



**Hewlett Packard  
Enterprise**

# **FY16 Partner Ready Program**

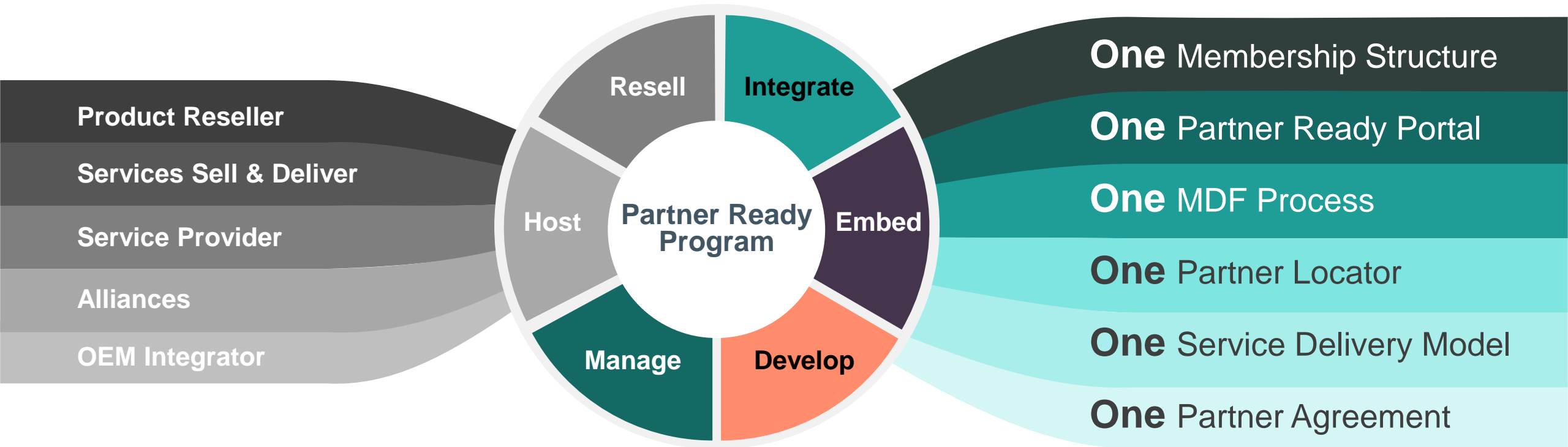
**Latin America Software Update**

November, 2015



# Maximize profits with the enhanced HPE Partner Ready Program

Enabling New Style of Business partners with multiple business models



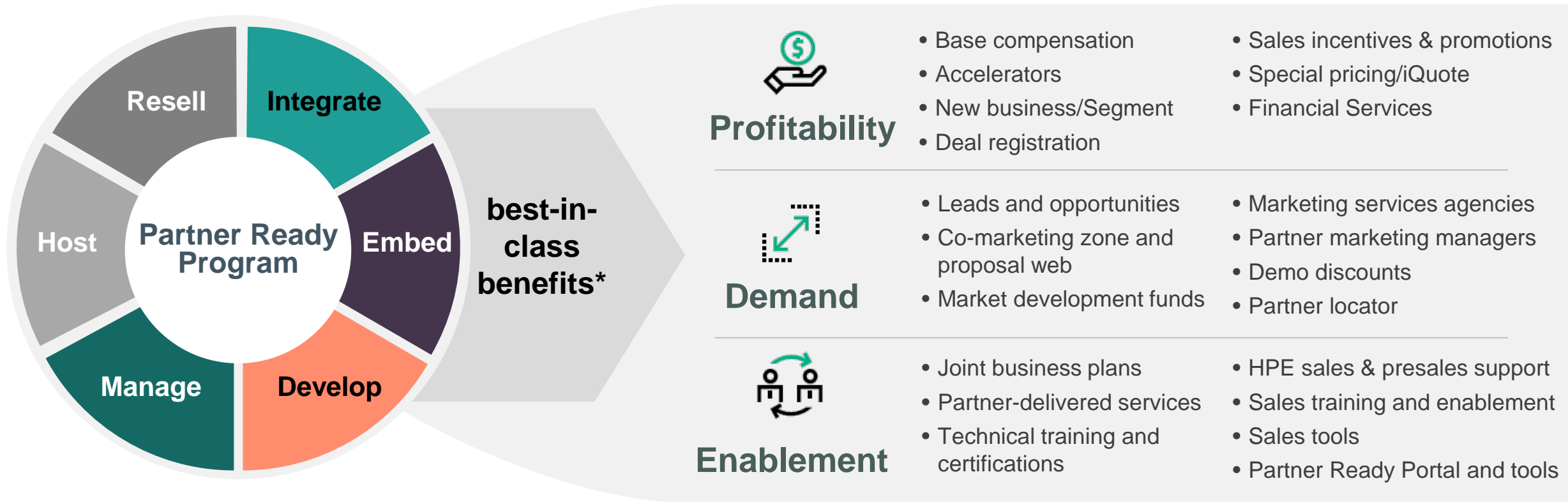
**2014** Distinct programs optimized by partner type



