

# HP DaaS for Apple® Alliance FAQ

This document answers some key questions related to the HP and Apple alliance for customers and partners.



# HP DaaS for Apple Alliance FAQ

**Q: What are the elements of the HP and Apple alliance?**

**A:** There are three key areas of focus – a reseller agreement enabling HP to include Apple products in HP’s Device as a Service (DaaS) offering, collaborating on end-to-end industry-specific playbooks, and establishing centers of excellence around the world to showcase customer use cases and deployment best practices.

**Q: What is the value that HP DaaS for Apple offers customers?**

**A:** HP DaaS provides a one-stop solution that combines hardware, support, analytics and proactive endpoint management, and additional lifecycle services to make a company more efficient, improve the employee experience, and free up IT resources. You get the right devices for the job, insightful and proactive endpoint management, and flexibility for your business.

HP DaaS now enables customers to have more device choices with the ability to get complete hardware, support, analytics and unified device management solutions for a broad portfolio of HP and Apple products – all with one, easy price per device

**Q: Which Apple devices will be offered through HP?**

**A:** While Apple’s entire portfolio of products will be available from HP, the focus will be on mobility solutions including iPad®, iPhone® and iPod®. HP will also continue to sell its existing mobility solutions. Our desire is to help our customers deploy the right devices for their needs, and improve their performance and IT productivity by delivering intelligent end-to-end device lifecycle management.

**Q: When and where will HP DaaS for Apple products be available?**

**A:** Currently, HP’s offering of Apple products to customers through HP DaaS is available in the United States, and sold directly by HP. HP DaaS for Apple may be extended to additional markets and select partners in 2018.

**Q: How will the Apple alliance affect current HP channel partners?**

**A:** HP and Apple will continue their channel alliances including distributors, authorized resellers, mobile carriers, and solution providers. As a value-added reseller, HP will purchase through distribution channels like other Apple resellers. As with DaaS for HP hardware, we will work with partners to jointly develop offerings for commercial customers that are complementary to the services our partners may offer.

**Q: Who can customers contact if they are interested in HP DaaS for Apple?**

**A:** Customers should contact their HP representative.

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