



HPE Partner Ready program co-selling overview

Leverage the power of collaboration for greater sales success

Get started >



Hewlett Packard
Enterprise

Brochure

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We're better working together

“Our partners are an extension of our HPE family, and everything we do is geared toward setting our partners up for success to help you (customers) make the most of your IT investments.”

– Antonio Neri, President & CEO, Hewlett Packard Enterprise



What is co-selling?

Simply put, co-selling involves any collaborative engagement between HPE sellers and you, our HPE Partner Ready: Service Providers and HPE Partner Ready Vantage Managed Services Center of Expertise partners.*

Through co-selling, we collaborate together to develop and deploy enhanced, innovative solutions to our customers.

It may include cooperative sales strategy and planning, lead sharing, and development of joint-lead generation initiatives.

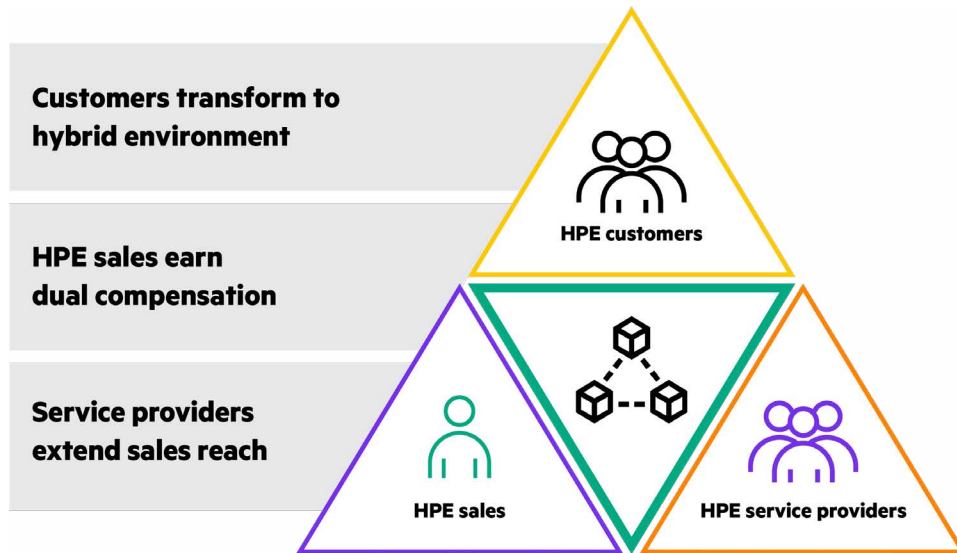


Figure 1. Collaboration and co-selling benefits to customers.

*Not applicable for HPE Partner Ready Vantage Managed Services Center of Expertise — Networking partners.



Win with co-selling

Digital transformation is not only changing the competitive landscape but also customer expectations.

Together with HPE, you can better meet these expanded customer expectations, extend our collective opportunities across the new landscape, uncover new markets, and develop strategies for repeatability. Bringing together our collective expertise can win more deals, deliver industry-leading solutions, and continue to grow your business.

Additionally, you can use the Partner Connect platform to identify new opportunities to collaborate and drive business outcomes. Co-selling is about succeeding together.

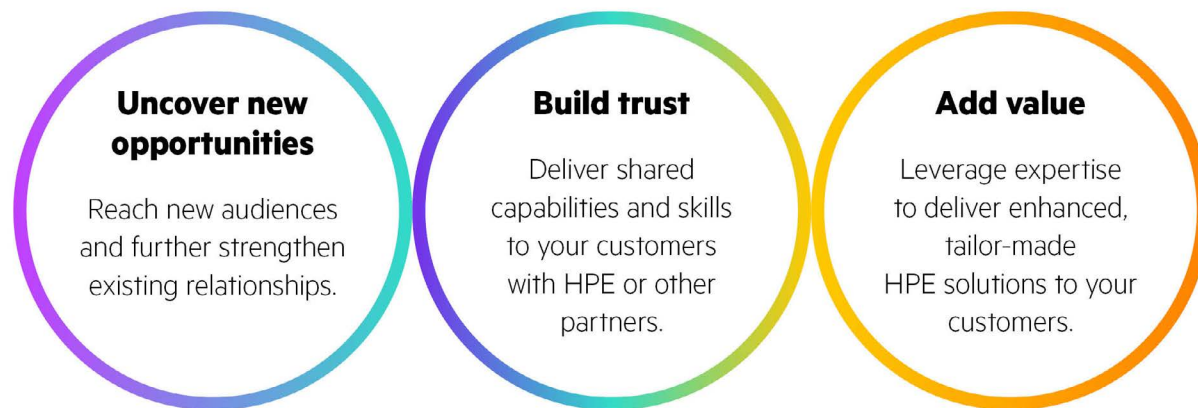


Figure 2. There are partner benefits to co-selling.

