

Your partner for success

HP Financial Services

Speaker's Name / Month day, Year



Accelerate the achievement of customer business goals

By leveraging HP Financial Services solutions

- Increase your investment capacity to transform and run your business
- Gain the flexibility and agility to modernize now and scale as needed
- Keep your IT current to improve productivity and performance
- Supports alternative IT consumption models that can provide added speed, simplicity and efficiency



The bridge between technology & finance

HP Financial Services

- We deliver IT investment solutions that can help customers enhance business agility, speed and achieve more of their business goals
- With \$12 billion in portfolio assets, we generate almost \$4B in revenue annually
- We have over 1,300 employees and do business in over 50 countries
- Possessing expertise in IT and financial services, we generate approximately 50% of our revenue through the channel
- We help channel partners build strong relationships with 76% of our customers doing repeat business



Financing and service offerings available through Hewlett-Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Not all customers may qualify. Not all services or offers are available in all countries. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.



“We want to continue leveraging HP Financial Services. I think it is a terrific asset, and it is tremendous for Hewlett-Packard Enterprise as well. In every instance where they choose to play, they are going to be my primary partner.”

Dion Weisler, CEO, HP Inc.

Why HP Financial Services

Channel partners

- Help partners close more business by aligning customer IT and business needs
- Increase transaction size and recurring revenue opportunities
- Provide opportunities for increased margin and profitability
- Increase partner value added and competitiveness

Customers

- Accelerate customers' ability to employ the latest technology to realize business goals
- Increase the flexibility to change as the business requires
- Help increase IT investment capacity to help customers transform their business
- Stay current easier and more economically

HP Financial Services adding value for channel partners

Incorporate us into your go to market plan

- **IT and financial expertise** to help partners help customers develop flexibly acquire and invest in IT solutions to better meet their IT and business goals while optimizing their resources



20% - 35%
larger deals



Increase HW, SW,
accessories,
services attach



Proactive credit line
facilitates
add-on sales



Incremental margin
and incentives can
add up to 3% or more



Immediate revenue
Recognition

- Help partners sell more, earn more
- Facilitate more **flexible** customer IT acquisition and partner solution
- One HP team, solutions, programs and tools.

The HPFS solution portfolio for HP colleagues

Optimize business operations



Investment Solutions

Extend, return or own the equipment at the end of the term.



Technology Refresh

Acquire and manage bundled solutions to improve productivity.



HP Asset Recovery

Collection, transport, data cleansing and resale.



PageWide XL printers

Accelerate time to value with HP PageWide technology

Accelerate Innovation



Trade-in Services

Secure the removal of old technology, and potentially recover value through resale for cash.



Consolidation Services

Consolidate orders or transactions over a chosen term into a single payment schedule.



Deferrals & Pay-as-you Grow

Defer payments to facilitate transition and staging periods.



Accelerated Migration

Convert IT equipment from ownership to a flexible consumption model.

Improve agility for evolving needs



Pre-provisioning

Pay as you deploy: Have systems shipped, configured and ready for activation.



Device as a Service (DaaS)

Combines devices, lifecycle services and value-added expertise into an all-inclusive, HP-managed solution with monthly payments.



Subscription

Pay per seat model which bundles hardware, software and services.



Graphics Arts & MPS programs

Creative multi-step and ramp-up financing structures.

HP Financial Services – Technology Refresh for Workplace

Easy to acquire

Easier deployment

Refresh and Renew

Proactive program to keep your workplace technology current

Flexible Investment Solutions

- Payments align IT and financial goals
- Save 10% - 15% over 4 years vs. a cash purchase
- Bundle hardware and accessories



Transition Services

- Defer payments up to 60 days
- Increase payments in steps
- Facilitates deployment of new technology



Lifecycle Asset Management

- Upgrade to the next generation every 2- 4 years
- Returns are easy with our pack and ship services
- Recycling done in compliance with environmental regulations