**2016** One integrated partner program rewarding partners for their value-add across hardware, software and services

# HPE Partner Ready: #1 Partner Program

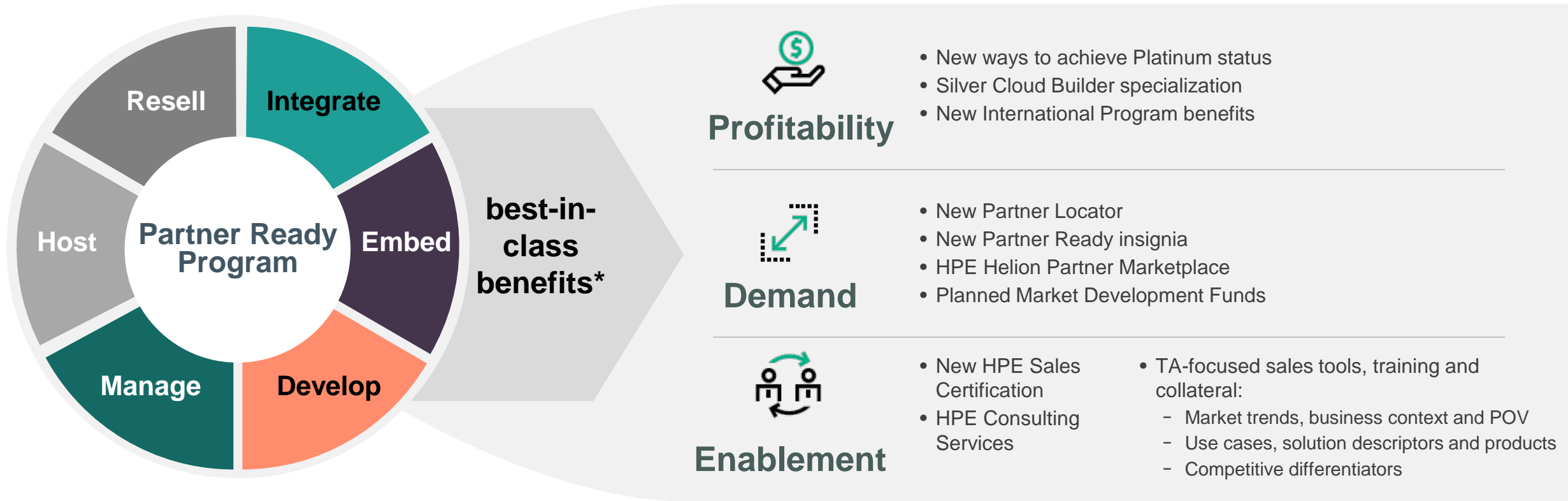
Based on Canalys, Channelnomics, 2112 Group, and IPED



