

**Hewlett Packard
Enterprise**

EMEA Partner Ready Services

Profit, Opportunity, Customers for Life

Bruno DURIER

MEMA EG Indirect Sales Manager



Cap Town 11th of March 2016

An analogy: TS Support in the world of vehicles

Warranty “Do IT Yourself”



- Replacement of parts
- Most parts mandate customer self-repair
- May have varying coverage and lengths of service
- **Included in products- never leave the product uncovered!**

Protecting the car

Foundation Care “Fix IT”



- A reliable breakdown service when things go wrong
- Electronic diagnosis
- **Reactive support- the minimum you must attach!**

Proactive Care “Keep IT Running”



- Regular servicing, monitoring and preventive diagnostics to prevent interruptions and keep you running
- Fix it faster, if broken
- **Combines reactive & proactive support- recommended service!**

Proactive Care Advanced & Proactive Select “Help me get there”



- Chief technician helps you plan & review your schedule as well as prioritize your road trip checklist
- **Reactive & proactive support + Account Support Manager- for complex environment!**

Protecting your mobility

Business risk →

What is warranty really?

- Best Effort, next business day
 - No HPE **Service Level** commitment to bring HW up and running
 - Software does not have warranty
 - Only media replacement.
 - Warranty is NOT 24x7
 - Phone support 9x5 weekdays, no holidays/weekends
 - Customer places support call on Friday before 5, HPE response on Monday
 - No HPE engineer onsite for Customer self repair parts*
 - **Support services** ensures HPE Certified Engineer on site with spare parts and knowledge to troubleshoot situation and install spares (onsite visit done per OEM request)
 - No local parts
 - Rely on air/freight, no dedicated parts stocking at local depot
 - How to read it
 - 1-1-0, 3-3-3, 3-1-1 means Parts - Labor - Onsite
 - So 1-1-1 is
 - 1 year parts warranty
 - 1 year labor warranty
 - 0 year onsite warranty (exchange service no engineer onsite)
 - Limited Warranty Period
 - Memory, hard disks, adapters, cables, accessories will often have 1 year parts warranty
 - → **Support services** ensures all parts are under the same coverage period
- **Only if part is defect, no trouble shooting (e.g. configuration/firmware compatibility issues....)**

* depends on warranty terms

Technology Services with our partners

We lead the solution journey



Help customers start, accelerate adoption; deliver a seamless ownership experience

We create customers for life



Deliver a customer service experience better than our competitors

We simplify & innovate



We bring our experience and apply HPE innovation to simplify complex environments

We invest & modernize



Build flexibility and profitability into our structure to facilitate mutual business growth

HPE's Full Suite of Services drive Transformation...

Advisory
Workshops

Deep Solution
Coverage

Proven
Methodologies

Proactive
Connected

Infrastructure
Automation

Variable Consumption
Models



Advise

- Interactive
- In days, not weeks



Transform

- Regional CoE
- Maturity Models



Integrate

- Regional CoE
- Global Methodology



Support

- Personalized
- Multi-Vendor



Automate

- High Velocity IT
- Drives DevOps



Flex

- On-premise
- Pay-per-use*

Optimize your delivery investments

You deliver¹ | We deliver on your behalf

¹Select services

*Subject to reasonable minimums

Accelerate to the New Style of Business

Lead with Services

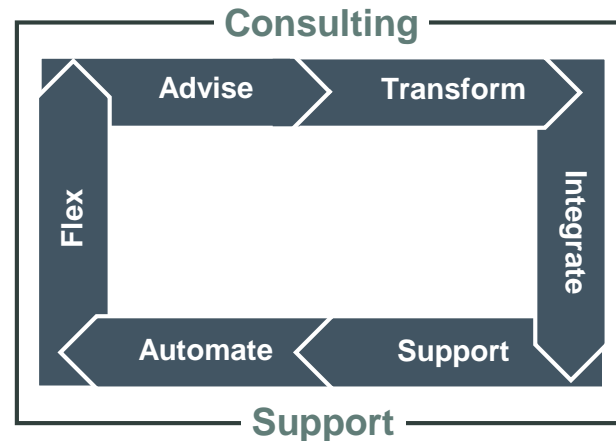
Expand your business — with deeper and richer customer relationships



Flex up and earn more!

Lifecycle sales

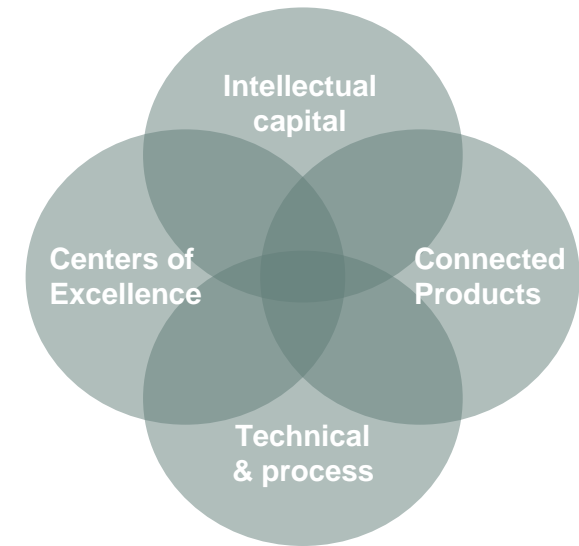
Extend your reach — complete portfolio of services



Without extending your bench

Lifecycle delivery

Enhance your capabilities — increased delivery enablement



Leverage HP to build new capabilities

Sell end-to-end solutions and earn more by combining your services and HPE Services

Partner Ready Services

Rich Rewards

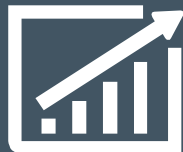


Complete Services Offerings



Customer's
for Life

More Opportunity



Simplified and Expanded
Service Delivery



Gold and Silver Services Specialist

BENEFITS	GOLD	SILVER
Specialist Base (Rebate)	\$\$	\$
Accelerators (Rebate)		
Upfront Benefits	\$\$	\$
MDF	✓	✓
Special Pricing	✓	✓
NBO	✓	
Promotions	✓	✓
PBM	✓	✓
Insignia & Certificates	✓	✓
Partner Locator	★	✓
Demo Equipment		
CMZ	✓	✓

EXTRAS

Additional revenue opportunity with HPE Partner Ready Services Delivery Enablement Program is available, including:

- Access to HPE delivery compensation
- Delivery of HPE Support Services
- Preferential access to HPE intellectual property
- Priority access to HPE technical support
- Access to training and certification for the appropriate service qualifications
- Support of an HPE Partner Service Delivery Manager

CRITERIA	GOLD	SILVER
Partner Agreement	✓	✓
Revenue Threshold	\$\$	\$
Business Plan	✓	
Knowledge Credits	Please refer to the FY16 Partner Ready certification and learning criteria guide	
Total Sales Certified Individuals	For full criteria requirements please refer to the Extras	
Total Technical Certified Individuals	For full criteria requirements please refer to the Extras	

Qualifications are based on EG TOP EG TOP captures past performance, assesses potential to grow, and helps determine eligibility for rewards payments refer to the Services Delivery Operations Guides

EXTRAS

Prerequisite Silver: minimum 1 EG Silver or Gold Specialist status

- Prerequisite Gold: minimum 1 EG Gold Specialist status
- Optional delivery accreditation: minimum EG TOP and specific quality and quantity standards

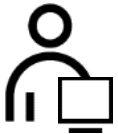
Knowledge Credits



Recognition of ongoing product trainings for Partner Ready benefits



Flexibility to align to Partner's business priorities



Selection of global and regional product trainings



Simple and predictable

- Eligible offerings are current, flexible and include
 - NPI trainings
 - TS Events and seminars
 - Webinars, Tek Talks
 - Face to Face training sessions ½ day or 1 day
- Completion of an offering yields credits
- Minimum Knowledge Credit requirement for each Partner Ready Specialization
- Progress tracked via Partner Learning Management Tool
- Appropriate for all customer facing professionals holding an eligible certification
- Credits to be accumulated between Nov 1, 2015 and August 31, 2016

Partner Ready Services Criteria

Sales Criteria

Gold

1. EG TOP > 1.30
2. Hold minimum¹ at Gold level
 - Gold Server Specialist
 - Gold Storage Specialist
 - Gold Networking Specialist
3. 150 Services Knowledge Credits

Silver

1. EG TOP > 0.80
2. Hold min¹ at Silver/Gold level
 - Server Specialist
 - Storage Specialist
 - Networking Specialist
3. 60 Services Knowledge Credits

Delivery Authorization Criteria

In addition to meeting Sales Criteria above

To be considered eligible for delivery on Gold Delivery Segments:

EG TOP > 1.30

To be considered eligible for delivery on Silver Delivery Segments:

EG TOP > 1.00

Initial requirement: All new delivery partners are required to pass a Delivery Capability Assessment

Within the yearly membership period, Delivery partners should meet or exceed the delivery performance criteria defined in the relevant Delivery Operations Guide

EG TOP measurement definition

EG TOP is a measure of a partner's service sales performance relative to the country market average.

Country baseline penetration rates are set each year using the last 12 months average country penetration rate for 5 product groupings covering servers, storage and networking.

The partner's EG TOP measurement compares his last 12 months services versus hardware sales normalized by the country baseline penetration rates
EG TOP = 1.00 is the country market average

H1 FY16 Services fixed% Compensation Scheme Summary

Specialisation	EG TOP < 1.0	1.0=< EGTOP < 1.3	EG TOP >= 1.3	EG TOP >= 1.6
Platinum Converged Infrastructure Specialist	1.00%	2.00%	4.00%	6.00%
Gold Services Specialist				4.00%
Silver Services Specialist			2.00%	
Product Lines	7G, 96, 72, JN, K3, R8, UW, 6W, 1Z, 4J, G4, 60,EA, 6C,9Y,9X			

Note : PfR for packaged support services

Delivery Partner Benefits for Silver and Gold Services Specialists

Additional revenue opportunity with HPE Partner Ready Services Delivery Enablement Program is available, including:

- Access to HPE delivery compensation
- Delivery of support services
- Preferential access to HPE intellectual property
- Priority access to HPE technical support
- Access to training and certification for the appropriate service qualifications
- Support of an HPE Partner Service Delivery Manager



Resources



- HPE Partner Ready Portal
 - partner.hpe.com
- HPE Certification & Learning
 - www.mylearninghpe.com

Emerging Markets Partners@Work 2016

11 March 2016

Osama AlHaj-Issa

Channel Director, ME&T






aruba[®]

a Hewlett Packard
Enterprise company

Agenda

- **Aruba HPE Overview**
- **Aruba Solutions**
- **GTM and Channel strategy**
- **Distribution land scape**

Indirect EMEA FY16 key priorities

New Style of Business	 Lead the channel transition to a New style of business by being their partner of choice for transformation areas solutions , disruptive innovation and new consumption models .
Enabling channel growth	 Significantly increase our lead in TPE and NPS by increasing our score in special pricing process, deal registration and rules of engagement . Integrate Aruba into Partner Ready. Prepare for Pay at Net .
Grow with Service Providers	 Grow our SP SOB by delivering the right mix of share of wallet gains and new account wins , by significantly increasing our co-selling revenues and by leading with the SP Ready Solutions and the full EG portfolio .
Accelerate our SMB business	 Accelerate our SMB business by improving our distribution led channel business, by building a dedicated SMB Go-to-Partners channel and by excelling at integrated sales campaigns .
Transform with Alliance Partners	 Help our enterprise customers transform to the New Style of Business by having a JGTM around the 4 transformation areas with our Alliances partners and by building the Alliance ecosystem for the NSOB .

