

Brochure

# Build your brand on HP

HP OEM Partnership



# Simply the fastest path to your bottom line

# #1

- Best-selling x86-based server<sup>1</sup>
- Best-selling blade servers<sup>2</sup>
- Total disk storage shipped worldwide<sup>3</sup>
- Tape storage shipped worldwide<sup>4</sup>
- SAN storage shipped worldwide<sup>5</sup>
- Vendor in Smart Managed Switches<sup>6</sup>
- Networking vendor in China<sup>7</sup>
- Number two networking vendor globally<sup>8</sup>

**HP is the technology partner of choice for OEMs.**

**You benefit from:**

**Leading** solutions  
**Stable** platforms  
**Flexible** offerings  
**Global** coverage  
**Dedicated** resources

Of course you need a supplier who provides excellent support on a global basis, top quality products at competitive costs, and is easy to do business with. HP helps OEMs be more competitive by reducing research and development (R&D), testing, support, and operations costs, while speeding your time-to-market with a complete portfolio of world-class solutions and support.

## Meet OEM challenges head on

As an OEM, you're under a lot of pressure to keep up with the demands of your customers' base, keeping one step ahead of the competition, all while:

- Increasing profitability
- Staying focused on enhancing intellectual property—not subsystems
- Driving cost and complexity out of integration, logistics, and fulfillment
- Minimizing disruption during product lifecycle
- Cost-effectively providing support to a growing worldwide customer base
- Simplifying management of multi-vendor sourcing
- Ensuring that your unique specifications can be met without compromise

## The HP OEM Partnership program can help

**You might call us a technical concierge**

When competition is fierce and the market is unpredictable, partnering with an infrastructure provider is a smart strategy that can reduce costs and complexity while getting your products to market faster. You need a supplier who understands the unique needs you have as an OEM, such as advanced notification of lifecycle events, product customization, and third-party integration. With a broad portfolio of products and services, and the largest support-partner network in the industry, HP is the partner of choice to strengthen your competitive advantage.

<sup>1,2</sup> IDC Worldwide Server Tracker

<sup>3,4,5</sup> IDC Storage Trackers 2012

<sup>6</sup> Dell'Oro – E24A\_Ethernet\_Switch\_Smart\_Web\_Managed\_Vendor\_Table\_4Q12

<sup>7</sup> IDC Asia/Pacific Quarterly Tracker

<sup>8</sup> Dell'Oro – E17A\_Ethernet\_Switch\_\_\_TotalVendor\_Table\_4Q12



**Ask yourself:**

- How many OEM suppliers do you rely on for your total solution?
- Has your brand been negatively impacted by unreliable, poor-performing components?
- How often do you have to re-test or validate to keep up with updates and changes?
- Have you considered economies to your supply chain management if you could get all the components you needed from a single vendor?

## OEM solutions that matter for any industry

### Healthcare

HP is the world's largest provider of Health and Life Sciences IT technology and services. Our engineers help ensure your solutions work with the top healthcare providers. Our dedicated healthcare support teams bring deep domain expertise.

### Manufacturing

HP helps you future-proof and lower the total cost of ownership (TCO) of your equipment and technology solutions that power your customers. HP's energy-efficient converged systems help you enhance product stability with long-life components—supported globally.

### Broadcasting

HP can be the single vendor to help you build and globally support studio solutions that must serve up high-definition content without overloading broadcast network data centers. We are innovators in high performance/density scalable and converged systems that slash footprint and energy needs.

### Gaming and Hospitality

Build revenue-generating systems on HP and lower TCO while enhancing the customer experience. Ensure predictable performance with HP ProLiant Gen8 servers and proactive remote support. HP Hyperscale SL systems serve up extreme graphics and data faster than ever.

### Security and Surveillance

Improve the safety your IP-based solutions provide when built on industry-standard servers, storage, and networking. Future-proof your customer relationship with HP and our HP Converged Cloud expertise as you move toward a hybrid cloud delivery model.

