Program guide

HP AllianceOne Partner Program

Grow faster with HP
Work with HP AllianceOne to get the training, tools, and resources you need to deliver more solutions, quicker and cost-effectively.

**Hot tip**

To get started as a new member of AllianceOne we recommend you to read the welcome letter, and then familiarize yourself with the AllianceOne portal. Exploring the portal is the best way to get acquainted with the program and its benefits.

**Before you begin**

Use this program guide in conjunction with the information on the AllianceOne portal to get started on your road to success as an HP AllianceOne Partner and to make the most of your membership.

**HP AllianceOne and you**

When you become an AllianceOne Partner, you receive a wide range of benefits that can help you learn new skills, improve your business potential, and boost your organization’s growth—and of course meet your customers’ needs by delivering advanced solutions based on HP technology. Use the growing portfolio of HP AllianceOne resources and support as you pursue opportunities in today’s most attractive business markets.

**Managing your membership**

You will realize greater benefits from your AllianceOne membership when you actively manage it on a regular basis. The “Membership Snapshot” area on the AllianceOne portal is the best place to start.

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**Your membership snapshot**

Manage My AllianceOne Membership
>> Sign out
>> Membership information
>> Contact us

My Membership Snapshot

Renewal date
15 Aug 20xx

Purchase agreement (PA)/Membership number
PA#: 20xx

My AllianceOne contact
Your contact’s name
your.contact@hp.com
1.800.249.3294

Full membership info
My AllianceOne Ready programs
>> HP CloudSystem Ready Program

My AllianceOne specialized programs
>> HP Networking Specialization
>> Enterprise Management Alliance Program

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When you sign in, “Manage My AllianceOne Membership” appears in the right navigation bar on the AllianceOne portal home page.

Important information about your membership displays here, including your purchase agreement number, which you can use to purchase discounted equipment. You’ll also see contact information for your AllianceOne program representative.

Depending on your focus and areas of expertise, you can participate in one or more of these specialized programs, such as the HP CloudSystem Ready Program. After you join a specialized program, it becomes highlighted in the list.
**Membership period**

Your AllianceOne membership is for a 12-month term, which begins on the date you are accepted into the AllianceOne program. Your membership renews annually. As your renewal date approaches, you’ll receive an information email showing the information in our database about your company. You can change this with the “Manage my membership” function, respond to us with the changes or simply tell us that it is all correct and we will renew your membership. By validating that all of your company information is correct, you ensure customers and prospects have accurate information about your company, your solutions, and how to contact you.

**Cost**

There is no cost to join the HP AllianceOne Partner Program.

**Coverage—your company and individual membership in AllianceOne**

Membership in the AllianceOne program is by company; however, that does not mean everyone in your company automatically becomes an AllianceOne member. In order for individuals within your company to participate in the AllianceOne program, each one must be added to your company membership. Please refer to the “Adding colleagues to your company membership” section for complete information.

**Key contact—your company’s primary liaison to AllianceOne**

Every member company has a designated key contact who serves as the primary liaison between your company and AllianceOne. The key contact has administrative control over your company’s membership.

The person who registers your company for membership in AllianceOne must indicate who your company’s key contact will be when they establish your membership in the program. The person who registers your company for membership may designate themselves as the key contact, but any person within your company can be assigned that role.

**Setting passwords for your company membership**

The person who registers your company for membership in AllianceOne will be required to enter two passwords. The passwords will be used for the following purposes:

- If a membership application is initiated but not completed, the passwords enable the person who registers your company for membership to retrieve the saved portion of the application and complete any missing information.
- When colleagues add themselves to your company’s AllianceOne membership, the passwords enable them to do this either as an ordinary contact or as a super user able to update the company information. You have to choose who to provide the second password to.