Why a technology refresh program

- A disciplined IT asset management program can save in costs the first year and each year thereafter
- What happens when equipment is held too long
 - Increased maintenance costs
 - Increased repair costs
 - Lost productivity from downtime
- Other benefits of a programmatic refresh strategy
 - Faster realization of new technology benefits
 - Better environmental compliance/lower risk
 - Benefit from reduced energy consumption
- Improved productivity, more satisfied employees



Our promise to our partners

The HP Financial Services Partner Pledge



Fulfill your need for speed

Self-service quick quotes available immediately, HPFS sales supported quotes no longer than 4 hours
Proactive credit lines for eligible customers whenever possible (not just at initial sale)
Fast funding of transactions within 48 hours of customer acceptance



A collaborative experience

Over 50% of our business comes from our partners around the world
On average, our specialists have over 10 years' channel experience. Our in-house expertise will help support each stage of your customers' deal.



Your customer relationships elevated

76% of our customers worldwide are repeat business; help expand your customer base

HP Financial Services sales process

STEP 1 Obtain a quick quote

- Use the Partner Connection portal to obtain a quick quote

STEP 2 Credit assessment

- To obtain credit approval, enter the required customer information into the Partner Connection portal

STEP 3 HPFS Documentation

- Obtain a firm quote
- Documents are available immediately and must be signed and returned by the customer to HP

STEP 4 Credit Shipping & Authorization

- HPFS will provide a Vendor Authorization letter (VAL) & all credit conditions for shipment
- Partner invoices HPFS

STEP 5 Delivery & Installation

- Equipment is delivered and installed following VAL conditions

STEP 6 Certificate of acceptance

- Customer signs Certificate of Acceptance (CoA)
- Execution of CoA & the financing agreement starts