\* Benefits vary based on completion of program requirements

# HPE Partner Ready Program: What's new for FY'16

More benefits than ever before



*\* Benefits vary based on completion of program requirements*

# Make the most of one program for all business models

Membership based on increased revenue, skills and joint solution development

<b>Platinum</b>	<b>Deep expertise</b> throughout the HPE Enterprise Group and/or HPE Software portfolio, and significant sell-thru, sell-to and/or sell-with <b>revenue</b>		
<b>Gold</b>	<b>Advanced BU-specific</b> certification and revenue requirements	<b>or</b> High sell-with, sell-thru, and sell-to <b>revenue</b> (e.g. SPs/SIs/ISVs)	<b>or</b> <b>Certified</b> software integration
<b>Silver</b>	<b>Basic BU-specific</b> certification and revenue requirements	<b>or</b> Moderate sell-with, sell-thru, and sell-to <b>revenue</b> (e.g. SPs)	<b>or</b> <b>Tested</b> software integration
<b>Business</b>	<b>Signed contract</b> with HP Entry-level training and revenue requirement (EMEA only)		

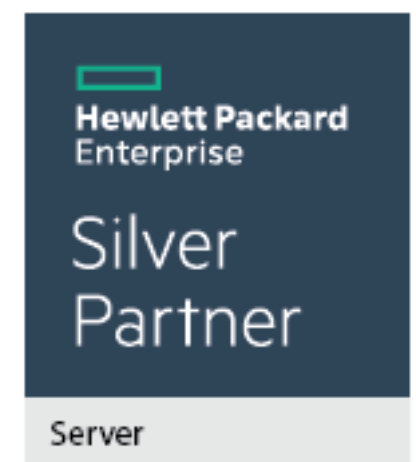




---

# Partner Ready insignia effective November 1, 2015




- **Brand training** available for distributors and MSAs in September
- **Insignia** will be available on the Partner Ready Portal on October 15
- All Partner Ready collateral will be rebranded 'Partner Ready' in the new HPE style and colors





