

**Brief**

# One great partner deserves another.



## The HP JetAdvantage Partner Program

Your goal is to bring world-class solutions to market. Ours is to assist you every step of the way. Together, we can be more successful, serve more customers, and build better business.



The HP JetAdvantage Partner Program provides a host of services and resources to help you accelerate your development process, simplify deployment, and streamline integration with HP LaserJet imaging and printing devices.

### Better together

#### **The strength of partnership**

Joining forces with HP as part of the HP JetAdvantage Partner Program can help you speed up your solution development and integrate your products into the marketplace more easily.

#### **A competitive advantage**

Partnering with us means you have our industry-leading management tools and infrastructure right at your fingertips, including our technology expertise and relentless focus on customer experience.

#### **Leverage technology, lower costs**

Reduce your development costs with the HP Open Extensibility Platform (OXP). This open-technology architecture means one-time development for multiple devices, and since it works together with HP FutureSmart firmware, you get a seamless integration of your solution with HP devices.

### A shiny start

#### **A tailored approach—your needs matched**

Tiered membership means you have access to the right level of resources to match your needs. We tailor our programs and services based on your geographical reach, service offerings, support capabilities, and integration with our technology architecture.

#### **Combined strengths to serve more customers**

Partnership in the HP JetAdvantage Partner Program begins at the silver tier. Combined with HP imaging and printing products, solutions from our current silver partners provide our customers with a broad portfolio of offerings to help them better manage their imaging and printing environment.



## The benefits of partnership

### Partnership is a win-win

We're grateful for our partners, and know how much value they bring to both HP and our shared customers. That's why the HP JetAdvantage Partner Program offers a wide range of benefits—at no cost.

### More exposure means more sales

All HP JetAdvantage Partner Program partners are listed on the HP Global Solution Center ([hp.com/go/gsc](http://hp.com/go/gsc)), an online catalog of third-party solutions. Customers and the HP sales force use this catalog to learn about solutions that meet their specific business needs.

### Use the logo, build trust

Boost your marketing efforts and show off the strength of partnership by using the HP JetAdvantage Partner Program logo.

### Broader, brighter opportunities

Working together opens up new co-marketing and demand-generation opportunities, as well as technology support and marketing tools. For example, you'll have access to the HP Silver Partner Marketing Toolkit, a set of templates to help you easily create effective marketing and sales materials.

### Software development simplified

Because partners are a key piece to our success, we offer downloadable software development kits (SDKs) that help you create hardware and software applications that seamlessly integrate with our devices.

### Training to keep you moving forward

Take part in the members-only Worldwide Partner Conference, with special sessions designed to help HP JetAdvantage Partner Programs market their solutions, grow their businesses, and learn from HP experts.

### Get answers—get back to business

Get help whenever you need it. Whether you have questions about development, testing, or troubleshooting, we provide the technical assistance needed to create robust, well-integrated solutions.

### A loaner can keep business rolling

Need an extra device for testing, development, or even tradeshow? We provide HP JetAdvantage Partner Program members access to a variety of devices, on loan anywhere from one week to 30 days.



## Program requirements

### Set expectations—get results

We set clearly defined objectives to help you get the most out of your partnership. Our partner requirements ensure that both you and HP get the results and value we desire. Though they vary by tier, the following requirements are applicable to all tiers.

### Straightforward membership agreements

Once accepted into the HP JetAdvantage Partner Program, you're required to sign and submit a confidential disclosure agreement and an HP JetAdvantage Partner Program agreement.

### A secure Internet portal

Safety and security are yours, thanks to Business Partner Internet Access (BPIA). Once accepted into the HP JetAdvantage Partner Program, you will use this secure portal to access members-only resources such as SDKs, training information, solution registration, technical support, and metrics reporting.

### Learn from the numbers

Understand your metrics and share them with us. All HP JetAdvantage Partner Program members are required to track and report sales of their registered solution, so we can justify ongoing commitments and ensure each partnership is a success. HP treats all reported metrics as confidential and only shares data among the HP JetAdvantage Partner Program administrative team and HP JetAdvantage Partner Program authorized contacts.

## Frequently asked questions

**Q.** How long does the application process take?

**A.** Actively engaging with us is the best way to expedite the review process. Generally, a decision will be made within 30 business days from the date of your initial meeting with HP.

**Q.** Will I automatically be accepted into the program if I submit a business case proposal?

**A.** No. We carefully review each business case for its strength and evaluate the technology fit before accepting partners.

**Q.** What criteria do you use to select partners?

**A.** While we consider the unique factors of each case, we use three key criteria to evaluate all cases.

**Solution differentiation**—Does your company fill a gap in HP's current partner solution portfolio?

**Revenue opportunity**—Will both partners benefit from leveraged sales of HP devices?

**Technology fit**—Do we have the necessary resources to help you develop solutions on our technology platform?

**Q.** What happens if our company is accepted?

**A.** Once accepted into the program, you'll sign a program contract and nondisclosure agreement. Then you'll complete the security process to access the HP Partner Portal.

**Q.** Whom should I contact if I have questions?

**A.** As soon as you submit a business case, HP will assign an HP JetAdvantage Partner Program membership liaison to you. If you don't receive a response within 2 business days, please send us an email: [new.pandispp@hp.com](mailto:new.pandispp@hp.com).



## Getting started

### A simple application process

Just a few basic steps and you could be on your way to a successful collaboration with HP.

#### 1. Identify your needs.

Take stock of your technology needs and save time. There's no need to submit an application if one of HP's publicly available SDKs will do the trick.

#### 2. Tell us more about you.

When your needs go beyond SDKs, submitting a business case proposal helps us ensure you get the right attention. Request a business case proposal form by sending an email to [new.pandispp@hp.com](mailto:new.pandispp@hp.com).

#### 3. Meet with us.

Submit your completed business case proposal and we'll contact you within 2 days to set up an application meeting. Please work closely with us to promptly answer all questions and respond to meeting requests. We'll cancel your application if we do not get a response from you within 2 weeks.

#### 4. Get an answer.

Once you've addressed all of our initial questions, we'll prepare a full business case report to present to the HP JetAdvantage Partner Program governing board. We'll notify you of the board's decision immediately following the application presentation.

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