**Working with your AllianceOne program representative—our primary liaison to your company**

When your company joins AllianceOne, you’ll be assigned an AllianceOne program representative in your home region. Home region is determined by the country that is listed on your membership application. Our regions are:

- Americas
- Europe, the Middle East, and Africa (EMEA)
- Asia Pacific, Japan (APJ)

Your program representative is available to answer questions and help you take advantage of program benefits. To find your program representative, sign in to the AllianceOne portal using the username and password you set up during registration. You will see your regional program representative’s information on the AllianceOne home page. This information only appears when you are signed in to the AllianceOne portal. If you are unable to sign in, you can find contact information for your regional program center at hp.com/go/AllianceOne/ContactUs.
Adding colleagues to your company membership

We suggest that you associate multiple people in your organization with your company’s AllianceOne membership. When you add colleagues to your membership, they—along with your key contact—can access program benefits, get help from your regional AllianceOne program representative, and receive notifications via our monthly Member Update. There is no limit to the number of people you can add to your company’s membership; most partners add three to 10 people.

Your colleagues can add themselves in a process called “Affiliation,” if their email domain is the same as the one entered in company registration for the company. This is a very simple automated process. If not, they will need the company passwords mentioned on the previous page. There is a guide to affiliation available on the portal.

You can add them as well, using the “Manage my membership” you can see who is affiliated under company contacts and there you can add them.

All contacts will require a HP Passport account when added if they do not already have one; it will be created for them as a courtesy and they will be emailed with details of this.

Should you have any difficulty with this please contact your program representative who will assist you in adding your colleagues on your behalf.

Company name change

If your company name changes or you merge with another company, reach out to your program representative for assistance with transitioning your membership.

Replacing the key contact if they change roles or leave your company

The key contact should inform their AllianceOne program representative and provide the name, email, and phone information for the replacement key contact. This will ensure your company continues to have full access to all of your AllianceOne benefits.

Regional information

Most AllianceOne program benefits are offered worldwide. However, if your company operates in multiple regions, you might want to establish membership in more than one region. Doing so gives you access to regional AllianceOne program representatives for local guidance; it also allows you to take advantage of equipment discount offerings, which vary by region and country.

Note

Due to local laws and guidelines, your company must have a membership in each country where you want to participate in the equipment discount program.

To establish membership in a second or third region (or country), contact your AllianceOne program representative for assistance.

Hot tip

We recommend that you review the details guide to affiliation available on the portal and if you have any questions contact your program representative for help.
Your program benefits

All partners in the HP AllianceOne Partner Program have access to a core set of technical, marketing, sales, and partner community benefits. In addition, all AllianceOne partners can apply to participate in one or more of the AllianceOne specialized programs. Certain benefits are only available to partners who participate in these programs. Read more about them in the specialized programs section of this guide.

The following sections contain overviews of some of the more frequently used benefits available to all AllianceOne members. These sections also include information on how to access these benefits. You can find detailed information on the complete menu of AllianceOne benefits in the "Benefits and Services" section on the AllianceOne portal.

Technical benefits—highlights

Test environment
To develop and test your software in an HP environment, HP AllianceOne created the HP AllianceOne Cloud Operating Environment (CLOE)—a self-serve, virtualized environment consisting of a mix of HP servers, operating systems, storage, and networking. For detailed information, sign in to the AllianceOne portal and go to the AllianceOne Cloud Operating Environment page. To initiate access to CLOE, click the "Access the HP AllianceOne Cloud Operating Environment" link at the top of the right navigation bar on the CLOE page (you must be signed in to the AllianceOne portal). After completing the form, you will be granted access to CLOE for a specified length of time, during which you can complete your testing and validation. For more information about CLOE and other programs, visit the Test Environment webpage.

Equipment Discount Program
AllianceOne offers members significant discounts on hardware and software that is purchased for development, test, or demonstration purposes. Discounts vary on each type of equipment, and discounts are specific to regions.

