTO portfolio is organized into 10 product families called "centers". Each center is targeted at a specific functional area within IT such as network management or performance validation. Individually, they help optimize the specific functions your various teams execute within IT. For more details see Figure 5.1.

To win in this very competitive market place it is required **strong knowledge** from the partners to:

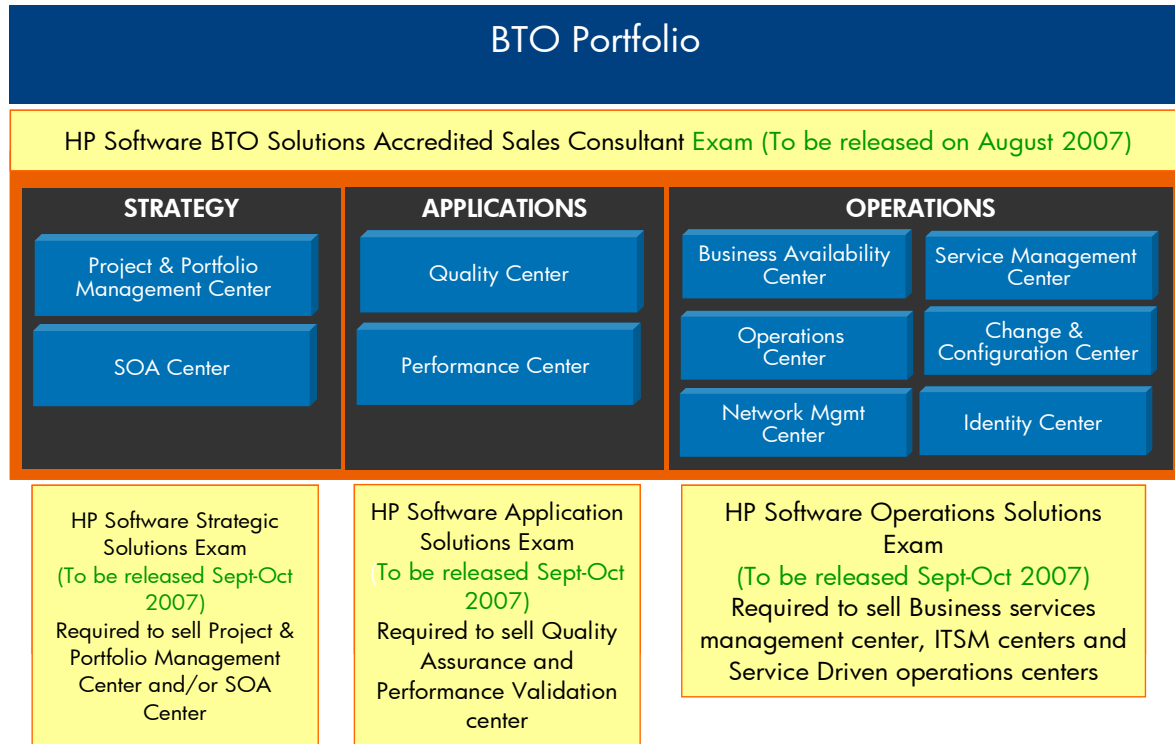
- Understand customer problems / opportunities
- Be advisor
- Propose an optimized solution
- Prove it (POC)
- Make it work (implement)
- Keep improving....

We don't expect partners to have strong knowledge in the entire portfolio but choose some of the areas and become real experts to win in this market place with quality and consistence.

# Chapter 5 – PartnerONE Product Authorization

Updated by May 1, 2007

Fig. 5-1. HP Software BTO Portfolio



All Business Partners need to complete the:

- Commercial Sales - Accredited Sales Professional for the BTO Portfolio plus the commercial Sales - Accredited Sales Professional for the area the partners will be focusing (strategy, applications or operations).

- Technical certification of one of the products included on the area the partners will be focusing.

<b>Software Business requirements BTO</b>	Sales	Accredited Sales Professional for the BTO Portfolio + Accredited Sales Professional BTO for Strategy or Application or Operation
	Technical	1 technical certification in any of the areas of Strategy or Application or Operation

Have at least 1 individual per location attend HP training update sessions once per year (or with the frequency HP confirms) in order to qualify to PartnerONE benefits for BTO products. This means that all Business Partners are authorized to sell

Software products and the above certification is strongly recommended to all Business Partners. However, the certification is a requirement to qualify to any PartnerONE benefit that they could be eligible.

## Chapter 5 – PartnerONE Product Authorization

Updated by May 1, 2007

For More Information and details on all the software products, trainings and exams you can find on: [www.hp.com/software/partner](http://www.hp.com/software/partner).

HP requires business partners to meet the certification and the following annual revenue requirements to be able to sell BTO Software portfolio.

	HPCP Certifications	Annual Revenue
Software - BTO Portfolio	1	50K

In addition, every business partner must present to HP an annual business plan for BTO software products which includes target market segments, solutions, financial goals (revenue, gross margin), investments, competitive analysis and key initiatives (tactical plans). Platinum, Gold or Elite business partners must include the Annual Plan in official account planning tool designated by HP (BPR). Rest of Business Partners might need to submit the

Business Plan in the format and vehicle that HP designates for this purpose.

SPO and SWD Management will evaluate the business plans to determine which partners could be approved to sell Enterprise Storage Products based on channel profile and capabilities, ability to comply with the required annual revenue goal and current market coverage.



## Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

### Description

- The PartnerONE Attach Plus compensation tool (rebate) rewards Platinum and Gold Partners (partners) that attach and up sell industry-leading HP products, options and services. The rebate stems from HP's long term commitment to support partner growth and reward partners that sell full-featured HP solutions. Attach Plus represents the next step in HP's commitment to develop performance-based rewards that provide upside opportunities for partners that achieve Performance Goals. With Attach Plus, as the partner's performance increases, so does HP's reward.

### The Attach Approach to Selling

- Attach is a sales approach, in which the partner uses a customer contact to fully qualify an opportunity, whether the discussion begins with provisioning a complete solution or a product sale. Once qualified, the partner is in a better position to leverage additional sales of surrounding products that increase performance or expand capabilities. Surrounding products, such as peripherals, services, storage and more, provide a full-featured solution and improve customer satisfaction.
- The attach approach is complementary to the solution-selling approach. The solution-selling approach often begins with a discussion about the business process or infrastructure that the customer would like to change or enhance. With attach, the discussion often begins with a discussion about a single product or system. The goal is to refocus the discussion by giving the customer more choices by offering full-featured HP products and solutions offerings. Attach typically yields such partner benefits as more satisfied customers and higher margin transactions.

### Attach Plus Performance Goal Calculations

- The PartnerONE Attach Plus rebate compensates partners in the form of a quarterly rebate for eligible partner revenue performance, measured against the 4 Attach Plus Performance Formulas listed below. Note: Only revenue is used to calculate the Attach Plus rebate.

- Each Performance Formula corresponds to one of HP's key Business Units.

#### – PSG<sup>5</sup> Attach Plus Performance Goal:

(PSG Options) ÷ PSG Systems

#### – ESS<sup>6</sup> Attach Plus Performance Goal:

(ISS Options + ISS SW + BC Storage) ÷ (ISS Servers)

#### – IPG<sup>7</sup> Attach Plus Performance Goal:

(Color + MFP) ÷ IPG Hardware

#### – HPS<sup>8</sup> Attach Plus Performance Goal:

(HP Services) ÷ HP Hardware (BCS + SWD),

(HP Services) ÷ HP Hardware ISS and

(HP Services) ÷ HP Hardware IPG

- Each Performance Formula has 3 levels with associated Compensation Rebates, as detailed in the Demand and Compensation Matrix.

- All Attach Plus Performance Ratios are calculated by the same formula: (Numerator)<sup>7</sup> divided by (÷) Denominator<sup>7</sup>. In other words, each ratio is determined by calculating the sum of "attach" products, such as software, services and options sold, divided by the system or server (hardware) to which they were "attached."

- This partner-specific quarterly ratio will be equal to or greater than one of the Performance Goal levels, which has an associated compensation rate. The appropriate compensation rate is used to determine the rebate, by applying it to total Business Unit product revenues, except in the case of HP Services, where it is applied only to the sum of the numerator.

---

<sup>5</sup> Personal Systems Group. <sup>6</sup>Enterprise Storage & Servers. <sup>7</sup>Imaging & Printing Group. <sup>8</sup>HP Services. <sup>9</sup>See Appendix B (Glossary) for a definition of "Numerator" and "Denominator".

---

# Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

## Partner Segments

- The PartnerONE Attach Plus rebate is available to all PartnerONE members that reach Platinum or Gold membership.

## Benefits

- Rewards attach, cross sell, up sell, increased mixed sales
- Provides significant opportunity for partners to exceed current compensation
- Demonstrates HP's long-term commitment to reward partners that sell full-featured HP solutions
- Rebates are paid on the partner's total quarterly performance
- Partners can qualify independently for each Attach Goal.
- Attach Plus rebates are stackable with other PartnerONE Compensation tools

## For More Information

- For more information about rebates and percentages, please see the Demand and Compensation Matrix in the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Click "PartnerONE"/"Demand and compensation matrices."
- For more information on Attach Plus, access the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) with your unique User ID and password. Select "Programs" from the left navigation bar. Under "PartnerONE program," click "Attach Plus Tool."

## Eligibility

- Partners must have a current HP Business Development Partner Agreement and reach Platinum and Gold membership.
- Eligibility to participate in the PartnerONE Attach Plus rebate is determined on an annual basis, using the standard process for determining PartnerONE Membership participation. (See Chapter 2)
- Eligible partners' quarter-to-date (QTD) Attach Plus Performance Goals will be updated on the partner's Benefit Statement. Target performance will be calculated based on partner purchases data (aggregated resale revenue) recorded by HP or reported to HP by partners and Distributors.
- Partners that achieve a performance ratio at or above a Performance Goal will earn a Compensation Rebate relative to the performance goal. The Compensation Rebate is applied to either the Numerator PL sales out for the quarter (HPS) or to the total Business Unit product sales out for the goal (PSG, IPG, ESS).
- To be eligible to earn the rebate, partners must meet or exceed a Threshold, which could be set based on Aggregated Sales Quota for the current quarter or Year over Year (YOY). The YOY threshold is a percentage of denominator sales based on partner performance for the same quarter a year ago. The YOY threshold is set for each Attach Plus Performance Goal (i.e. ESS, PSG, IPG, etc.), and is published in the PartnerONE Demand and Compensation Matrix.

# Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

**Table 6-1.** Attach Plus Goals & Ratios

ESS Performance Goal: (SWD + ISS) ÷ ISS Servers			
<ul style="list-style-type: none"> <li>• Rebate is based on total SWD + ISS Sales for the quarter (PLs 1Y, 3C, 4U, SI, LA and SY)</li> <li>• Threshold: Partner must meet or exceed 85% of ISS Aggregated Sales Quota (PLs 4U, SI, LA and SY) from the current quarter to be eligible for Attach Plus Rebate payments. In the event of HP might not be able to set a Sales Goal opportune for ISS then eligible business partners will get an automatic Sales "goal" obtained from the highest number of the following 3 options: <ul style="list-style-type: none"> <li>- \$50K</li> <li>- 20% more than the same quarter of previous year (YOY calculation)</li> <li>- 10% more than the Moving Average of last 3 quarters (Q-3 to Q-1)</li> </ul> </li> </ul>			
ESS Ratio Numerator PLs		Denominator PLs	
1Y	Commercial SAN	LA	100 Series System
3C	Commercial Nearline	SY	HP ProLiant Servers
4U	ProLiant Essentials		
SI	HP ProLiant Options		

**Table 6-2.** Attach Plus Goals & Ratios

PSG Performance Goal: PSG Options ÷ PSG System			
<ul style="list-style-type: none"> <li>• Rebate is based on total PSG Options + Accessories and Services + PSG System Sales for the quarter (9F, 9H, 9J, MP, MG, 21, 5X, 7F, AN and BO)</li> <li>• Threshold: Partners must meet or exceed 100% of PSG System Aggregated Sales Quota (PLs AN and 5X) to be eligible for Attach Plus Rebate payment.</li> </ul>			
PSG Ratio Numerator PLs		Denominator PLs	
9H	Workstation Branded Options	AN	Notebook PC
MP	Commercial Notebook Acc. & Opt.	5X	Workstations
MG	Commercial Services & Support		

# Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

**Table 6-3.** Attach Plus Goals & Ratios

<p>IPG Performance Goal: (MFP + Color) ÷ IPG HW</p>			
<ul style="list-style-type: none"> <li>• Rebate is based on total IPG Hardware Sales for the quarter (2B, 4X, 5M, 6A, 7T, 83, 8A, 9C, AK, C2, C5, DL, DU, KN, KP, LY, MA and PQ)</li> <li>• Threshold: Partners must meet or exceed 100% of IPG Aggregated Sales Quota (2B, 4X, 5M, 6A, 7T, 83, 8A, 9C, AK, C2, C5, DL, DU, KN, KP, LY, MA and PQ) to be eligible for Attach Plus Rebate payment. In the event of HP might not be able to set a Sales Goal opportunitely for IPG then 100% of YOY will be the driver</li> </ul>			
IPG Ratio Numerator PLs		Denominator PLs	
7T	Inkjet Business Printers	2B	Consumer Mono Laser
LY	Color Personal LaserJet	4X	Scanners
AK	Business Color LaserJet	5M	All-in-One Division
MA	AIO Personal LaserJet	7T	Inkjet Business Printers
C5	Printer Based MDF	83	Personal Inkjet Printers
DU	All-in-One Productivity Ink	8A	Mono Personal LaserJet
6A	Network Peripheral Solutions	9C	Page Wide Array
9C	Page Wide Array	AK	Business Color Laser
		C2	Photo Printing
		C5	Printer Based MDF
		DL	DeskJet
		DU	All-in-One Productivity Ink
		KN	Digital Cameras & Video
		KP	Inkjet Business Printers
		LY	Color Personal LaserJet
		MA	AIO Personal LaserJet
		PQ	Business Mono laser

# Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

**Table 6-4.** Attach Plus Goals & Ratios

HPS Performance Goal:  
 HP Services ÷ HP Hardware (BCS + SWD)

- Rebate is based on total HPS Enterprise Sales (PLs 4J, 72, 7G, JN and R8)
- YOY Threshold: Partner must achieve 85% of HP Services Sales (PLs 06, 24, 25, 4J, 6L, 72, 7G, 91, JN, R4, R7 and R8) from the same quarter of the previous year to be eligible for payments

HPS Ratio Numerator PLs		Denominator PLs	
4J	Education Services	LN	Online XP Arrays
72	Business Infrastructure Support	NW	Non-Stop Enterprise Division
7G	Network Services	LH	ILM
JN	Mission Critical & Proactive	LI	Commercial NAS
R8	Storage Support & Services	IJ	Enterprise Nearline
		LK	Storage Essentials
		LL	Enterprise Infrastructure
		LM	Online Enterprise Virtual Arrays
		1X	UNIX Systems
		1Y	Commercial SAN
		23	BCS Software
		3C	Commercial Nearline
		4U	ProLiant Essentials
		61	Commercial System
		6H	Procurve Network Business
		8L	Opencall Software License

## Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

**Table 6-5.** Attach Plus Goals & Ratios

HPS Performance Goal: HP Services ÷ HP Hardware IPG			
<ul style="list-style-type: none"> <li>• Rebate is based on total HPS Commercial Sales (PL R4)</li> <li>• YOY Threshold: Partner must achieve 85% of HP Services Sales (PLs 06, 24, 25, 4J, 6L, 72, 7G, 91, JN, R4, R7and R8) from the same quarter of the previous year to be eligible for payments</li> </ul>			
HPS Ratio Numerator PLs		Denominator PLs	
R4	IPS Support	PQ	Business Mono Laser
		2N	AiO Low End
		30	Wide Format Printing
		4X	Scanners
		5M	All-in-One Division
		7T	Inkjet Business Printers
		8A	Mono Personal LaserJet
		AK	Business Color Laser
		C5	Printr Based MDF
		MA	All-in-One Laser
		MC	Copier Based MFP s

**Table 6-6.** Attach Plus Goals & Ratios

HPS Performance Goal: HP Services ÷ HP Hardware ISS			
<ul style="list-style-type: none"> <li>• Rebate is based on total HPS Commercial Sales (PL 06)</li> <li>• YOY Threshold: Partner must achieve 85% of HP Services Sales (PLs 06, 24, 25, 4J, 6L, 72, 7G, 91, JN, R4, R7and R8) from the same quarter of the previous year to be eligible for payments</li> </ul>			
HPS Ratio Numerator PLs		Denominator PLs	
06	NT/Wintel Software	LA	100 Series System & Accessories
		MV	Blade Servers
		SI	HP Proliant Options
		SY	HP Proliant Servers

## Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

### Terms and Conditions

- **Promotion Rebate Payments** HP will issue around 45 days conclusion of the quarterly measurement period. Payments will be made automatically to all partners that satisfy the eligibility and requirements criteria set forth above. There is no registration or claiming required.
- **Partner Purchase Data Base** all purchase of HP products or services will be considered for Attach Plus compensation based on all HP sales motions (Direct Sales or Indirect Sales through Distributors, VAR Direct or TeleWEB and Influencer).
- **Partner Sales Data Reporting** all sales data must be reported to HP. Distributors will report sales out through their PSIS. HP is not responsible for inaccuracies in the sales out data reported. Incorrect reporting will cause rejection of the information being accepted by HP, resulting in a loss of data and a loss of opportunity to consider the data for benefit analysis and compensation. HP may require repayment of amounts overpaid by HP in reliance on inaccurate data. HP will not consider researching any other part numbers, other than the original eligible part numbers for this rebate. Any variance between the data provided by Distributors and the partner's actual sales will result in the partner's forfeiture of rebates awarded pursuant to Attach Plus Performance Goals. There will be no exceptions to this requirement.

### Exclusions:

- **Returns** are specifically excluded from Attach Plus. Standard Returns Terms and Conditions apply to this compensation tool. If a partner returns any products covered by Attach Plus after the measurement period has ended, HP reserves the right to adjust the amount of the rebate payment by the amount of the return.
- **Second Sourced Products** purchased from other partners participating in Attach Plus will be

excluded from the sell-through calculation. Such purchases will count as sell-through revenue for the partner that originally purchased the products from HP only.

- **Periodic Promotion Rebate Audits** HP reserves the right to inspect or audit partners' records to verify the accuracy of the Attach Plus rebate credit earned.

### • Monthly Reconciliation Process and Timing

Partners will be given a 30 day reconciliation period from the date that rebate payments are issued. Eligible partners are expected to notify HP of any discrepancies within 30 days of receipt of payment. HP will not research or consider payment on any rebate discrepancies after the 30 day reconciliation period.

- **Changes in HP Authorization Status** A change in a partner's authorization status may restrict or eliminate the partner's access to rebates paid under Attach Plus. HP will stop distributing funds to any partner that has been terminated from Attach Plus or that has not been renewed by HP, following expiration of the partner's authorization agreement. Upon termination or non-renewal, HP will notify the partner of any pending payments for activities, which were completed prior to the date of termination or expiration. Requests for payment for an activity, conducted after partner's authorization has been terminated, will be refused.

- **HP Reserves the Right** to alter, amend or cancel Attach Plus at any time without notice. HP reserves the right to interpret the rules of this compensation tool, and all decisions made by HP are final. Attach Plus is valid in Latin America Region only. All other terms of the Business Development Partner Agreement apply.