THE RISE OF GENMOBILE

2005

2013

“OLD STYLE” IT INFRASTRUCTURE

Gen Y

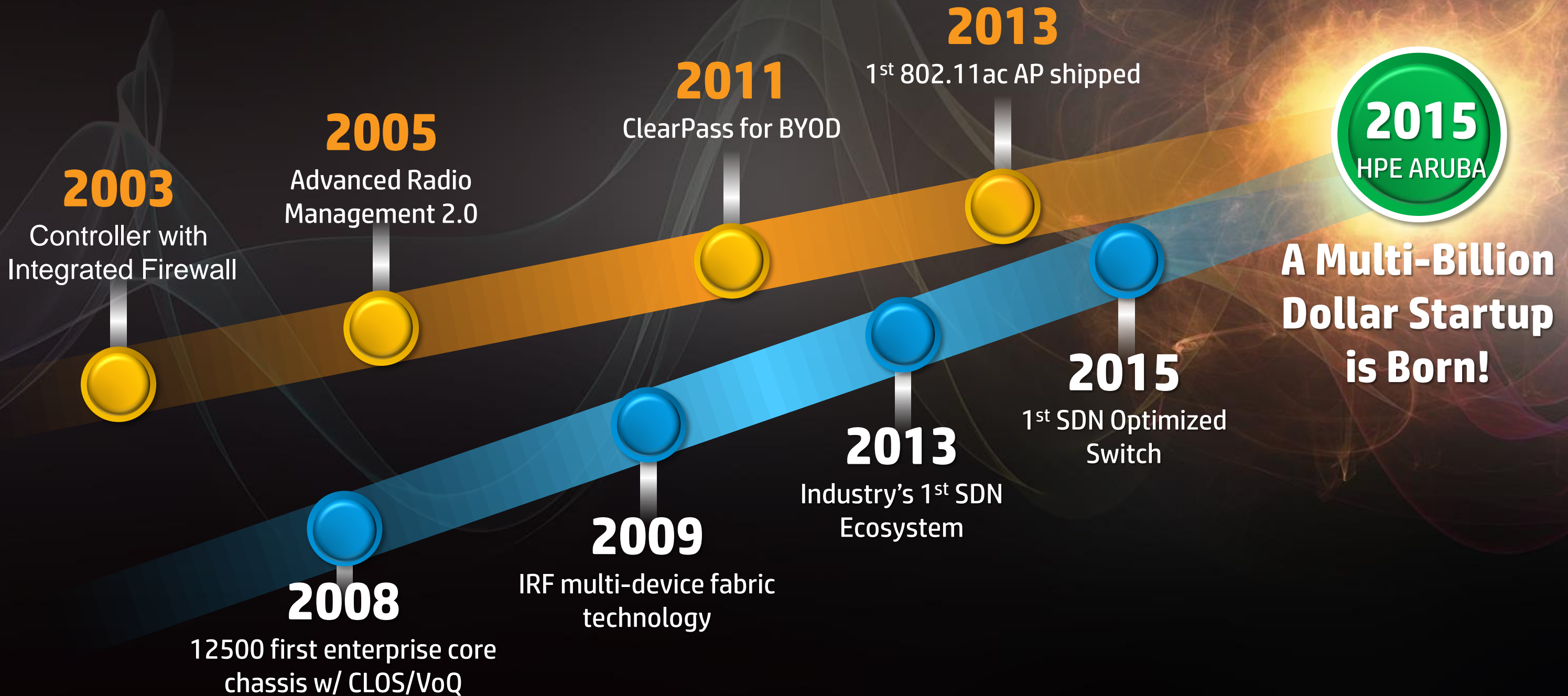


“NEW STYLE” IT INFRASTRUCTURE

GenMobile



THE RIGHT TIME TO **DISRUPT**



A Multi-Billion Dollar Startup is Born!

CLOUD FIRST

MOBILE FIRST

HPE Aruba

OUR DIFFERENTIATION

AGILE APPLICATION DELIVERY FROM DATA CENTER TO MOBILE EDGE

Agile Data Center



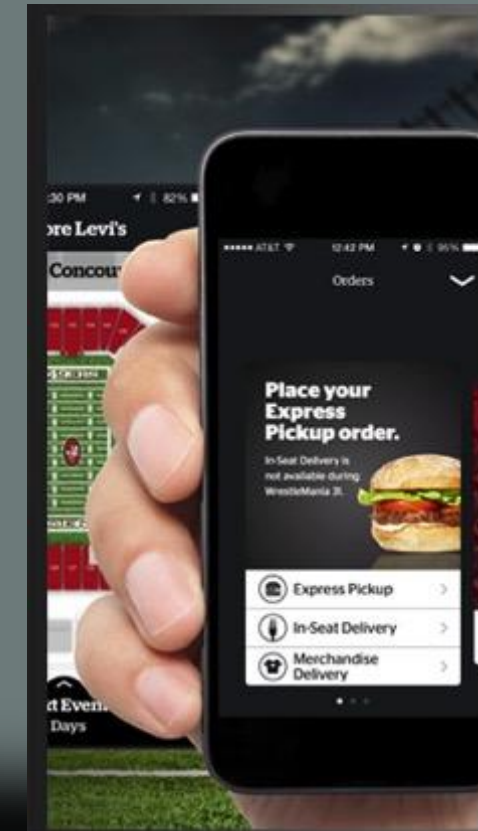
Digital Workplace



Adaptive Trust



Mobile Engagement



PRODUCT PORTFOLIO FROM EDGE TO DATA CENTER

Software

Management, policy & location-based services



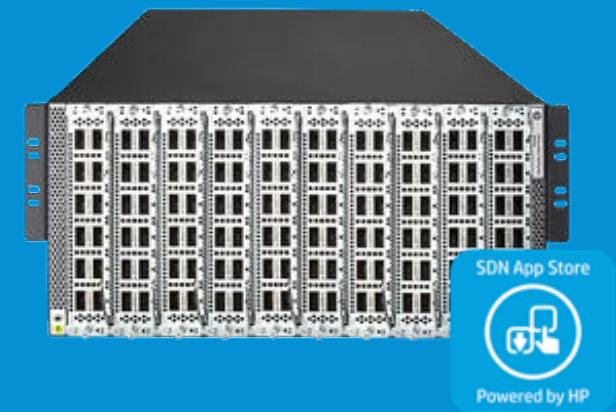
Mobility infrastructure



Campus switching



Data center switching



INNOVATION LEADER IN CAMPUS NETWORKS

“Clients globally should consider HP Aruba for all wired / WLAN access layer opportunities.”

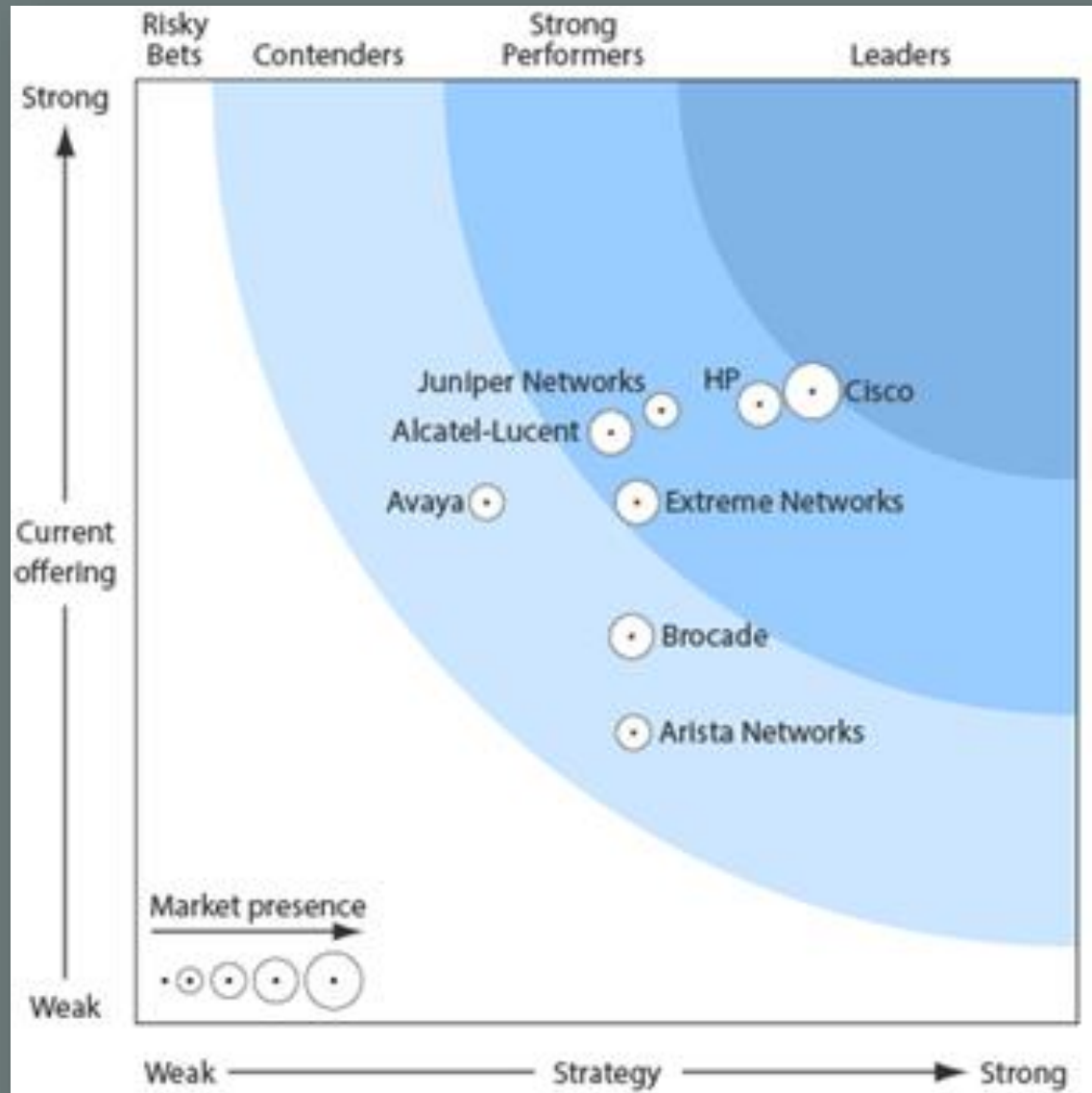
Gartner MQ for Wired and Wireless LAN
Access Infrastructure, August 2015



2015 CRITICAL CAPABILITIES FOR WIRED AND WIRELESS LAN ACCESS INFRASTRUCTURE

Enterprise Unified Wired and WLAN Access	Enterprise Wireless-Only Connectivity	SMB and/or Small or Remote Branch Office	Voice Over WLAN	IaaS or Managed Service	Enterprise Wired-Only Connectivity
HPE Aruba 4.14	HPE Aruba 4.11	HPE Aruba 4.12	HPE Aruba 4.10	HPE Aruba 4.14	Cisco 4.24
Cisco 4.14	Cisco 4.06	Cisco 4.11	Cisco 4.05	Cisco 4.11	HPE Aruba 4.15
Avaya 3.64	Aerohive 3.82	Avaya 3.62	Aerohive 3.81	Aerohive 3.63	Juniper 3.91
Extreme 3.63	Avaya 3.55	Extreme 3.61	Avaya 3.53	Avaya 3.61	Brocade 3.74