If your membership is in the Americas or Asia Pacific, Japan region, you will receive a purchase agreement (PA) number in your welcome package. You will also see your PA number in the snapshot area on the home page of the AllianceOne portal when you log in. If you are an AllianceOne member in the Americas or Asia Pacific, Japan regions, use your PA number to purchase equipment at special discounted pricing under the AllianceOne equipment discount program. If you join AllianceOne as a partner in EMEA, contact your AllianceOne regional program office, or email allianceone.emea@hp.com to take advantage of the program. (Note: In EMEA, fulfillment is generally handled by a local reseller.)

Technical assistance
When you have a technical question or problem, HP technical experts can help. Questions can be on virtually any topic including compatibility issues, software availability, performance optimization, or integration with key HP technologies. After you complete the appropriate form on the AllianceOne portal assistance will be delivered through timely email exchanges.

You can also submit a question in the technical development support forum. (See the community section of this guide for more information.)

Tools
To streamline solution development, you have access to a wide assortment of technical tools:

- Software downloads including add-ons, service packs, product updates, and beta or preview releases; you can use these software tools for internal use only on development, demo, and test systems.
- Software development kits provide the latest tools to speed development on HP operating systems.
- Software transition kits help you migrate software from one environment to another.
- Patch access: If you are an AllianceOne member, you can request access to patches for use on your demonstration, development, and test systems. To get more information or to request access, go to hp.com/go/allianceonepatchaccess.
- Technical resources including FAQ, references and manuals, roadmaps, and white papers.
- Training opportunities including access to HP Education classes, HP ExpertOne training and certification, and training on the latest HP topics.

Marketing benefits—highlights
Marketing services are universal benefits available to all AllianceOne members. You can select from a collection of tools
to meet your company’s needs. To access marketing benefits offered through the AllianceOne portal, you must use your AllianceOne sign-in. Most marketing benefits are available worldwide, but some vary by region.

Generate demand
When you are ready to promote your solution or your company, select vendors offer special packages and discounted AllianceOne member pricing on lead generation and campaign development services, including:

- Partner marketing and sales programs: Work with a vendor who specializes in new partner recruitment programs, partner training and communications, and partner incentive programs to build and grow your partner channel.
- Customizable direct marketing programs: Team with experts in lead generation and account profiling to uncover qualified sales-ready leads for your solution. Drive more sales using proven lead management, call center services, and cloud-based customer relationship management solutions to track each deal—from first contact to closure.
- Lead generation: Leverage an extensive database and direct marketing services to execute regional promotions, and promote and distribute white papers and other collateral assets to prospective customers.
- Access top industry analysts: As an AllianceOne member, you can receive registration discounts for select industry analyst events where you can learn first-hand about the trends that are shaping our industry.

Accelerate sales
When you’ve generated demand for your solution, you want to close deals as quickly as possible. AllianceOne helps you accelerate sales by providing a wide range of services:

- HP AllianceOne Products and Services Catalog: The AllianceOne Products and Services Catalog includes information on AllianceOne Partners and their solutions. This catalog enables HP customers to find your solutions quickly and easily—and that means increasing your sales potential. To provide the greatest benefit, you should keep your solution information up to date at all times.
- Co–branded HP promotional merchandise: When you attend a tradeshow or other customer event, you can enjoy better results when you offer co–branded promotional merchandise imprinted with your company logo and the HP logo. Take advantage of discounted pricing and new promotional items being offered to AllianceOne members regularly.

• Sales engagement: When you need help with a sales opportunity, contact AllianceOne for help. After reviewing your request, your regional AllianceOne program office will determine the best way to assist you.

Promote your success
AllianceOne is proud to have you as a partner—and we’re happy to see you display HP insignias to promote your alliance with HP. You can use the AllianceOne Partner graphic in:

- Point-of-purchase, store wall, or window signage
- Stationery and business cards
- Direct mail and sales literature
- Tradeshow banners and signage
- Website banners, and more

Before you use the AllianceOne Partner graphic, make sure you understand and follow the specifications for use listed on the AllianceOne Partner insignias page.

