

# DaaS for Apple Alliance FAQ

This document answers some key questions related to the HP and Apple alliance for customer or partner-facing communications.

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**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), 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 for Apple provides everything you need from hardware and accessories to lifecycle services and support, with one contract and a fixed price per device. It delivers the devices users love, services and insight IT needs, and a one-stop partner for businesses.

DaaS provides unique device health analytics and insights for proactive management by expert HP Service Agents. DaaS can monitor an organization’s fleet real-time, and optimize device performance and refresh cycles allowing customers to neutralize security threats and maximize productivity.

HP DaaS now enables customers to have more device choices with the ability to get a complete hardware, support, and unified device management service for a broad portfolio of HP and Apple products. HP offers multi-device, multi-OS solutions for today’s IT environments.

In addition, all HP DaaS plans provide flexible pricing options and the simplicity of a single contract and 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 its HP DaaS program will be limited to the United States, and sold directly by HP. In the first half of 2018, the offering will be extended to additional markets and made available through channel partners.

**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 account representative.

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