# Software Specialist Designations

# FY'16 Partner Ready Software Specializations

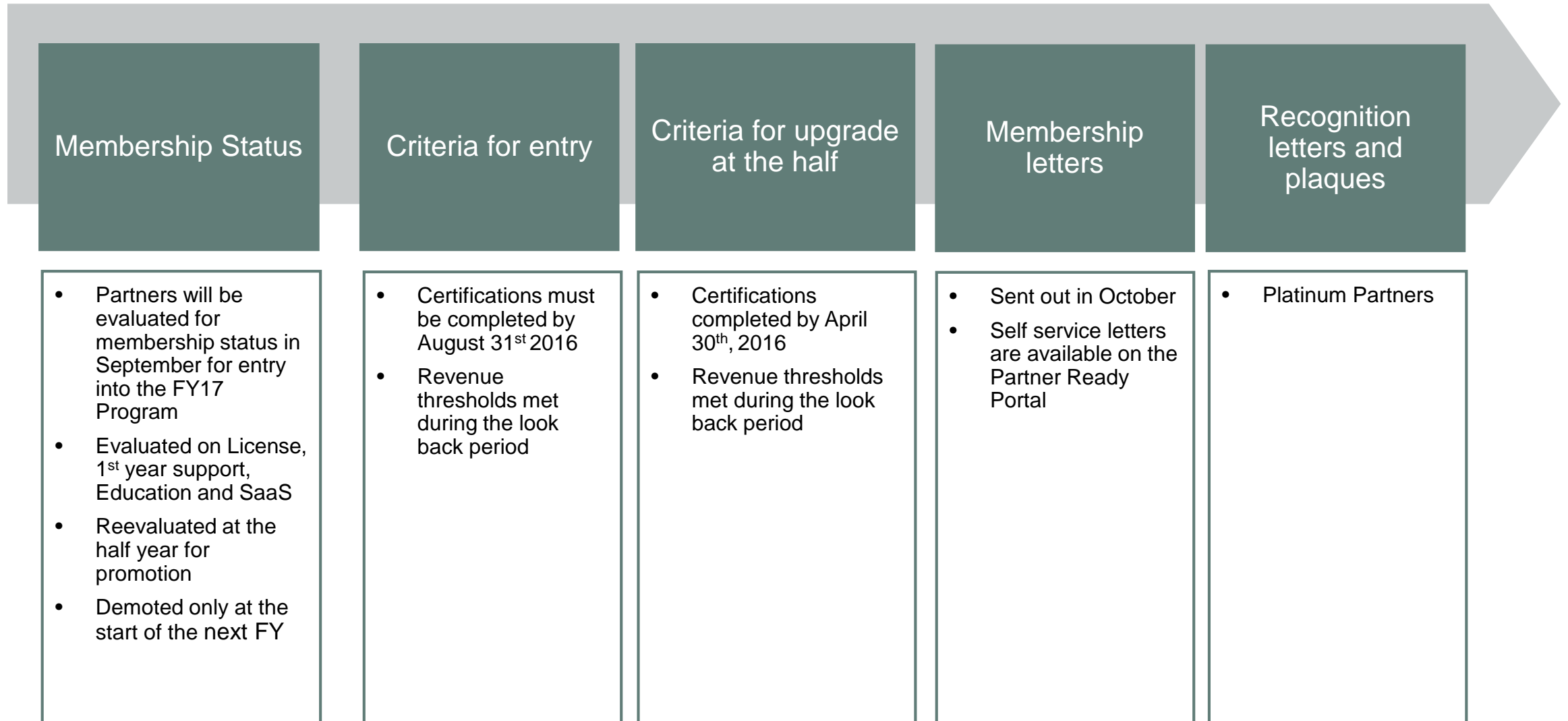
		Sales Certs	Tech Certs	Revenue
 <b>Platinum Partner</b>	<div style="border: 1px solid black; padding: 5px; text-align: center;">Platinum Software Partner</div>	Any 2 Gold	Any 2 Gold	\$1M Type A* Countries \$750k Type B** Countries
 <b>Gold Partner</b>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">IT Operations</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Applications</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Big Data Information Management</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Big Data Information Governance</div> </div> <div style="width: 45%;"> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Big Data Platform</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Fortify</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">ArcSight</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">TippingPoint</div> </div> </div>	2	2	Varies
 <b>Silver Partner</b>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">IT Management</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Big Data Information Management</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Big Data Information Governance</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Big Data Platform</div> </div> <div style="width: 45%;"> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Fortify</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">ArcSight</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">TippingPoint</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">Service Provider</div> </div> </div>	1	1	Varies
<b>Business Partner</b>		None	None	None

\*Type A countries: Brazil, Mexico, Colombia, Chile

\*\*Type B countries: Rest of LATAM



# Partner Ready FY16 Timeline Overview



---

# Specialist and HPE Partnership Commitment

Specialist Partner commit to:

- Having 75%+ of sales in face-to-face selling model
- Achieve sales revenue and growth targets significantly above those of other HPE partners
- Maintain levels of HPE-certified, trained staff required to support these targets
- Conduct HPE-specific demand generation activities

HPE has committed to:

- Develop and conduct brand-recognition campaigns that highlight the special capabilities and relationship Specialist Partner have with HPE
- Provide enhanced compensation incentives for selling and supporting HPE solutions

---

# Why Achieve Specialist designation(s)?

- Membership focus on these partners as “go to partners”
- Differentiate your expertise to your customers
- Specialist branding and market awareness
  - End-user campaigns
  - Co-marketing zone and proposal web
  - Logos/insignias prominently displayed in campaigns, products pages, ads
  - Exclusive marketing collateral for Specialist Partners
- Financial rewards to Grow Your Business
- Specialist Home Page
  - HPE Partner Ready Portal