HP AllianceOne Partner of the Year awards—Each year, AllianceOne recognizes outstanding accomplishments in the development and delivery of innovative HP-based solutions. Partner of the Year award winners are chosen for delivering solutions that drive meaningful business results for our joint customers. A call for entries will be posted in the Member Update; you will typically have about a month to submit your nomination. Winning one of these awards positions you for greater market visibility and business opportunities.
**Hot tip**

From the AllianceOne Twitter account, you can receive notifications about technical articles, program updates, events, SIG meetings, webcasts, and relevant HP news that you can access and use.

**Community benefits—highlights**

As an AllianceOne member you can access online and in-person communication options to interact with HP experts, peers, and customers to exchange information, expand your knowledge, and get support. Here are some of our most commonly used community benefits:

**Special Interest Groups**

AllianceOne sponsors local face-to-face special interest group (SIG) events around the world on various technical topics. You can use these events to gather and share knowledge, and network with your peers. Check the SIG calendar to learn about upcoming events in your area.

**AllianceOne Online Forums**

To access any of these AllianceOne member only support forums you need to sign in to HP Passport and then use your AllianceOne credentials:

- Technical development support forum—HP experts solve your development technical issues, you can find relevant updates and our technical corner articles which are bimonthly publications on your most asked technical questions and development topics.

**Other HP Enterprise Business Online Forums**

Become part of the HP Enterprise Business Community, as a recognized HP AllianceOne Partner. When you sign in to the Community with your AllianceOne credentials, your user identity will include a special HP alliance identifier, which shows customers and partners that you are a member of the HP AllianceOne Program. Through the business community, you can:

- Access HP products and solutions forums and blogs, where you can help customers discover solutions to their business issues through your applications by interacting in the forums. You can also help customers and partners work through joint solution issues.
- Access the AllianceOne public forum, this forum will allow you to interact with other HP customers and partners.

**Specialized Programs**

Depending on your focus and area of expertise, you can apply to join one or more of the AllianceOne specialized programs. You can use the content, benefits, and services offered by these programs to help build new solutions and grow your business. You can find a list of specialized programs, as well as detailed descriptions and criteria for joining, on the Specialized Programs page.

All AllianceOne members are eligible to apply to the specialized programs. These programs are designed to help you create a deeper connection with HP in certain solution areas, such as CloudSystem.

The specialized programs provide an integrated value chain of tools, training, self-validation opportunities, promotion, and ongoing technical support. Each specialized program targets a pivotal HP technology, where we believe partners have a key role to play. The specialized programs require you to complete an integrated set of steps that include training and validation. Attaining specialized program status results in incremental marketing benefits and access to ongoing technical support in a particular program technology area.

Each specialized program has a series of steps that are designed to:

- Increase your knowledge about HP technologies in that solution area
- Test and validate your solution in a specific HP ecosystem
- Leverage marketing benefits to raise awareness for your solution

**HP Solution Demo Portal**

If you participate in any of the specialized programs, you are eligible to showcase your HP solution in the Solution Demo Portal (SDP). Demos can be posted and made available to your customers and prospects for up to one year, after which the demos must be renewed. Complete and submit the SDP request form if you are a member of our Specialized Programs. If you'd like to see what's available on the SDP, go to the Solution Demo Portal.
Tips for success

• Update your solution information on the portal as necessary.
• Keep your contacts on the portal up to date.
• Keep your purchase agreement number handy.
• Become familiar with the portal and use it on a regular basis so you know what’s happening with AllianceOne.
• Maintain your AllianceOne sign-in information.
  – Write down your username and passwords.
  – Key contacts or super-users should write down the company passwords so they can allow other people within their company to access the company benefits.
• Read the AllianceOne Member Update monthly newsletter to learn about new partner opportunities, program changes, upcoming events and training, shortcuts to technical updates, and important HP news.
• Join the online forums. As an AllianceOne member, you have access to many forums. If you have a question or problem, check the forum first; if you need additional help, your program representative is always available.
• Register for training opportunities.
• Learn how to access software downloads and updates.
• Know where to find program and technical support.

Learn more at hp.com/go/allianceone