# Chapter 6 – Attach Plus Compensation Tool

Updated by May 1, 2007

Fig. 6-1. PartnerONE Attach Plus Process Calendar FY 2007

October 2006		November 2006		December 2006	
10 <sup>th</sup> Day	Last day for Attach Q4FY06 Partner preliminary statement balance submission to date	1 <sup>st</sup> Day	Start of HP Fiscal Q1FY07 and performance measure	10 <sup>th</sup> Day	Last day for Attach Q1FY07 Partner preliminary statement balance submission to date
15 <sup>th</sup> Day	Last day for Attach Q3FY06 payment discrepancy claiming	15 <sup>th</sup> Day	Last day for Q1FY07 Aggregated Sales Quota submission to PSS	15 <sup>th</sup> Day	Last day for Attach Q4FY06 Partner payment receiving
		20 <sup>th</sup> Day	Last day for Partner data collection Q4FY06 (Direct and Indirect Purchases)		
		25 <sup>th</sup> Day	Last day for Attach Q4FY06 final benefit calculation		
January 2007		February 2007		March 2007	
10 <sup>th</sup> Day	Last day for Attach Q1FY07 Partner preliminary statement balance submission to date	1 <sup>st</sup> Day	Start of HP Fiscal Q2FY07 and performance measure	10 <sup>th</sup> Day	Last day for Attach Q2FY07 Partner preliminary statement balance submission to date
15 <sup>th</sup> Day	Last day for Attach Q4FY06 payment discrepancy claiming	15 <sup>th</sup> Day	Last day for Q2FY07 Aggregated Sales Quota submission to PSS	15 <sup>th</sup> Day	Last day for Attach Q1FY07 Partner payment receiving
		20 <sup>th</sup> Day	Last day for Partner data collection Q1FY07 (Direct and Indirect Purchases)		
		25 <sup>th</sup> Day	Last day for Attach Q1FY07 final benefit calculation		
April 2007		May 2007		June 2007	
10 <sup>th</sup> Day	Last day for Attach Q2FY07 Partner preliminary statement balance submission to date	1 <sup>st</sup> Day	Start of HP Fiscal Q3FY07 and performance measure	10 <sup>th</sup> Day	Last day for Attach Q3FY07 Partner preliminary statement balance submission to date
15 <sup>th</sup> Day	Last day for Attach Q1FY07 payment discrepancy claiming	15 <sup>th</sup> Day	Last day for Q3FY07 Aggregated Sales Quota submission to PSS	15 <sup>th</sup> Day	Last day for Attach Q2FY07 Partner payment receiving
		20 <sup>th</sup> Day	Last day for Partner data collection Q2FY07 (Direct and Indirect Purchases)		
		25 <sup>th</sup> Day	Last day for Attach Q2FY07 final benefit calculation		
July 2007		August 2007		September 2007	
10 <sup>th</sup> Day	Last day for Attach Q3FY07 Partner preliminary statement balance submission to date	1 <sup>st</sup> Day	Start of HP Fiscal Q4FY07 and performance measure	10 <sup>th</sup> Day	Last day for Attach Q4FY07 Partner preliminary statement balance submission to date
15 <sup>th</sup> Day	Last day for Attach Q2FY07 payment discrepancy claiming	15 <sup>th</sup> Day	Last day for Q4FY07 Aggregated Sales Quota submission to PSS	15 <sup>th</sup> Day	Last day for Attach Q3FY07 Partner payment receiving
		20 <sup>th</sup> Day	Last day for Partner data collection Q3FY07 (Direct and Indirect Purchases)		
		25 <sup>th</sup> Day	Last day for Attach Q3FY07 final benefit calculation		
October 2007		November 2007		December 2007	
10 <sup>th</sup> Day	Last day for Attach Q4FY07 Partner preliminary statement balance submission to date	1 <sup>st</sup> Day	Start of HP Fiscal Q1FY08 and performance measure	10 <sup>th</sup> Day	Last day for Attach Q1FY08 Partner preliminary statement balance submission to date
15 <sup>th</sup> Day	Last day for Attach Q3FY07 payment discrepancy claiming	15 <sup>th</sup> Day	Last day for Q1FY08 Aggregated Sales Quota submission to PSS	15 <sup>th</sup> Day	Last day for Attach Q4FY07 Partner payment receiving
		20 <sup>th</sup> Day	Last day for Partner data collection Q4FY07 (Direct and Indirect Purchases)		
		25 <sup>th</sup> Day	Last day for Attach Q4FY07 final benefit calculation		



# Chapter 7 – Growth Accelerator Compensation Tool

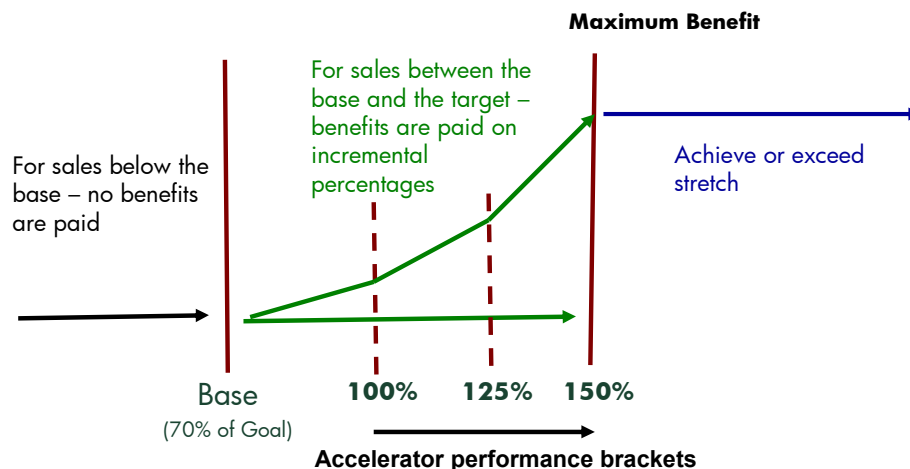
Updated by May 1, 2007

## Description

- PartnerONE Growth rebates offer partners the opportunity to earn additional compensation on selected HP products.
- Partners qualify for compensation once they achieve one of the Performance Accelerator Brackets of the Sales Goal. The Sales Goal is defined in a quarterly basis by HP, and will consider the Business Partner's historical performance and the expected revenue attainment in the upcoming quarter. Compensation rates increase as partners meet and exceed the Performance Accelerator Brackets of the Sales Goal. Rebate percentages continue to accelerate up to a maximum compensation rate, which is applied once the partner meets or exceeds the highest bracket of the Sales Goal. Once the highest bracket of the Sales Goal is achieved or exceeded, partners earn the maximum compensation rate for all applicable sales, starting with the first dollar earned in that quarter for that offer. Applicable sales consider all eligible orders in the Reselling and the Influencer sales motion.
  - There could be certain product promotions (like fire sales) or special pricing conditions that do not qualify for this benefit, as communicated in advance by HP. In this case, those orders with special T&C's will be counted for the Sales Goal attainment, but will not be considered to the compensation calculation and payment.

- There are 3 main components to PartnerONE Growth Accelerator rebate offerings as outlined in Figure 7-1 below. Those components are the Sales Goal, Base sales revenue, and the Performance Accelerator Brackets.
- The Sales Goal identifies a partner's individual sales goal for a given Growth Accelerator offering. For example, a partner might be assigned a Goal of \$100,000 for sales of HP Enterprise Storage products.
- The Base sales revenue number identifies the point at which an eligible partner will begin to receive compensation on a given Growth Accelerator offering. The Base sales revenue number is a predefined percentage of the partner's sales Goal. For example a partner with a sales Goal of \$100,000 in Enterprise Storage sales would begin to receive compensation once they achieve 70% of their sales Goal (\$70,000).
- The Performance Accelerator Brackets identify the points at which an eligible partner increases its compensation rate on a given Growth Accelerator offering. The Performance Accelerator Brackets are predefined percentages of the partner's sales Goal. For example a partner with a sales Goal of \$100,000 in Enterprise Storage increases their compensation rate when they achieve 100%, 125% or 150% of its sales Goal (i.e. \$100,000; \$120,000 or \$150,000 respectively).

Fig 7-1 How the HP PartnerONE Growth Accelerator Works



# Chapter 7 – Growth Accelerator Compensation Tool

Updated by May 1, 2007

## Benefits

- Rewards partners for driving growth in sales of select HP product lines
- Provides significant opportunity for partners to exceed current compensation
- Demonstrates HP's commitment to reward partners for growing their HP revenue
- Each offer is tracked, calculated and compensated independently (All Growth Accelerator offers are mutually exclusive.)
- Growth Accelerator rebates are calculated on the quarterly net aggregated shipments (Reselling and Influencer Sales Motion) of a business partner for the selected product lines

## Growth Accelerator Eligibility Requirements

- Eligibility for the PartnerONE Growth Accelerator rebate is determined on bi-annual basis.
- Every six months HP will validate that eligible Business Partners have a valid business plan to generate a expected minimum annual revenue in each eligible Business Unit, as stated in next section. Historical shipments of previous years would be considered to determine the feasibility of such target. Also eligible Business Partners must comply with all of the Product Access requirements:
  - HP Authorized partner to sell any of the eligible products from Business Critical Servers, HP BladeSystems or Enterprise Storage products via the appropriate Exhibit or Addendum
  - HPCP Sales and Presales certifications for the Business Unit they would like to get benefits
- Eligible partners' Sales Goal, as well as Base sales revenue number will be communicated prior to the start of the upcoming quarter, but no later than the second week of that quarter.
- In those cases that, for any reason, HP might not be able to set a Sales Goal opportunely for a Business Unit, eligible business partners will get an automatic Sales "goal" for that Business Unit obtained from the highest number of the following 3 options:
  - \$50K
  - 20% more than the same quarter of previous year (YoY calculation)
  - 10% more than the Moving Average of last 3 quarters (Q-3 to Q-1)
- Partner's QTD shipments will be calculated based on sales out data (resale and Influencer shipments) reported to HP by partners and Distributors (2nd-

tiers), and from internal order management HP systems (1st-tier VARs).

- Purchases from Distributors of 1st-tier VARs will be counted to the sales Goal attainment, but will not be considered for the rebate payment (**Note:** except in MCA countries where RCS operation is needed to assist VARs with international logistics)

- To be eligible to earn a rebate on a given offer, partners must meet or exceed the Base sales shipments amount according to its Quarterly Sales Goal.

## Additional criteria on partner eligibility for HP Enterprise Storage and Servers (ESS) Growth Offers

- **General:** Business Partners must have a PartnerONE Gold or Platinum membership status to participate in the ESS Growth Acceleration offers, or participate in a program where HP explicitly communicates that this program also applies for the offer.
- **Business Critical Servers (BCS)** – Partners must be BCS authorized with a valid business plan to generate at least \$100,000 in annual BCS net aggregated revenue to participate in the BCS offer. For more details see Appendix C.
- **Enterprise Storage** – Partners must be Enterprise Storage authorized with a valid business plan to generate at least \$100,000 in annual Enterprise Storage net aggregated revenue to participate in the Enterprise Storage offer. For more details see Appendix C.
- **Industry Standard Servers (ISS) Blade System** – Partners must be HP BladeSystems authorized with a valid business plan to generate at least \$50,000 in annual net aggregated revenue of Bladesystems to participate in the HP BladeSystems offer. For more details see Appendix C.

## Terms and Conditions

- **Growth Rebate Payments:** HP will issue Growth Accelerator rebate payments to eligible partners around 45 days after the conclusion of the quarterly measurement period (45 days after the HP fiscal quarter ends). Payments will be made automatically to all partners that satisfy the eligibility and requirements criteria set forth above. There is no registration or claiming required.

# Chapter 7 – Growth Accelerator Compensation Tool

Updated by May 1, 2007

- **Sales Data Reporting via Electronic Data**

**Interchange (EDI):** For those operations where the business partners purchase HP products from distributors, all sales data must be reported to HP. Distributors will report sales out through their EDI transactions. HP is not responsible for inaccuracies in the sales out data reported. Incorrect reporting will cause rejection of the information by HP, resulting in a loss of data and a loss of opportunity to consider the data for benefit analysis and compensation. HP may require repayment of amounts overpaid by HP in reliance on inaccurate data. HP will not consider researching any other part numbers, other than the original eligible part numbers for this rebate.

- **Net Dealer Price:** All payments are calculated based on the Net Distributor Buy Price (NDP) when eligible business partners buy from authorized distributors or on the HP's Net Dealer Price when eligible business partners buy directly from HP.

### ESS Offers

ESS has developed offers for Business Critical Servers (BCS), Enterprise Storage and HP BladeSystems product lines. ESS Growth offer is detailed in the Appendix C.

### Exclusions

- Returns are specifically excluded from the Growth Accelerator benefit. Standard HP PartnerONE Returns Terms and Conditions apply to this compensation. If a partner returns any products that yielded Growth compensation after the measurement period has ended, HP reserves the right to adjust the amount of the rebate payment by the amount of the return.
- Second Sourced Products purchased from other partners participating in Growth offerings will be

excluded from the sell-through calculation. Such purchases will count as sell-through revenue for the partner that originally purchased the products from HP only.

- Periodic Growth Rebate Audits HP reserves the right to inspect or audit partners' records to verify the accuracy of the Growth rebate credit earned.
- 30-Day Reconciliation Period Partners will be given a 30 day reconciliation period from the date that rebate payments are issued. Eligible partners are expected to notify HP of any discrepancies within 30 days of receipt of payment. HP will not research or consider payment on any rebate discrepancies after the 30 day reconciliation period.
- Changes in HP Authorization Status A change in a partner's authorization status may restrict or eliminate the partner's access to Growth rebates.
- Sales outside approved geographic coverage. Sales to any entity outside of HP approved geographic coverage area in the BDA are not eligible for Growth Accelerator rebates. This situation might trigger other penalizations or actions from HP.
- HP Reserves the Right to alter, amend or cancel Growth at any time without notice. HP reserves the right to interpret the rules of this compensation, and all decisions made by HP are final. Growth is valid in country name only. All other terms of the Business Development Partner Agreement apply.

### For More Information

- For more information about PartnerONE Growth offers and associated rebates, please see the Demand and Compensation Matrix on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Log on with your unique User ID and password.

## Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

### Marketing Planning

#### Description

- Marketing Planning is a key element of PartnerONE, requiring HP Platinum and Gold partners to work with HP to jointly develop and execute highly effective and measurable plans that focus on specific marketing activities per quarter. The goal is to drive new business and optimize revenue across the HP portfolio of products and services.
- PartnerONE makes the following resources available to support the Marketing Planning process:
  - Online Marketing Plan via the Business Planning tool
  - Partner Business Manager (PBM) or Partner Business Representative (PBR)
  - Sales Specialists
  - Partner Development Funds (PDF)

#### Partner Segments

- Platinum and Gold Partners

#### Benefits

- Highly effective process to create common marketing goals and objectives

- Results-oriented Marketing Plan, focused on revenue per investment dollar (RPI)
- HP sales resources, including a PBM or PBR and Marketing resources, dedicated to the partner's success
- Joint development, management and execution of yearly, quarterly and monthly activities
- Information (Advice Packet) around HP key initiatives by Business Unit where HP expects partners to invest to create synergies and true collaborative marketing plans to increase return on investment for both HP and channel partners
- Partner Development Funds (PDF) to support collaborative activities
- Measurable results

#### For More Information

- Access the HP Partner Portal for Latin America ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) with your unique User ID and password. Select "Programs" from the left navigation bar. On the PartnerONE/Programs" page, under "Frequently used links," click "Marketing Planning Tools." Note: "Marketing Planning Tools" were known as "Collaborative Business Development Tools" prior to May 1, 2006.

### Marketing Planning via Business Planning Tool (BPR)

#### Description

- PartnerONE Marketing Planning via the Business Planning tool streamlines and facilitates the collaborative marketing planning process for partners and their HP teams.
- Use the Business Planning tool to create and update Marketing Plans, define objectives and activities, request PDF, submit an PDF claim, submit Proof of Performance (PoP) for a claim and more.

#### Benefits

- Online, real-time access to Marketing Plans
- Single repository of all information specific to each partner's HP relationship
- Proactive assessment of marketing opportunities
- Focus on developing business in emerging and new markets

#### How to Use

- The partner and its HP team develop the Marketing Plan.
- The partner is responsible for documenting and submitting plans, objectives, activities and claims for HP approval via the online Business Planning tool.
- The partner must assign at least 1 employee to serve as the Business Planning Manager User (BPMGR) and manage the business Online Marketing Planning via Business Planning Tools planning process with HP. Only the BPMGR User has online access rights to the PartnerONE Business Planning tool.

#### For More Information

- Marketing Planning Tools are located on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Log on with your unique User ID and password. Click "Programs" in the left navigation bar. On the "PartnerONE/Programs" page under "Frequently used links," click "Marketing Planning Tools."

## Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

• Partners experiencing navigation issues with the Partner Portal and BPR tool may contact the LA BPR Support Center. See Table 8-1

• Partners may also e-mail questions and issues to LA.MDF\_team@hp.com. E-mails are acknowledged within 1 day by a support representative.

Table 8-1. LA BPR Support Center Telephones by Country

Country	Telephone Number
Argentina	0800 888 9474
Bahamas	1 800 786 1470
Barbados	1 800 786 1470
Bermudas	1 800 786 1470
Bolivia	800 10 0220
Brazil	11 4197 8612
Chile	1230 020 0739
Colombia	01 800 912 2222
Costa Rica	0 800 011 0817
Ecuador	1 800 786 1470
El Salvador	800 6146
Guatemala	138 126
Honduras	1 800 786 1470
Cayman Islands	1 800 786 1470

Country	Telephone Number
Jamaica	1 800 786 1470
Mexico	001 800 689 4690
Miami USA	866 222 2743
Netherland Island	011 800 786 1470
Nicaragua	1 800 786 1470
Panama	1 800 786 1470
Paraguay	00 9 800 541 0006
Peru	800 51 910
Puerto Rico	800 786 1470
Dominican Republic	1 800 786 1470
Trinidad & Tobago	1 800 786 1470
Uruguay	000 411 009 6051
Venezuela	0800 1 00 2239

### HP Sales and Marketing Resources

#### Description

Gold and Platinum Partners have access to a designated Partner Business Manager (PBM), Partner Business Representative (PBR) or Sales Specialist who serves as the point contact for internal HP resources. These contacts help partners drive HP sales and complete the Marketing Planning process throughout BPR.

Platinum Partners might also have access to Marketing resources, which could provide assistance with their own expertise developing effective Marketing Plans to increase ROI on channel partner resources and HP's PDF investments.