CLOSE SECOND IN DATA CENTER NETWORKING



Forrester's 2015 Wave report

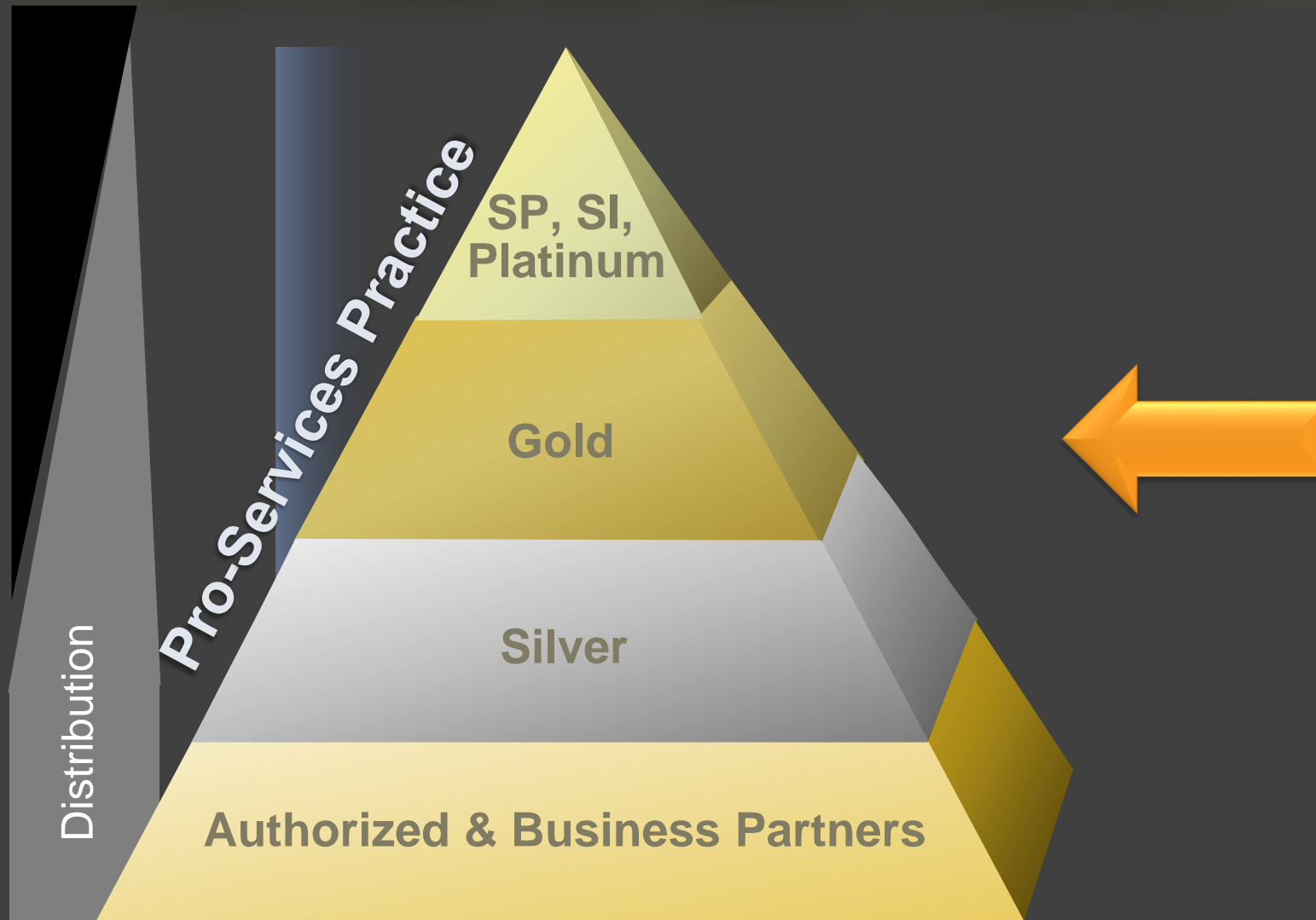


Gartner's 2015 Magic Quadrant report

Aruba HPE GTM

Aruba Channel Strategy FY16

WLAN Expertise, Sales, Investment



Grow & Protect

- Our existing partner base that lead with either WLAN or Switching

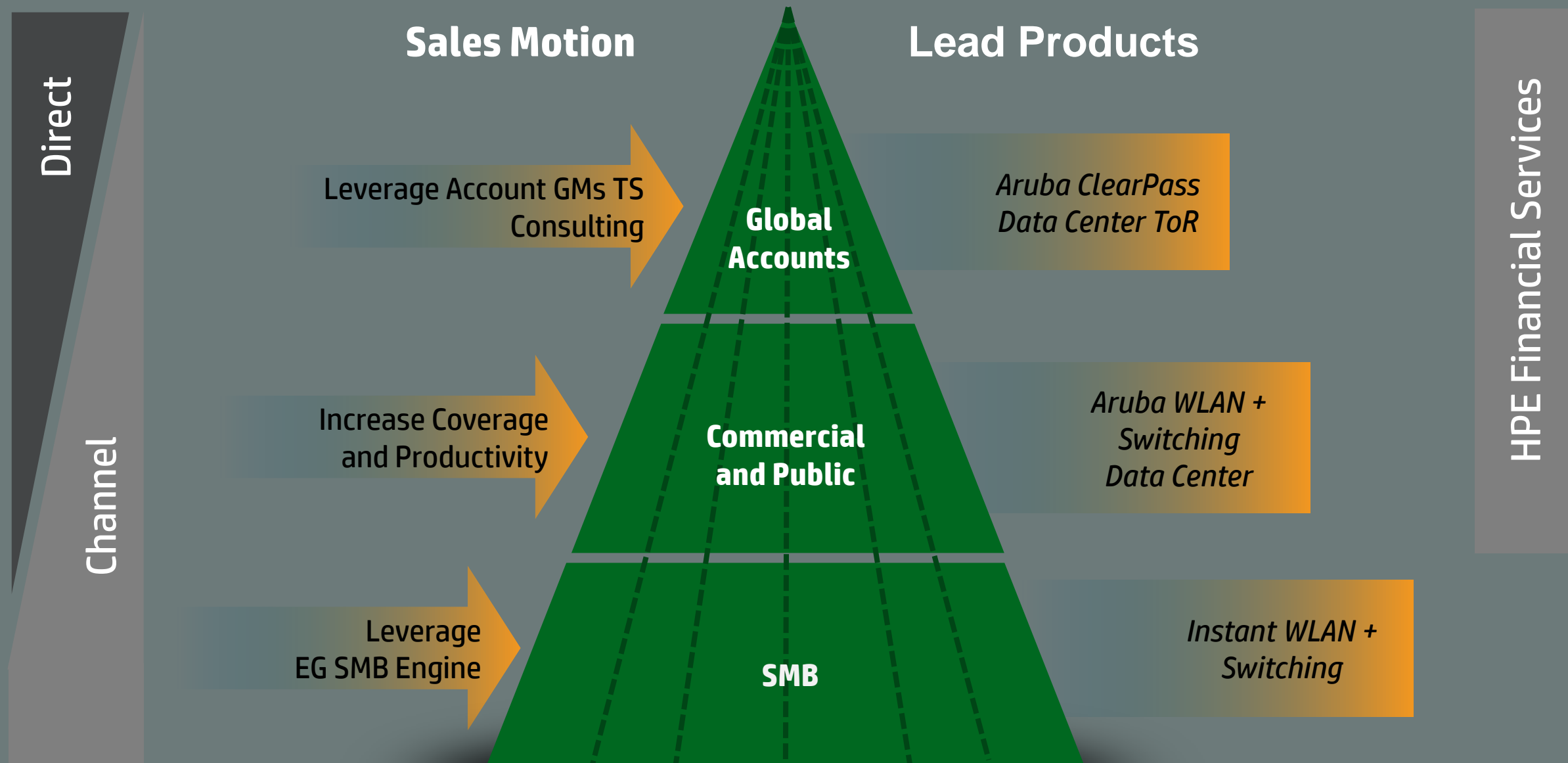
Develop Cross-sell & Specialization

- Full portfolio go-to partners selling Mobility first & Campus Networking transformation

Expand & Grow

- Expand the volume of SMB transactions & attach rate of WLAN & Switches

Aruba GTM Focus and Coverage



Aruba HPE Distribution Landscapae

Distribution Landscape Naturalization process

Select best Aruba and HPN VADs

Growth Countries 3 VADs

Developing and Emerging Countries 2 VADs

Thresholds:

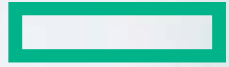
- Platinum Certification
- Dedicated Resources including SMB
- Must meet minimum Revenue in both Aruba and HPN
- Marketing Investments



Vinaka
 Dankscheen
 Vinaka
 Kösönöm
 Kiitos
 Maake
 Asante
 Shukria
 Dhanyavadagalu
 Manana
 Dankon
 Matondo
 감사합니다
 Dank Je
 Blagodaram
 Ngiyabonga
 Dziekuje
 Juspaxar
 Biyan
 Chokwane
 Arigato
 Gracias
 Tack
 Grazie
 Mochchakkeram
 Tingki
 Gratias Tibi
 Obrigado
 ありがとう
 Djiere Dieuf
 Eskerrik Asko
 Najis Tuke
 Misaotra
 Rahmat
 Matur Nuwun
 Bedankt
 Dakujem
 Nirringrazzjak
 Hvala
 Welalin
 Danke
 Di Ou Mési
 Merc
 Salamat
 Go Raibh Maith Agat
 谢谢
 Xbala
 Kia Ora
 Kop Khun
 Khap
 Diolch i Chi
 Terima Kasih
 Taiku
 Tack
 Mochchakkeram
 Tingki
 Gratias Tibi
 Obrigado
 ありがとう
 Djiere Dieuf
 Eskerrik Asko
 Najis Tuke

