

About the HP Authorized Parts Reseller Program



The HP Authorized Parts Reseller Program is a HP Partner Program created for the trade sales of Certified HP Genuine Replacement Parts for HP PC and Print Products.



The partner program is designed to:

- Govern the marketing and trade sales of Certified HP Genuine Replacement Parts to our customers through HP and our HP Authorized Parts Resellers.
- Deploy a globally consistent partner program trademark recognizable by end customers by providing marketing differentiators for our resellers.
- Provide a parts solution fulfilling the market need for support of HP Products that are out of warranty/HP branded services.
- Protect HP's intellectual capital and defend against counterfeit parts by promoting and providing our customers with Certified HP Genuine Replacement Parts.
- Provide Certified HP Genuine Replacement Parts as part of the HP Hardware Life Cycle Solutions complementary to existing HP Branded service offerings.

What does the HP Authorized Parts Reseller Program deliver to HP?

Go to Market:

- Point of sale for Certified HP Genuine Replacement Parts for end customers and HP product resellers.
- One stop shop for customers who have multiple OEM PC/Print products to support outside of warranty/HP Branded Services.
- Minimization of financial risk to HP.
- Trusted advisors who promote and advocate Certified HP Genuine Replacement Parts value proposition by providing parts solutions in an extended geographical reach.
- Branded differentiation in the market from those non-authorized parts resellers who sell gray and aftermarket parts as HP parts.

Growth:

- Extend opportunity – support diversity of parts portfolio.

- Increase in market share by promoting end customer awareness around Certified HP Genuine Replacement Parts quality.

Operational excellence:

- Predictability; Our HP Authorized Parts Resellers provide regular forecasts for demand of Certified HP Genuine Replacement Parts.
- Leverage best practices of existing HP Partner Programs.

For more information and the full list of HP Authorized Parts Reseller in your region, visit:
HP Parts Store www.hp.com/buy/parts



Certified HP Genuine Replacement Parts
Quality assured