Step 7: Settlement

Once all documentation is received, invoices are paid

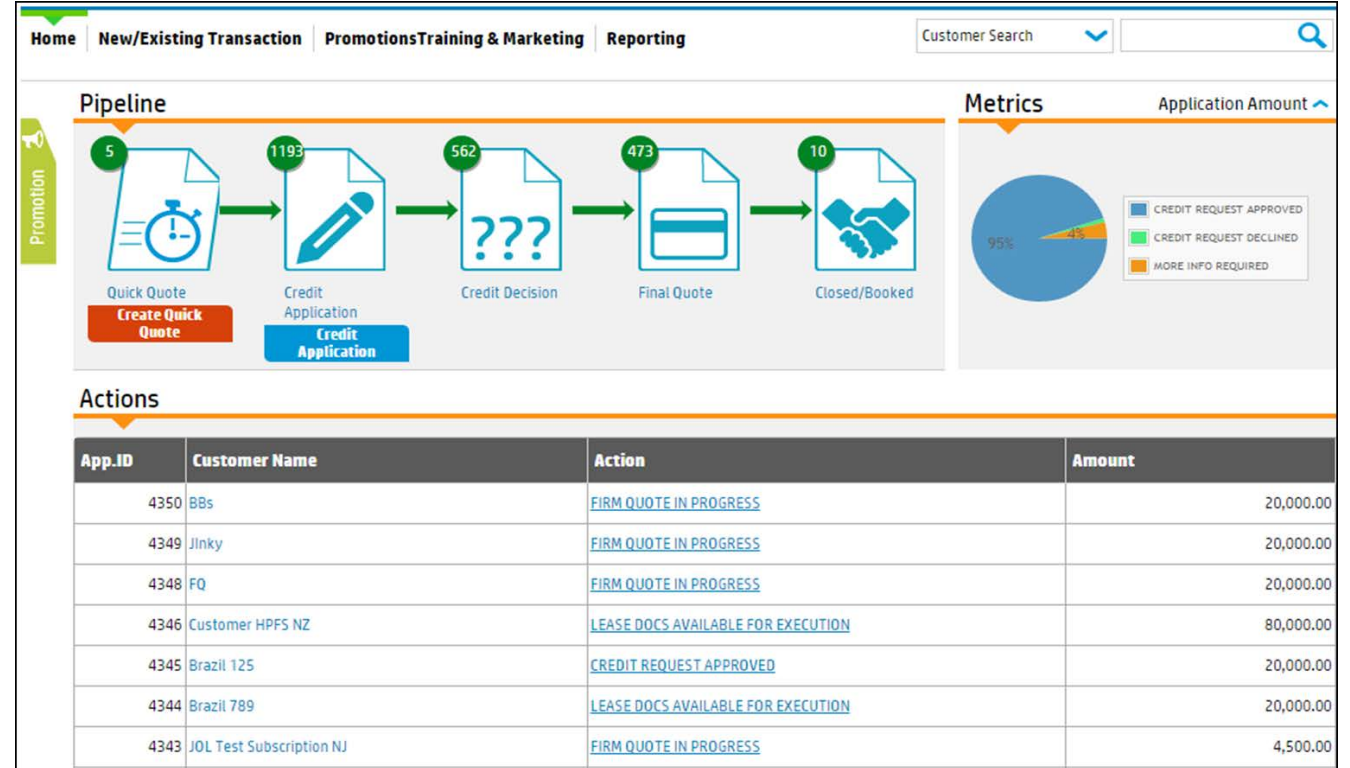


HP Financial Services Partner Connection

Your online portal to customer satisfaction

Benefits

- Help close your deals & get paid faster
- Opportunity for margin uplift
- Visibility across financing process
- Access to a financial expert
- Simplified online process
- Fast credit approval & quoting
- Innovative financing options



¹The HP Financial Services Partner Connection is currently in beta production with limited availability.



HP Financial Services Partner Connection

Helping you work more effectively



Quick quote

Use our Online Calculator to quickly respond to customer queries regarding leasing options.



Credit applications

Quickly generate a credit application on behalf of your customer and track the application through its lifecycle (submit, withdraw, declines, approvals).



Firm quotes

Create and save terms to provide your customer with options. Download PDF proposal document for each option.



Proposals & Contracts

Easily convert a quote into an accepted proposal in seconds.



Contact HP Financial Services

Our experts are available to resolve any customer issue quickly and effectively.



Marketing and promotions

Visibility to all special offers added to the portal and access to tools for marketing and sales of finance products.



Reporting

Transactions performed to date for analysis.



Resulting customer deals

You can invite all your customers to the online Customer Portal even if it's a one-time-only deal.

Contact us

HP PBMs:

