



Extend your reach with a proven cloud partner



Do you need a solid foundation to grow your business? Is market awareness key to your success? Are you looking for the right technology partner to power your cloud services? If you answered “yes” to any of these questions, take a closer look at partnering with Hewlett Packard Enterprise. With the HPE Partner Ready Service Provider program, a comprehensive suite of solutions, consultancy, and powerful joint go-to-market initiatives, Hewlett Packard Enterprise delivers what you need to drive your business forward.

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Extend your sales reach

By working with the right partner, you gain access to extensive business and technical resources. A strong partner allows you to tap into proven channel ecosystems, and to extend your services reach into a new customer base. You can collaborate with established field sales organizations to take advantage of co-selling opportunities. Experienced and motivated sales representatives can work with you, co-selling and winning new business for your services. When you are ready to succeed, Hewlett Packard Enterprise can be that partner.

For example, recently an Hewlett Packard Enterprise sales manager noticed a good fit between the capabilities of an **HPE Partner Ready Service Provider partner** and a particular customer’s requirements. The manager knew that, with any deal resulting from this introduction, he would accrue sales credit. Once introduced, the two parties—**Zayo** (an HPE-certified hosting and bursting service provider partner) and the customer (a leading global provider of wireless solutions) closed a strategic services hosting deal. This proved to be a win-win for the HPE sales manager, Zayo, and most importantly, the customer.

A key benefit of the HPE Partner Ready Service Provider program is the exposure it gives to partners within the Hewlett Packard Enterprise ecosystem. This is especially true for partners offering services that extend beyond the Hewlett Packard Enterprise portfolio. According to Bob Fidler, Vice President of Emerging Markets at **Mimecast**—an Hewlett Packard Enterprise partner and leading software-as-a-service (SaaS) provider of email archiving and security solutions—existing accounts are an obvious place to start looking for new business. Therefore, they are leveraging a partnership with Hewlett Packard Enterprise to reach account teams and channel partner representatives to help identify new Mimecast opportunities.

Capture new markets

Are you looking to launch new services to capture new markets? Do your customers need help to support trends such as Big Data or BYOD? Are they concerned about keeping environments safe in a hybrid and interconnected world?

For this and much more, Hewlett Packard Enterprise delivers the innovation you need, bringing to market the new technologies that address emerging trends. After years of leading the server market, Hewlett Packard Enterprise introduced the world’s first software-defined Web server—HPE Moonshot.¹

HPE Moonshot addresses the new speed, scale, and specialization requirements of mobility, cloud, social media, and Big Data trends. Already, service providers are profiting from accelerated innovation along with breakthrough efficiency and scale that HPE Moonshot delivers.

A German-based hoster, **myLoc managed IT**, is one example. This partner managed to increase efficiency and lower service delivery costs. They are now quickly capturing new markets with the HPE Moonshot offerings.

Expand your services

Are you looking to grow your business by expanding your services portfolio? A growing spectrum of service provider ready solutions makes it easier for you to acquire new business faster. Based on advanced Hewlett Packard Enterprise technologies, solutions, and consulting, the portfolio includes **HPE Helion OpenStack® Quickstart**, which enables you to quickly test and deploy OpenStack to deliver workloads with the most efficient cost structure. **HPE Managed Cloud Platform Service Provider Ready solution** powered by **HPE Helion CloudSystem** can instantly provide managed cloud services to your customers across public, private, and hybrid environments. And the **HPE Cloud Backup Service Ready Solution** enables you to deliver a cloud-based backup and recovery service.

HPE Partner Ready Service Provider partners rely on Hewlett Packard Enterprise storage solutions for rich features, reliability, and competitive pricing for backup as well as disaster recovery services. Partners can receive extensive Hewlett Packard Enterprise assistance to scope customer needs, price deals, and understand the technologies as well as skills that can be leveraged to assist their customers. Customers who have modernized their aging infrastructures are likely to move more operations to the cloud with HPE Partner Ready Service Provider partners.