# **HPE Software Specialist Designations**

# FY16 Partner Ready

## ITM Platform Requirements





ITM	Silver IT Management	
Certification Requirements	1 Sales 	1 Technical 
Eligible Certifications	<p><b>Sales Certification:</b></p> <ul style="list-style-type: none"> <li>• HP Sales Certified - Business Service Management Solutions [2014]</li> <li>• HP Sales Certified - Application Lifecycle Management Solutions [2014]</li> <li>• HP Sales Certified - Software as a Service Solutions [2014]</li> <li>• HP Sales Certified - Automation and Cloud Management Solutions [2014]</li> <li>• HP Sales Certified – Service and Portfolio Management Solutions [2015]</li> </ul>	<p><b>Technical Certification:</b></p> <ul style="list-style-type: none"> <li>• Any technical certification listed on Gold Applications Slide or Gold IT Operations Slide</li> </ul>
Revenue \$	\$250K per year – Brazil, Mexico, Colombia, Chile \$100K Rest of Countries	

# FY16 Partner Ready

## ITM Platform Requirements

ITM	Gold Applications	
<b>Certification Requirements</b>	<b>2 Sales</b> 	<b>2 Technical</b> 
<b>Eligible Certifications</b>	<b>Sales Certification: (at least one must be SCE-ALM2014)</b> <ul style="list-style-type: none"> <li>• HP Sales Certified - Application Lifecycle Management Solutions [2014]</li> <li>• HP Sales Certified – Software as a Service Solutions [2014]</li> </ul>	<b>Technical Certification:</b> <ul style="list-style-type: none"> <li>• HP AIS – Application Lifecycle Management v11</li> <li>• HP AIS - Functional Testing v11</li> <li>• HP AIS - LoadRunner v11</li> <li>• HP ATP – Application Lifecycle Management v12</li> <li>• HP ATP - Functional Testing v12</li> <li>• HP AIS - LoadRunner v12</li> <li>• HP ASE - Application Lifecycle Management Implementations v11</li> <li>• HP ASE - Functional Testing v11</li> <li>• HP ASE - LoadRunner v11</li> <li>• HP ASE - Application Lifecycle Management Implementation v12</li> <li>• HP ASE - LoadRunner v12</li> <li>• HP ASE - Unified Functional Testing v12</li> </ul>
<b>Revenue \$</b>	\$500k per year Brazil, Mexico, Colombia, Chile \$300K Rest of Countries	

# FY16 Partner Ready ITM Platform Requirements

ITM	Gold IT Operations	
<b>Certification Requirements</b>	<b>2 Sales</b>  	<b>2 Technical</b>  
<p style="text-align: center;"><b>Eligible Certifications</b></p>	<p><b>Sales Certification:</b> (at least one must be SCE-BSM2014 or SCE-ACM2014 or SCE- SPM2015)</p> <ul style="list-style-type: none"> <li>• HP Sales Certified - Business Service Management Solutions [2014]</li> <li>• HP Sales Certified - Software as a Service Solutions [2014]</li> <li>• HP Sales Certified - Automation and Cloud Management Solutions [2014]</li> <li>• HP Sales Certified – Service and Portfolio Management Solutions [2015]</li> </ul>	<p><b>Technical Certification:</b></p> <ul style="list-style-type: none"> <li>• HP AIS –HP Operations Orchestration v9</li> <li>• HP ATP – HP Operations Orchestration v10</li> <li>• HP ATP - Server Automation v10</li> <li>• HP ATP Cloud Service Automation v4</li> <li>• HP ATP – Operations Manager i v10</li> <li>• HP ATP – Network Node Manager I v10</li> <li>• HPE ATP - Service Anywhere V1</li> <li>• HP AIS - BSM Network Node Manager i v9</li> <li>• HP AIS - BSM Operations Manager For UNIX and Linux v9</li> <li>• HP AIS - BSM Operations Manager For Windows v9</li> <li>• HP AIS - BSM Operations Manager i v9</li> <li>• HP AIS - BSM Platform and End User Management v9</li> <li>• HP AIS - Network Automation v9</li> <li>• HP AIS - Project &amp; Portfolio Management v9</li> <li>• HP AIS - Server Automation v9</li> <li>• HP AIS - Service Manager v9</li> <li>• HP ATP - Configuration Management System (CMS) v10</li> <li>• HP ATP - ITPS Executive Scorecard v9</li> <li>• HP ATP - Storage Essentials v9</li> <li>• HP Technical Certified II - Software for Cloud Automation in SME [2014]</li> <li>• HP ASE - Asset Manager Software Implementation v9</li> <li>• HP ASE - Operations Orchestration v10</li> </ul>
<b>Revenue \$</b>	<p style="text-align: center;">\$500k per year Brazil, Mexico, Colombia, Chile \$300K Rest of Countries</p>	