Thank You





**Hewlett Packard
Enterprise**

HPE Servers

..... Past, Present & Future

Gautham Raj
Director – HPE Servers
Middle East, Mediterranean & Africa





The Past

General Purpose Compute – A glorious One

We are our Customer's Compute Champion

1,000,000

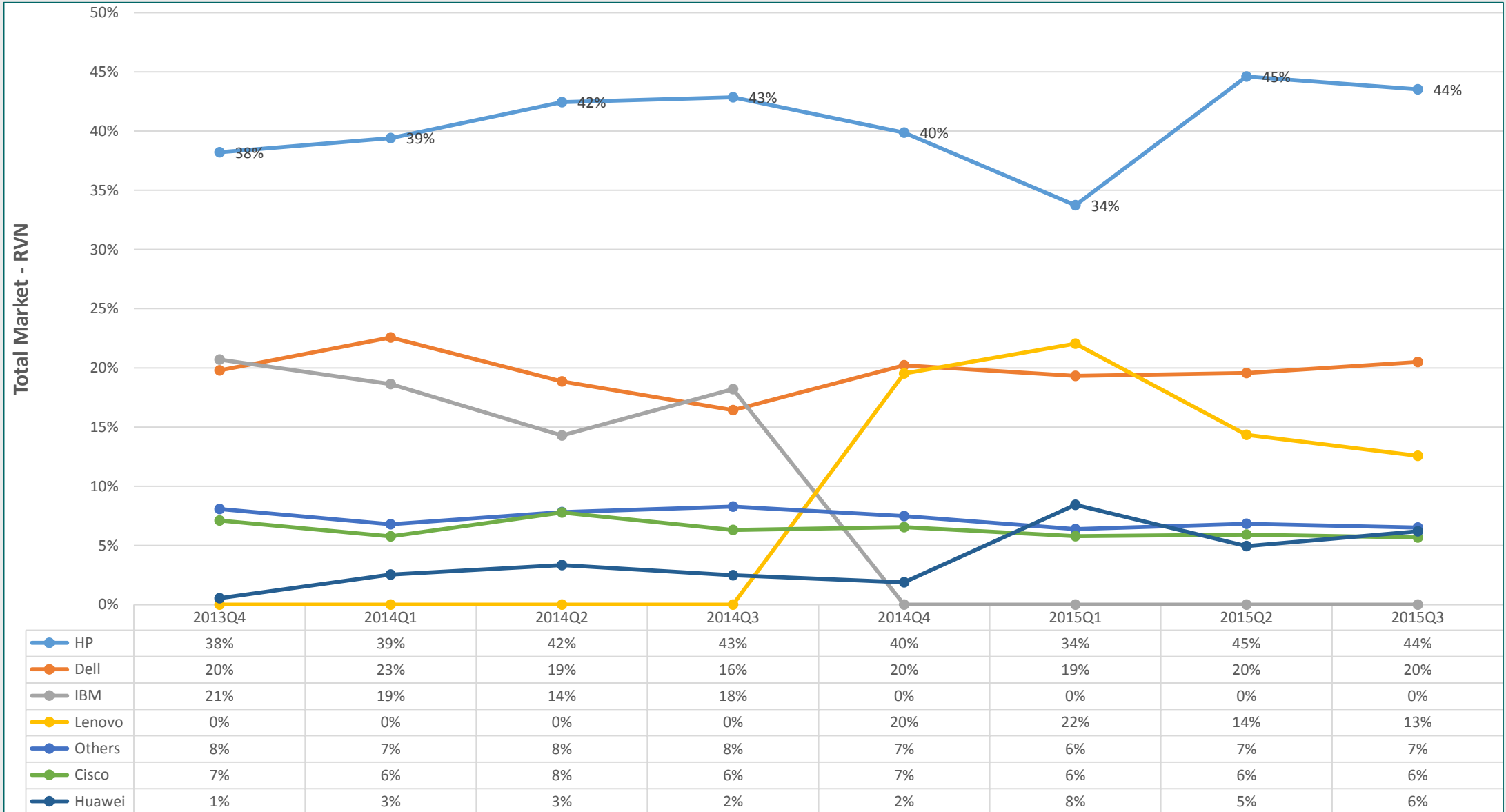
5

30

40

100,000

Emerging Market - Total X86 Server Market, CQ3'15 Market Share - Revenue





The Present

HPE Servers Strategy

The Compute market is changing profoundly

Cloud

- Cloud service providers
- Hybrid infrastructure

Specialization

- Workload optimized
- Customer segment specialized

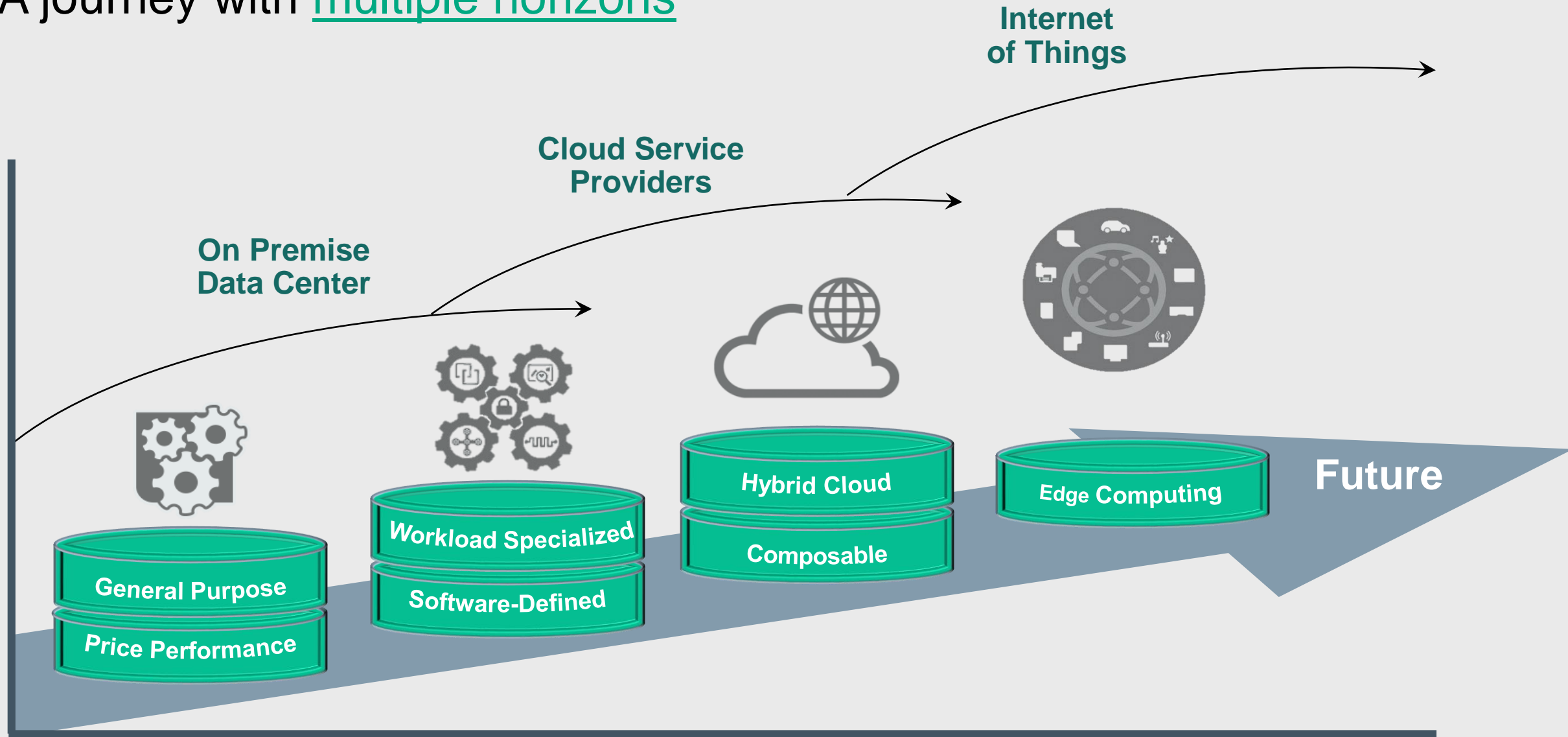
Bifurcation

- Hyper-converged and integrated
- Software-defined and commoditized

Big Data

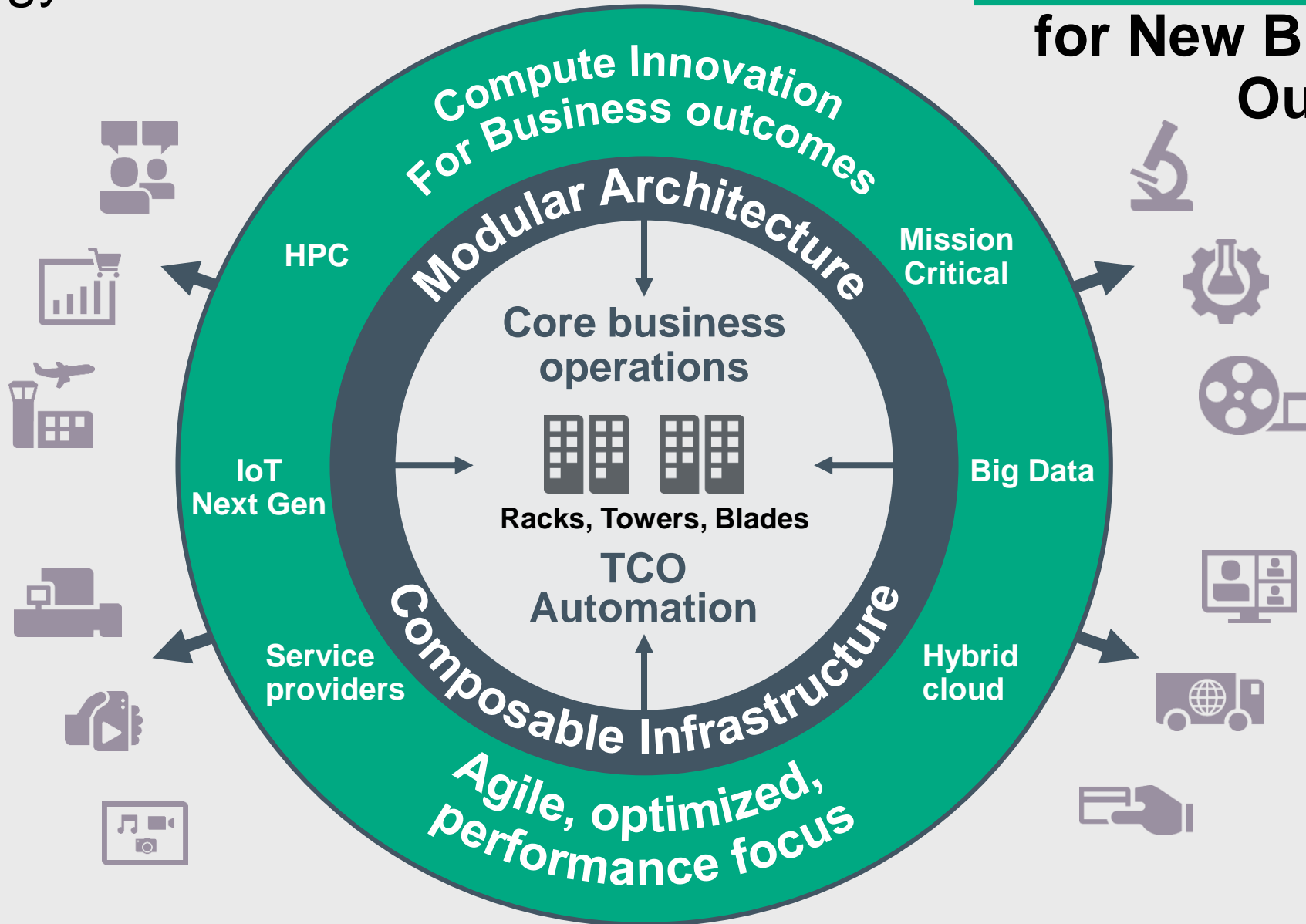
- Object Storage
- Internet of Things

A journey with multiple horizons



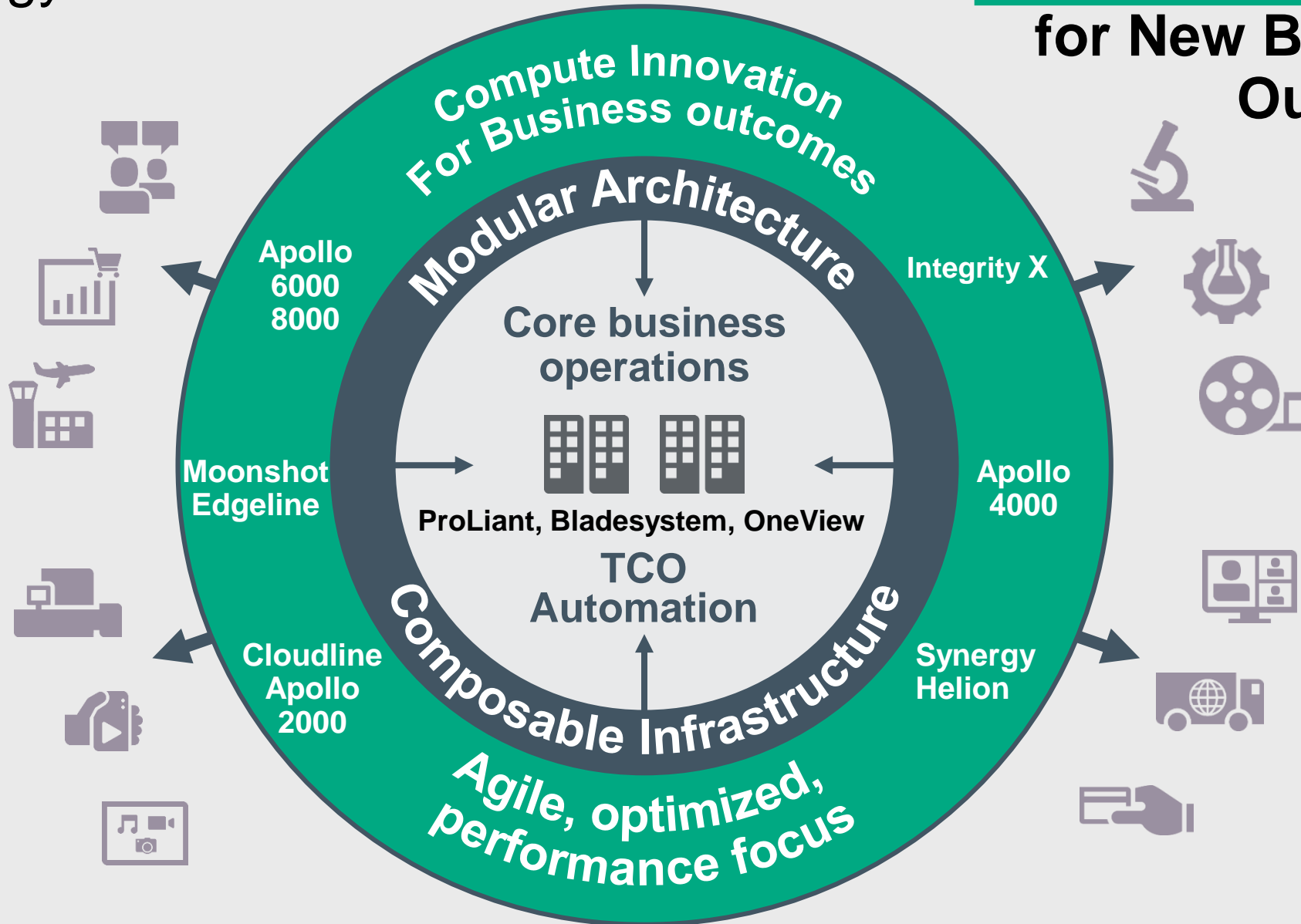
Our Strategy

Optimized Compute for New Business Outcomes



Our Strategy

Optimized Compute for New Business Outcomes



Launched in December 2015

Enterprise-class capabilities at a great value...