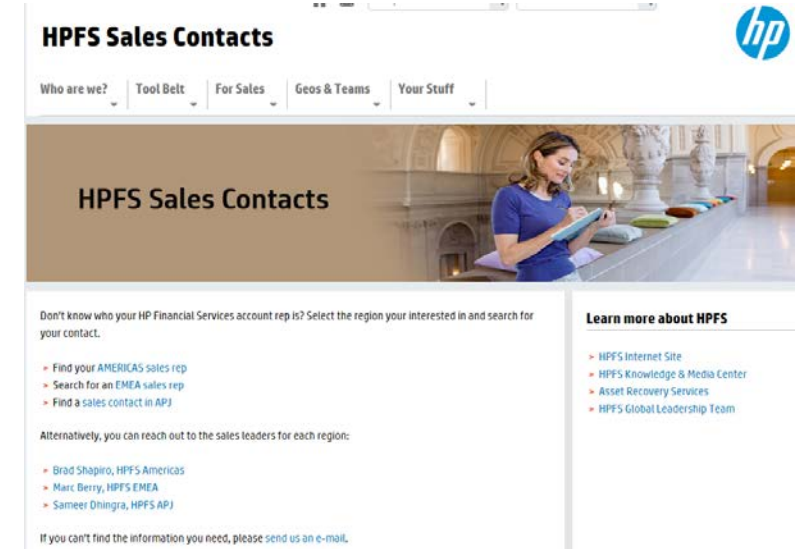
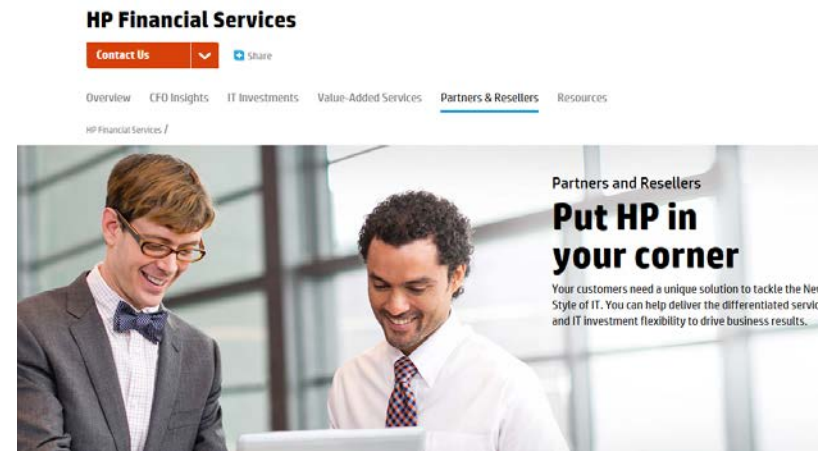
- [HPFS Sales Contacts Intranet page](#)

HP Channel Partners:

- Contact your HP PBM to engage an HPFS channel sales representative
- Or contact an HPFS channel representative at:
 - United States: 1-888-277-5942
 - Canada: 1-800-361-1006

For more information:

- On the web:
 - hp.com/go/hpfinancialservices
- On the HP Partner First Portal
 - [HPFS on HP Partner First Portal](#)

Thank you

Back-up slides

Contact us

HP PBMs:

- [HPFS Sales Contacts Intranet page](#)

HP Channel Partners:

- Contact your HP PBM to engage an HPFS channel sales representative
- Or please call us at the appropriate contact number

For more information:

- On the web:
 - [HPFS Partner Web page](#)
- On the HP Partner First Portal
 - [HPFS on HP Partner First Portal](#)

Belgium +32-2-7174008
Denmark +45-3525 8408
Finland +358-922-901913
France +33-1-70360461
Germany +49-69-66805506
Ireland +353-1-4118902
Italy +39-02-45279010

The Netherlands +31-20-5040641
Norway +47-22-577706
Portugal +351-21-1206163
South Africa +27 11 785 1000
Spain +34-915-909380
Sweden +46-8-7509713
Switzerland +41-44-2120340
United Kingdom +44-20-79490230

Contact us

HP PBMs:

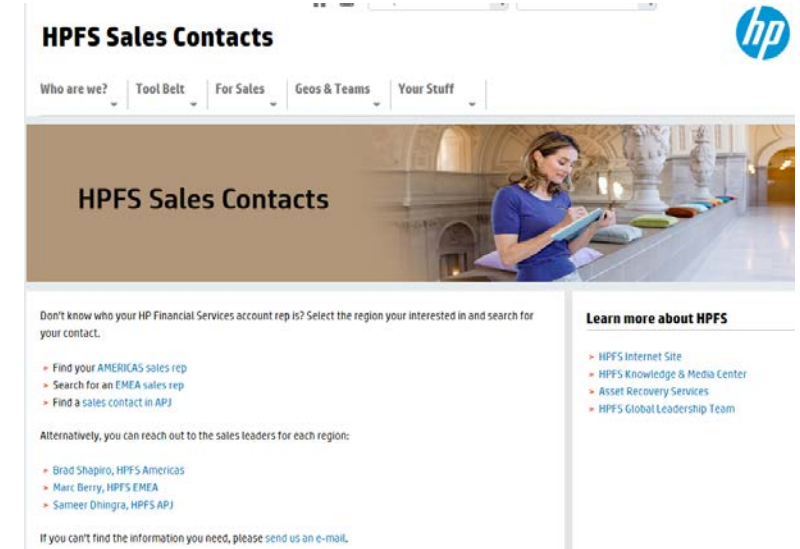
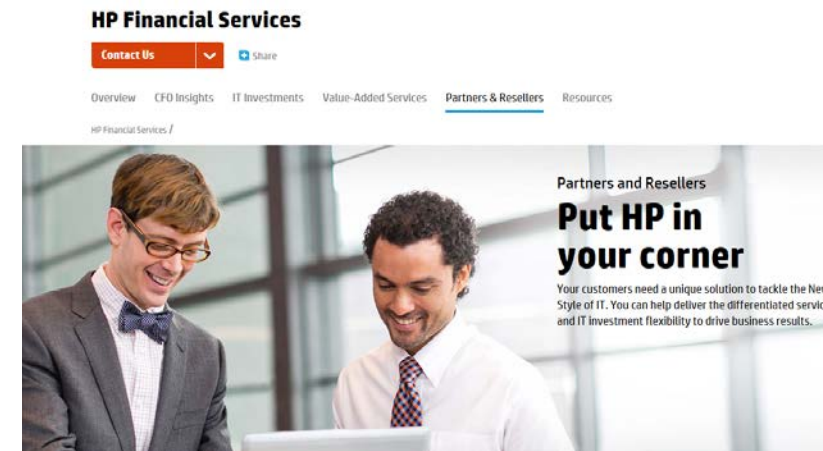
- [HPFS Sales Contacts Intranet page](#)

HP Channel Partners:

- Contact your HP PBM to engage an HPFS channel sales representative
- Or please send e-mail to HPFSPartners@hp.com

For more information:

- On the web:
 - [HPFS Partner Web page](#)
- On the HP Partner First Portal
 - [HPFS on HP Partner First Portal](#)

How can HPFS help me earn more?

Channel incentives add up to significantly extend potential margins

How it works

- Partners may uplift HPFS rates when quoting to the customer.
- HPFS will pay the amount of the uplift to the partner upon funding the deal
- Channel Reward Program incentive (CRP) is paid to partners when their customers finance with HPFS
- Engage & Grow sales incentive for NA partners

Example	\$
Financed Amount	\$100,000
Margin uplift* – 2%	\$ 2,000
CRP# (for qualified partners) – 1.5%	\$ 1,500
Total potential margin increase	3.5%
Engage & Grow Sales Rep. incentive of .5%	\$ 500

*Uplift varies by region and finance agreement type

#Channel Rewards Program incentive varies by region, partner level and finance agreement type.

How can HPFS help me earn more?

Channel incentives add up to significantly extend potential margins

How it works

- Partners may uplift HPFS rates when quoting to the customer.
- HPFS will pay the amount of the uplift to the partner upon funding the deal
- Channel Reward Program incentive (CRP) is paid to partners when their customers finance with HPFS
- Partners that use HPFS Partner Connection portal in self-service mode to process transactions are eligible to earn the usage reward

Example	\$
Financed Amount	\$100,000
Margin uplift* – 2%	\$ 2,000
CRP# (for qualified partners) – 1%	\$ 1,000
Partner Connection usage reward# – 1%	\$ 1,000
Total potential margin increase	4%

*Uplift varies by region and finance agreement type

#CRP and Partner Connection usage reward varies by region, partner level and finance agreement type.

How can HPFS help me earn more?