# FY16 Partner Ready

## Enterprise Security Product Requirements

WBT = Web based training  
 ILT = Instructor led training  
 VILT = Virtual Instructor led training

ESP	Silver ArcSight	Gold ArcSight
<b>Certification Requirements</b>	1 Sales (*) 	2 Sales (*) 
<b>Eligible Certifications</b>	1 Technical (*)  <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>Selling ArcSight Security Solutions (WBT)</li> </ul> <b>Technical ATP:</b> <ul style="list-style-type: none"> <li>ArcSight Security Solutions ATP Rev 1.0 (ILT or VILT)</li> <li>ArcSight ESM 6.5 Security Administrator and Analyst (ILT or VILT)</li> <li>ArcSight ESM 6x Security Administrator and Analyst (eLearning) (*)</li> </ul>	2 Technical (*)  <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>Selling ArcSight Security Solutions (WBT)</li> </ul> <b>Technical ATP:</b> <ul style="list-style-type: none"> <li>ArcSight Security Solutions ATP Rev 1.0 (ILT or VILT)</li> <li>ArcSight ESM 6.5 Security Administrator and Analyst (ILT or VILT)</li> <li>ArcSight ESM 6x Security Administrator and Analyst (eLearning)</li> </ul>
<b>Revenue \$</b>	\$100K per year Brazil/Mexico \$75K per year Columbia/Argentina/Chili \$50K per year all remaining countries	\$250K per year Brazil/Mexico \$150K per year Columbia/Argentina/Chili \$100K per year al remaining countries

FY16 Eligible PLs for specialist levels revenue thresholds – 49, 59, 5C

# FY16 Partner Ready

## Enterprise Security Product Requirements

WBT = Web based training  
 ILT = Instructor led training  
 VILT = Virtual Instructor led training





ESP	Silver Fortify	Gold Fortify
<b>Certification Requirements</b>	1 Sales (*) 	2 Sales (*) 
	1 Technical (*) 	2 Technical (*) 
<b>Eligible Certifications</b>	<b>Sales Certification:</b> <ul style="list-style-type: none"> <li>Selling Fortify Security Solutions (WBT)</li> </ul> <b>Technical ATP or ASE:</b> <ul style="list-style-type: none"> <li>Fortify Security Solutions (ILT or VILT)</li> <li>Dynamic Application Testing with HP WebInspect (ILT)</li> <li>Fortify Static Code Analyzer (ILT)</li> </ul>	<b>Sales Certification:</b> <ul style="list-style-type: none"> <li>Selling Fortify Security Solutions (WBT)</li> </ul> <b>Technical ATP or ASE:</b> <ul style="list-style-type: none"> <li>Fortify Security Solutions (ILT or VILT)</li> <li>Dynamic Application Testing with HP WebInspect (ILT)</li> <li>Fortify Static Code Analyzer (ILT)</li> </ul>
<b>Revenue \$</b>	\$100K per year Brazil/Mexico \$75K per year Columbia/Argentina/Chili \$50K per year all remaining countries	\$250K per year Brazil/Mexico \$150K per year Columbia/Argentina/Chili \$100K per year al remaining countries