#### How to Use

The partner and HP resources engage in the following joint activities:

- Develop joint Marketing Plans, based on quarterly, revenue per investment (RPI) dollar-driven objectives and initiatives
- Set clear metrics to evaluate the success of Marketing Plans
- Use the HP Marketing Planning tools for planning joint marketing activities and for authorizing the release of accrued Partner Development Funds (PDF)

# Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

Fig. 8-2. PartnerONE Marketing Planning Process Calendar for FY 2007

October 2006		November 2006		December 2006	
1 <sup>st</sup> Day	PDF Q1FY07 available in BPR Tool	1 <sup>st</sup> Day	First day for PDF Q1FY07 claiming in BPR Tool	15 <sup>th</sup> Day	Last day for PDF Q3FY06 Partner payment receiving
1 <sup>st</sup> Day	Start of HP Fiscal Q1FY07 period and planning cycle			25 <sup>th</sup> Day	Last day for PDF Q4FY06 claiming in BPR Tool
25 <sup>th</sup> Day	Last day for Q4FY06 plan submission in BPR Tool			30 <sup>th</sup> Day	Last day for PDF Q4FY06 claim audit process
29 <sup>th</sup> Day	Last day for Q3FY06 reimbursement request				
30 <sup>th</sup> Day	Last day for Q4FY06 plan approval in BPR Tool by PBM				
January 2007		February 2007		March 2007	
1 <sup>st</sup> Day	PDF Q2FY07 available in BPR Tool	1 <sup>st</sup> Day	First day for PDF Q2FY07 claiming in BPR Tool	15 <sup>th</sup> Day	Last day for PDF Q4FY06 Partner payment receiving
1 <sup>st</sup> Day	Start of HP Fiscal Q2FY07 period and planning cycle			25 <sup>th</sup> Day	Last day for PDF Q1FY07 claiming in BPR Tool
25 <sup>th</sup> Day	Last day for Q1FY07 plan submission in BPR Tool			30 <sup>th</sup> Day	Last day for PDF Q1FY07 claim audit process
29 <sup>th</sup> Day	Last day for Q4FY06 reimbursement request				
30 <sup>th</sup> Day	Last day for Q1FY07 plan approval in BPR Tool by PBM				
April 2007		May 2007		June 2007	
1 <sup>st</sup> Day	PDF Q3FY07 available in BPR Tool	1 <sup>st</sup> Day	First day for PDF Q3FY07 claiming in BPR Tool	15 <sup>th</sup> Day	Last day for PDF Q1FY07 Partner payment receiving
1 <sup>st</sup> Day	Start of HP Fiscal Q3FY07 period and planning cycle			24 <sup>th</sup> Day	Last day for PDF Q2FY07 claiming in BPR Tool
24 <sup>th</sup> Day	Last day for Q2FY07 plan submission in BPR Tool			29 <sup>th</sup> Day	Last day for PDF Q2FY07 claim audit process
28 <sup>th</sup> Day	Last day for Q1FY07 reimbursement request				
29 <sup>th</sup> Day	Last day for Q2FY07 plan approval in BPR Tool by PBM				
July 2007		August 2007		September 2007	
1 <sup>st</sup> Day	PDF Q4FY07 available in BPR Tool	1 <sup>st</sup> Day	First day for PDF Q4FY07 claiming in BPR Tool	15 <sup>th</sup> Day	Last day for PDF Q2FY07 Partner payment receiving
1 <sup>st</sup> Day	Start of HP Fiscal Q4FY07 period and planning cycle			24 <sup>th</sup> Day	Last day for PDF Q3FY07 claiming in BPR Tool
25 <sup>th</sup> Day	Last day for Q3FY07 plan submission in BPR Tool			29 <sup>th</sup> Day	Last day for PDF Q3FY07 claim audit process
29 <sup>th</sup> Day	Last day for Q2FY07 reimbursement request				
30 <sup>th</sup> Day	Last day for Q3FY07 plan approval in BPR Tool by PBM				
October 2007		November 2007		December 2007	
1 <sup>st</sup> Day	PDF Q1FY08 available in BPR Tool	1 <sup>st</sup> Day	First day for PDF Q1FY08 claiming in BPR Tool	15 <sup>th</sup> Day	Last day for PDF Q3FY07 Partner payment receiving
1 <sup>st</sup> Day	Start of HP Fiscal Q1FY08 period and planning cycle			25 <sup>th</sup> Day	Last day for PDF Q4FY07 claiming in BPR Tool
25 <sup>th</sup> Day	Last day for Q4FY07 plan submission in BPR Tool			30 <sup>th</sup> Day	Last day for PDF Q4FY07 claim audit process
29 <sup>th</sup> Day	Last day for Q3FY07 reimbursement request				
30 <sup>th</sup> Day	Last day for Q4FY07 plan approval in BPR Tool by PBM				

# Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

## Partner Development Funds (PDF)

### Description

- PartnerONE Partner Development Funds are HP investments that provide financial support for demand generation activities, as detailed in the approved Marketing Plan. HP PDF funds made available to Platinum and Gold partners to offset expenses incurred by executing business development and marketing activities that have been pre-approved by the HP Marketing Plan via the Business Planning tool.
- Partner Development Funds are updated and published quarterly as Investment Accrual Rates (percentages) in the Demand and Compensation Matrix.
- To determine the dollar amount of PDF available to your company in a given quarter, multiply the published rate times your company's net aggregated resale revenue. (Investment Accrual Rate (%) X Investment Accrual = HP PDF Investment). See Fig. 8-3.
- The availability of these funds applies quarterly. Unused funds cannot be rolled from one quarter to the next.

### Partner Segments

- Platinum and Gold Partners are eligible for PDF quarterly, based on their net HP aggregated resale revenue.

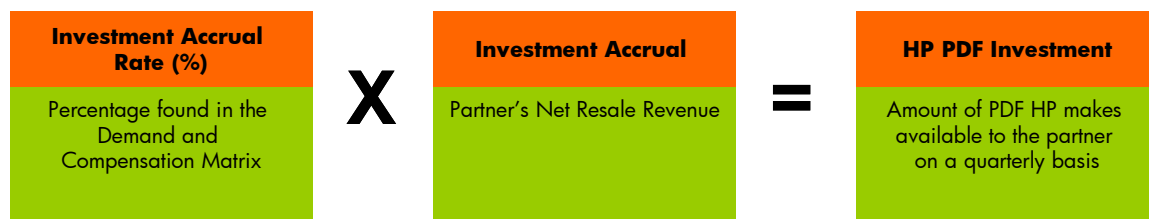
### Benefits

- PDF investments by HP subsidize the cost of demand generation activities to increase sales of HP products and services, thus reducing partner demand generation costs.
- HP encourages partners to invest jointly in generating new business. Joint investment often results in more development opportunities than the partner could generate alone.
- PDF investments by HP provide a predictable source of demand generation funding.
- PDF investments are allocated quarterly, enabling HP and partners to respond quickly to changing market conditions and provide rapid return on marketing investments.

### Eligibility and Participation Requirements

- Program participants are required to have an approved PDF investment plan in place that details how the funds will be spent to ensure that the shared risk and reward guidelines are met.
- Platinum and Gold Partners need to accrue at least \$1,500 in quarterly PDF to qualify for the benefit in a quarterly basis; otherwise they will forfeit the PDF benefit in that quarter.

Fig. 8-3. How HP Calculates PDF



### Eligible Activities for PDF

The PBM or PBR and the Marketing Resources will work with your company to ensure the effective use

of the PDF and will verify activities as needed. The following activities are eligible for PartnerONE PDF:

## Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

### Demand Generation

- Advertising
- Catalogs
- Customer education and Executive Briefings
- Direct mail and Telemarketing
- E-advertising
- Management Incentives
- Partner Events or Tradeshow
- Sales incentives

### Channel Development

- Equipment development and demos
- HP Champions
- Merchandising
- Seminars and Webinar

### Partner Development Funds (PDF) (Continued)

#### PDF Claim and Payment Process

- To receive payment for costs incurred for the execution of pre-approved demand generation activities, partners must document actual results, submit a claim and Proof of Performance (PoP) to HP Marketing Plan via the Business Planning tool.
- PDF payments will be made to partners only after approval of the claim request by the HP MDF Team. If the claim is flagged for audit, payment will be withheld until the audit process is completed.
- Availability of funding will expire 3 month after the fiscal quarter ends.
- It is the responsibility of the partner to ensure they have sufficient and adequate PoP for claims prior to submitting the claim.
- PoP dates have to be within the fund valid period range (including planning, execution and claiming period) at least those PoP are complement of consolidated fund requests using funds for consecutive period therefore PoP dates can not be longer of previous fund valid period.
- Claims submitted without complete or adequate PoP will be place on Hold by the MDF Team therefore Partners will have 15 calendar days to submit missing information. If the missing information is not received during grace period then HP will issue payment proportionally based on total PoP amount submitted and will consider this claim as totally paid those cases of incomplete PoP and will deny permanently those cases of wrong PoP.
- Once a claim is approved, partners must file the claims within 30 calendar days of approval claim. Claims submitted after that time will be denied.
- HP will issue payment within 45 business days. Claim approval decisions are final and may not be appealed.

#### For More Information

- To access PartnerONE Business Planning tools, log on to the Partner Portal using your unique User ID

and password. Select “Programs” from the left navigation bar. On the “PartnerONE/Programs” page, click “Business Planning Tools” in the “PartnerONE program” column.

- PDF Accrual Rates are published quarterly in the Demand and Compensation Matrix on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Select “Programs” from the left navigation bar. On the “PartnerONE/Programs” page, click “Demand and compensation matrices” under “Frequently used links.”
- The PDF accrual rates that apply to your company also appear automatically when you log in to the Marketing planning Tools on the Partner Portal.
- Current PartnerONE PDF accruals are also displayed on your online Compensation Benefit Statement on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Select “Programs” from the left navigation bar. On the “PartnerONE/Programs” page, under “Frequently used links,” click “Benefit statement.”
- For questions on the marketing planning process, PDF guidelines or for other PDF-related questions, contact your PBM.

#### Partner Development Fund Tool Terms and Conditions

- Program participants are required to have an approved PDF investment plan in place that details how the funds will be spent to ensure that investments are associated to HP’s initiatives in the Advice Packet.
- Partners must have in place a valid Business Development Partner Agreement (BDA) with HP to be eligible for the PDF benefits.
- To participate in the PDF program, partners must meet the program eligibility requirements at all times.



## Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

- HP, in its sole discretion, reserves the right to change the PDF eligibility requirements. Partners participating in PDF programs will be notified in writing (electronically or by mail) of these changes.
- PDF activities must not be misleading or deceptive, nor may they violate Federal, state, or local laws or regulations.
- No claims may be made for the performance of HP products other than those made by HP in its own advertising or documentation. If a partner makes any additional claims, it shall be solely responsible for any resulting claims or damages.
- Any adjustments in the form of purchases or returns of products that qualify for HP PDF will increase or decrease the partner's funding allowance in the month they are processed to reflect the subsequent purchase or return.
- HP reserves the right to withhold investment of marketing funds to offset other amounts due HP.
- Partners must retain all PoP (Proof of Performance) documentation for every PDF claim submitted to HP for payment. The partner must maintain PoP for a period of 1 year. HP reserves the right to go back and audit claims at any time during the 1 year period.

### Initiative Based Partner Development Funds (IB-PDF)

#### Description

• Partner ONE Initiative Based Partner Development Funds (IB-PDF) are additional funding provided by HP BU's for specific marketing initiatives and programs. Funding will be provided as deemed necessary by the BUs. Funding is to be used only for the specified initiatives and activities, and payment will be made only after approved planned activities have been completed, claims submitted and any audit requirements are satisfied.

• Incremental Initiative Based PDF (IB-PDF) can be provided by a BU if they deem needed. IB-PDF funds are allocated to the HP PBM, who in turn must allocate the dollars to the distributor via the business planning application. Only dollars visible to the distributor via the business planning application should be used for planning purposes.

#### Partner Segments

• PartnerONE Distributors are eligible for IB-PDF quarterly, based on their skills to deploy specific BU initiatives and activities.

#### Benefits

• Additional funding to support the channel development activities to ensure that our channel distributors have appropriate channel capabilities to autonomous sell BU products.

#### Initiative Based Partner Development Fund Tool Terms and Conditions

• Program participants are required to comply with the same terms and conditions applicable for Partner Development Funds (PDF).

# Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

**Table 8-4. Marketing Funds Proof of Performances**

	Activity Type	Proof of Performance (PoP)
Demand Generation	Advertising	Supporting invoices with 100% of costs associated with activity
		Copy of materials (copy of publication or picture or banner printout or certified script or spot details)
	Catalogs	Supporting invoices with 100% of costs associated with activity
		Copy of catalog material (example of catalog with HP products featured or brochure or flyer)
	Customer or Education Briefings	Supporting invoices with 100% of costs associated with activity including travel expenses (if applicable) Note: reimbursement of travel expenses limited to actual costs of airfare, lodging and meals plus local taxes only)
		Copy of content communicated in briefing or copy of event agenda or digital photos or layout of the booth or copy of invitation or copy of registration at the event or internal message from HP confirming participants (in the case of HP briefing)
		List of attendees or invitees
	Direct Mail and Telemarketing	Supporting invoices with 100% of costs associated with activity
		Copy of the direct mail piece or copy of the e-mail blast promoting or copy of telemarketing script
	e-Advertising	Supporting invoices with 100% of costs associated with activity
		Copy of materials (copy of publication or picture or banner printout or certified script or spot details)
	Management Incentives	Supporting invoices with 100% of associated costs (if applicable, due to external incurred costs)
		Analysis of performances vs. targets based on terms & conditions and payout structure
		Copy of the piece of communication outlining terms & conditions and payout structure that confirms that the incentive was officially announced to target participants who should not be a sales representatives
Partner Events or Tradeshows	Supporting invoices with 100% of costs associated with activity including travel expenses (if applicable) Note: reimbursement of travel expenses limited to actual costs of airfare, lodging and meals plus local taxes only)	
	Copy of event material (copy of invitation or copy of agenda or digital photos or layout of the booth)	
	List of attendees or invitees	
Sales Incentives	Supporting invoices with 100% of associated costs (if applicable, due to external incurred costs)	
	Analysis of individual participant performances vs. targets based on terms & conditions and payout structure including list of winner's names and amount gained	
	Copy of the piece of communication outlining terms & conditions and payout structure that confirms that the incentive was officially announced to target participants who should not be a sales representatives	
Channel Development	Equipment Development and Demos	Supporting invoices with 100% of costs associated with activity Note: Purchase orders and order confirmation will be not accepted
		Copy of usage or investment plan detailing number of units, product name or SKU, locations, customer or event name or project name)
	HP Champion	Supporting individual salary statement for at least 50% of total costs based on regional social costs or supporting invoices with 100% of costs associated with activity managed by 3er Party
		Letter on company letterhead including the employee's name and position or title name Note: employees changes have to be documented in the letter
	Merchandising	Supporting invoices with 100% of costs associated with activity
		Digital photos of giveaways showing HP logo
	Seminars and Webinars	Supporting invoices with 100% of costs associated with activity including travel expenses (if applicable) Note: reimbursement of travel expenses limited to actual costs of airfare, lodging and meals plus local taxes only)
		Copy of seminar material (copy of invitation or copy of agenda or digital photos or layout of the booth)
Training	Supporting invoices with 100% of costs associated with activity including travel expenses (if applicable) Note: reimbursement of travel expenses limited to actual costs of airfare, lodging and meals plus local taxes only)	
	Copy of seminar material (copy of invitation or copy of agenda or digital photos or layout of the booth)	
	Certificate or other proof of completing the training class	

## Chapter 8 – Marketing Funds for PartnerONE Partners

Updated by May 1, 2006

### Partner Development Funds (PDF) (Continued)

#### Partner Development Fund Tool Terms and Conditions

##### Expiration of Funds

When funds are loaded into the Business Planning Tool, two expiration dates are determined and set within the system to ensure funding is used within the period for which it has been designated by the Marketing Program Guidelines. Partners must submit a Fund Request and then submit a Claim against the funding in order to receive PDF payments.

- **Fund Request Expiration Date:** This expiration is set to reflect the last date on which the Partner must have their plan, activities and fund requests entered and approved in the BPR tool. The fund request expiration date, in most cases, will correspond to the last day of the quarter in which the Funds apply. For example, for Quarter One, the Fund Expiration Date will be January 31.

- **Claim Expiration Date:** This expiration is set to reflect the last date on which the Partner must have their claims entered and approved in the BPR tool. The Claim Expiration Date corresponds to two months from the last day of the quarter in which the Funds apply for partners. For example, January 31 is the last day of Quarter One therefore; the Claim Expiration Date is March 31.

##### Exceptions: Funds/Claims Expiration

When the Partner business planning user or PBM fails to have the partner's marketing business plan (Fund Requests included) completed and in an Approved status on or before the Fund Expiration Date, these corresponding funds expire and are no longer usable. Similarly, if the partner business planning user or the PBM fails to have their claims entered and approved on or before the Claim Expiration Date, the funds will expire and be unusable. The Partner then forfeits the funding associated to those Fund Requests and/or Claims unless a valid exception is allowed.

##### Qualification for Exception

A valid exception may be allowed in the following cases:

- The definitive absence of any approval level (partner contact, PBM or District Mgr) to complete

PDF planning and claiming flow which has to be notified at least 30 days previous to fund or claim expiration dates.

- Non-controllable catastrophic events like hurricane, tropical storms, strikes, terrorist attack, coup attempt, etc.

- The Partner's business planning user or PBM is experiencing technical difficulties with the BPR tool which prevent the approval of fund requests and/or claims.

- A system problem exists and fund requests/claims expired before expected.

**Note:** for system technical issues, writing justification has to be accompanied by support team ticket number.

To request an exception (but approval level absence), the PD&P, PBM or PBR must notify to Regional PDF Manager at least 5 business days in advance of the fund or claim expiration to request an exception in writing. The regional PDF Manager will review the PBM/Partner's justification for the exception and determine whether an exception is warranted.

##### Method of re-instatement/re-allocation of expired funds

The PSS or its designated will create an exception fund with the naming convention: Country PDF QXFYXX [specific IB or AB fund name] Exception (Example: MEX PDF Q2FY06 Exp: Technical Issues; where comments field will be populated with an exception note) which will expire 30 days after the original fund request expiration date. Fund request and Claim expiration dates will be tied. PSS or its designated will allocate the funds to the Partner and the PBM will then work with the partner to enter their new fund request against the exception fund under the Partner's plan.

In the case of a claim, PSS or its designated will recreate the claim and the expiration day will be 30 days after the original claim expiration date. The comments field in the new claim will state: Exception – reinstated funding for claim [cancelled claim number]

## Chapter 9 – PartnerONE Initiative Driven Benefits

Updated by May 1, 2007

### Description

- The PartnerONE Initiative Driven Benefits rewards solution selling across multiple HP product lines. It supports the investment Business Development Partners (partners) make to become experts in technologies and provides additional margin enhancements for reselling customer solutions that include multiple HP products and technologies.
- The PartnerONE Initiative Driven Benefit compensates partners in the form of rebates for eligible resale revenue transactions through the Deal Registration and benefit claims tool (i.e. this benefit can not be claimed in an Influencer project).
- Partners receive incremental backend<sup>8</sup> (rebate) compensation by closing qualified, pre-registered business opportunities for a variety of multiple HP products, spanning multiple product lines, as part of a single deal with 1 end user customer.
- The PartnerONE Initiative Driven Benefit is stackable with the core PartnerONE benefits: Attach Plus, Growth Accelerator and PDF.
- The rebate will be paid as a percentage of the total deal's Net Dealer or Reseller Price<sup>9</sup> of qualifying product lines depending on sales motion. Those Business Partners that purchased products from an Authorized HP Distributor will need to send the Distributor's invoice with the claim if he closes the opportunity.

### Partner Segments

- The PartnerONE Initiative Driven Benefit is available to all PartnerONE members for approved and qualified opportunities.

### Benefits

#### Target Account

- Target Account compensation tool is an incentive rebate awarded for identifying and closing qualified, pre-registered business opportunities for HP products in the mid market segment (a.k.a. Territory Accounts). Partner compensation will vary depending on the HP Product Line's participation level and is a percentage based on Net Dealer Price. The Target Account incentive is a back-end rebate available to PartnerONE Platinum, Gold and Elite members.

- The Target Account compensation tool will be applied to individual opportunities. It is intended to provide incentive to Business Development Partners to increase market share of HP business in the mid-market segment, which is the one with the greatest growth according the industry analysts. HP will define the eligible product lines, incentive amounts and time periods on the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) prior to the beginning of each period (changes should take place every 6 months, every quarter or whenever HP considers appropriate).

- The Qualification criteria might consider also the Rules of Engagement process where HP recognizes which partner has been working with a specific project in a determined account for a significant period of time. This means that if several partners registered the same opportunity, the partner that has been working the project according to HP internal records (like the HP's internal pipeline management system) would be the only one with that will get the qualification. If there is not evidence that any partner has been working a registered deal, only the first complete and approved registration application will be accepted. Multiple Business Development Partners can be approved for the same opportunity with the same customer only if they have identified and are offering different product categories.

- Current Target Account percentages applicable by Product Line will be listed in the PartnerONE demand and compensation tools percentage matrix that is published in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Rebate percentages may change between the time the Business Partner registers a Target Account opportunity and when the deal is claimed. For example, if a Business Development Partner registers a Target Account on May 1, 2007, and claims it on August 25, 2007, the rebate percentage would be based on the registration date (August 25, 2007) unless HP has communicated something different by the moment of the claim.

- There is not conflict to approve the Target Account benefit for this Business Partners after applying the Rules of Engagement validation process as described above.

<sup>8</sup> For a definition of "backend", See Appendix B – Glossary.

<sup>9</sup> Average per product line by product group. See Appendix B (Glossary) for a more complete definition of Net Dealer or Reseller Price.

## Chapter 9 – PartnerONE Initiative Driven Benefits

Updated by May 1, 2007

In summary the Target Accounts benefit would be qualified when the opportunity meets the following criteria:

- Opportunity complies with the General Terms and Conditions (see Chapter 8)
- The customer is classified as Territory Account or Midmarket. For obvious reasons, HP does not have a “list” with all the Territory or Midmarket accounts to validate this. However, sometimes HP does have a small list of Named Accounts in the Midmarket. If the customer name is in this list, the Account is considered Target. If the customer name is not in this short list of named accounts, then the customer will be looked for exclusion in the internal list of Named Enterprise Accounts (a.k.a. T1 Accounts). So if the customer name is not included in the Named Enterprise Accounts list, the customer is considered Target.