HPE ProLiant DL20 Gen9

Ideal solution for SMB & ROBO...



HPE ProLiant ML30 Gen9

Kickstart your IoT Journey...



HPE Edgeline IoT Gateway

Run enterprise workloads in 15 mins...



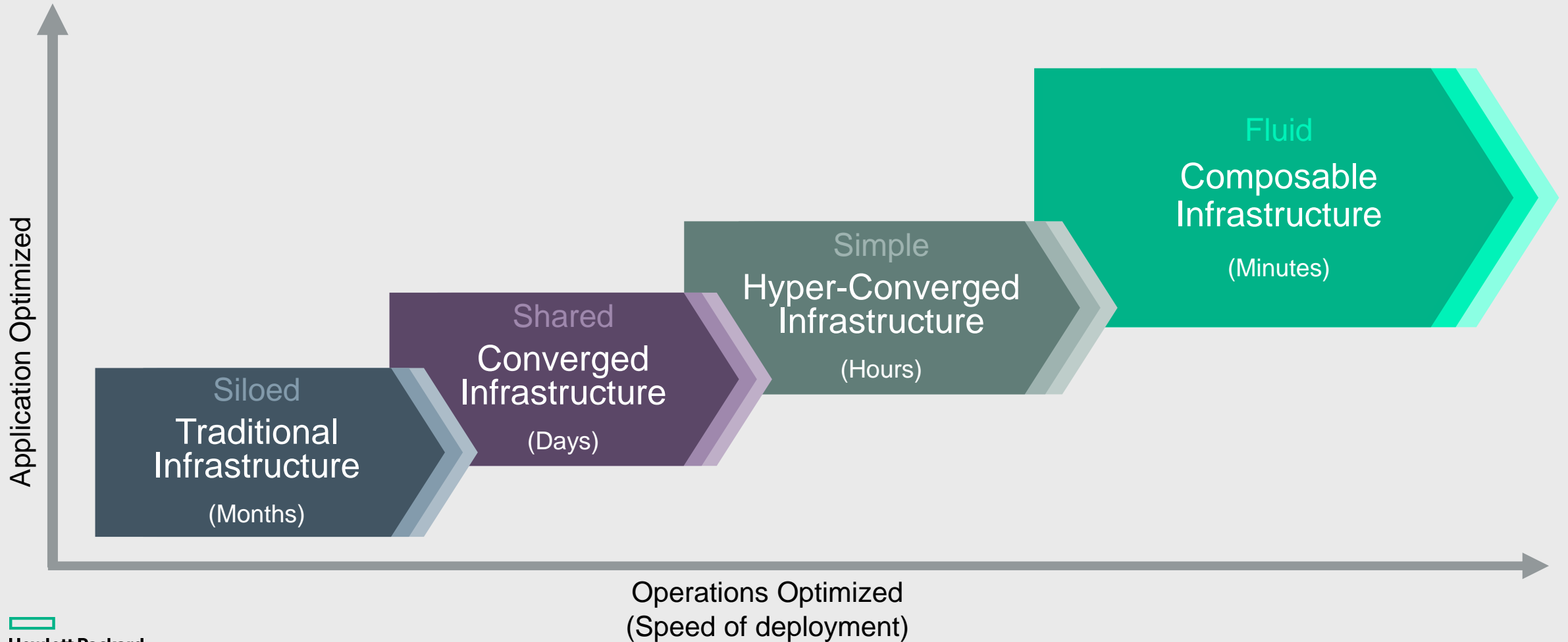
HPE Hyper Converged 250 System

The era of Composable Infrastructure is here...