### Telecom Network Equipment Provider

When you partner with HP, you can steer toward product design that meets the strict requirements of Telcos as they move to network virtualization. You benefit from our 16 years of NEBS-certified platforms, deep Telco relationships, and our leadership for converged infrastructure.

## Choice of embedded, integrated, or private-label

HP offers three types of OEM branding options to align with your go-to-market (GTM) requirements:

- **Embedded** – Encapsulate HP-branded hardware components within your own branded product.
- **Integrated** – Use HP hardware systems as the platform for an appliance or a vertically integrated solution loaded with your intellectual property, and you can brand the turnkey solution with your brand or ours.
- **Private label** – Simply rebrand and sell an HP component “as-is” to your own customers.

## Broad choice of OEM solutions

### Industry standard servers

- OEM family of HP ProLiant servers

DL360p BL460c  
DL380p



### Mission-critical servers

- HP ProLiant DL980 Servers
- HP Integrity blades
- HP Integrity rx2800 i2 Servers



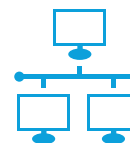
### Storage

- HP Converged Storage
- HP SAN arrays
- HP tape libraries



### Networking

- Small office
- Campus LAN
- Wireless
- Data center
- Management



## Leading solutions

No other single OEM partner offers you the simplicity of meeting all your technology requirements across x86 or UNIX servers, storage, networking, desktops/workstations, mobility products, and software.

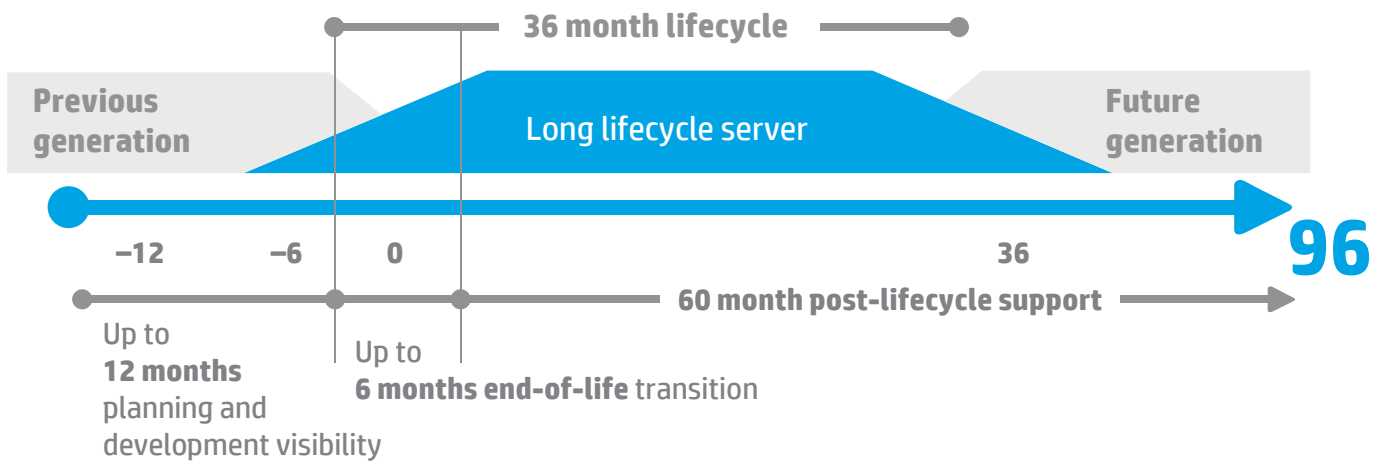
### HP's broad choice of OEM components:

- **HP x86 servers** – Build your solution on the world's best-selling server, HP ProLiant. In addition to the full portfolio, HP has extended its most successful OEM models with more options, service, and support enhancements tailored to your exact needs that transform your OEM server experience and impact your bottom line.
- **HP mission-critical servers** – You can count on HP Integrity and scale-up HP ProLiant servers to support your mission-critical solutions and be more reliable than any other systems. Reduce costs and maintain resiliency in the future as HP extends its proven mission-critical experience to x86-based systems.
- **HP Converged Storage** – OEM solutions built on HP Converged Storage can meet your customers' changing demands with faster deployment, simplified scalability, and the agility required to adjust without disruptive changes to your core solution technology.
- **HP networking** – HP can help you avoid proprietary technology and transform the networking within and around your solution when built on a simpler architecture through open standards managed with a single pane of glass.
- **HP services** – HP offers a full range of services to support OEMs, from our complimentary OEM Technical Support Line to a selection of reactive, proactive, and installation services, which can be tailored to the OEMs' specific requirements

### Full range of user devices

Develop a broader solution that includes additional end-user and interactive devices from HP, including:

- **Personal computing** – Workstations, all-in-ones, notebooks, Ultrabooks, desktops, and HP ElitePad tablets
- **Access devices** – Zero and thin clients, point-of-sale, and self-service kiosks
- **Printers** – Inkjet and laser printers
- **Displays** – Monitors and digital signage solutions



## Stable platforms

We know how much you rely on the technology delivered by an OEM partner. That's why HP starts with carrier-grade platforms and then offers services from planning and product introduction to solution end-of-life with visibility into product and technology roadmaps.

### Lifecycle platforms of 96 months:

- **Reduce** development churn
- **Free up** your resources so you can focus on innovation
- **Plan and allocate** your budget more effectively
- **Provide transitions** up to six-months between generations
- **Extend** out to memory, storage, and interconnects

### Enhanced warranties:

- The OEM family of HP ProLiant servers have enhanced warranties with coverage for five-years on site/next business day, parts, and labor
- Most of HP networking's highly-reliability, standards-based products offer a lifetime warranty<sup>9</sup>

### Lifecycle and change management

HP OEM partners have access to HP product lifecycle information, including: roadmaps, product end-of-life reports, product transition management, OEM custom engineering change orders, and product change notifications<sup>10</sup>

### Carrier-grade platforms

HP has the largest portfolio of NEBS L3 and ETSI-certified servers, storage, and networking:

- HP BladeSystem c7000 Enclosure
- HP Virtual Connect and Ethernet interconnects
- HP ProLiant Gen8 servers: BL460c; BL660c
- HP ProLiant Gen8 servers: DL160p; DL360p; DL380p
- HP ProLiant ML350p Gen8 Server
- HP ProLiant SL4500 Gen8 Server
- HP ProLiant MicroServer
- HP ProLiant BL620 G7 Server
- HP Integrity servers: BL860c i2/i4; BL870c i2/i4
- HP P2000 G3 FC MSA Storage
- HP StoreVirtual VSA
- HP 5900AF-48XG-4QSFP+ top of rack switch<sup>11</sup>

<sup>9</sup> See for more information: [hp.com/networking/warranty](http://hp.com/networking/warranty)

<sup>10</sup> Note: currently available for industry-standard servers (ISSs). Check with your OEM Specialist for update on other HP products.

<sup>11</sup> HP 5900 switch has been NEBS/ETSI tested; NEBS compliance pending



### **Global coordination**

HP helps coordinate suppliers, technologies, and logistics behind every solution—all on a global scale.

### **End-to-end capability**

Everything from order placement, supplier management, factory integration, and customization to specialized documentation, packaging, and shipping.

### **Fulfillment option**

HP can manufacture the entire solution for you, hold inventories, and even ship.

## **Flexible offering**

As an HP partner, you have access to a global range of offerings designed to help you get to market faster, extend your supply chain manufacturing, and provide global logistics in regions where you may just have a sales office.

### **HP Factory Express for customized integration**

Customize and manage the logistics and integration of third-party and HP options with solution services for:

- System customization
- Software image management
- Project management
- Engineering
- Delivery services
- On-site setup and turn-on services

### **Rebranding services:**

- **Standard branding** – Opt for HP to rebrand your product to add your logo or any custom ID from BIOS to bezel, including options, documentation, and packaging to let your brand be visible.
- **Rapid branding** – Partners who need to get-to-market quickly or don't need extensive branding throughout can get an 'HP logo-free' chassis and compliance labels for HP ProLiant DL360p and ProLiant DL380p Servers packaged in an unbranded box, with a choice of minimized, unbranded documentation.