FY16 Eligible PLs for specialist levels revenue thresholds – 18, 50

# FY16 Partner Ready




## Enterprise Security Product Requirements

WBT = Web based training  
 ILT = Instructor led training  
 VILT = Virtual Instructor led training

ESP	Silver TippingPoint	Gold TippingPoint
<b>Certification Requirements</b>	1 Sales (*) 	2 Sales (*) 
<b>Eligible Certifications</b>	1 Technical (*)  <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>Selling TippingPoint Security Solutions (WBT)</li> </ul> <b>Technical ATP or ASE:</b> <ul style="list-style-type: none"> <li>TippingPoint IPS ATP Security Training (ILT or VILT)</li> <li>TippingPoint advanced Technical Security Products Rev 11.31 (WBT)</li> <li>TippingPoint IPS ASE Security Training (ILT)</li> <li>TippingPoint Next Generation Firewall ATP Security Training Rev 1.0 (ILT or VILT)</li> <li>TippingPoint Next Generation Firewall ASE Security Training (ILT)</li> </ul>	2 Technical (*)  <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>Selling TippingPoint Security Solutions (WBT)</li> </ul> <b>Technical ATP or ASE:</b> <ul style="list-style-type: none"> <li>TippingPoint IPS ATP Security Training (ILT or VILT)</li> <li>TippingPoint advanced Technical Security Products Rev 11.31 (WBT)</li> <li>TippingPoint IPS ASE Security Training (ILT)</li> <li>TippingPoint Next Generation Firewall ATP Security Training Rev 1.0 (ILT or VILT)</li> <li>TippingPoint Next Generation Firewall ASE Security Training (ILT)</li> </ul>
<b>Revenue \$</b>	\$100K per year Brazil/Mexico \$75K per year Columbia/Argentina/Chili \$50K per year all remaining countries	\$250K per year Brazil/Mexico \$150K per year Columbia/Argentina/Chili \$100K per year al remaining countries

# FY16 Partner Ready

## Big Data Platform Requirements

Platform HPE Vertica, HPE IDOL	Silver Big Data Platform	Gold Big Data Platform
<b>Certification Requirements</b>	1 Sales (*) 	2 Sales (*) 
<b>Eligible Certifications</b>	1 Technical (*)  <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>• HP Sales Certified - Vertica Big Data Platform***</li> <li>• HP Sales Certified – IDOL (when certification is available)</li> </ul> <b>Technical Certification from either:</b> <ul style="list-style-type: none"> <li>• HP ATP - Vertica Big Data Solutions V1</li> <li>• HP ASE - Vertica Big Data Solutions Administrator V1</li> <li>• HP ATP – IDOL Server v10</li> <li>• HP ASE – IDOL v10</li> </ul>	2 Technical (**) <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>• HP Sales Certified - Vertica Big Data Platform***</li> <li>• HP Sales Certified – IDOL (when certification is available)</li> </ul> <b>Technical Certification from either:</b> <ul style="list-style-type: none"> <li>• HP ATP - Vertica Big Data Solutions V1</li> <li>• HP ASE - Vertica Big Data Solutions Administrator V1</li> <li>• HP ATP – IDOL Server v10</li> <li>• HP ASE – IDOL v10</li> </ul>
<b>Revenue \$</b>	\$75K per year	\$150k per year

FY16 Eligible PLs for specialist levels revenue thresholds – VE, 9Q (1<sup>st</sup> Year SaaS), 9P, 68, A1







(\*) Same individual can hold a Technical certification and a Sales certifications

(\*\*) For Gold, 1 technical certification must be an HP Accredited Solutions Expert (ASE)

(\*\*\*) We will accept the HP Sales Certified - Selling HP Vertica Big Data Solutions [2013] certification for FY2016 program benefits. All partners will be required to have the HP Sales Certified - Vertica Big Data Platform [2016] certification in place for FY17 program benefits prior to September 1st, 2016