HPE Synergy

A new class of infrastructure is needed to power traditional and new apps



HPE Synergy: The industry's first Composable Infrastructure

Fluid resource pools, software-defined intelligence and a unified API

REDUCE

over-provisioning and cost

DEPLOY

at cloud-like speed

SIMPLIFY

with frictionless updates

DEVELOP

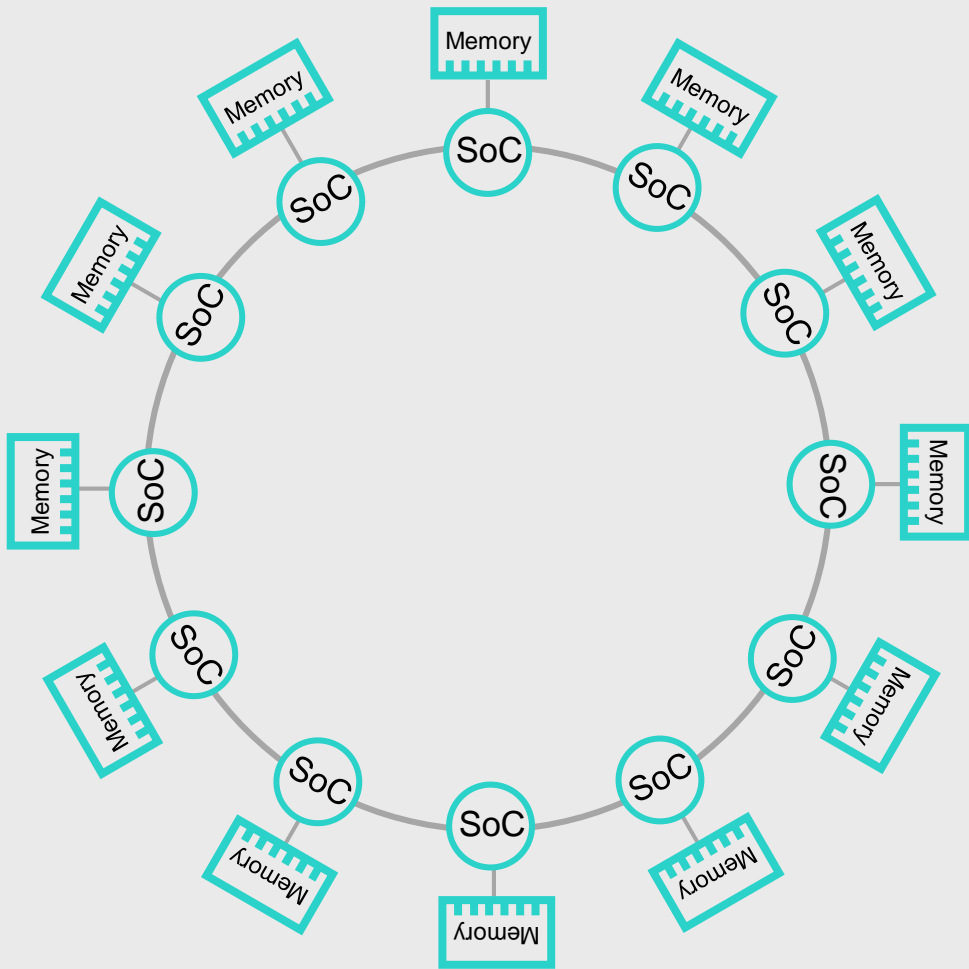
more apps, faster

Your infrastructure as code

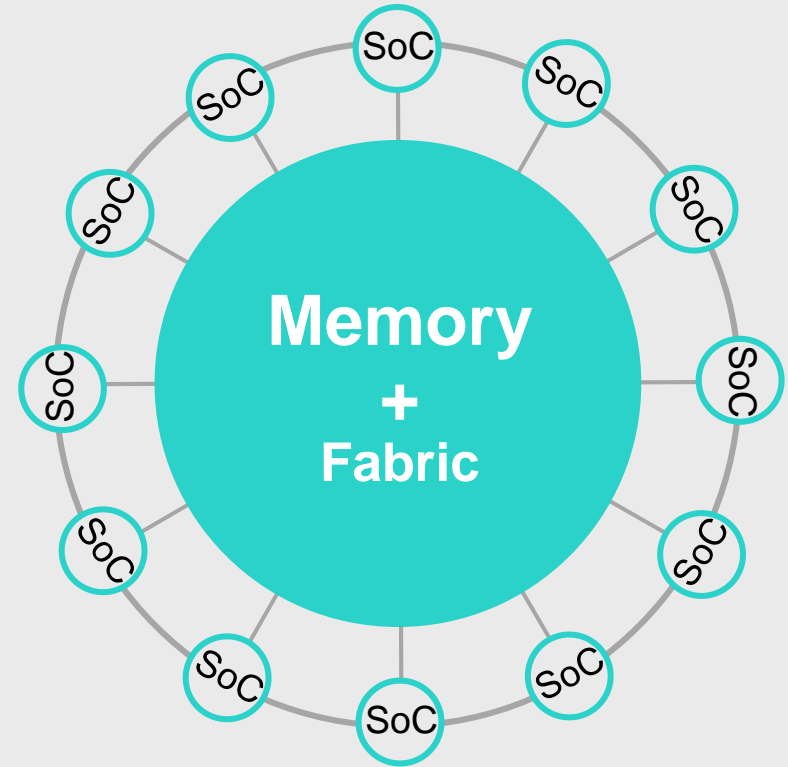


The Future

..... The Machine

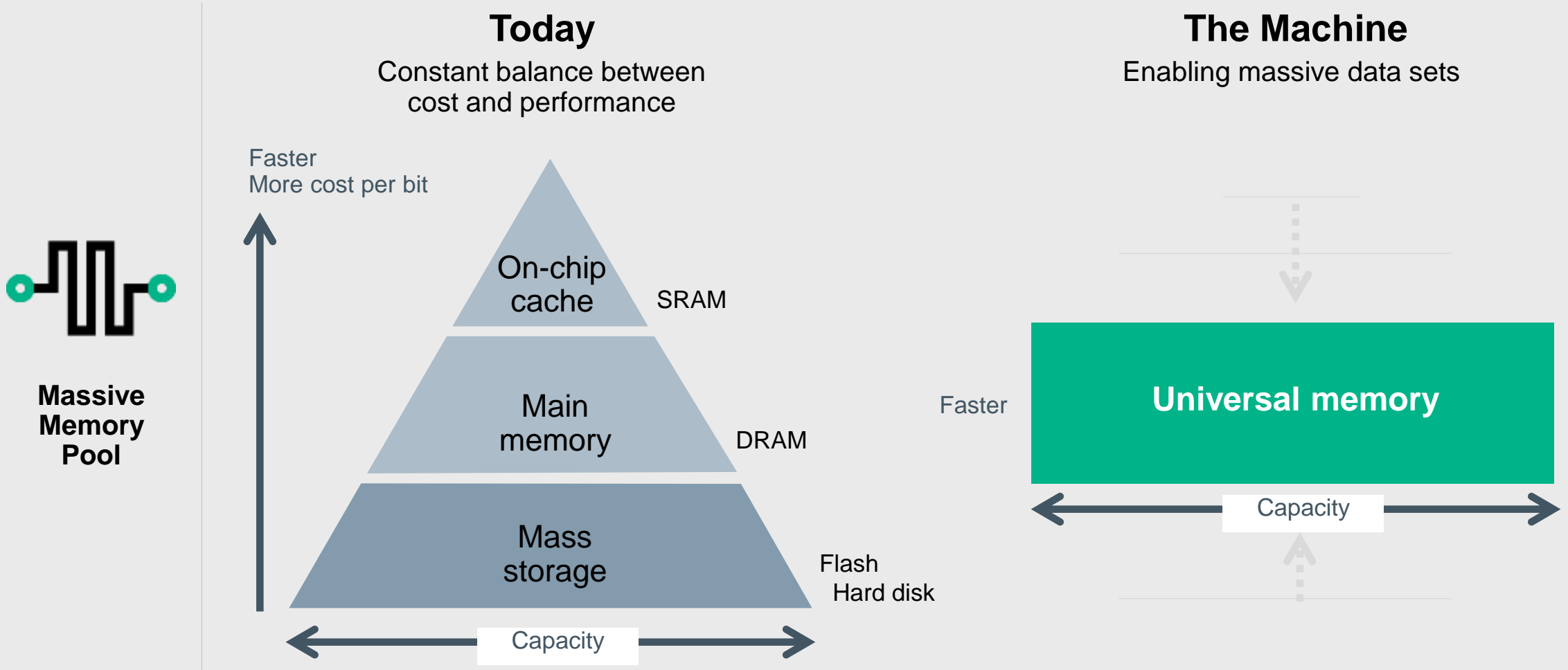


From processor-centric computing...



...to Memory-Driven Computing

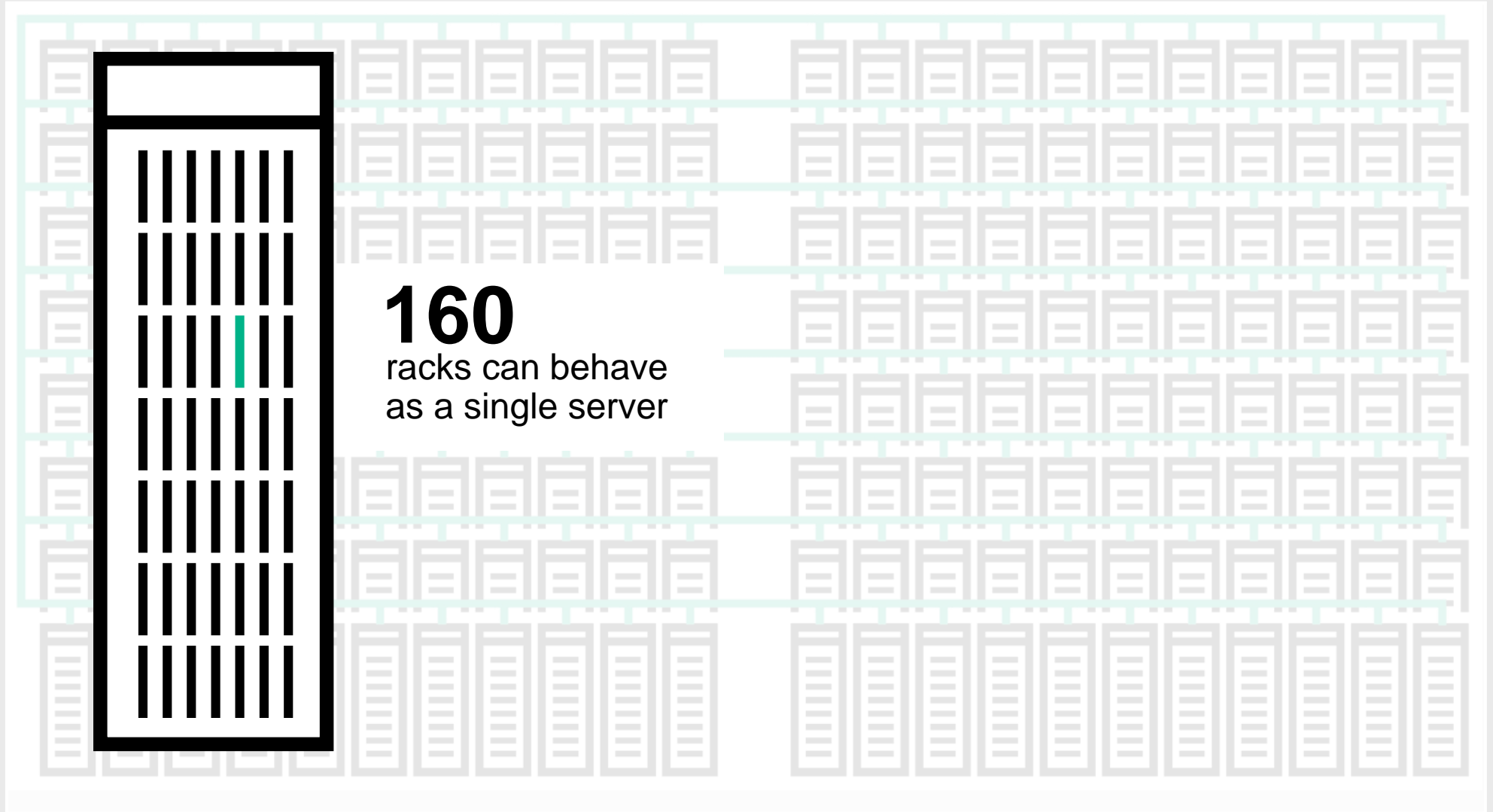
Making the memory hierarchy obsolete



Photonics destroys distance

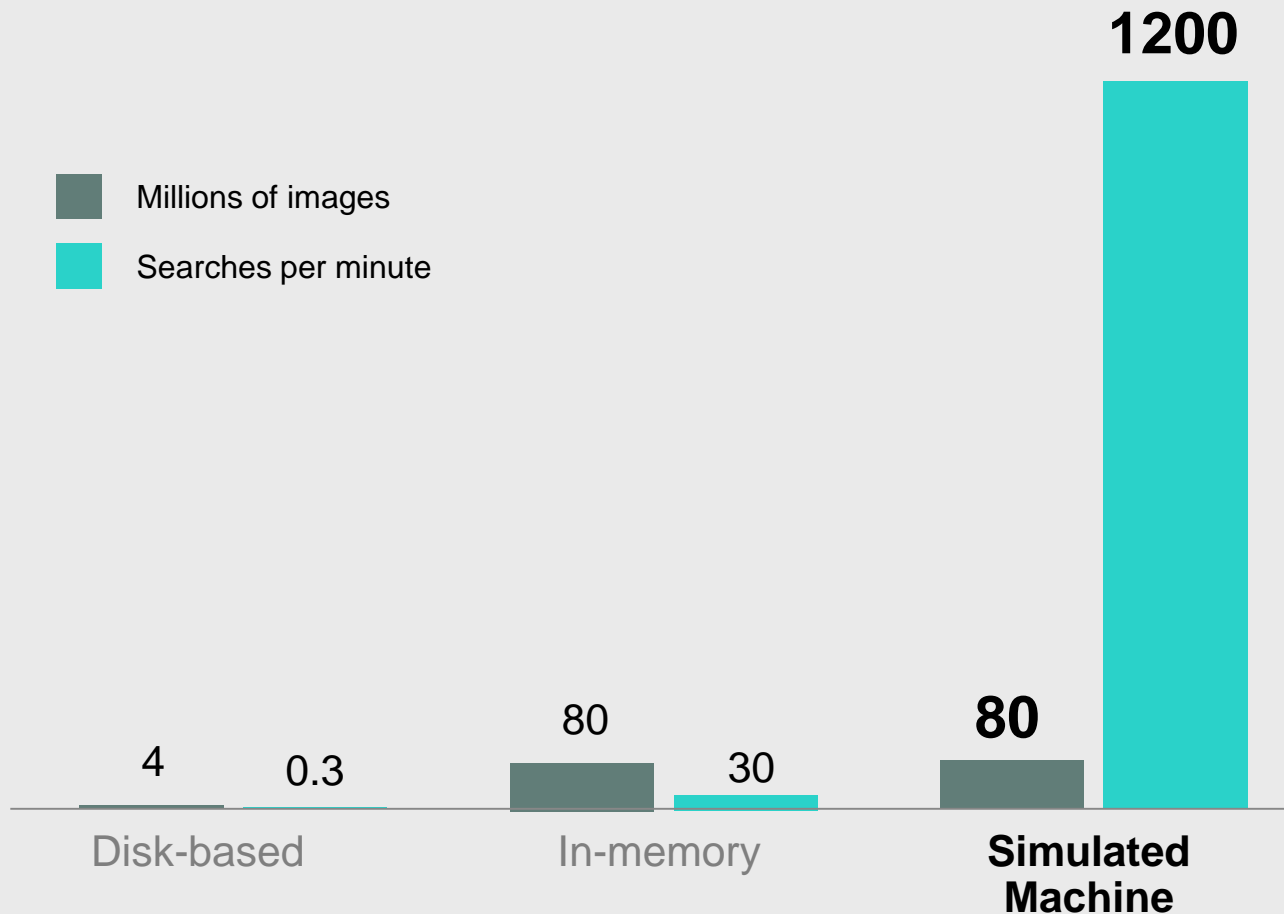


Photonics



Performance demonstration – similarity search

From offline to decision time



Use cases:

Content-based image/video retrieval

Near-duplicate web page detection

Similar document retrieval

Outlier detection for e-commerce fraud mitigation

Fingerprint matching

Scalable object recognition

Nearest-neighbor classification

Future History

Physical infrastructure of Core prototypes established

Open Source Machine OS SDK and emulators released

ISV Partner collaborations begin

Edge devices begin sampling

Machine OS enters public beta

Core devices at volume

Machine available as product, service, and as a business process transformation

2014

2015

2016

2017

2018

2019

2020

NVRAM media controller, protocols and standards established

SoC Partners selected for co-development

Machine OS development begins

Fast NVRAM DIMMs available

Integrated core technologies demonstrated

Edge devices ship in volume

Core Machines running real-world workloads at scale

Machine OS released

Distributed mesh computing goes mainstream

This changes everything



Call to Action

... What do we do now?