Channel incentives add up to significantly extend potential margins

How it works

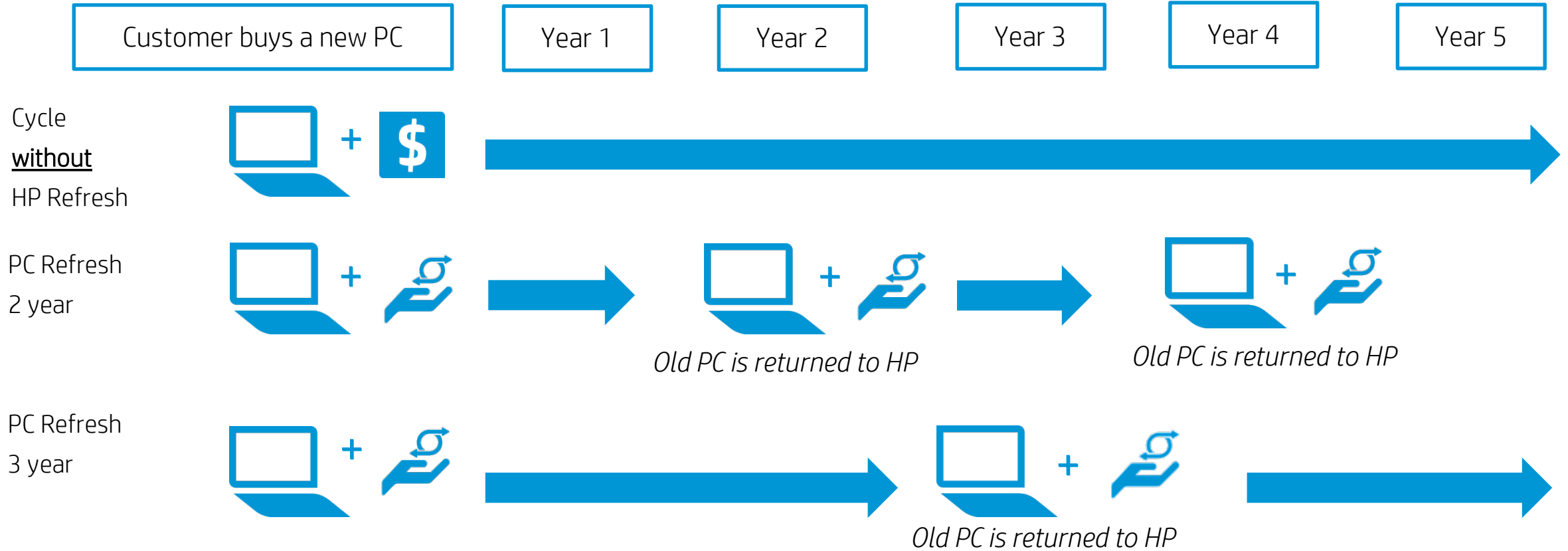
- Partners may uplift HPFS rates when quoting to the customer.
- HPFS will pay the amount of the uplift to the partner upon funding the deal
- Channel Reward Program incentive (CRP) is paid to partners when their customers finance with HPFS
- Achieve Plus sales incentive for APJ partners

Example	\$
Financed Amount	\$100,000
Margin uplift* – 2%	\$2,000
CRP# (for qualified partners) – 1.5%	\$1,500
Total potential margin increase – 3.5%	\$4,500

*Uplift varies by region and finance agreement type

#Channel Rewards Program incentive varies by region, partner level and finance agreement type.

HP Technology Refresh cycle



HP Refresh enables HP and partners improve recurring revenue opportunities.
You know when it's time for refresh, increasing the chances of making more money!

How can HPFS increase the size of my sale?

Add software, services and peripherals to your hardware sale – focus on monthly payment
Results in 20 -35% larger deals on average

How it works



Example	Purchase Price	Monthly Payment
100 Desktops	\$100,000	\$2,778
Add software or services	\$5,000	\$ 150
Total	\$105,000	\$2,928

Would you rather sell \$105K
or \$2928 per month?

How can HPFS help me sell more?