# FY16 Partner Ready

## Big Data Information Management Requirements

<b>Information Management</b> HPE Data Protector, HPE Connected Backup, HPE Connected MX, HPE Storage Optimizer	<b>Silver</b> <b>Big Data Information Management</b>	<b>Gold</b> <b>Big Data Information Management</b>
<b>Certification Requirements</b>	1 Sales (*) 	2 Sales (*)  
<b>Eligible Certifications</b>	1 Technical (*) 	2 Technical (*)  
<b>Revenue \$</b>	\$50k per year	\$300k per year
<b>Eligible Certifications</b>	<b>Sales Certification:</b> <ul style="list-style-type: none"> <li>HPE Sales Certified: Information Management Solutions**</li> </ul> <b>Technical Certification:</b> <ul style="list-style-type: none"> <li>HP ATP - Data Protector V8 or V9</li> </ul>	<b>Sales Certification:</b> <ul style="list-style-type: none"> <li>HPE Sales Certified: Information Management Solutions**</li> </ul> <b>Technical Certification:</b> <ul style="list-style-type: none"> <li>HP ATP - Data Protector V8 or V9</li> </ul>





FY16 Eligible PLs for specialist levels revenue thresholds – LH, D3, A8, A7(1<sup>st</sup> Year SaaS)

(\*) Same individual can hold a Technical certification and a Sales certifications

(\*\*) We will accept the HP Sales Certified - Data Protection Solutions, HP Sales Certified - Enterprise Content Management and the HP Sales Certified - Information Archiving & eDiscovery Solutions certification for FY2016 program benefits. All partners will be required to have the HPE Sales Certified - Information Management Solutions [2016] certification in place for FY17 program benefits prior to September 1st, 2016

# FY16 Partner Ready

## Big Data Information Governance Requirements

<b>Information Governance</b> HPE Records Manager, HPE ControlPoint, HPE Structured Data Manager	<b>Silver</b> <b>Big Data Information Governance</b>	<b>Gold</b> <b>Big Data Information Governance</b>
<b>Certification Requirements</b>	1 Sales (*) 	2 Sales (*) 
<b>Eligible Certifications</b>	1 Technical (*)   <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>• HPE Sales Certified - Information Governance Solutions**</li> </ul> <b>Technical Certification from either:</b> <ul style="list-style-type: none"> <li>• HP ATP - Records Manager v8.x</li> <li>• HP ATP - Structured Data Manager v7</li> <li>• HP ASE - Records Manager Administrator v8</li> </ul>	2 Technical (*)   <b>Sales Certification:</b> <ul style="list-style-type: none"> <li>• HPE Sales Certified - Information Governance Solutions**</li> </ul> <b>Technical Certification from either:</b> <ul style="list-style-type: none"> <li>• HP ATP - Records Manager v8.x</li> <li>• HP ATP - Structured Data Manager v7</li> <li>• HP ASE - Records Manager Administrator v8</li> </ul>
<b>Revenue \$</b>	\$100k per year	\$250K per year

FY 16 Eligible PLs for specialist levels revenue thresholds – D0, FI, BD, B5, BB

(\*) Same individual can hold a Technical certification and a Sales certifications

(\*\*) We will accept the HP Sales Certified - Data Protection Solutions, HP Sales Certified - Enterprise Content Management and the HP Sales Certified - Information Archiving & eDiscovery Solutions certification for FY2016 program benefits. All partners will be required to have the HPE Sales Certified - Information Governance Solutions [2016] certification in place for FY17 program benefits prior to September 1st, 2016

---

# Partner Program Contacts

## IT Management

Marcela Diaz [claudia-marcela.diaz.saavedra@hpe.com](mailto:claudia-marcela.diaz.saavedra@hpe.com)

## Enterprise Security Products

Devra Walthers [devra.walthers@hpe.com](mailto:devra.walthers@hpe.com) 512-574-4449

## Big Data

Kim Straub [kim.Straub@hpe.com](mailto:kim.Straub@hpe.com) 678-823-5690





**Thank**  
**you**

  
**Hewlett Packard**  
**Enterprise**