Our Mission Critical Portfolio

Entry level scale-up

2 to 4-socket offering for data-demanding workloads



HPE ProLiant DL580 Gen9

Designed for leading 4-socket performance

Mid-range scale-up

8-socket offering for large Linux workloads



HPE Integrity MC990 X

Optimized for 8-socket price/performance value

High-end scale-up

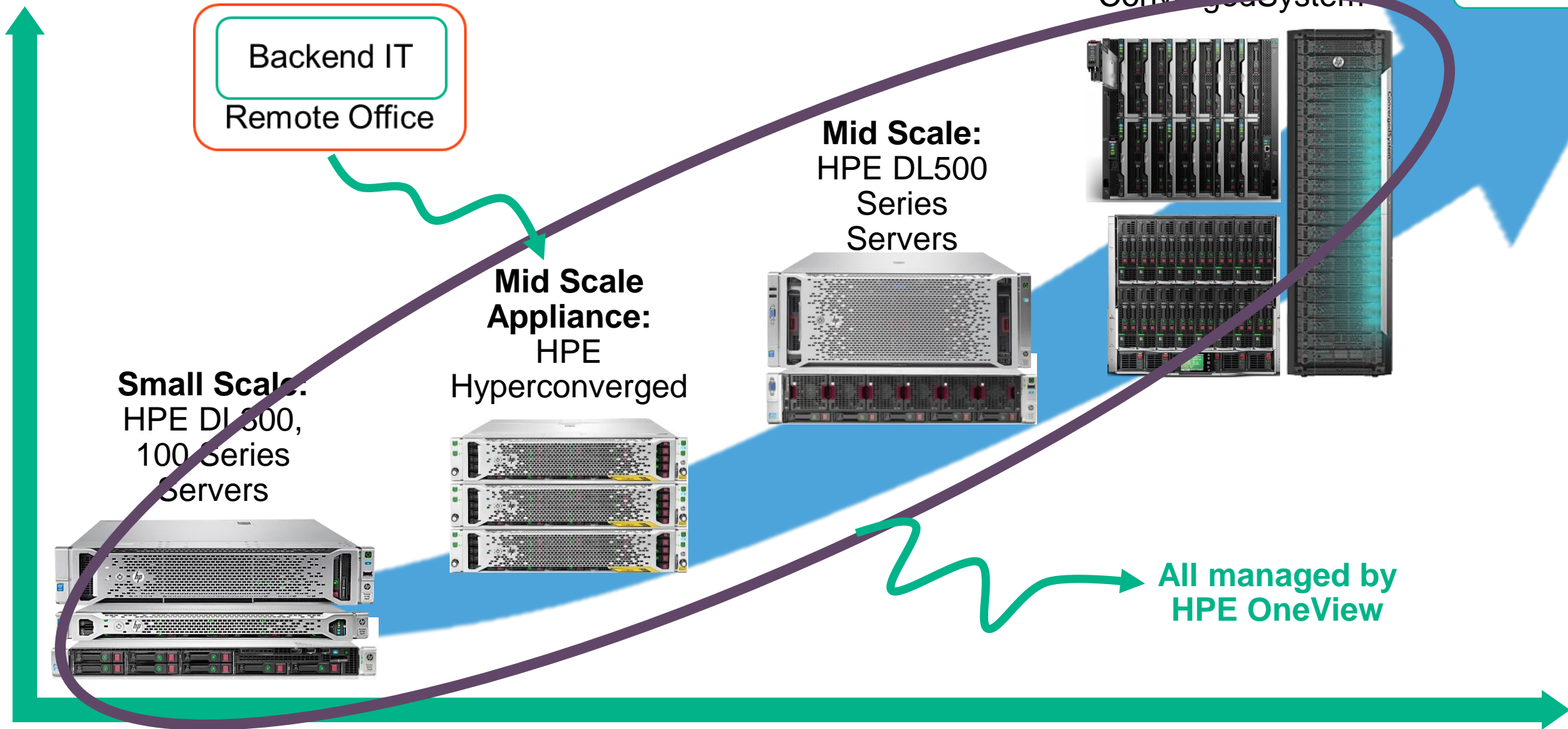
2 to 16-socket offering for the largest, most critical enterprise workloads



HPE Integrity Superdome X

Maximum scale, availability and performance

Our Portfolio for Virtualization



HPE Server Options for Big Data

Traditional to Purpose-built to Revolutionary



HPE DL Servers

- Traditional, symmetric
- Standard rack
- Physically re-deployable 2U
- COLO deployed
- Entry Big Data system
- Small deployments (~20 nodes)
- Smaller fault zones
- Existing HP DL customer



HPE Apollo Servers

- Purpose-built, symmetric
- Mid-size to large deployments
- Fixed workload optimization
- Storage optimization
- Higher density, lower power



HPE Big Data Reference Architecture

- Asymmetric (separately definable and scalable storage)
- Mid-size to large deployments
- Multiple analytics workloads
- Dynamic workload optimization
- Need to accommodate unpredictable growth (compute OR storage)
- Highest density

* Moonshot Datastax RA is also a big data solution for a specific application

ProLiant Rack and Tower series - positioning

	Essential Racks and Towers		Performance Racks and Towers	
Features & Segments	New to Servers 10 series	New IT Growth 100 series	Traditional IT 300 series	Scale Up 500 series
	SMB	SMB, Enterprise	SMB, Enterprise, HPC	Enterprise, HPC
Use cases, apps and workloads	<ul style="list-style-type: none"> File and Print Messaging Infrastructure core apps 	<ul style="list-style-type: none"> NoSQL, Hadoop Map/Reduce Basic Virtualization Messaging / Unified Communication 	<ul style="list-style-type: none"> Mission critical apps Academic and Research Virtualization (mid – high VM density) 	<ul style="list-style-type: none"> Large databases Unix alternative Monolithic apps Data warehousing Business Intelligence
ProLiant Models	<ul style="list-style-type: none"> DL20 Gen9 DL60 Gen9 DL80 Gen9 ML30 Gen9 	<ul style="list-style-type: none"> DL120 Gen9 DL160 Gen9 DL180 Gen9 ML110 Gen9 ML150 Gen9 	<ul style="list-style-type: none"> DL360 Gen9 DL380 Gen9 ML350 Gen9 	<ul style="list-style-type: none"> DL560 Gen9 DL580 Gen9
Value Prop	Most cost efficient servers to run the new style of IT, web, collaboration, and business workloads		Most flexible & best overall performance systems to run compute intensive workloads	

The HPE Rack (DL) Gen9 Portfolio



DL10 Series

DL100 Series

DL300 Series

DL500 Series

Responding to RFPs

Real Life example, 3 weeks back in Africa

First Config received

- **\$1.7m** (total list price)
- 60% discount ask i.e., 680k
- Base config included Options/Accessories “logically” needed, *but not specified in RFP*
- Customer agreed those were needed

Final Config quoted

- **\$800k**
- 55% discount given i.e., 360k
- 100% compliant with RFP specs
- All logical additions added as Recommended Options
- Customer agreed to choose them, if all vendors offered it!

Ruthless Focus on maximum Compliance, with LEAST possible model/configuration, before discounts

Call to Action

 **Understand workloads – Position Right Compute**

 **When Responding – Configure to Win**

 **Embrace Change – Hyper Converged / Composable**

 **Differentiate to Win Profitably**

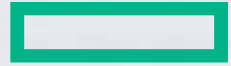


Hewlett Packard
Enterprise

Thank you!



Thank you



**Hewlett Packard
Enterprise**

Storage Strategy

**Walid Gomaa
Director Storage Division - MEMA**

March 2016





Excellent Market Momentum

CQ3 2015 IDC MEMA Market Share*



MEMA

- **Growing faster than the market** for 3 Quarters in a row
- **Market share gain over EMC**
- **Q1 was the best Q in the last 5 Q**
- **Rapid growth in Flash business**



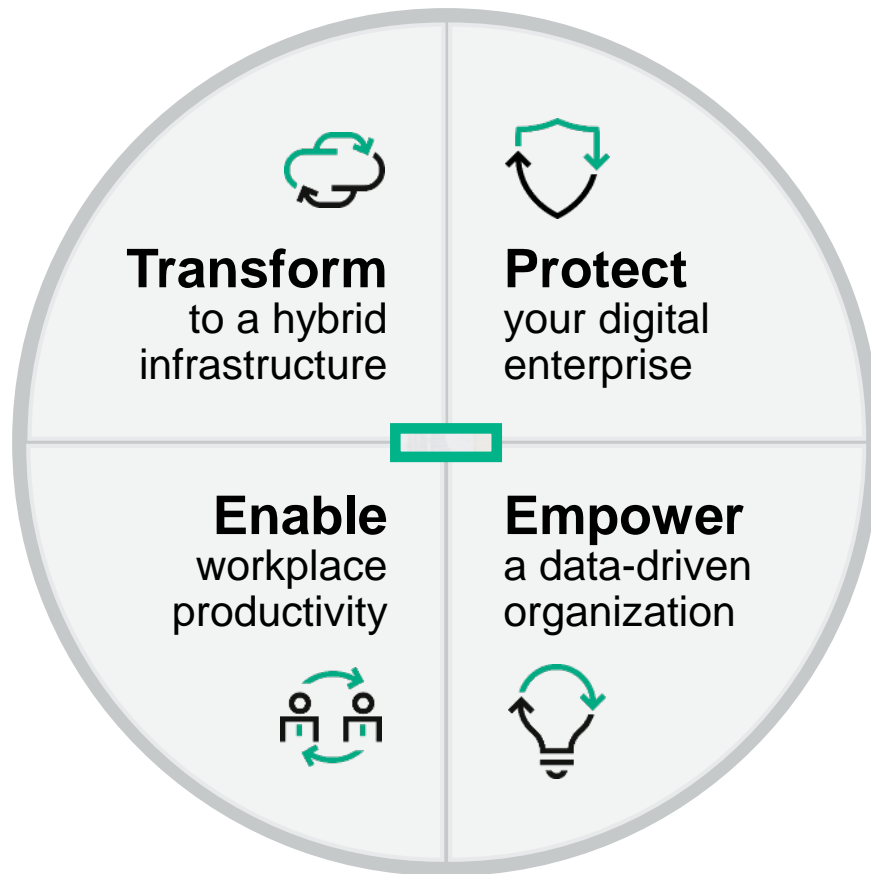
EMEA

- **#1 in Internal Disk** – 8 quarters of market share gain
- **#2 in External Disk** – only major vendor growing revenue
- **#1 in SAN by Vendor & Product (3PAR)** – taking over from EMC
- **#1 in Entry SAN by Vendor & Product (MSA)** – with >10%pt to Dell
- **All-Flash (3PAR)** - fastest growing and bigger than Pure
- **Backup Appliances (StoreOnce)** – fastest growing vendor



Storage is key to all four Transformation Areas

Storage demands will only grow ... now they grow even faster



Transform to a hybrid infrastructure

- How to move from expensive and slow storage systems to fast and flexible capacity pools to serve private and public cloud without giving up mission critical capabilities?

Flash & Software Defined Storage

Protect your digital enterprise

- How to classify, manage and protect huge amounts of data?

Integrated Protection & Information Governance

Empower a data-driven organization

- How to store and access petabytes of data in an affordable, but highly available way as well as provide fast storage for online analytics?