PinkRoccade, an Hewlett Packard Enterprise partner in EMEA has tapped into the Hewlett Packard Enterprise expertise to build a world-class SaaS infrastructure. To migrate from its existing environment, the partner was supported by **HPE Technology Services** for installation and implementation, **HPE Proactive 24 Services**, and **HPE Education Services**. With its new infrastructure, PinkRoccade can now quickly bring cloud services to new clients.

Accelerate delivery

With the HPE Partner Ready Service Provider program, you can also leverage joint go-to-market support to fast-track your business. Use market development funding for joint demand-generation activities, create co-branded marketing assets, and attend HPE-approved training courses to accelerate your business outcomes.

HPE Datacenter Care for Hyperscale is an effective way to get to market quickly. This unique financial pay-as-you-grow business model reduces upfront cash requirements and aligns expenses to revenue—an ideal solution for service providers with grand plans but limited budgets. One HPE Partner Ready Service Provider partner, **Eshgro**, has used **HPE Datacenter Care for Hyperscale** to innovate without an upfront investment and is now enjoying double-digit growth. Without this collaboration and support, the only alternative would have been to divert funding from core business initiatives to achieve the required cloud infrastructure.

Pulsant, a leading UK provider of hosted IT services, decided to partner with Hewlett Packard Enterprise. The organization first conducted a detailed evaluation to match technical capabilities with enterprise needs. As the CTO of Pulsant says, “When experiencing aggressive growth, it’s important to identify a partner who can quickly understand your needs and work closely with you while you’re constantly scaling up a cloud platform.” Since then, the HPE solution has achieved a three-fold reduction in Pulsant infrastructure procurement and fulfilment, significantly accelerating time-to-market and enabling the organization to quickly and efficiently deliver new services.

Protect your existing investment

Cloud can only deliver on its promise—enabling a New Style of Business that bridges the consumer and enterprise experience—when it fully leverages both new technologies and existing IT infrastructure. In today's hybrid world, a combined approach can turn your organization into a more responsive and agile competitor.

As a leader in hybrid cloud computing, we have created the **HPE Helion Portfolio**, an entire spectrum of hardware, software, and professional services. The HPE Helion OpenStack cloud platform is built on OpenStack technology, achieving an open ecosystem with a common management structure that integrates easily into your environment.

Answer customer needs

By partnering with Hewlett Packard Enterprise, you'll be able to answer your customers' many and varied needs.

For example, customers want secure, trusted, and reliable cloud solutions, with superior service-level agreements. To meet these needs, you can power your services with industry-leading converged infrastructure, cloud automation software, and security portfolio from Hewlett Packard Enterprise. Customers also want superior customer support. You can achieve this by augmenting your industry-specific expertise with HPE Education Services, and by leveraging HPE Technology Services. Hewlett Packard Enterprise offers workload migration services via **HPE Cloud Workload Migration Service** that can provide your customers with the confidence and support to move their data and applications to your cloud services.

Customers want all the benefits of hybrid cloud computing and you can deliver with HPE Helion solutions. They want competitive pricing, and you can provide this with flexible financing and efficient technology. Customers also expect investment protection without vendor lock-in, which you can deliver with the Hewlett Packard Enterprise open-source approach to operating systems, hypervisors, servers, storage, and more.

Your partnership with Hewlett Packard Enterprise

Unique in the technology industry, only Hewlett Packard Enterprise provides everything required to answer customer needs and supercharge your business—innovative leading technologies, flexible financing options, technical consultancy and support. Hewlett Packard Enterprise backs those capabilities with joint go-to-market efforts and access to a proven ecosystem of sales teams and channel partners.

Now you can leverage this approach to build a stronger business. Key industry analysts typically refer to Hewlett Packard Enterprise as one of the most partner-friendly organizations. Today, Hewlett Packard Enterprise shares this value with more than 100 service providers, located in over 170 countries around the globe. Hewlett Packard Enterprise does this by establishing and maintaining strong relationships and giving close attention to each organization's business models and geographic scope.

When you extend your reach with Hewlett Packard Enterprise, you can leverage larger revenue streams and grow sales resources and capabilities.

Learn more at
hpe.com/info/partner-ready-sp



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