Partner Connect is a digital community that empowers customer-to-partner and partner-to-partner connections and enables faster access to the right partner(s) to solve customer business needs. This digital platform enables a simplified customer experience and easier access to find and connect with the right partner.



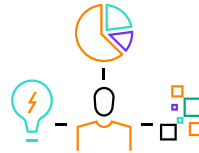
Ways to engage in co-selling



HPE-led

As an HPE Partner Ready: Service Provider or HPE Partner Ready Vantage Managed Services Center of Expertise partner,* you have an opportunity to reach thousands of HPE sellers who actively engage with customers on [Partner Connect](#).

HPE motivates its sellers to work with you — offering its sellers dual compensation which applies to both single- and multi-tenant opportunities, and when you choose to underpin your solution with HPE GreenLake.



Solution provider-led

The HPE channel includes partners of many different types and skill sets. Co-selling in a solution provider-led motion is where you team works with an HPE solution provider who may not have service provider capabilities or may have gaps in areas where you have strengths.

The solution provider will engage with you when they identify a sales opportunity for an off-premises solution and invite you to augment their offering to meet the customer's hybrid cloud needs.

Some service providers have established reseller programs that offer either commission and/or white label opportunities that are compelling for solution providers.



Service provider-led

There are times when a service provider, who is not also a solution provider (does not resell hardware), has a customer looking for a hybrid cloud solution involving both on-premises and off-premises components. In this case, the service provider may look to HPE, or an HPE solution provider, to augment their off-premises solutions to fully meet the customer's needs.

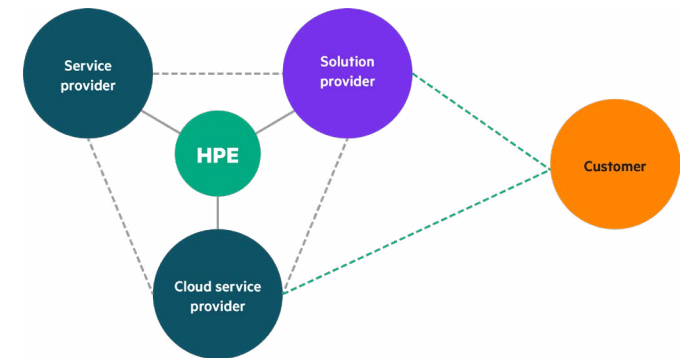


Figure 3. HPE and its partner ecosystem can work in concert to provide the right solutions to customers.

*Not applicable for HPE Partner Ready Vantage Managed Services Center of Expertise — Networking partners.



HPE go-to-market

HPE is committed to creating joint success with our partners. Regular engagement between HPE account teams and your service provider sales and services teams is crucial to keep pace with the market. HPE's comprehensive service provider offerings deliver proven tools and solutions to help you grow your business, expand your market reach, and improve your balance sheet.

With HPE, the service provider has a variety of go-to-market options and entry points to create joint success across our ecosystem. Proactively identify collaborative selling and marketing opportunities and provide the HPE sales force with the information they need to highlight your offerings when customer requirements demand it. Together with HPE, you can quickly identify solutions for vertical industries, workloads, and geographies that address customer business needs.



Figure 4. These go-to-market options and entry points can result in joint success.

Sustainability becomes increasingly important as you consider the hidden costs of recycling, efficiency of technology, and hiring new technical talent. HPE GreenLake is a sustainable product with asset upcycling built-in. Additionally, HPE has a road map for sustainability to continue development of an increasingly efficient portfolio.



Ready to start co-selling?

1

If you are an existing HPE Partner Ready: Service Provider partner, you are eligible for all associated benefits including co-selling.

2

Co-selling is a benefit of HPE Partner Ready Vantage Managed Services Center of Expertise, as well as incremental benefits.

3

Interested in becoming an HPE partner?
See HPE Partner Ready: [Service Provider](#) or [Managed Services Center of Expertise](#).

4

Questions?
Contact your HPE representative.

Co-selling with HPE is when collaborative people, empowering technology and transformative ideas, accelerate change.

Accelerate innovation

Accelerate transformation

Accelerate value

Accelerate possibilities





Resources

Learn more about our programs. Get tools, training, resources, and support so you can realize greater sales and marketing success. Visit each resource below to discover the partner-focused opportunities available to you.

[HPE Partner Ready: Service Provider](#)

[HPE Partner Ready Vantage program](#)

[HPE Sales Pro](#)

[HPE Tech Pro](#)

[HPE Marketing Pro](#)