### Competitive Market Based

- The Competitive/Market-Based compensation tool rewards Elite, Gold and Platinum Business Partners that successfully target specific market segments as defined by HP that it is aligned with HP initiatives. This market segments could be those where competitors might have a bigger market share than HP, or simply a specialty vertical segment with significant growth opportunities for HP.
- HP will define these segments in quarterly or bi-annually basis and will be communicated in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Business Partners will be given the current published rebate percentages as of the date the claim is approved.

Competitive/Market-Based compensation is paid as a rebate on an opportunity by-opportunity basis, unless otherwise noted.

Business Partners must register competitive opportunities with HP. HP will then approve or deny the opportunity, based on the Competitive/Market-Based criteria, and also applying the Rules of Engagement to consider if there is evidence of partners already working specific opportunities based on HP internal data (like HP’s pipeline management system).

Once the Business Partner closes the deal and the products are shipped to the customer, the Business Partner must submit a claim within thirty (30)

calendar days. If the claim is approved by HP after auditing the documents, HP will pay the claim within 45 days. HP will notify the Business Partner within 10 business days if the claim is denied. The Business Partner can check the status of the claim via the Deal Registration System.

In summary, the Competitive/Market-based compensation is a financial benefit for eligible Business Partners (Platinum, Gold and Elite) who are willing to sell HP products and services in a target marketplace as defined by HP.

For More Information

- For more on the PartnerONE Initiative Driven Benefits, access the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) with your unique User ID and password. Select “Programs” from the left navigation bar. On the “PartnerONE/Programs” page, click “Initiative Driven” under “Compensation” in the “PartnerONE program” column.
- For more information about rebates and percentages, please see the Demand and Compensation Matrix on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Click “Programs”/“Frequently used links”/ “Demand and compensation matrices.”
- For more information on Deal Registration, see Appendix C, under Deal Registration and Claims Process.
- To access the HP Deal Registration web site, enter the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) with your unique User ID and password. Click “Programs” in the left navigation bar. On the “PartnerONE/Programs” page, under “Frequently used links,” click “Deal Registration.”
- Reference the “Deal Registration and Claiming Guide.” Follow the same click path for the Deal Registration site above. On the “Deal Registration Page,” under “Additional Information,” click “Deal Registration and Claiming Guide.”

### General Requirements

- The opportunity need to comply with a minimum deal size depending on the primary BU or PL (the one with the highest proportion) and the Elite Status. The minimum deal size by PL/BU is also published in the PartnerONE Compensation Matrix in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).

## Chapter 9 – PartnerONE Initiative Driven Benefits

Updated by May 1, 2007

- All deals need to be registered at least 30 days before the decision date from the customer (But Mexico where the minimum requirements is at least 15 days). Deals for T1 accounts do not qualify for any of these benefits.
- Partners need to provide as a Proof of Sale the Invoice to the End-User when submitting claims for qualified opportunities.

### **Initiative Driven Claim and Payment Process**

Since the PartnerONE Initiative Driven Benefit is deal-based, all claims for compensation must be submitted through PartnerONE online Deal Registration and include all required verification details.

- The partner must enter the opportunity into Deal Registration at least 30 days before the decision date from the customer (customer purchase order). This means that the associated claim documentation needs to be postmarked 30 days after the date of the registration of the deal (But Mexico where the minimum requirements is at least 15 days).
- To access the HP Deal Registration web site, enter the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) with your unique User ID and password. Click “Programs” in the left navigation bar. On the “PartnerONE/Programs” page, under “Frequently used links,” click “Deal Registration.”
- HP will approve or deny Deal Registration requests within ten (10) business days after time of registration.
- Initiative Driven deal or claim status inquiries should first be directed to the Deal Registration site on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).
- Once the claim is approved, HP will rebate the partner within 15 business days.
- Benefit is paid on the total approved deal of qualifying eligible product lines according to compensation matrix.

### **General Terms and Conditions**

- Partners must submit all registration information required by the online registration form to initiate the business opportunity validation process.

Initiative Driven Benefit opportunity registrations that are pre-registered will be valid for 6 months from the date the deal was registered/created, i.e., entered into the PartnerONE Deal Registration tool. The registration will automatically expire once the expiration date is reached. Partners may re-register an opportunity using the process outlined above. However, the deal will need to be re-approved as per the program guidelines.

- Compensation will be paid as a rebate and sent to the partner within 15 business days of claim approval. (This is 15 days from the date that HP approves the claim; not 15 days from claim submission.) These benefits are applicable only to the Resale sales motion (i.e. Influencer is not included)
- Fraudulent registrations will be reported to the Partner Contract Compliance Committee and may result in the partner’s removal from the program, termination of its contract and/or civil or criminal liability.
- At all times, partners must have a valid Business Development Partner Agreement (BDA) with HP to qualify for Initiative Driven tool opportunity compensation.
- HP, in its sole discretion, reserves the right to change incentive eligibility requirements. Partners participating in the programs will be notified of these changes in writing electronically or by mail.
- Partners must submit a single claim per Deal Registration within the 6 month registration period. The claim must be filed within 30 calendar days of the last sales transaction. However business partners may consolidate in a unique claim multiple invoices associated with the same deal.
- All customer invoices for the registered deal must be completed within 30 days of the first customer invoice for this deal. This is within 30 calendar days from the date of the invoice to the end user customer.
- HP reserves the right to alter or withdraw the incentives at any time. Such alteration or withdrawal will not affect any incentive funds earned prior to such announcement. If HP alters or withdraws the incentives, it will notify all participating Business Partners writing (electronically or mail).

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

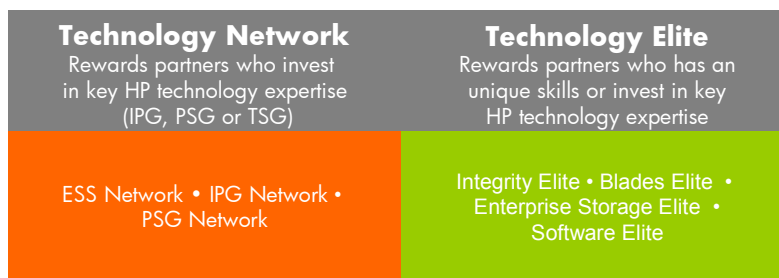
## Description

- The PartnerONE Network compensation tool provides incentives to Business Development Partners (partners), which have demonstrable expertise that aligns with HP's go-to-market initiatives.
- Partners are eligible for inclusion in the Network tool by reaching revenue and/or competency goals required by any of the 2 networks that make up the

tool: the Technology Network and the Technology Elite.

- Within the Technology Elite, partners may achieve Elite status by meeting additional certification and performance requirements. Upon meeting the outlined requirements, these partners are eligible for Elite compensation benefits.

Fig. 10-1. PartnerONE Network Tool Components



## Partner Segments

- Any partner that meets the requirements, which vary by Network tool designation.

## Benefits

- **Quarterly Performance Rebates:** Partners that achieve PSG, IPG or ESS Network status and meet or exceed sales quarterly quota for specific Business Units or Product Lines receive automated rebate on all applicable sales. Payment is made within 45 business days of the end of the reporting quarter.

- **Initiative Based Partner Development Funds (IB-PDF):** Partners that achieved Network status might receive special funds via IB-PDF from the Business Unit that granted the status. These funds must be used for the specific initiative that HP designates either for channel development or demand generation. If the partner does not accept to execute the activity, the funds will be forfeited. IB-PDF can not be reallocated to other initiative different than the one defined by HP

- **Deal-Based Rebates:** Partners that achieve IPG Network, Blades Elite, Enterprise Storage Elite, Integrity Elite or Software Elite status can receive deal-based rebates for qualified deals. Partner must register the deal in Deal Registration System, obtain HP approval and claim the rebate to receive deal-based compensation
- Benefits are stackable across the Partner ONE guaranteed benefits but not stackable across the two networks.

## For More Information

- To access the PartnerONE Network tool and home page, log on to the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) with your unique User ID and password. Select "Programs" from the left navigation bar. On the "PartnerONE/Programs" page, under "PartnerONE program," select "Network Tool."

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Network

### Description

- The Technology Network provides incentives to Business Development Partners (partners) that have unique skills or have made special investments in key HP technology expertise.
- The Technology Network is 1 of 2 networks in the Network compensation tool.
- Technology Network partners receive Network compensation on all applicable sales.
- Partners are not required to register deals.
- Payment is made to participating partners within 45 business days of the end of the reporting month.

### Partner Segments

Any partner can become a member of the PartnerONE Technology Network by meeting specific requirements, which vary by expertise. There are 2 areas of expertise for entry, which are:

- Technology Network Enterprise Storage & Servers Group (ESS)
- Technology Network Imaging & Printing Group (IPG)
- Technology Network Personal Computer Systems (PSG)

### Requirements

- Have authorization to sell the applicable product(s), meet all training and/or exam certification requirements, and maintain accounts in good standing with HP.
- Successfully complete all additional sales and technical training and/or exams, as required by HP Network and/or specific applicable requirements for each area of expertise. Information about HP Training and Certification is available at ([www.hp.com/certification/americas](http://www.hp.com/certification/americas)) or ([www.hptrainingcenter.com](http://www.hptrainingcenter.com)).
- Meet or exceed the specific applicable product(s) or group(s) sales requirements in the areas of expertise.
- Complete a joint business plan with the appropriate HP field specialist. This plan must outline the partner's market development strategy for

participation in each area of expertise. HP will initiate the business planning process.

### General Terms and Conditions

- **Quarterly Performance Rebates:** HP will issue Quarterly Performance rebate payments to eligible partners around 45 days after the conclusion of the quarterly measurement period (45 days after the HP fiscal quarter ends). Payments will be made automatically to all partners that satisfy the eligibility and requirements criteria set forth above. There is no registration or claiming required.

- **Initiative Based Partner Development Funds (IB-PDF):** Program participants are required to comply with the same terms and conditions applicable for Partner Development Funds (PDF).

- **Sales Data Reporting via Electronic Data Interchange (EDI):** For those operations where the business partners purchase HP products from distributors, all sales data must be reported to HP. Distributors will report sales out through their EDI transactions. HP is not responsible for inaccuracies in the sales out data reported. Incorrect reporting will cause rejection of the information by HP, resulting in a loss of data and a loss of opportunity to consider the data for benefit analysis and compensation. HP may require repayment of amounts overpaid by HP in reliance on inaccurate data. HP will not consider researching any other part numbers, other than the original eligible part numbers for this rebate.

- **Net Dealer Price:** All payments are calculated based on the Net Distributor Buy Price (NDP) when eligible business partners buy from authorized distributors or on the HP's Net Dealer Price when eligible business partners buy directly from HP at least other guideline applies in the specific programs terms and conditions.

- **Minimum Quarterly Requirements:** Eligible partners must meet minimum Sales Goal requirements each quarter.



# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Network Enterprise Storage & Servers (ESS Network)

### Description

The Enterprise Storages & Servers Network (ESS Network) is a program for partner community focused on the product development of the enterprise storage and servers business. ESS Network members count on a variety of benefits designed to spur and support new business generation with HP.

Platinum, Gold and Business Partners are eligible to participate in the network as long as they achieve the minimum sales requirement and regularly attend trainings for eligible ESS products.

### Objective

- Increase share of mind of HP products leveraging HP ProLiant branding, among top 2nd-tier partners who are not Platinum or Gold.
- This benefit is aimed to motivate these business partners to have continuous growth to become ESS
- In those cases that, for any reason, HP might not be able to set quota opportunely, channel partners will get an automatic “goal” obtained from the highest number of the following 3 options:
  - \$50K
  - 20% more than the same quarter of previous year (YoY calculation)
  - 10% more than the Moving Average of last 3 quarters

Technology Elite, Gold or Platinum Growth in the future

### General Requirements

- Registered PartnerONE Business Partner
- Have a Business Development Agreement signed with HP
- Have an active Product Addendum and related exhibits for the PLs that will be considered for quota attainment and compensation
- Quarterly minimum individual quota “gate”: \$50K in participant ESS product lines. As participants maintain participating from quarter to quarter they might get a higher quota as defined by HP. So the gate of 50K is for new participants.
- This quota must be achieved in the reselling sales motion only (i.e. resellers must purchase ESS products from HP authorized distributors)

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Network Imaging & Printing Group (IPG Network)

### IPG Network

#### Description

The Imaging & Printing Network is a community of Channel Partners focused on the development of the imaging and printing business in the business customer segment. I&P Network members count on a variety of benefits designed to spur and support new business creation.

Platinum, Gold and Business Partners are eligible to participate in the network as long as they achieve the minimum sales requirement and regularly attend IPG Products on-line trainings. Additional Imaging & Printing solutions certifications may be required, as well as individual sales targets. Each Country may define criteria attending specific business situations that particularly exist in the territory

#### Objective

IPG Network seeks to establish a closer relationship with a selected community of resellers with demonstrated commitment to the imaging and printing business, aiming the development of new business opportunities. HP will provide support and compensate Partners' efforts to develop strategic imaging and printing categories and markets.

#### Benefits

Partners participating in the IPG Network are eligible to receive incentives according to the specific terms and conditions of each benefit. List of benefits includes:

- Incentive Rebate for Quota Achievement
- Access to instant rebates through Discount Now!
- Allowances for business development activities (sales and marketing)

Partners must contact IPG Sales Specialist in their territory to understand the requirements of each benefit and access information on the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).

HP reserves the right to change the requirements and benefits of the IPG Network as well as its terms and conditions at anytime without previous notice. HP will review periodically partner eligibility to participate in the program and may add and exclude partners at anytime.

#### General Requirements

- Revenue (resale motion): To be eligible to participate in the Imaging & Printing Network, Channel Partner must have sales of at least USD 21,000/quarterly in IPG Products (except Large Format – PL30 and Supplies – PLs 5T and 1N). Eligibility will consider previous quarter sales and will be reviewed bi-quarterly 3. However, HP will define quarterly sales objectives, and may establish additional criteria, according to business conditions.
- Certification (sales and technical):
  - Partner must take the web trainings constant in the list of obligatory trainings.
  - Partner receiving allowances for Sales Champion must ensure their certification in IPG Sales and Pre Sales (HPCP)
  - Additional Certification or eligibility criteria may be required

#### Discount Now Requirements

- The opportunity need to comply with a minimum deal size, which is described in the PartnerONE Compensation Matrix, posted on the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).
- All deals need to be registered at least 5 days before the decision date from the customer.
- Partners need to provide as a Proof of Sale the Invoice to the End-User when submitting claims for qualified opportunities.

#### Discount Now Claim and Payment Process

Since the Discount Now is deal-based, all claims for compensation must be submitted through PartnerONE online Deal Registration and include all required verification details.

- The partner must enter the opportunity into Deal Registration at least 5 days before the decision date from the customer (customer purchase order). This means that the associated claim documentation needs to be postmarked 5 days after the date of the registration of the deal.
- To access the HP Deal Registration web site, enter the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) with your unique User ID and password. Click "Programs" in the left navigation bar. On the "PartnerONE/Programs" page, under "Frequently used links," click "Deal Registration."

## Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

- HP will approve or deny Deal Registration requests within ten (10) business days after time of registration.
- Discount Now deal or claim status inquiries should first be directed to the Deal Registration site on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).
- Once the claim is approved, HP will rebate the partner within 15 business days.
- Benefit is paid on the total approved deal of qualifying eligible product lines according to compensation matrix.

### General Terms and Conditions

- Partners must submit all registration information required by the online registration form to initiate the business opportunity validation process.
- Discount Now registrations that are pre-registered will be valid for 6 months from the date the deal was registered/created, i.e., entered into the PartnerONE Deal Registration tool. The registration will automatically expire once the expiration date is reached. Partners may re-register an opportunity using the process outlined above. However, the deal will need to be re-approved as per the program guidelines.
- Compensation will be paid as a rebate and sent to the partner within 15 business days of claim approval. (This is 15 days from the date that HP approves the claim; not 15 days from claim

submission.) These benefits are applicable only to the Resale sales motion (i.e. Influencer is not included).

- Fraudulent registrations will be reported to the Partner Contract Compliance Committee and may result in the partner's removal from the program, termination of its contract and/or civil or criminal liability.
- At all times, partners must have a valid Business Development Partner Agreement (BDA) with HP to qualify for Discount Now opportunity compensation.
- HP, in its sole discretion, reserves the right to change incentive eligibility requirements. Partners participating in the programs will be notified of these changes in writing electronically or by mail.
- Partners must submit a single claim per Deal Registration within the 6 month registration period. The claim must be filed within 30 calendar days of the last sales transaction. However business partners may consolidate in a unique claim multiple invoices associated with the same deal.
- All customer invoices for the registered deal must be completed within 30 days of the first customer invoice for this deal. This is within 30 calendar days from the date of the invoice to the end user customer.
- HP reserves the right to alter or withdraw the incentives at any time. Such alteration or withdrawal will not affect any incentive funds earned prior to such announcement. If HP alters or withdraws the incentives, it will notify all participating Business Partners writing (electronically or mail).

---

## Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

---

### Technology Network Personal System Group (PSG Network)

---

#### **Description**

The Personal Systems Group Network (PSG Network) is a program for partner community focused on the product development of the personal computer system business. PSG Network members count on a variety of benefits designed to spur and support new business generation with HP.

Platinum, Gold and Business Partners are eligible to participate in the network as long as they achieve the minimum sales requirement and regularly attend trainings for eligible PSG products.

#### **Objective**

PSG Network seeks to propel PSG volume sales through partner compensation for quota

accomplishment based on sales increase previously agreed. In addition, PSG Network tries to catalyze and complement Attach Program under PartnerONE umbrella.

#### **General Requirements**

- Revenue (resale motion): To be eligible to participate in the Personal System Network, Channel Partner must be Platinum, Gold or Business Partners. Eligibility will consider previous quarter sales and will be reviewed quarterly
- Certification (sales and technical):
  - Must have taken at least 2 web trainings on PSG products during the last 90 days (monthly check point)

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Elite

### Description

• The Technology Elite compensation is available only to those PartnerONE members that are actively classified by HP in one of the following Technology Elite groups of TSG:

- Blades Elite
- Enterprise Storage Elite
- Integrity Elite
- Software Elite

### Partner Segments

• Any partner can become a member of the PartnerONE Technology Elite by meeting specific elite requirements, which vary by expertise.

### Requirements

- Technology Elite classification is granted for a business partner at the headquarters level (in the case the business partner has more than 1 sales office or subsidiary), based on the last 12 months performance.
- HP will review and update classifications every six (6) months. HP reserves the rights to change the classification period at its sole discretion.
- Partners who believe they meet the requirements can apply as indicated below and could be enrolled on a quarterly basis if HP approved the application.
- Technology Elite partners are eligible to get a financial benefit for qualified opportunities according to the Technology Elite compensation tool Terms and Conditions, which is cover with further detail in Chapter 7 as part of the PartnerONE Network Tool. For the latest demand and compensation tools percentage matrix, please refer to the PartnerONE section of the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).

### General Elite Terms and Conditions

- In order to get financial incentives Elite partners with Elite status must register opportunities in Deal Registration System. Only resale transactions apply for the financial benefits. Elite Partners must provide all the customer data required by the Deal Registration System for registrations to be approved.
- The deal qualification criteria consider that customer should belong to a market segment different than Enterprise Named Accounts (a.k.a. T1 customers), comply with a minimum deal size

depending on the primary BU or PL (the one with the highest proportion) and the Elite Status. The minimum deal size by PL/BU is also published in the PartnerONE Compensation Matrix in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).

- HP will approve or deny registration requests within ten (10) business days based on Customer segment, minimum deal size and Elite Status. If the Elite partner maintains the Elite status at registration time, the deal would be automatically approved. If approved for registration, the deal will receive a deal registration number, which will be valid for six (6) months from the date of registration. The deal will be removed from the system automatically on the expiration date.
- To receive the Elite compensation, the Elite partner must file a claim within thirty (30) calendar days of closing the deal or before the expiration date. Claims submitted after thirty (30) calendar days will be rejected.
- Elite Partner claims must provide all verification detail required by HP. Basically, the Elite partner needs to submit as a proof of performance the invoice from HP or the HP Authorized Distributor to validate the Net Dealer Price, and its own invoice to the customer.
- HP will validate that the deal maintained the conditions that were considered for the qualification, such the minimum deal size, customer segment eligibility, etc.
- Elite compensation will be calculated as a percentage of the net dealer price of eligible products (based on current PartnerONE compensation matrix) into registered and approved opportunities. Only opportunities handled in resale motion qualify for the benefit (i.e. Influencer motion is excluded from the benefit).
- Elite compensation will be paid as a rebate of net dealer price.
- Elite Partners may submit only one claim per deal registration. However, Elite Partners may combine invoices for multiple sales completed for an individual deal and submit them as one claim within 30 calendar days of the last sales transaction during the open six (6) month registration period.
- HP will pay approved claims within forty five (45) business days of claim approval.