Focusing on a monthly payment allows your customer to fit more into their budget

Cash purchase

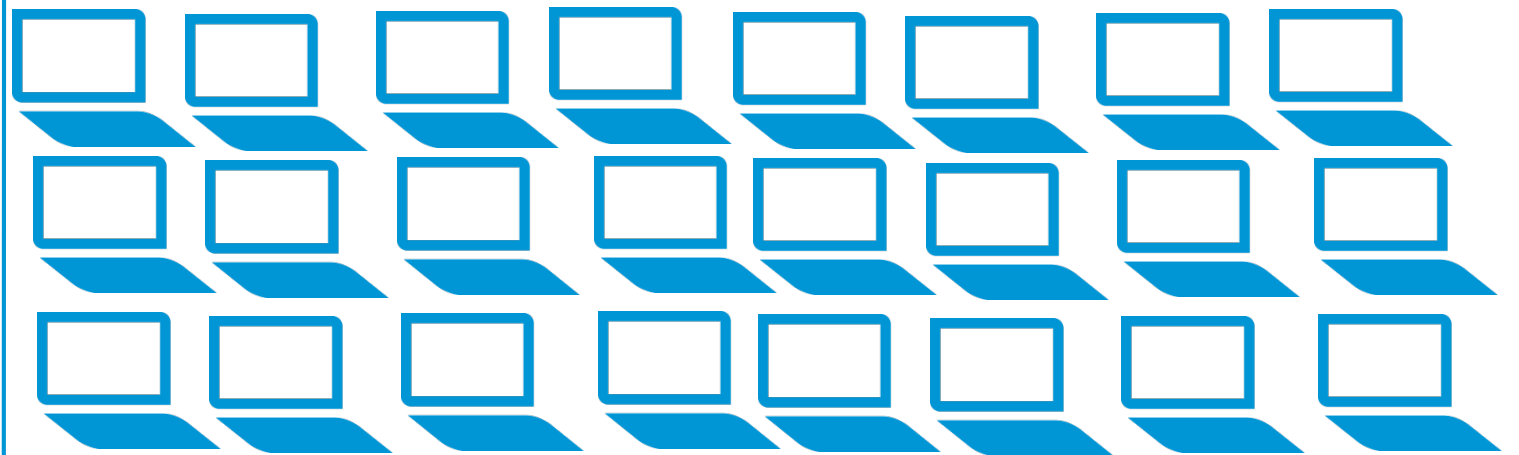
Financing

A customer with a budget of \$2,000 per month can afford a :

\$24,000 purchase



\$80,000 financing over 3 years



Enabling more options through HPFS IT investment solutions

HPFS provides financing solution to customer

Partner and HPFS together sell a packaged solution

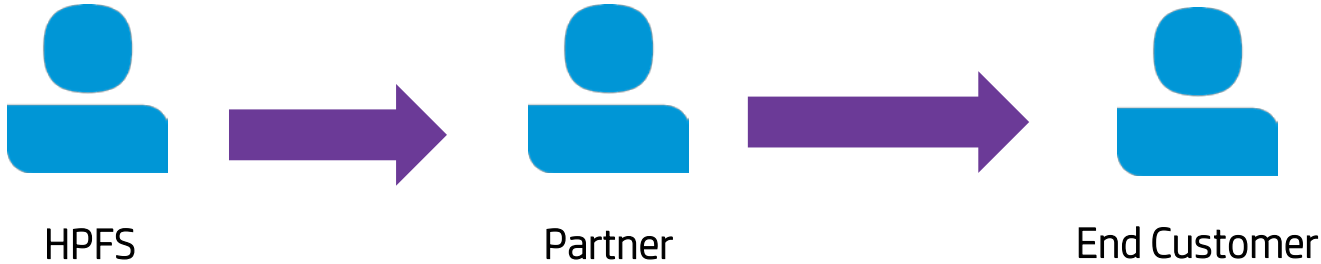
Sell with



Channel partner sells services led solution to customer

HPFS sells financing solution to partner

Sell to



Channel partner sells services led solution to customer

HPFS sells financing solution thru partner to customer , takes customer credit risk

Sell thru