### **Work with HP or HP OEM Distribution Partners**

You have the choice of working with HP OEM Distribution Partners comprised of small local players to large global partners who offer a range of services for customization, integration, delivery, and support. Benefits include:

- **Offload complex rollout** – Ability to handle program management and support your product rollout
- **Build to spec** – Design, manufacturing, and customization capability to support R&D
- **Worldwide delivery** – Global reach and logistics into multiple regions with the ability to export
- **Reduce supply chain complexity** – Solution inventory services to enable security of supply

### **Collaborative development**

Let's create something new together. We can engage in a collaborative engineering partnership to develop and optimize a combined solution.



### Rely on HP

- 180+ countries with HP presence
- 75,000+ service professionals
- 24 time zones covered
- 30+ languages
- 112 call centers
- 8,000+ parts centers
- 24x7x365 accessibility to HP support

## Global coverage

Our “One HP” approach is unparalleled in the industry. That means we back up the benefits of a true end-to-end portfolio of products and solutions with a world-class service and support infrastructure. HP is one of the few solutions partners that can provide this complete package for our OEM partners.

### HP Insight Remote Support Datacenter

- Let HP experts serve your global customers faster than ever before
- HP Insight Online and HP Insight Remote Support can help reduce time-to-resolution by 66 percent

### Cross border purchase options

Buy services in one country, and have them delivered in another country—globally. And we offer protection for your products no matter where they may be located, as opposed to where they were purchased.

### Comprehensive support offerings:

- **HP Foundation Services** – Reactive hardware and software support, including HP Collaborative Support for basic software diagnosis and third-party collaboration.
- **HP Lifecycle Event Services** – Services for installation, training, storage backup, Factory Express, or additional consulting.
- **HP Proactive Care** – Get direct access to experts or a Solution Center, account management and advisory options, platform revision management, and trend/incidence reporting.
- **HP Datacenter Care** – Customized to fit your specific requirements, from the support of a discrete IT solution to the support of an entire data center containing thousands of devices.
- Dedicated OEM specialists
- Experts in sales, solution architecture, product and program management
- Decades of combined OEM expertise across 40+ verticals



### Cooperative partner

As an HP OEM partner, you will have access to additional discounts for demo products, available co-marketing dollars, and competitive pricing support on high-profile, strategic deals.



### Flexible pricing

HP offers a variety of financing programs, and we can develop pricing around your sales forecast.

## Dedicated resources

Unlike most white-box vendors, HP gives you one-stop shopping for all your essential OEM-related information and support in an easy-to-access manner across the globe.

### Dedicated OEM specialists:

- Experts in sales, solution architecture, product and program management
- Decades of combined OEM expertise across 40+ verticals
- Development assistance
- Help with advanced change management
- Assistance with lifecycle extension management
- Work together on custom in-factory hardware settings

### OEM Technical Support Line:

- OEM-tuned support
- Minimal diagnostics, based on what you need
- Fast routing to the right HP resources
- Knowledge of your unique environment when you call

### OEM Portal:

- Get one-stop shopping for all your OEM-related information in an easy-to-access manner
- Get contractual pricing and access to the purchasing tool
- Obtain end-of-life information for products from the Life Cycle Data Tool
- See ISS roadmaps and new OEM SKUs
- Connect to the OEM customization toolkit
- Retrieve specs on the OEM product family
- Get discounted products to use for your own development, support, and sales teams

### GTM support:

- **AllianceOne member** – Collaborate with HP to produce co-branded briefs and case studies distributed to the entire HP channel.
- **Market development funds** – Qualified OEM partners have access to initiative-based market development funds to help fund authorized marketing activity.

## Learn more at

For more information about HP OEM Partnership opportunities visit:  
[hp.com/go/oem](http://hp.com/go/oem)

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