---

## Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

---

- If the deal does not close within the six (6) month registration period, the Elite partner may re-register the deal as a new one if it still meets the Elite compensation criteria. Expiration dates can not be extended. Deals that are re-registered will be reviewed according to current qualification criteria (keeping the Elite status in this case).
- In addition to the rules above, specific conditions may be specified in the product/market attachments.
- Elite compensation is applied at the deal level and applies only to resale motions (i.e. this benefit can not be claimed in an Influencer project). Elite Partners will be given the current published rebate percentages as of the date the claim is approved.
- Elite rebate is paid on qualified opportunities applying the current percentages to the eligible PLs that are included in the PartnerONE Channel Compensation matrix at registration time. The rebate is calculated considering the Net Dealer Price of the closed opportunity, analyzing if the qualification conditions prevail (like the minimum deal size).
- Elite Partners commercial relationship needs to be in good standing with HP in order to get the financial benefit (i.e. no credit issues and compliance with HP Commercial Policies).
- Elite Partners need to have a valid and current BDA signed with HP, and the Required Products Addendum.

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Elite - Blades Elite

### Description

The Blades Elite network identifies those business partners which have developed a high level of expertise around HP Blade Systems technology, generating revenue on these products above the program minimum criteria as described below.

### Objective

- Recognize and reward partner's investment in maintaining best-in-class HP Blade Systems solutions.
- Increase HP market share position in the Blades market segment.
- Develop an autonomous sales force for HP Blade Systems products with a selected group of business partners committed to invest in the HP Blade Systems portfolio.

### Benefits

- Deal based rebate on qualified deals with HP Blade Systems products via Deal Registration System based on the percentage published in the PartnerONE Compensation Matrix in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).
- Additional discount above the standard Demo discount for HP Blade Systems products and options, shown in the Chapter 12 of Demonstration Equipment.
- Promotional discounts for HP Blade Systems products and options.
- Blades Elite partners might qualify for additional investment of ESS IB-PDF funds for certain HP Blade Systems programs defined by HP, if they comply with the pre-defined requirements per program.
- Priority seating for HP Blade Systems training in HPCP events.
- Access to Webinars or Training sessions aimed exclusively at HP Blades Elite partners.
- Special communications to Blades Elite partners.

### General Requirements

- Business partner must have authorization to sell HP Blade Systems Products, meet all training and/or exam certification requirements and maintain accounts in good standing with HP.
- Complete a joint business plan with the PBM and/or the appropriate HP field sales specialist to grow the HP Blade Systems business. This plan must outline the partner's market development strategy around HP Blade Systems Products:

- Business plan should specify geographic coverage, vertical coverage and/or solution capability
- Annual Revenue: \$250K USD of HP Blade Systems
  - Product Lines:
    - \* MV: HP Blade Systems and options
    - \* 4U: HP Industry Standards Servers Software
  - Sales revenue based on Net Dealer Price
  - Blade Systems Quota Achievement
    - \* Above revenue is only a "gate". Blades Elite partners need to achieve 100% of their annual Blade System quota
  - Comply with HPCP Integration Certifications for HP Blade Systems products:
    - 1 Accredited Systems Engineer (ASE) HP ProLiant Servers
      - \* ASE certification needs to include these electives (Certified VMWare Professional, HP Blade System p-Class Solutions, HP Blade System c-Class Solutions)
- Additionally, as technology grows and expands in the market place, partners participating in the HP Blades Elite will be expected to increase levels of competency to support customer technology needs and ensure the highest level of customer satisfaction.
- HP reserves the right to evaluate the partner's sales coverage, solutions expertise and target market alignment with HP's current vertical or horizontal market needs when conferring HP Blades Elite status on new applicants.

HP will evaluate at least once a year the following performance factors to determine if a business partner will maintain the Elite status:

- Business plan execution
  - Every quarter the Blades Elite partner must execute at least one demand generation activity for HP Blade Systems products, which needs to be registered in the Marketing Planning tool designated by HP
- Participate in 100% of the mandatory HP Blade Systems training events as communicated by HP.
- Maintain up to date the required HP Blade Systems HPCP credentials of Sales, Pre-Sales and Integration.
- Participate in selected HP Blade Systems programs based on HP guidelines.

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Elite - Enterprise Storage Elite

### Description

The Enterprise Storage Elite network identifies those business partners which have developed a high level of expertise around HP Storage Works technology, generating revenue on these products above the program minimum criteria as described below.

### Objective

- Recognize and reward partner's investment in maintaining best-in-class HP Enterprise Storage solutions
- Increase HP market share position in the Storage market segment increasing sales of mid-range storage solutions in the mid-market
- Develop an autonomous sales force for HP storage solutions with a selected group of channel partners committed to invest in the HP Storage Solutions
- Capitalize the opportunities of the growing storage market niches (ILM, business continuity, etc.) with specialized channel partners

### Benefits

- Deal based rebate on qualified deals with HP Enterprise Storage Works products via Deal Registration System based on the percentage published in the PartnerONE Compensation Matrix in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com))
- Additional discount above the standard Demo discount for HP Enterprise Storage Works products and options, as shown in the Chapter 10 of Demonstration Equipment
- Promotional discounts for HP Enterprise Storage Works products and options
- Enterprise Storage Elite partners might qualify for additional investment of ESS IB-PDF funds for certain Storage Works programs defined by HP, if they comply with the pre-defined requirements per program
- Priority seating for HP Storage Works training in HPCP events
- Access to Webinars or Training sessions aimed exclusively at HP Enterprise Storage Elite partners
- Special communications to Enterprise Storage Elite partners

### General Requirements

- Business Partner must have authorization to sell HP Enterprise Storage Products, meet all training and/or

exam certification requirements and maintain accounts in good standing with HP.

- Complete a joint business plan with the PBM and/or the appropriate HP field sales specialist to grow the HP Storage business. This plan must outline the partner's market development strategy around HP Storage Products

- Business plan should specify geographic coverage, vertical coverage and/or solution capability

- Annual Revenue: \$500K USD of HP Enterprise Storage

- Product Lines

- \* LM: EVAs

- \* LL: High-End Infrastructure

- \* LJ: High-End Tape Automation

- \* LK: SWD Software

- \* LH: ILM, NAS Connectivity

- \* LN: XP

- Sales revenue based on Net Dealer Price

- SWD Quota Achievement

- \* Above revenue is only a "gate". Enterprise Storage Elite Partners need to achieve 100% of their annual SWD quota

- Comply with HPCP Integration Certifications for HP Storage Works products:

- \* 1 Accredited Systems Engineer (ASE) Storage Works [2005]

- Additionally, as technology grows and expands in the market place, partners participating in the HP Enterprise Storage Elite will be expected to increase levels of competency to support customer technology needs and ensure the highest level of customer satisfaction.

- HP reserves the right to evaluate the partner's sales coverage, solution expertise and target market alignment with HP's current vertical or horizontal market needs when conferring HP Enterprise Storage Elite status on new applicants.

HP will evaluate at least once a year the following performance factors to determine if a business partner will maintain the Elite status:

- Business plan execution

- Every quarter the Enterprise Storage Elite partner must execute at least one demand generation activity for HP Enterprise Storage products, which needs to be registered in the Marketing Planning tool designated by HP



---

## Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

---

- Participate in 100% of the mandatory Storage Works training events as communicated by HP
- Maintain up to date the required Storage Works HPCP credentials of Sales, Pre-Sales and Integration
- Participate in selected Storage Works programs based on HP guidelines

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Elite - Integrity Elite

### Description

The Integrity Elite network identifies those business partners which have developed a high level of expertise around HP Integrity Servers technology, generating revenue on these products above the program minimum criteria as described below.

### Objective

- Recognize and reward partner's investment in maintaining best-in-class Business Critical Server solutions
- Increase HP market share position in the EPIC/RISC segment increasing sales of low-end and mid-range HP Integrity servers in the mid-market
- Develop an autonomous sales force for HP Integrity servers with a selected group of channel partners committed to invest in the HP Integrity offering
- Develop solution integration expertise around HP Integrity servers with certain ISV's solutions

### Benefits

- Deal based rebate on qualified deals with HP Integrity Servers via Deal Registration System based on the percentage published in the PartnerONE Compensation Matrix in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com))
- Additional discount above the standard Demo discount for HP Integrity Servers and options, as shown in the Chapter 10 of Demonstration Equipment
- Promotional discounts for Integrity Elite partners
- Integrity Elite partners might qualify for additional investment of ESS IB-PDF funds for certain BCS programs defined by HP, if they comply with the pre-defined requirements per program
- Priority seating for HP BCS training in HPCP events
- Access to Webinars or Training sessions aimed exclusively at HP Integrity Elite partners
- Ability to participate in the Unix Ambassador program (additional requirements apply). In brief, the Unix Ambassador program allows participants to have:
  - Access to Expertise
    - \* Meetings with UNIX Engineering
    - \* Participation in field test & beta programs
  - Community
    - \* Opportunity to meet regularly with technical peers

- \* Opportunity to build network with Unix technical staff
  - Continuous Learning
- \* Stay current on latest release information
- \* Review current product roadmaps
- Special communications to Integrity Elite partners

### General Requirements

- The business partner must have authorization to sell HP Business Critical Servers with the correspondent Product Addendum to its BDA, meet all training and/or exam certification requirements and maintain accounts in good standing with HP
- Complete a joint business plan with the PBM and/or the appropriate HP field sales specialist to grow the HP Integrity Servers business. This plan must outline the partner's market development strategy around HP Integrity Servers
  - Business plan should specify geographic coverage, vertical coverage and/or solution capability
- Annual Revenue:
  - \$600K USD of HP Integrity Servers, Accessories and BCS SW (PL1X and PL23)
  - Sales revenue based on Net Dealer Price
  - BCS Quota Achievement
    - \* Above revenue is only the "gate". Integrity Elite Partners need to achieve 100% of their annual BCS quota
- Comply with HPCP Integration Certifications for Integrity Servers:
  - At least 1 HP AIS (Accredited Integration Specialist) Integrity Servers [2005]
  - The elective prerequisite to attain the AIS certification must be one of these: HP CSA - HP-UXv11 or HP CSA - OpenVMSv7
- Additionally, as technology grows and expands in the market place, partners participating in the HP Integrity Elite will be expected to increase levels of competency to support customer technology needs and ensure the highest level of customer satisfaction.
- HP reserves the right to evaluate the partner's sales coverage, operating system and target market alignment with HP's current vertical or horizontal market needs when conferring HP Integrity Elite status on new applicants.
- Commitment of business partners to maintain Integrity Elite Status

---

## Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

---

HP will evaluate at least once a year the following performance factors to determine if a business partner will maintain the Elite status:

- Business plan execution
  - Every quarter the Enterprise Storage Elite partner must execute at least one demand generation activity for HP Enterprise Storage products, which needs to be registered in the Marketing Planning tool designated by HP.
- Participate in 100% of the mandatory BCS training events as communicated by HP
- Maintain up to date the required BCS HPCP credentials of Sales, Pre-Sales and Integration
- Participate in selected BCS programs based on HP guidelines.

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

## Technology Elite - Software Elite

### Description

The Software Elite network identifies those business partners which have developed a high level of expertise around HP Software technology, generating revenue on these products above the program minimum criteria.

There are some specific areas of Software BTO portfolio that are special in terms of opportunities so we are creating special areas of software Elite.

These areas are:

- Asset Management Elite
- Network Management Elite
- Application quality and performance Elite (To be launched in August/07)

For these areas a special process will be followed in terms of definition of market opportunity, partner requirements and training availability

### Objective

- Recognize and reward partner's investment in maintaining best-in-class Software solutions.
- Develop an autonomous sales force for HP Software with a selected group of channel partners committed to invest in the HP Software offering.
- Develop solution integration expertise around HP Software with certain ISV's solutions.

### Benefits

- Deal based rebate on qualified deals with HP Software via Deal Registration System based on the percentage published in the PartnerONE Compensation Matrix in the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com))
- Promotional discounts for Software Elite partners
- Software Elite partners might qualify for additional investment of SW IB-PDF funds for certain Software programs defined by HP, if they comply with the pre-defined requirements per program
- Priority seating for HP SW training in HPCP events
- Access to Webinars or Training sessions aimed exclusively at HP Software Elite partners
- Special communications to Software Elite partners

### General Requirements

- The business partner must have authorization to sell HP Software with the correspondent Product Addendum to its BDA, meet all training and/or

exam certification requirements and maintain accounts in good standing with HP.

- Complete a joint business plan with the PBM and/or the appropriate HP field sales specialist to grow the HP Software business. This plan must outline the partner's market development strategy around HP Software.

- Business plan should specify geographic coverage, vertical coverage and/or solution capability

- Annual Revenue:

- \$100K USD of HP Software (PLs 2X, 2Y, 87, 8S and KK)

- Sales revenue based on Net Dealer Price

- SW Quota Achievement

- \* Above revenue is only the "gate". Software Partners need to achieve 100% of their annual SW quota

- Comply with HPCP Integration Certifications for Software

- Additionally, as technology grows and expands in the market place, partners participating in the HP Software Elite will be expected to increase levels of competency to support customer technology needs and ensure the highest level of customer satisfaction.

- HP reserves the right to evaluate the partner's sales coverage, operating system and target market alignment with HP's market needs when conferring HP Software Elite status on new applicants.

HP will evaluate at least once a year the following performance factors to determine if a business partner will maintain the Elite status:

- Business plan execution

- Every quarter the Software Elite partner must execute at least one demand generation activity for HP Software products, which needs to be registered in the Marketing Planning tool designated by HP

- Participate in 100% of the mandatory SW training events as communicated by HP

- Maintain up to date the required SW HPCP credentials of Sales, Pre-Sales and Integration

- Participate in selected SW programs based on HP guidelines.

# Chapter 10 – PartnerONE Network Tool

Updated by May 1, 2007

For more details about HP Software Elite requirements, see Table 10.1

Table. 10-1. HP Software Elite Requirements

	<b>SW Strike</b>	<b>Sales training</b>	<b>Technical training</b>	<b>Certification</b>
Brazil, MCA, Mexico	Asset Management	<ul style="list-style-type: none"> <li>How to sell Asset Management (1 day training)</li> </ul>	<ul style="list-style-type: none"> <li>AssetCenter essentials 5.X (5 days)</li> <li>AssetCenter tailoring 5.x (5 days)</li> <li>Asset Management process</li> </ul>	<a href="#">AssetCenter 5.x exam (HPO-S01)</a>
	SW Network Management	<ul style="list-style-type: none"> <li>How to sell Network Management (2 days training)</li> </ul>	<ul style="list-style-type: none"> <li>NNM I (5 days)</li> <li>OVPI (4 days)</li> <li>NCM (3 days)</li> <li>RAMS (4 days)</li> </ul>	<ul style="list-style-type: none"> <li>NNM I : exam: HPO-632</li> <li>OVPI I : exam: HPO-633</li> </ul>
	Application Quality and Performance	To be announced in August 2007		
Brazil	ITSM			
	SIM			

# Chapter 11 – PartnerONE Influencer Tool

Updated by May 1, 2007

## Description

• The PartnerONE Influencer tool compensates Business Development Partners (partners) for successfully influencing end user customers to purchase HP Business and/or Enterprise products, services and solutions directly from HP, according to the HP route to market strategy.

## Partner Segments

- Partners that influence sales of Business class products.
- Partners that influence sales of Enterprise class products and offer value-add services.

## Benefits

- Partners earn rebates based on the Net End User Customer Purchase Price<sup>10</sup>.
- HP provides complete fulfillment and back-office services, such as invoice management, shipping and handling, returns and accounts receivables, thereby allowing partners to focus their time and resources on delivering high margin, value-add services that will help grow their HP business.

## Objective

- Complete commission predictability to our business partners to allow them to analyze the profitability scenario at engagement time

- Clear and auditable financial management process
- Capability to handle special exceptions such as strategic big deals that HP might need to fulfill directly, or credit issues on specific deals and channels (on HP's criteria-decision)

## Participation Requirements

- The Influencer compensation tool is available to all partners, which have:
  - Submitted a completed and signed Business Development Partner Agreement and Influencer Addendum.
  - Offered value-add services
  - Influenced their end user customers to purchase Business class or Enterprise class products and solutions directly from HP
- Other conditions of participation, procedures, and commission<sup>11</sup> rates of the influencer tool will apply

## Eligible Products

- HP products eligible for Influencer commission are included in Table 11-1. A complete listing of product categories eligible for Business and Enterprise track commissions is available in the PartnerONE Demand and Compensation Matrix on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Click "PartnerONE"/"Frequently used links"/"Demand and compensation matrices."

Table 11-1. Eligible Influencer Tool Business & Enterprise Track Products

Business Track Products	Enterprise Track Products
Desktops, laptops, handheld devices, workstations and associated options, HP Imaging & Printing, Industry Standard Servers (ISS), Business class storage, select third-party products, and select HP Services	HP-UX, Nonstop and Alpha Servers; Enterprise Storage; HP Open View software; and select HP Services

## General Requirements

- Partners must sign the HP Influencer agreement to be enrolled in the Program.
- Partners may not:
  - Take title to any HP products
  - Influence sales to a reseller, broker or other HP partner

- Or resell the products when claiming compensation through the Influencer tool
- If a customer purchases additional products on the same Purchase Order or returns products that qualify for influencer commission, HP will increase or decrease the partner's commission accordingly.

<sup>10</sup> See Appendix B (Glossary) for a definition of Net End User Customer Purchase Price.

<sup>11</sup> When referring to the compensation or rebates earned under the Influencer tool, the term "commission" is sometimes used. This does not imply any employment relationship between HP and its Business Development Partners, but is simply an industry-standard term to refer to the compensation paid to partners when they refer business to HP.

# Chapter 11 – PartnerONE Influencer Tool

Updated by May 1, 2007

- Influencer partners are required to return commissions when contract violations occur or if HP pays the partner in error.
- Partners are not eligible for compensation on opportunities in accounts where there is any standing agreement between HP and the End Customer.
- The partner will not be eligible for compensation if the partner and the end user customer are the same or affiliated entities.
- Products leased through HP Financial Services are eligible for commission.
- Refurbished or remarketed products are not eligible for any Influencer commissions.

## **ESS Influencer Requirements and Conditions**

- The Influencer compensation tool is available to those business partners, which:
  - Have submitted a completed and signed Business Development Partner Agreement, the Influencer Addendum, the VAR Addendum and a valid product Addendum for the products it want to get compensation (i.e. in order to be consider for Influencer, the business partner need to be authorized to resell the related ESS product).
- There is one exception that apply for those business partners authorized to sell ESS Enterprise Class Product, but that do not have a VAR Addendum signed with HP; these business partners are going to be able to participate in the Influencer motion and therefore be compensated in qualified opportunities but only when the customer is an Enterprise Named Accounts (a.k.a. T1 Accounts) otherwise they will not be qualified for the Influencer tool.
- The PartnerONE Compensation table shows different commission rates (i.e. percentages) for ESS products
- The commission rate will be determined based on the Net End User Discount:
  - Base rate: First bracket of net discount for the End user which goes from 0% to the first level indicated in the PartnerONE compensation Table.
  - Adjusted rate: When the Net End User Discount is above the first level of discount, the commission rate will be determined based on the correlation shown in the PartnerONE compensation table. This level of discount normally considers an approved special pricing from HP. HP reserves the right to approve

special pricing to any opportunity as its sole discretion, based on HP's pricing and profitability strategy with an specific customer, segment or in the marketplace.

- In mixed BU deals, the commission will be calculated by PL
- If one deal includes products from 2 tracks that belong to the same PL, the highest value will determine which track to consider calculating the commission

## **Carepacks with ESS products**

- HP Care-packs are also eligible to pay commission under the Influencer Model when they are ordered at the same as the associated ESS products.
- The percentages will be the same as those defined for ESS products, and the rules of the Standard Commission and Adjusted Commission will be applied, too.
- The calculation of the commission of HP Care-packs will be done in every order based on the Product Line they belong to:
  - PL72/JN: Same percentage as commission for BCS products
  - PL06/JN: Same percentage as commission for ISS products
  - PLR8/JN: Same percentage as commission for SWD products

## **SW Influencer Requirements and Conditions**

- The Influencer compensation tool is available to those business partners, which:
  - Have submitted a completed and signed Business Development Partner Agreement, the Influencer Addendum, the VAR Addendum and a valid product Addendum for the products it want to get compensation (i.e. in order to be consider for Influencer, the business partner need to be authorized to resell the related Software product).
- The PartnerONE Compensation table shows different commission rates (i.e. percentages) for Software products Support Product lines (8S and 3Y) offers difference rate than product lines (87, KK and 2X).
- The commission rate will be determined based on the Net End User Discount:
  - Base rate: First bracket of net discount for the End user which goes from 0% to the first level indicated in the PartnerONE compensation Table.

## Chapter 11 – PartnerONE Influencer Tool

Updated by May 1, 2007

- Adjusted rate: When the Net End User Discount is above the first level of discount, the commission rate will be determined based on the correlation shown in the PartnerONE compensation table. This level of discount normally considers an approved special pricing from HP. HP reserves the right to approve

### Influencer Claim and Payment Process

- Opportunities must be registered via the Deal Registration tool at least 30 calendar days before the end user customer issues a purchase order directly to HP (But Mexico where the minimum requirements is at least 15 days). HP will approve or deny Deal Registrations within 10 business days of submission. Approval of a Deal Registration is not a guarantee of payment.
- Claim submission – Once a deal has been registered, approved and invoiced to the End Customer, the partner may submit a claim for the Influencer tool commission.
- The rebate percentage is based on Net End User Customer Purchase Price and specific product category. Influencer commissions are paid when shipments are invoiced to the end user customer.
- Influencer commissions are paid within 10 days of completed claim submission.
- The HP Influencer team provides support for Influencer tool general information, Influencer Deal Registration, and ensures that partners receive accurate commissions.
- Influencer deal or claim status inquiries should first be directed to the Deal Registration site on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Enter with your unique ID and password. Click “Programs” on left navigation bar. On the “PartnerONE/Programs” page, click “Deal Registration” under “Frequently used links.”
- For payment or program discrepancies, notify HP via e-mail to the Program Admin Manager. E-mails must be sent within 30 calendar days of commission payment or registration denial. HP will review the reported discrepancies and report back to the partner within 5 business days whether the discrepancies have been resolved or if additional information is needed. HP’s decisions regarding payment discrepancies are final.

### General Terms and Conditions

- To qualify, a sales opportunity must be:
  - An incremental opportunity brought by the partner that HP has not identified either in an existing direct or indirect sales pipeline, or
  - A new project or a project that has been identified by HP, to which the influencing partner added unique value or expertise required to close the business, and is delivered into an HP Enterprise Named, Corporate, or Public Sector account, if the sale is direct.
- The opportunity need to comply with a deal size by Primary BU, which is described in the PartnerONE Compensation Matrix, posted on the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).
- Opportunities with Enterprise Named Accounts (a.k.a. T1 Accounts) are excluded from the minimum deal size criteria.
- Partners must register and claim deals via the Deal Registration web site and obtain approval. To locate PartnerONE Deal Registration, go to the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)). Enter with your unique ID and password. Click “Programs” on left navigation bar. Click “Deal Registration” under “Frequently used links.”
- Commission rates will be based on the validation of commission level (Standard or Adjusted) by product line, as determined by HP.
- Claims must provide all verification details required by HP.
- HP will issue payment to the partner only if it is able to validate the claim. Validation procedures may include shipment verification, end user customer contact or other means that HP deems reasonable. Commission is calculated on a deal basis and on Net End User Customer Purchase Price.
- Deal registrations for Influencer commission will remain active and partner accessible for 6 months following the date of registration by the partner. The partner may re-register the same deal if it expires, subject to HP approval. Current terms and compensation rates will apply.
- Partners are responsible for managing their customers’ Influencer Partner of Record information.



# Chapter 12 – Demonstration Equipment Benefit

Updated by May 1, 2007

## Demonstration Equipment Benefit

### Description

• The PartnerONE Demonstration Equipment Benefit offers a substantial rebate to eligible partners on the purchase of a broad range of HP products for internal use in training centers; customer demonstrations and sales force automation.

### Partner Segments

- All business partners that have submitted a completed and signed Business Development Partner Agreement and a valid product Addendum for the products it want purchase as Demonstration Equipment, and a VAR addendum to get the benefits directly from HP. For those partners that do not have a VAR addendum, the authorized Distributor they are purchasing products from should pass part or the entire additional discount approved by HP
- Other conditions of participation, procedures, and commission rates of the influencer tool will apply.

### Benefits

- Eligible partners will receive discounts off the Net Deale Price, which are established for each product line. The discounts are given upfront.

### Base Unit Eligibility

- Please consult the PartnerONE Demo Equipment matrix on the Partner Portal for the latest information on eligible products and additional discount percentages. Go to the HP Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).

### Demonstration Equipment Benefit Accelerators

- Additional Demonstration Equipment Benefits (Benefit Accelerators) are available to eligible partners to help drive sales in key HP targeted market segments, in addition to key HP solutions and technology areas. Partners eligible for benefit accelerators include the PartnerONE Technology Elite Partners:
  - Integrity Elite
  - Blades Elite
  - Enterprise Storage Elite
- The Demonstration Equipment Benefit Accelerators provide eligible partners with an opportunity to purchase one additional demonstration unit per fiscal quarter, per authorized location, per designation above the standard allocation.

- Partners may only procure products that they are authorized to resell.

### Terms and Conditions

In addition to the general benefit guidelines and participation criteria set forth above, partners must comply with the following terms and conditions:

- The Demonstration Equipment Benefit may not be used to purchase equipment for sale to an end user or for use as a “seed” unit for evaluation of a partner’s products or services
- The Demonstration Equipment Benefit may not be used to purchase equipment for internal production unit use.
- Use of the products purchased under this benefit is restricted. Partners may not sell, sublease or otherwise transfer the unit(s) purchased under this benefit, nor may they put these units to any non-demonstration or non-development use for a period of 3 months from date of purchase for Business Class products and 6 months for Enterprise Class products.
- Demonstration units sold to customers must include all manufacturer’s original equipment, i.e., all parts, documentation, software, etc., or the warranty will not apply.
- If and when used systems are sold to an end user, the partner is responsible for complying with all laws and regulations governing the sale of such systems.}
- To qualify for the additional discount, a business partner must submit the correspondent Order Processing Guideline (OPG)
- The allocated numbers of units for each membership segment are granted to each authorized partner location in good standing
- Product allocations are calculated per HP fiscal quarter. Quarterly allocated quantities not purchased may not be carried over to subsequent quarters.
- Systems may not be returned to HP or Distributors and are not eligible for price protection.
- HP Demonstration Equipment Benefit claims are only valid for products that are purchased as new
- Refurbished HP systems and options are not eligible to receive Demonstration Equipment Benefit discounts
- These additional discounts do not apply to, nor may they be used in conjunction with HP Big Deal transactions, or any other promotional activities that HP may offer, including demonstration equipment purchased from any other HP demo equipment loan or customer evaluation program.

---

## Chapter 12 – Demonstration Equipment Benefit

Updated by May 1, 2007

---

- Ordering demonstration units constitutes acceptance of the benefit terms and conditions. Any partner that violates the foregoing will (1) forfeit and immediately pay HP the discounted portion of the price of the original unit and (2) may be ineligible to participate in all HP equipment offerings for a period of 1 year.
- HP reserves the right to change the terms and conditions of this benefit at any time without notice.

# Appendix A - PartnerONE Program General Terms and Conditions

Updated by May 1, 2007

## Description

The PartnerONE Program General Terms and Conditions ("Program Ts and Cs") consist of the following additional terms and conditions to the

Business Development Partner Agreement (the "Agreement") pertaining to the governing of Business Development Partners' (partners) purchase and resale of HP products.

## PartnerONE Program Ts and Cs

- In the event of conflict between the Program Ts and Cs and terms and conditions of the Agreement, the terms and conditions of the Agreement shall take precedence.
- Definitions of terms used in these Program Ts and Cs shall have the same meaning as set forth in the Agreement. If a conflict in terminology occurs, the Agreement takes precedence over the PartnerONE Program Guide.
- HP may request additional information regarding program-specific qualification criteria from any participant. All documents submitted as part of any program enrollment shall become the property of HP and will not be returned.
- HP reserves the right to recover payments based on false or fraudulent information provided by the partner.
- HP reserves the right to alter or withdraw any of the tools set forth in this PartnerONE Program Guide at any time. If HP does alter or withdraw any of these tools, HP will provide written notice 30 calendar days before the change goes into effect. Changes will be posted on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)).
- The submission of a rebate claim or request for promotional funds pursuant to a PartnerONE program indicates agreement to and acceptance of these Program Ts and Cs.
- Programs are void where prohibited or restricted by law.
- HP's decisions are final.
- Failure to comply with the Program Ts and Cs and/or the PartnerONE Program Guide may result in termination of benefits, termination of any and all applicable agreements and/or civil or criminal liability.
- HP reserves the right to perform periodic audits to monitor compliance with these guidelines. The partner location that is selected for an audit will receive notification from HP or its designated auditor about audit procedures and items to be audited before the audit visit.

## Eligibility Ts and Cs

To be eligible for program benefits, products must be purchased from authorized partners or from HP directly (for benefits based on Influencer tool revenue only).

- HP shall make all determinations regarding program eligibility, and its decisions shall be final.
- Submission of false or fraudulent application information shall result in immediate termination of program participation and may affect a partner's status under the Agreement.

## Benefits Data Ts and Cs

- Partners and Distributors are responsible for the accuracy of data related to benefits, which are submitted to HP.
- HP reserves the right to refuse to review benefits issues based on inaccurate or incomplete data.
- In no event will HP review any benefit submissions received more than 30 days past the date of distribution, whether due to error or delay by HP, the Distributor or any partner.
- PartnerONE program compensation and demand generation benefits shall be calculated using reported sales information as determined by HP. It is the partner's responsibility to work with HP to correct any inaccurate data.

# Appendix A - PartnerONE Program General Terms and Conditions

Updated by May 1, 2007

## General Demand and Compensation Tools Ts and Cs

This section contains the General Terms and Conditions (Ts and Cs) that apply to all the demand and compensation tools included in this PartnerONE Program Guide. Please refer to the individual tool sections for more specific Ts and Cs.

- HP reserves the right to alter or withdraw any PartnerONE demand generation or compensation tool at any time. Changes will be posted on the Partner Portal ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) PartnerONE demand and compensation benefits will be calculated based on net aggregated resale revenue, or Influencer revenue.
- Remarketed or refurbished products are not eligible for any Influencer commissions.
- HP partners must at all time conduct business in a manner that reflects favorably on the reputation, quality, goodwill and credibility of HP and HP products.
- Partners shall not disparage HP or HP products in any way or make any representations or express any opinions regarding the features or capabilities of HP products that are not consistent with those found in literature or materials distributed by HP.
- HP reserves the right to apply PartnerONE demand and compensation earnings to offset amounts due to HP.
- Partners may not express or imply that they are HP or a subsidiary of HP.
- The Latin America Region program benefits and requirements are based on specific country sales locations only. Non-LAR locations do not qualify for LAR program benefits.

### Registration Process Ts and Cs

- For the PartnerONE compensation tools that require registration (Initiative Driven, Influencer and components of the Network tool) a deal must be registered at least 30 calendar days before the customer issues a purchase order through the partner or directly to HP. Registered opportunities will be date-stamped by HP. The date stamp may be used to determine when a partner initially engaged in the opportunity.
- For the PartnerONE Initiative Driven tool, a qualifying deal must be registered and claimed within 30 days (But Mexico where the minimum requirements is at least 15 days) of the last transaction (partner invoice date).
- Partners must submit all information required by HP for registrations to be accepted and validated.

- A registration number is valid for 6 months from the date the deal is created and will be removed from the HP system on the expiration date. A partner may re-register the opportunity using the registration process for the specified tool as described in the various tool sections.
- All re-registered deals must be pre-approved per the program guidelines.
- Deal registrations will only be accepted for end user companies located within the Latin America Region. Deals submitted outside of the Latin America Region will be denied. Deals for end user companies located in U.S. territories will be denied.

### Claim Process Ts and Cs

- For PartnerONE compensation tools that require a claim process (Initiative Driven, Influencer and components of the Network tool), partners must file the claims within 30 calendar days of closing the deal. Claims submitted after that time will be denied.
- Partner claims must provide all required verification detail. HP will make best efforts to validate all complete claims with data from internal systems in a timely manner. Key elements are date of order/shipment, invoiced items, invoice total, etc.
- Partners may submit multiple claims per Deal Registration within the 6 month registration period with the exception of the Portfolio tool, which only allows a single claim per registered deal. The claims must be filed within 30 calendar days of the last sales transaction.
- All compensation will be paid as rebates in accordance with the respective administrative processes listed in each tool section in this *Reseller PartnerONE Program Guide*.

# Appendix B - Glossary

Updated by May 1, 2007

**AIS** Accredited Integration Specialist

**ASE** Accredited Systems Engineer

**Attach** is a sales approach in which the partner uses a customer contact to thoroughly qualify an opportunity in order to better meet the customer's business needs. Attach means offering fully configured HP products and solutions on every deal. This gives the customer more choices and better solutions. The attach approach is complementary to the solution-selling approach and often yields partners such benefits as more satisfied customers and higher-margin transactions.

**Attach Plus** is a PartnerONE compensation tool (rebate), which rewards partners that attach, sell up and sell across the HP Portfolio of products, options, and services. Attach Plus is paid in the form of a quarterly rebate to partners that attain Attach Plus Performance Goals.

Authorization is granted to a partner, allowing that partner to sell certain HP products and enter into a relationship with HP. Requirements for authorization may include revenue, territory coverage and/or certification.

**Aggregated Resale Revenue** refers to combined partner revenue considering reselling and influencer model. It is measured using various reporting methods, depending on the specific products and method of acquisition.

**Backend Compensation** is a form of compensation that occurs after a deal has closed versus an upfront discount at the time of sale. Backend compensation is usually paid in the form of a rebate and can be transactional-based or claim-based.

Benefit Statement or the Compensation Benefit Statement allows partners to see consolidated PartnerONE channel status and benefits in one place.

**BPMRG User** (Business Planning Manager User) is a partner employee that manages the business planning process with HP. Only the BPMGR User has online access rights to the PartnerONE Business Planning tool.

**Business class products** In connection with the Influencer compensation tool, this class of HP products includes desktops, laptops, handheld devices, workstations and associated options, HP Printing & Digital Imaging, Industry Standard Servers, Business class storage, select third-party products and select HP Services offerings.

**Business Development Agreement (BDA)** is a signed contract that establishes a reselling relationship between HP and a Business Development Partner (partner). This relationship does not have any revenue requirements.

**Business Development Partner(s)** are Channel Partners, which have signed a Business Development Partner Agreement (BDA) with HP.

**Business Partners** are Business Development Partners that meet the baseline requirements for PartnerONE membership.

**Business Units (BU)** are the fundamental business areas of HP (IPG, PSG, HPS, ESS and SW) where ESS is conformed by BCS, ISS and SWD.

**BU Channel Program** is the marketing team dedicated to define marketing strategy and channel programs from BU perspective.

**Certification** is granted to an individual who passes required tests that measure the degree to which he or she can successfully perform a job. Certification ensures the validation of technical competencies and expertise.

**Commercial Named Accounts** (Formerly Enterprise Tier 2) is HP nomenclature for a class of accounts in which partners lead the sales motion in cooperation with HP Territory Account Managers (TAMs).

**Commercial Non-Named /SMB Accounts** (Formerly known as Emerging Enterprise (Tier 2EE) and SMB) is HP nomenclature for a class of customers in which partners lead the account relationships. Enterprise and Business class products.

## Appendix B - Glossary

Updated by May 1, 2006

**Compensation** is what HP pays to partners for sales results, meeting specific goals or delivering services on behalf of HP. Partners are rewarded in the form of rebates for achieving specific results. Under PartnerONE, partners are recognized and compensated for their entire contribution across all selling motions, from reselling to influencing.

**Competency** is achieved when a partner successfully completes training and/or certification classes and testing required by HP.

**Corporate Accounts** HP nomenclature for a class of customers in which the sales lead is performed by HP's direct sales force. These accounts are generally very large Enterprise companies that tend to be global in nature.

**Commission** When referring to the compensation or rebates earned under the Influencer tool, the term "commission" is sometimes used. This does not imply any employment relationship between HP and its partners, but is simply an industry-standard term to refer to the compensation paid to partners when they refer business to HP.

**Demand and Compensation Matrix** is the authoritative source for partners to obtain specific benefit (rebate) percentages offered by PartnerONE compensation tools. Benefits are listed by product and by compensation tool.

**Demonstration Equipment Benefits** enable eligible partners to purchase or rent a broad range of HP products for internal use, including deployment in training centers, demonstrations and sales force automation.

**Denominator** is a term from arithmetic that describes the number below the line of a fraction or equation. For example, in the fraction "2/3", "3" is the denominator. In division, the denominator is called the "divisor."

**Distributor** The term, "Distributor" refers to any business entity having a current Distributor Agreement or an Authorized Distributor Agreement with HP. Distributors may purchase products for resale purposes only directly from HP. Distributors may not purchase products for resale from any other non-authorized sources.

**Distributor Buy Price** is the price at which a Distributor buys products from HP. The Distributor Buy Price, not the Partner Acquisition Price, is used as a basis for all PartnerONE benefit tool payments with the exception of the Influencer tool.

**District Manager (DM)** manages group of Partner Sales Reps and represents HP at a territory or country level, responsible for account assignments and high level objectives.

**Elite compensation** is paid via the Technology and Solutions Networks, which are part of the Network tool.

**Enterprise class products** In relationship with the Influencer compensation tool, this class of HP products includes AlphaServer, HP-UX and Non-Stop servers, Enterprise class storage, OpenView software and select HP Services offerings.

**Enterprise Named Accounts** (Formerly Enterprise Tier 1) HP nomenclature for a class of customers. Enterprise Named accounts are end user accounts, where the sales lead is performed by HP's direct sales force.

**Enterprise server products** are specific products available to partners that have signed an agreement with HP and met specific HP-mandated qualifications set forth in the Enterprise Server Addendum. HP Enterprise Server products may be transacted through the reselling or influencing sales motions.

**Enterprise Storage products** are specific products available to partners that have signed an agreement with HP and met specific HP-mandated qualifications set forth in the Enterprise Storage addendum. HP Enterprise Storage products may be transacted through the reselling or influencing sales motions.

**FAQs** Answers to Frequently Asked Questions

**Fulfillment tools** are options that partners have to source HP products, services and solutions.

**Global Integrator Program** formerly known as the Global Influencer Program.

## Appendix B - Glossary

Updated by May 1, 2007

**Gold Partners** are Business Development Partners that create incremental demand for HP solutions and meet the middle level of requirements for expertise or financial results.

**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.

**HP-Led Enterprise Accounts End user accounts** where the sales lead is performed by HP's direct sales force.

**Initiative Driven Tool** rewards solution selling across multiple HP product lines.

**Independent Software Vendor (ISV)** is an HP Channel Partner that develops, demonstrates and deploys solutions on HP products.

**Influence revenue** refers to revenue associated with sales by HP or a partner to an end user for which the partner registers and/or receives credit for influencing the sale.

**Influencer partner** is a partner that receives commissions for influencing sales of products that the customer purchases directly from HP. Influencer tool enables HP to compensate partners for influencing end user customers to purchase HP Business and/or Enterprise products, services and solutions directly from HP.

**IPG** The Imaging & Printing Group is a business unit of Hewlett-Packard Company.

**IRG** Instant Reference Guide

**ISS** Industry Standard Servers includes but is not limited to HP product groups, such ProLiant servers, blade servers and rack products.

**ISV** Independent Software Vendor

**Market Network** as part of the Network tool, the Market Network is designed to reward partners that invest in key market segments. The Network tool includes the SMB, Diversity and Public Sector networks.

**Marketing Planning** is a key element of PartnerONE, requiring HP Gold and Platinum partners to work with HP to jointly develop and execute highly effective and measurable plans that focus on specific marketing activities per quarter. In return, HP provides a range of sales resources to qualified Gold and Platinum Partners.

**MASE** Master Accredited Systems Engineer

**Membership Rebate** is a benefit PartnerONE previously paid to eligible Gold and Platinum Partners as a reward for their overall investment in HP.

**MFP** Multi-function printers and products.

**MSVI (Marketing Services Vendor Initiative)** is a resource where partners can access information regarding third-party vendors, which offer high impact demand generation services that are not available from HP's portfolio of demand generation tools.

**Net Dealer Price** is the total, final price Distributors pay HP for products they purchase. It equals "List Price" minus the Distributor or Reseller discount. For partners that buy Enterprise products directly from HP, an average discount price may be applied.

**Net End User Customer Purchase Price** is the total, final price an end user customer pays to purchase products from HP. The Influencer benefit utilizes the Net End User Customer Purchase Price as the basis for paying commissions.

**Net Reseller Price** is the total, final price Reseller pay HP Distributors for products they purchase. The Initiative Driven Benefit utilizes the Net Reseller Price as the basis for paying indirect reselling model.

**Network tool** provides incentives to partners, which have demonstrable expertise that is aligned with HP's go-to-market initiatives. Partners are eligible for inclusion in the Network tool by reaching revenue and/or competency goals required by any of the tool's 3 networks (Technology, Solutions and Market.)

## Appendix B - Glossary

Updated by May 1, 2007

**Numerator** is a term from arithmetic that describes the number above the line of a fraction or equation. For example, in the fraction  $2/3$ , "2" is the numerator. In division, the numerator is called the dividend.

**Order Processing Guideline (OPG)** is a document detailing deals and promotions for which HP grants additional discounts. Each OPG is assigned with a unique identifier. There are 2 main types: Upfront (The discount is granted to the Partner at order entry) and Rebate (The discount is paid back to the Partner in the form of a credit upon receipt of a claim at HP)

**Partner Business Manager (PBM)** 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.

**Partner Business Representative (PBR)** 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 as extended band width of PBMs.

**Partner Development Funds (PDF)** are available to Gold and Platinum Partners. PDF is the vehicle used by HP to fund demand generation activities that are mutually agreed upon in the Marketing Plan. MDF accrual rates are based on the partner's total net aggregated resale revenue across all eligible product lines for a given quarter, and are posted in the PartnerONE Demand and Compensation Matrix on the Partner Portal.

**PDF Manager** is an individual in partner sales support that acts as super user of Business Planning system tool and responsible to ensuring PDF usage is in accordance with HP Corporate Policies and Program Guidelines.

**Partner Development and Program (PD&P)** is responsible for the design and development of competitive strategies, terms and conditions and channel marketing programs in order to enhance the productivity, revenues and profitability of the channels.

**PartnerONE** is an efficient, integrated and flexible partnering program that rewards performance and initiative while helping HP Business Development

Partners grow their top and bottom lines (net income and profits).

**Partner Sales Support (PSS)** Operational organization focalized to administrate channel operation and support partner sales driving effective and efficient operations for our Channel Partners to better enable the sales organization to achieve revenue goals.

**Partner Portal** ([www.conecta.latinamerica.hp.com](http://www.conecta.latinamerica.hp.com)) is a password-protected secure web site for authorized HP partners in the Latin America Region. It provides product, program, pricing and training information to help partners sell and support HP products, services and solutions for every level of management, marketing sales and support, as well as access to the PartnerONE program, including all compensation and demand generation tools.

**Performance Goal** a specified percentage that must be reached in order to receive an Attach Plus rebate payout. The percentage is calculated by dividing the appropriate numerator number by the denominator number as identified for each Attach Plus offer.

**Platinum Partners** are Business Development Partners that create incremental demand for HP solutions and meet the top level of requirements for financial results.

**PoP** Proof of Performance is documentation required by HP to prove that the partner has executed a deal or met all the requirements to qualify for various tools, initiatives, MDF activities, etc.

**PSG** The Personal Systems Group is a business unit of the Hewlett-Packard Company.

**Quarterly Demand Planning (QDP)** is a requirement of PartnerONE Gold partners. It is a process in which HP and Gold partners jointly set goals for each quarter and metrics to show progress towards those goals.



## Appendix B - Glossary

Updated by May 1, 2007

**Regional Marketing Consultant (RMC)** is an individual in channel marketing that is a marketing liaison for the field sales team and responsible to ensuring HP channel investments are in accordance with standard marketing practices and cost envelopes therefore has ability to approve objectives and cascaded activity and fund request.

**Resale revenue** refers to revenue associated with an end user's purchase of HP products and services from a partner. It is measured using various reporting methods, depending on the specific products and method of acquisition. Reselling occurs when a partner sells HP products, services and solutions to an end user customer. See "Selling Motions."

**Reseller Sales Out (RSO)** reporting occurs when a partner reports its end-customer sales directly to HP.

**ROI** Return on investment

**RPI** Revenue per investment dollar

**Selling Motions** are ways in which partners carry out their HP sales-related efforts. PartnerONE recognizes and rewards 2 types of selling motions: influencing and reselling.

**Service Provider Partners** are partners that provide a range of consulting and other services to HP customers and help HP deliver a total solution.

**Small and Medium Business (SMB)** Network provides access to a variety of focused and unique tools, benefits, solutions and support designed to help SMB-focused solution providers grow their business and be more effective and profitable in the SMB market.

**SMB (Small and Medium-Sized Businesses)** is HP nomenclature for a class of customers and a vertical market that includes businesses with less than 1,000 employees.

**Solutions Network** is a part of the Network tool. The Solutions Network is designed to reward partners that invest in key HP/third-party solutions and/or proprietary vertical applications.

**SPIF (Sales Performance Incentive Funds)** awards that is available to partners for sales of qualifying products.

**Solution Partners Organization (SPO)** utilizes partners to maximize revenue, profit, and growth by leveraging the complete HP portfolio and effectively extending the HP selling motion. SPO provides one face to partners, enabling improved consistency and simplicity leading to an improved Total Partner Experience (TPE)

**Stackable Benefits** are benefits that are not mutually exclusive. For example, a partner can receive compensation (rebates) from multiple tools on the same sales transaction, when the sale meets all the criteria required by those tools.

**System Integrator (SI)** is a partner that has the ability to integrate multi-vendor systems of hardware, software and project management services and provides this solution to a customer for a fee.

**Technology Network** is a part of the Network tool. The Technology Network is designed to reward partners that invest in key HP technology expertise including storage, servers, software and networking.

**Tier 1 Enterprise Accounts** Now known as "Enterprise Named." HP nomenclature for end user accounts where the sales lead is performed by HP's direct sales force. The Enterprise product fulfillment in this segment is based on customer choice.

**Tier 2 Accounts** Now known as "Commercial Named." This HP nomenclature previously defined accounts in which partners lead the sales motion in cooperation with HP Territory Account Managers (TAMs). Tier 2 accounts generally have more than 1,000 employees.

**Tier 2 Emerging Accounts (Tier 2EE)** Now known as "Commercial Non-Named." HP nomenclature for accounts in which partners lead the sales motion in cooperation with HP Inside Sales Representatives (ISRs).

---

## Appendix B - Glossary

Updated by May 1, 2006

---

**Total Customer Experience (TCE)** HP's policy to deliver the best possible experience to customers when doing business with HP.

**TSG** The Technology Group is a business unit of Hewlett-Packard Company.

**Year over Year Threshold (YOY)** For use with Attach Plus rebate, the YOY threshold is a percentage of denominator sales based on partner performance for the same quarter a year ago. The YOY threshold for the Attach Plus rebate is set for each Attach Plus Performance Goal (i.e. PSG, IPG, etc.).

# Appendix C – PartnerONE Compensation Matrix - Brazil

Updated by May 1, 2007

Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network		
			0.75 to 1.39	1.40 to 2.10	>2.10	70 to 99.9%	100 to 124.9%	125 to 150%	>150%	Platinum	Gold	100 to 124.9%	>125%	
Technology Service Group	Industry Standard Servers	LA 100 Series System	0,75%	1,25%	1,50%					0,5%	0,25%			
		SI HP Proliant Options	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%	
		SY HP Proliant Servers	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%	
		4U Proliant Essentials	0,75%	1,25%	1,50%	0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
		MV Blade Servers				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
	Storage Work Division	3C Commercial Nearline	0,75%	1,25%	1,50%									
		7A Info Storage Supplies												
		1Y Commercial SAN	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%	
		LH ILM				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		U Commercial NAS				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
		U Enterprise Nearline				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LK Storage Essentials				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LL Enterprise Infrastructure				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LM Online Enterprise Virtual Arrays				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LN Online XP Arrays				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
	Business Critical System	1X UNIX System				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
		2M HP 9000 Solutions				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		23 Integrity Essentials				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
	HP Services	HA Alpha Systems Division												
		PL Product Line Name	0.20 to 0.29	0.30 to 0.39	>0.40					Platinum	Gold			
		4J Education Services	0,50%	1,00%	2,00%					1,0%	0,50%			
		72 Business Infrastructure Support	0,50%	1,00%	2,00%					1,0%	0,50%			
		7G Network Services	0,50%	1,00%	2,00%					1,0%	0,50%			
		JN Mission Critical & Proactive	0,50%	1,00%	2,00%					1,0%	0,50%			
		R8 Storage Support & Services	0,50%	1,00%	2,00%					1,0%	0,50%			
		PL Product Line Name	0.045 to 0.0549	0.055 to 0.0649	>0.065					Platinum	Gold			
		R4 IPS Support	0,50%	1,00%	2,00%					1,0%	0,50%			
		PL Product Line Name	0.005 to 0.0099	0.01 to 0.019	>0.02					Platinum	Gold			
		O6 NT/Wintel Software	0,50%	1,00%	2,00%					1,0%	0,50%			
	Software	87 OpenView Software Licenses												
KK Emerging Business														
2X Mercury Licenses														
8S OpenView Support														
2Y Mercury Support														

Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network		
			0.50 to 0.59	0.60 to 0.70	>0.70					Platinum	Gold	100 to 110%	>110%	
Imaging & Printing Group	Mono Laser	2B Consumer Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%	
		8A Personal Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		PQ Business Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		6A Laserjet Accessories	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		AK Business Color Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
	Color Laser	LY Personal Color Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		MA AIO Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		C5 MFP Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
	Business Inkjet	7T Inkjet Business Printers	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		DU All-in-One Business Ink	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		4X Scanners	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		9C Edgeline MFPs	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
	Supplies	5T Laser Supplies												
		GA 30 Wide Format Printing												
	Consumer Inkjet	5M All-in-One Inkjet	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%	
		83 Personal Inkjet Printers	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%	
		2N All-in-One	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%	
		DL Inkjet Printer	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%	
	Digital Photo	KN Digital Cameras & Video	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%	
		C2 Photo Printing	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%	
2A Consumer Accessories		0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%		

Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network		
			0.05 to 0.09	0.10 to 0.14	>0.15					Platinum	Gold	80 to 99.9%	100 to 119.9%	>120%
Personal System Group	Desktops	7F Commercial Desktop PCs	0,25%	0,50%	1,00%					0,5%	0,5%	0,2%	0,3%	0,5%
		9F Commercial Desktop Options	0,25%	0,50%	1,00%					0,5%	0,5%			
		BO Commercial Displays	0,25%	0,50%	1,00%					0,5%	0,5%			
	Notebooks	AN Notebook PC	0,25%	0,50%	1,00%					0,5%	0,5%	0,5%	1,5%	2,0%
		MP Comm. Notebook Acc. & Opt.	0,25%	0,50%	1,00%					0,5%	0,5%			
	Handheld	21 Handheld Info Prod	0,25%	0,50%	1,00%					0,5%	0,5%			
		9J Handheld Branded Options	0,25%	0,50%	1,00%					0,5%	0,5%			
	Workstation	5X Workstations	0,25%	0,50%	1,00%					0,5%	0,5%	1,0%	2,0%	3,0%
		9H Workstation Branded Options	0,25%	0,50%	1,00%					0,5%	0,5%			
	Other	MG Comm. Services & Support	0,25%	0,50%	1,00%					0,5%	0,5%			

# Appendix B - Glossary

Updated by May 1, 2006

Product Group	PL	Product Line Name	Initiative Driven							Influencer							
			Min	Target Account	Comp. Market	Integrity Elite	Blade Elite	Storage Elite	Linux Elite	Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
Technology Service Group	Industry Standard Servers	LA 100 Series System															
		SI HP ProLiant Options	\$25K	2,0%	2,0%					3,00%	\$25K	0-24.9%	6,0%	>25%	0,0%		
		SY HP ProLiant Servers	\$25K	2,0%	2,0%					3,00%	\$25K	0-24.9%	8,0%	>25%	4,0%		
		4U ProLiant Essentials	\$25K	2,0%	2,0%			4,00%		3,00%	\$25K	0-24.9%	8,0%	>25%	8,0%		
		MV Blade Servers	\$25K	2,0%	2,0%			4,00%		3,00%	\$25K	0-24.9%	8,0%	>25%	8,0%		
	Storage Work Division	3C Commercial Nearline	\$50K	3,0%	2,0%						\$25K	0-29.9%	8,0%	>30%	4,0%		
		7A Info Storage Supplies									\$25K	0-29.9%	8,0%	>30%	4,0%		
		1Y Commercial SAN	\$50K	3,0%	2,0%						\$25K	0-29.9%	8,0%	>30%	4,0%		
		LH ILM	\$50K	3,0%	2,0%				4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%		
		L Commercial NAS	\$50K	3,0%	2,0%						\$25K	0-29.9%	8,0%	>30%	4,0%		
		L Enterprise Nearline	\$50K	3,0%	2,0%				4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%		
		LK Storage Essentials	\$50K	3,0%	2,0%				4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%		
		LL Enterprise Infrastructure	\$50K	3,0%	2,0%				4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%		
		LM Online Enterprise Virtual Arrays	\$25K	3,0%	2,0%				4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%		
		LN Online XP Arrays	\$50K	3,0%	2,0%				4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%		
	Business Critical System	1X UNIX System	\$25K	4,0%	2,0%	4,00%				3,00%	\$50K	0-59.9%	15,0%	>60%	8,0%		
		2M HP 9000 Solutions	\$25K	4,0%	2,0%	4,00%				3,00%	\$50K	0-59.9%	15,0%	>60%	8,0%		
		23 Integrity Essentials	\$25K	4,0%	2,0%	4,00%				3,00%	\$50K	0-59.9%	15,0%	>60%	8,0%		
		HA Alpha Systems Division									\$50K	0-59.9%	15,0%	>60%	8,0%		
	HP Services	<b>PL Product Line Name</b>	Min								Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
		4J Education Services									n/a	0-49.9%	14,0%	>50%	8,0%		
		72 Business Infrastructure Support									n/a	0-29.9%	8,0%	>30%	4,0%		
		7G Network Services									n/a	0-29.9%	8,0%	>30%	4,0%		
		JN Mission Critical & Proactive															
		R8 Storage Support & Services															
		<b>PL Product Line Name</b>	Min								Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
		R4 IPS Support									Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
		<b>PL Product Line Name</b>	Min	Target Account	Comp. Market	Software Elite	CoSelling \$10-50K	CoSelling >\$50K			Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
		O6 NT/Wintel Software									n/a	0-24.9%	6,0%	>25%	0,0%		
	Software	87 OpenView Software Licenses	\$10K	4,0%	6,0%	6,0%				\$10K	0-49.9%	25,0%	50-59.9%	15,0%	60-65.9%	5,0%	
		KK Emerging Business	\$10K	4,0%	6,0%	6,0%				\$10K	0-49.9%	25,0%	50-59.9%	15,0%	60-65.9%	5,0%	
		2X Mercury Licenses	\$10K	4,0%	6,0%	6,0%				\$10K	0-49.9%	25,0%	50-59.9%	15,0%	60-65.9%	5,0%	
		8S OpenView Support	\$10K	4,0%	6,0%	6,0%				\$10K	0-9.9%	10,0%	10-14.9%	5,0%			
2Y Mercury Support		\$10K	4,0%	6,0%	6,0%				\$10K	0-9.9%	10,0%	10-14.9%	5,0%				

Product Group	PL	Product Line Name	Initiative Driven							Influencer							
			Min	Max	Target Account					Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
Imaging & Printing Group	Mono Laser	2B Consumer Mono Laser															
		8A Personal Mono Laser	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		PQ Business Mono Laser	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
	Color Laser	6A Laserjet Accessories	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		AK Business Color Laser	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
	MFP AIO	LY Personal Color Laser	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		MA AIO Laser	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
	Business Inkjet	C5 MFP Laser	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		7T Inkjet Business Printers	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		DU All-in-One Business Ink	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		4X Scanners	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		9C Edgeline MFPs	\$5K	\$21K	4,0%						\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
	Supplies	5T Laser Supplies															
		GA Wide Format Printing									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		5M All-in-One Inkjet									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
	Consumer Inkjet	83 Personal Inkjet Printers									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		2N All-in-One									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
	Digital Photo	DL Inkjet Printer									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		KN Digital Cameras & Video									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
		C2 Photo Printing									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%
	2A Consumer Accessories									\$15K	0-43.9%	6,0%	14%-64.9%	3,0%	>65%	1,5%	

Product Group	PL	Product Line Name	Initiative Driven							Influencer						
			Min							Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
Personal System Group	Desktops	7F Commercial Desktop PCs														
		9F Commercial Desktop Options														
		BO Commercial Displays														
	Notebooks	AN Notebook PC														
		MP Comm. Notebook Acc. & Opt.														
	Handheld	21 Handheld Info Prod														
		9J Handheld Branded Options														
	Workstation	5X Workstations														
		9H Workstation Branded Options														
	Other	MG Comm. Services & Support														

# Appendix C – PartnerONE Compensation Matrix - MCA

Updated by May 1, 2007

Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network			
			0.75 to 1.39	1.40 to 2.10	>2.10	70 to 99.9%	100 to 124.9%	125 to 150%	>150%	Platinum	Gold	100 to 124.9%	>125%		
Technology Service Group	Industry Standard Servers	LA	100 Series System	0,75%	1,25%	1,50%					0,5%	0,25%			
		SI	HP ProLiant Options	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%	
		SY	HP ProLiant Servers	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%	
		4U	ProLiant Essentials	0,75%	1,25%	1,50%	0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
		MV	Blade Servers				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
	Storage Work Division	3C	Commercial Nearline	0,75%	1,25%	1,50%									
		7A	Info Storage Supplies												
		1Y	Commercial SAN	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%	
		LH	ILM				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		U	Commercial NAS				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
		U	Enterprise Nearline				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LK	Storage Essentials				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LL	Enterprise Infrastructure				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LM	Online Enterprise Virtual Arrays				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		LN	Online XP Arrays				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
		Business Critical System	1X	UNIX System				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%
	2M		HP 9000 Solutions				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
	23		Integrity Essentials				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
	HA		Alpha Systems Division												
	HP Services	<b>PL</b>	<b>Product Line Name</b>	<b>0.20 to 0.29</b>	<b>0.30 to 0.39</b>	<b>&gt;0.40</b>					<b>Platinum</b>	<b>Gold</b>			
		4J	Education Services	0,50%	1,00%	2,00%					1,0%	0,50%			
		72	Business Infrastructure Support	0,50%	1,00%	2,00%					1,0%	0,50%			
		7G	Network Services	0,50%	1,00%	2,00%					1,0%	0,50%			
JN		Mission Critical & Proactive	0,50%	1,00%	2,00%					1,0%	0,50%				
R8		Storage Support & Services	0,50%	1,00%	2,00%					1,0%	0,50%				
<b>PL</b>		<b>Product Line Name</b>	<b>0.045 to 0.0549</b>	<b>0.055 to 0.0649</b>	<b>&gt;0.065</b>					<b>Platinum</b>	<b>Gold</b>				
R4		IPS Support	0,50%	1,00%	2,00%					1,0%	0,50%				
<b>PL</b>		<b>Product Line Name</b>	<b>0.005 to 0.0099</b>	<b>0.01 to 0.019</b>	<b>&gt;0.02</b>					<b>Platinum</b>	<b>Gold</b>				
O6		NT/Wintel Software	0,50%	1,00%	2,00%					1,0%	0,50%				
Software		87	OpenView Software Licenses								1,0%	0,75%			
		KK	Emerging Business								1,0%	0,75%			
		2X	Mercury Licenses								1,0%	0,75%			
	8S	OpenView Support								1,0%	0,75%				
	2Y	Mercury Support								1,0%	0,75%				

Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network			
			0.30 to 0.39	0.40 to 0.49	>0.50					Platinum	Gold	100 to 110%	>110%		
Imaging & Printing Group	Mono Laser	2B	Consumer Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%			
		8A	Personal Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	2,0%	2,5%	
		PQ	Business Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	2,0%	2,5%	
		6A	Laserjet Accessories	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		AK	Business Color Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
	Color Laser	LY	Personal Color Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		MA	AIO Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
	MFP AiO	C5	MFP Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		7T	Inkjet Business Printers	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
	Business Inkjet	DU	All-in-One Business Ink	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		4X	Scanners	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
	Supplies	9C	Edgeline MFPs	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%	
		5T	Laser Supplies												
	Consumer Inkjet	GA	Wide Format Printing												
		5M	All-in-One Inkjet	0,40%	0,70%	1,00%					0,2%	0,2%			
	Digital Photo	83	Personal Inkjet Printers	0,40%	0,70%	1,00%					0,2%	0,2%			
		2N	All-in-One	0,40%	0,70%	1,00%					0,2%	0,2%			
		DL	Inkjet Printer	0,40%	0,70%	1,00%					0,2%	0,2%			
	Digital Photo	KN	Digital Cameras & Video	0,40%	0,70%	1,00%					0,2%	0,2%			
		C2	Photo Printing	0,40%	0,70%	1,00%					0,2%	0,2%			
	2A	Consumer Accessories	0,40%	0,70%	1,00%					0,2%	0,2%				

Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network			
			0.05 to 0.09	0.10 to 0.14	>0.15					Platinum	Gold	80 to 99.9%	100 to 119.9%	>120%	
Personal System Group	Desktops	7F	Commercial Desktop PCs	0,25%	0,50%	1,00%					0,5%	0,5%	0,2%	0,3%	0,5%
		9F	Commercial Desktop Options	0,25%	0,50%	1,00%					0,5%	0,5%			
		BO	Commercial Displays	0,25%	0,50%	1,00%					0,5%	0,5%			
	Notebooks	AN	Notebook PC	0,25%	0,50%	1,00%					0,5%	0,5%	0,5%	1,5%	2,0%
		MP	Comm. Notebook Acc. & Opt.	0,25%	0,50%	1,00%					0,5%	0,5%			
	Handheld	21	Handheld Info Prod	0,25%	0,50%	1,00%					0,5%	0,5%			
		9J	Handheld Branded Options	0,25%	0,50%	1,00%					0,5%	0,5%			
	Workstation	5X	Workstations	0,25%	0,50%	1,00%					0,5%	0,5%	1,0%	2,0%	3,0%
		9H	Workstation Branded Options	0,25%	0,50%	1,00%					0,5%	0,5%			
	Other	MG	Comm. Services & Support	0,25%	0,50%	1,00%					0,5%	0,5%			

# Appendix C – PartnerONE Compensation Matrix - MCA

Updated by May 1, 2007

Product Group	PL	Product Line Name	Initiative Driven							Influencer						
			Min	Target Account	Comp. Market	Integrity Elite	Blade Elite	Storage Elite	Linux Elite	Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
			Industry Standard Servers	LA 100 Series System								\$25K	0-24.9%	6,0%	>25%	0,0%
	SI HP ProLiant Options	\$50K		5,0%				3,00%	\$25K	0-24.9%	8,0%	>25%	4,0%			
	SY HP ProLiant Servers	\$50K		5,0%				3,00%	\$25K	0-24.9%	8,0%	>25%	4,0%			
	4U ProLiant Essentials	\$50K	2,0%	3,0%		4,00%		3,00%	\$25K	0-24.9%	8,0%	>25%	8,0%			
	MV Blade Servers	\$25K	2,0%	3,0%		4,00%		3,00%	\$25K	0-24.9%	8,0%	>25%	8,0%			
Storage Work Division	3C Commercial Nearline	\$50K	3,0%						\$25K	0-29.9%	8,0%	>30%	4,0%			
	7A Info Storage Supplies								\$25K	0-29.9%	8,0%	>30%	4,0%			
	1Y Commercial SAN	\$50K	3,0%						\$25K	0-29.9%	8,0%	>30%	4,0%			
	LH ILM	\$50K	3,0%	2,0%			4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%			
	I Commercial NAS	\$50K	3,0%	2,0%					\$25K	0-29.9%	8,0%	>30%	4,0%			
	IJ Enterprise Nearline	\$50K	3,0%	2,0%			4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%			
	LK Storage Essentials	\$50K	3,0%	2,0%			4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%			
	LL Enterprise Infrastructure	\$50K	3,0%	2,0%			4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%			
	LM Online Enterprise Virtual Arrays	\$50K	3,0%	2,0%			4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%			
	LN Online XP Arrays	\$50K	3,0%	2,0%			4,00%		\$50K	0-59.9%	15,0%	>60%	8,0%			
	Business Critical System	1X UNIX System	\$50K	4,0%	2,0%	4,00%			3,00%	\$50K	0-59.9%	15,0%	>60%	8,0%		
		2M HP 9000 Solutions	\$50K	4,0%	2,0%	4,00%			3,00%	\$50K	0-59.9%	15,0%	>60%	8,0%		
23 Integrity Essentials		\$50K	4,0%	2,0%	4,00%			3,00%	\$50K	0-59.9%	15,0%	>60%	8,0%			
HA Alpha Systems Division									\$50K	0-59.9%	15,0%	>60%	8,0%			
HP Services	PL Product Line Name	Min							Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	4J Education Services								n/a	0-49.9%	14,0%	>50%	8,0%			
	72 Business Infrastructure Support								n/a	0-29.9%	8,0%	>30%	4,0%			
	7G Network Services								n/a	0-29.9%	8,0%	>30%	4,0%			
	JN Mission Critical & Proactive								Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	R8 Storage Support & Services								Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	PL Product Line Name	Min							Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	R4 IPS Support								n/a	0-24.9%	6,0%	>25%	0,0%			
	PL Product Line Name	Min	Target Account	Comp. Market	Software Elite	CoSelling \$10-50K	CoSelling >\$50K		n/a	0-49.9%	25,0%	50-59.9%	15,0%	60-65.9%	5,0%	
	06 NT/Wintel Software								\$10K	10,0%	10,0%	10,0%	17,0%			
Software	B7 OpenView Software Licenses	\$10K	10,0%		10,0%	10,0%	17,0%		\$10K	10,0%	10,0%	10,0%	17,0%			
	KK Emerging Business	\$10K	10,0%		10,0%	10,0%	17,0%		\$10K	10,0%	10,0%	10,0%	17,0%			
	2X Mercury Licenses	\$10K	10,0%		10,0%	10,0%	17,0%		\$10K	10,0%	10,0%	10,0%	17,0%			
	B5 OpenView Support	\$10K	10,0%		10,0%	10,0%	17,0%		\$10K	10,0%	10,0%	10,0%	17,0%			
	2Y Mercury Support	\$10K	10,0%		10,0%	10,0%	17,0%		\$10K	10,0%	10,0%	10,0%	17,0%			

Product Group	PL	Product Line Name	Initiative Driven							Influencer						
			Min	Max	Target Account					Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
			Mono Laser	2B Consumer Mono Laser	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%
	8A Personal Mono Laser	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	PQ Business Mono Laser	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	6A Laserjet Accessories	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
Color Laser	AK Business Color Laser	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	LY Personal Color Laser	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
MFP AiO	MA AIO Laser	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	C5 MFP Laser	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	7T Inkjet Business Printers	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
Business Inkjet	DU All-in-One Business Ink	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	4X Scanners	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	9C Edgeline MFPs	\$5K	\$21K	4,0%					\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
Supplies	5T Laser Supplies															
	GA Wide Format Printing								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
Consumer Inkjet	5M All-in-One Inkjet								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	83 Personal Inkjet Printers								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	2N All-in-One								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	DL Inkjet Printer								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
Digital Photo	KN Digital Cameras & Video								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	C2 Photo Printing								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	
	2A Consumer Accessories								\$15K	0-43.9%	6,0%	4%-64.9%	3,0%	>65%	1,5%	

Product Group	PL	Product Line Name	Initiative Driven							Influencer						
			Min							Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
			Desktops	7F Commercial Desktop PCs												
	9F Commercial Desktop Options															
	BO Commercial Displays															
Notebooks	AN Notebook PC															
	MP Comm. Notebook Acc. & Opt.															
Handheld	21 Handheld Info Prod															
	9J Handheld Branded Options															
Workstation	5X Workstations															
	9H Workstation Branded Options															
Other	MG Comm. Services & Support															

# Appendix C – PartnerONE Compensation Matrix - Mexico

Updated by May 1, 2007

Technology Service Group	Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network		
				0.75 to 1.39	1.40 to 2.10	>2.10	70 to 99.9%	100 to 124.9%	125 to 150%	>150%	Platinum	Gold	100 to 124.9%	>125%	
Industry Standard Servers	LA	100 Series System	0,75%	1,25%	1,50%					0,5%	0,25%				
		SI HP Proliant Options	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%		
		SY HP Proliant Servers	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%		
		4U Proliant Essentials	0,75%	1,25%	1,50%	0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%		
		MV Blade Servers				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%				
	Storage Work Division	3C	Commercial Nearline	0,75%	1,25%	1,50%									
			7A Info Storage Supplies												
			1Y Commercial SAN	0,75%	1,25%	1,50%					1,0%	0,75%	0,5%	1,0%	
		LH	ILM				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
			U Commercial NAS				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%	
			U Enterprise Nearline				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
			LK Storage Essentials				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
			LL Enterprise Infrastructure				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
			LM Online Enterprise Virtual Arrays				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
			LN Online XP Arrays				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%			
Business Critical System	1X UNIX System				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%			
	2M HP 9000 Solutions				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%					
	23 Integrity Essentials				0,5%	1,0%	1,5%	2,0%	1,0%	0,75%	0,5%	1,0%			
	HA Alpha Systems Division														
HP Services	PL	Product Line Name	0.20 to 0.29	0.30 to 0.39	>0.40					Platinum	Gold				
		4J Education Services	0,50%	1,00%	2,00%					1,0%	0,50%				
		72 Business Infrastructure Support	0,50%	1,00%	2,00%					1,0%	0,50%				
		7G Network Services	0,50%	1,00%	2,00%					1,0%	0,50%				
	JN	Mission Critical & Proactive	0,50%	1,00%	2,00%					1,0%	0,50%				
		R8 Storage Support & Services	0,50%	1,00%	2,00%					1,0%	0,50%				
		PL	Product Line Name	0.045 to 0.0549	0.055 to 0.0649	>0.065					Platinum	Gold			
		R4 IPS Support	0,50%	1,00%	2,00%					1,0%	0,50%				
	Software	PL	Product Line Name	0.005 to 0.0099	0.01 to 0.019	>0.02					Platinum	Gold			
			O6 NT/Wintel Software	0,50%	1,00%	2,00%					1,0%	0,50%			
		87 OpenView Software Licenses								1,0%	0,75%				
		KK Emerging Business								1,0%	0,75%				
2X Mercury Licenses									1,0%	0,75%					
8S OpenView Support									1,0%	0,75%					
2Y Mercury Support								1,0%	0,75%						

Imaging & Printing Group	Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network		
				0.45 to 0.54	0.55 to 0.64	>0.65					Platinum	Gold	100 to 110%	>110%	
Mono Laser	2B	Consumer Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%		
		8A Personal Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%		
		PQ Business Mono Laser	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%		
	6A	Laserjet Accessories	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%		
		AK Business Color Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%		
		LY Personal Color Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%		
	MFP AiO	MA AIO Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%		
		C5 MFP Laser	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%		
		7T Inkjet Business Printers	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%		
	Business Inkjet	DU All-in-One Business Ink	0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%		
4X Scanners		0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%			
9C Edgeline MFPs		0,40%	0,70%	1,00%					0,2%	0,2%	3,5%	5,0%			
Supplies	5T Laser Supplies														
Consumer Inkjet	GA	30 Wide Format Printing													
		5M All-in-One Inkjet	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%		
	83 Personal Inkjet Printers	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%			
	2N All-in-One	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%			
	DL Inkjet Printer	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%			
Digital Photo	KN Digital Cameras & Video	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%			
	C2 Photo Printing	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%			
	2A Consumer Accessories	0,40%	0,70%	1,00%					0,2%	0,2%	1,0%	1,5%			

Personal System Group	Product Group	PL	Product Line Name	Attach Plus			Growth Accelerator				PDF		Network		
				0.06 to 0.11	0.12 to 0.17	>0.18					Platinum	Gold	80 to 99.9%	100 to 119.9%	>120%
Desktops	7F	Commercial Desktop PCs	0,25%	0,50%	1,00%					0,5%	0,5%	0,2%	0,3%	0,5%	
		9F Commercial Desktop Options	0,25%	0,50%	1,00%					0,5%	0,5%				
		BO Commercial Displays	0,25%	0,50%	1,00%					0,5%	0,5%				
Notebooks	AN Notebook PC	0,25%	0,50%	1,00%					0,5%	0,5%	0,5%	1,5%	2,0%		
	MP Comm. Notebook Acc. & Opt.	0,25%	0,50%	1,00%					0,5%	0,5%					
Handheld	21 Handheld Info Prod	0,25%	0,50%	1,00%					0,5%	0,5%					
	9J Handheld Branded Options	0,25%	0,50%	1,00%					0,5%	0,5%					
Workstation	5X Workstations	0,25%	0,50%	1,00%					0,5%	0,5%	1,0%	2,0%	3,0%		
	9H Workstation Branded Options	0,25%	0,50%	1,00%					0,5%	0,5%					
Other	MG Comm. Services & Support	0,25%	0,50%	1,00%					0,5%	0,5%					

# Appendix C – PartnerONE Compensation Matrix - Mexico

Updated by May 1, 2007

Product Group	PL	Product Line Name	Initiative Driven							Influencer						
			Min	Target Account	Comp. Market	Integrity Elite	Blade Elite	Storage Elite	Linux Elite	Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
			Industry Standard Servers	LA 100 Series System								\$25K	0-24.9%	6,0%	>25%	0,0%
	SI HP Proliant Options	\$50K		3,0%					\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
	SY HP Proliant Servers	\$50K		3,0%					\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
	4U Proliant Essentials	\$50K	2,0%	3,0%			4,00%		\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
	MV Blade Servers	\$25K	2,0%	3,0%			4,00%		\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
Storage Work Division	3C Commercial Nearline	\$50K	3,0%	3,0%					\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
	7A Info Storage Supplies								\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
	1Y Commercial SAN	\$50K	2,0%	3,0%					\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
	LH ILM	\$50K	2,0%	3,0%			4,00%		\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	LI Commercial NAS	\$50K	2,0%	3,0%					\$25K	0-29.9%	8,0%	30-44.9%	4,0%	>45%	2,0%	
	LJ Enterprise Nearline	\$50K	2,0%	3,0%			4,00%		\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	LK Storage Essentials	\$50K	2,0%	3,0%			4,00%		\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	LL Enterprise Infrastructure	\$50K	2,0%	3,0%			4,00%		\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	LM Online Enterprise Virtual Arrays	\$25K	2,0%	3,0%			4,00%		\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	LN Online XP Arrays	\$50K	2,0%	3,0%			4,00%		\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	Business Critical System	1X UNIX System	\$25K	2,0%	4,0%	4,00%			3,00%	\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%
	2M HP 9000 Solutions	\$25K	2,0%	4,0%	4,00%			3,00%	\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	23 Integrity Essentials	\$25K	2,0%	4,0%	4,00%			3,00%	\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
	HA Alpha Systems Division								\$50K	0-59.9%	14,0%	60-74.9%	7,0%	>75%	3,0%	
HP Services	PL Product Line Name	Min							Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	4J Education Services								n/a	0-54.9%	14,0%	55-64.9%	7,0%	>65%	3,0%	
	72 Business Infrastructure Support								n/a	0-29.9%	8,0%	30-39.9%	4,0%	>40%	2,0%	
	7G Network Services								n/a	0-29.9%	8,0%	30-39.9%	4,0%	>40%	2,0%	
	JN Mission Critical & Proactive								Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	R8 Storage Support & Services								Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	PL Product Line Name	Min							Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	R4 IPS Support								Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	PL Product Line Name	Min	Target Account	Comp. Market	Software Elite	CoSelling \$1050K	CoSelling >\$50K		Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate	
	O6 NT/Wintel Software								n/a	0-24.9%	6,0%	>25%	0,0%	n/a	n/a	
Software	87 OpenView Software Licenses	\$10K	10,0%		10,0%	3,0%	3,0%		\$10K	0-49.9%	25,0%	50-59.9%	15,0%	60-65.9%	5,0%	
	KK Emerging Business	\$10K	10,0%		10,0%	3,0%	3,0%		\$10K	0-49.9%	25,0%	50-59.9%	15,0%	60-65.9%	5,0%	
	2X Mercury Licenses	\$10K	10,0%		10,0%	3,0%	3,0%		\$10K	0-49.9%	25,0%	50-59.9%	15,0%	60-65.9%	5,0%	
	85 OpenView Support	\$10K	10,0%		10,0%	3,0%	3,0%		\$10K	0-9.9%	10,0%	10-14.9%	5,0%			
	2Y Mercury Support	\$10K	10,0%		10,0%	3,0%	3,0%		\$10K	0-9.9%	10,0%	10-14.9%	5,0%			

Product Group	PL	Product Line Name	Initiative Driven							Influencer						
			Min	Max	Target Account					Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
			Mono Laser	2B Consumer Mono Laser								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%
BA Personal Mono Laser	\$5K	\$21K		5,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
PQ Business Mono Laser	\$5K	\$21K		10,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
6A Laserjet Accessories	\$5K	\$21K		10,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
Color Laser	AK Business Color Laser	\$5K		\$21K	10,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
	LY Personal Color Laser	\$5K		\$21K	5,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
MFP AiO	MA AiO Laser	\$5K		\$21K	5,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
	C5 MFP Laser	\$5K		\$21K	10,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
Business Inkjet	7T Inkjet Business Printers	\$5K		\$21K	10,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
	DU All-in-One Business Ink	\$5K		\$21K	5,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
	4X Scanners	\$5K	\$21K	5,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
Supplies	9C Edgeline MFPs	\$5K	\$21K	10,0%					\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
	5T Laser Supplies	\$5K	\$21K	5,0%												
Consumer Inkjet	GA Wide Format Printing								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
	5M All-in-One Inkjet								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
	83 Personal Inkjet Printers								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
	2N All-in-One								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
	DL Inkjet Printer								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	
	Digital Photo	KN Digital Cameras & Video								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
		C2 Photo Printing								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%
	2A Consumer Accessories								\$15K	0-43.9%	6,0%	44%-64.9%	3,0%	>65%	1,5%	

Product Group	PL	Product Line Name	Initiative Driven							Influencer						
			Min							Min	End User Discount	Base Rate	End User Discount	Adjusted Rate	End User Discount	Adjusted Rate
			Desktops	7F Commercial Desktop PCs								\$25K	0-9.9%	6,0%	>10%	3,0%
9F Commercial Desktop Options									\$25K	0-9.9%	10,0%	>10%	8,0%			
BO Commercial Displays									\$25K	0-9.9%	6,0%	>10%	3,0%			
Notebooks	AN Notebook PC								\$25K	0-19.9%	8,0%	>20%	4,0%			
	MP Comm. Notebook Acc. & Opt.								\$25K	0-9.9%	10,0%	>10%	8,0%			
Handheld	21 Handheld Info Prod								\$25K	0-9.9%	10,0%	>10%	6,0%			
	9J Handheld Branded Options								\$25K	0-9.9%	10,0%	>10%	8,0%			
Workstation	5X Workstations								\$25K	0-19.9%	10,0%	>20%	8,0%			
	9H Workstation Branded Options								\$25K	0-9.9%	10,0%	>10%	8,0%			
Other	MG Comm. Services & Support								\$25K	0-9.9%	10,0%	>10%	8,0%			