Object Storage & Flash

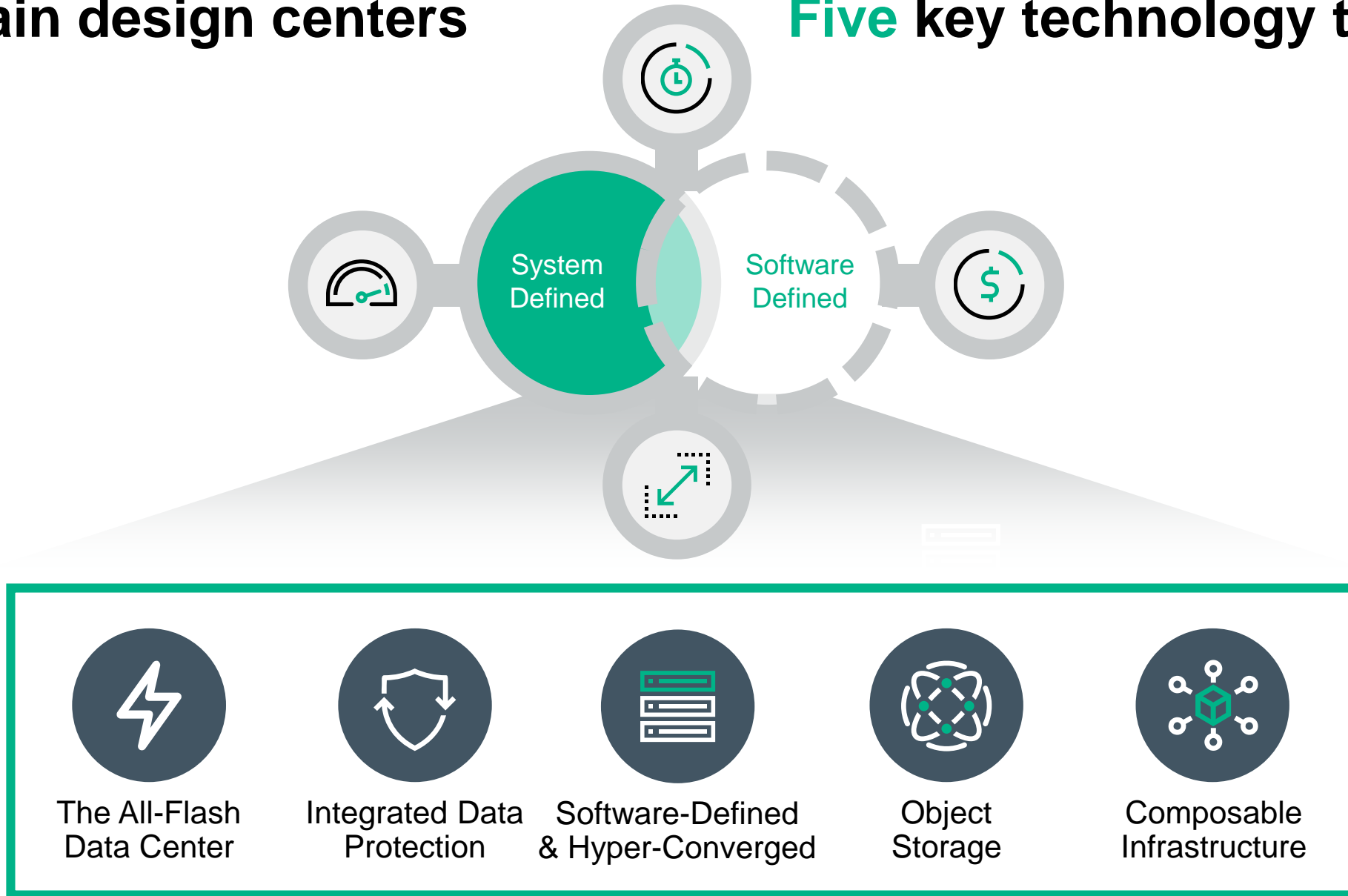
Enable workplace productivity

- How to provide a turnkey infrastructure for VDI and Remote & Branch Office that integrates storage and protection?

Hyper-Converged & Software Defined Storage

Two main design centers


Five key technology trends






The All-Flash Data Center


Benefits of the All-Flash Data Center*

 **<10%** raw capacity needed vs HDD, along with less power, cooling and floor space

 Enabling **Real-time analytics** by removing the storage performance bottleneck

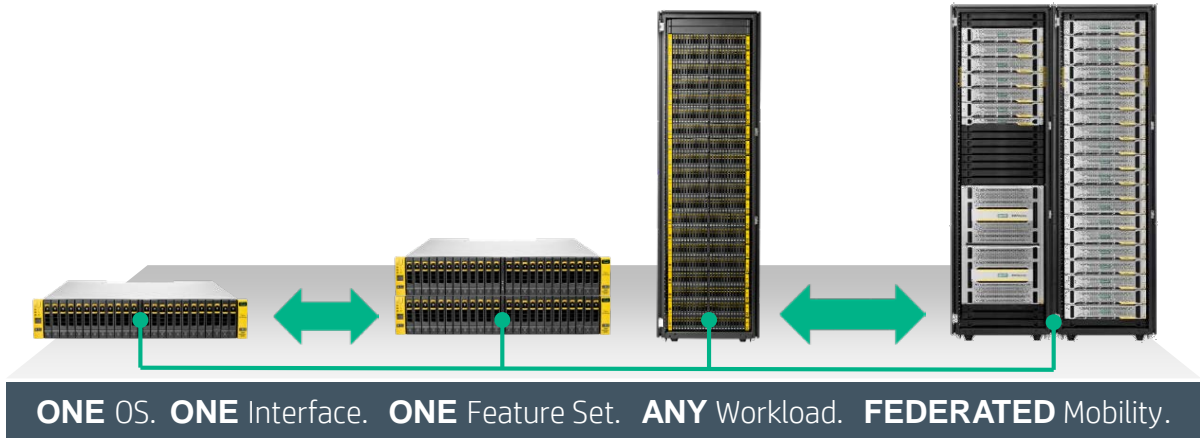
 **50%** reduction of operational staff via faster and more predictable storage simplifying deployment & automation

HPE 3PAR StoreServ All-Flash

 **Fast**
Setting world records on performance SPC-2 benchmark

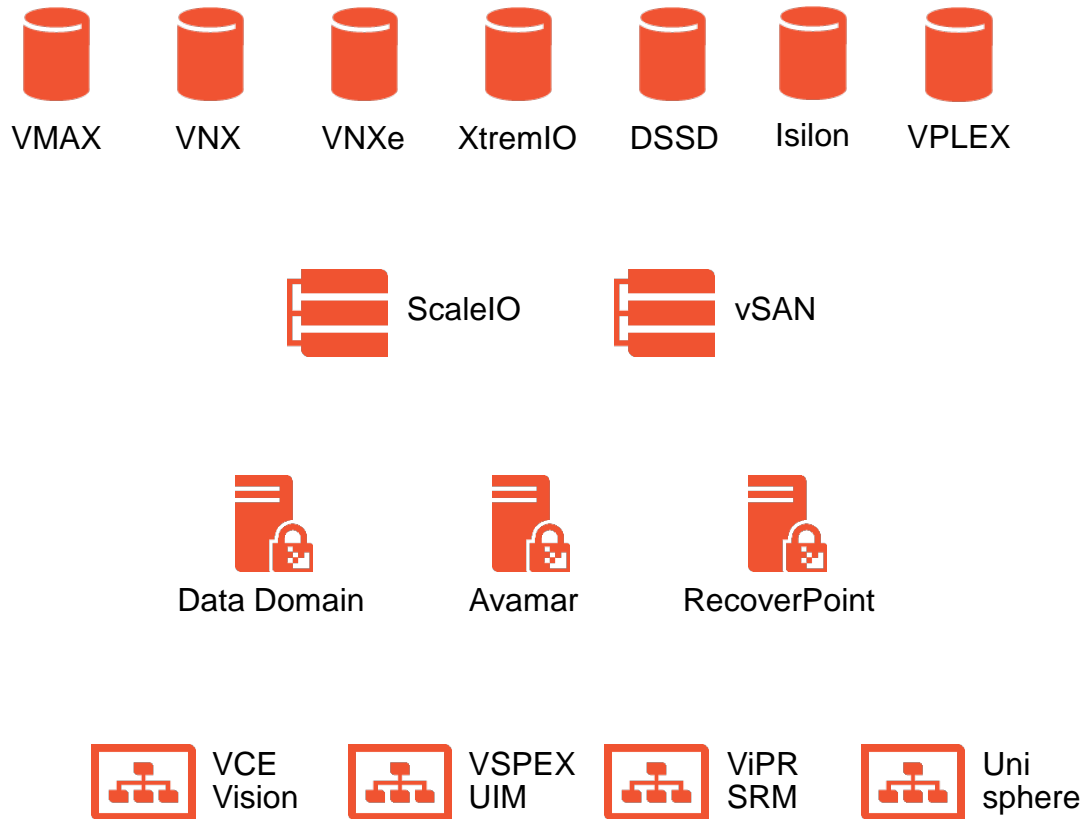
 **Affordable**
All-Flash below \$1.50/GB with 19k\$ Entry Price Point

 **Enterprise Class**
Only platform in Gartner MQ Leader Quadrant for both General Purpose and Solid State Arrays



*3 of the "Top Ten Reasons why CIOs Should Migrate to All-flash Datacenters by 2016. David Floyer - 26 May 2015 -

Fragmented complexity leads to inefficient Data Centers



Systemic gaps in legacy storage

- **Complex:** 16+ disconnected platforms to meet needs. No interoperability.
- **Rigid:** Manual 'hardware-defined' allocation of resources by workload
- **Isolated:** Inability to intelligently search or move data between silos
- **Expensive:** <30% utilization, increasing CapEx and OpEx at odds with flat budgets

Gartner Critical Capabilities

General-Purpose, Midrange Storage Arrays

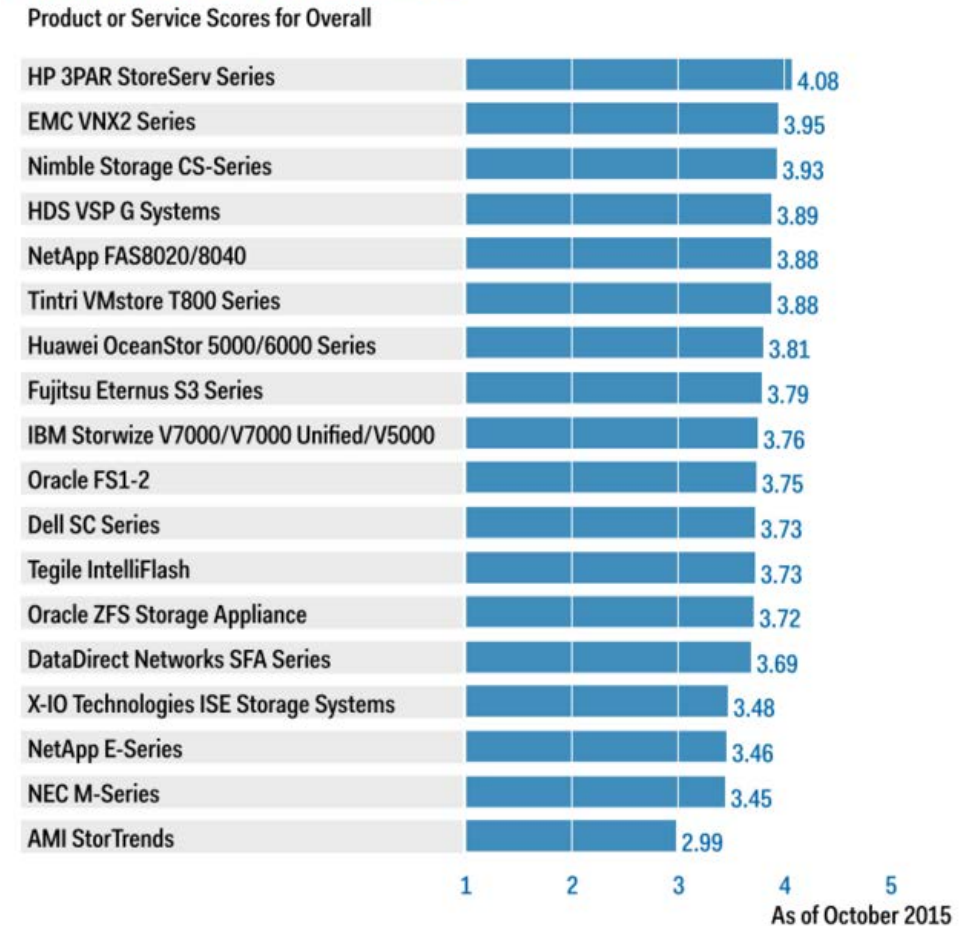
HP 3PAR StoreServ Series highest product score in EVERY use case:

- #1 Overall
- #1 Consolidation
- #1 OLTP
- #1 Server Virtualization and VDI
- #1 Analytics
- #1 Cloud



Gartner, Critical Capabilities for General-Purpose, Midrange Storage Arrays
21 October 2015

Figure 1. Vendors' Product Scores for the Overall Use Case



Source: Gartner (October 2015)

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from HP.

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3PAR Flash Acceleration Program for Oracle/VMAX



Boost Performance

Greater than **75 percent improvement** in read/writes and **6x better latency**



Tier-1 Availability

99.9999 availability with multi-site flash-optimized replication for HA



Greater Efficiency

Half the cost of a VMAX upgrade, **80% less space** with AFA starting at **\$19K**



Risk-Free Deployment

Low-impact with no need to change any back-end storage processes

For DevOps
Full fidelity DB
snaps on flash



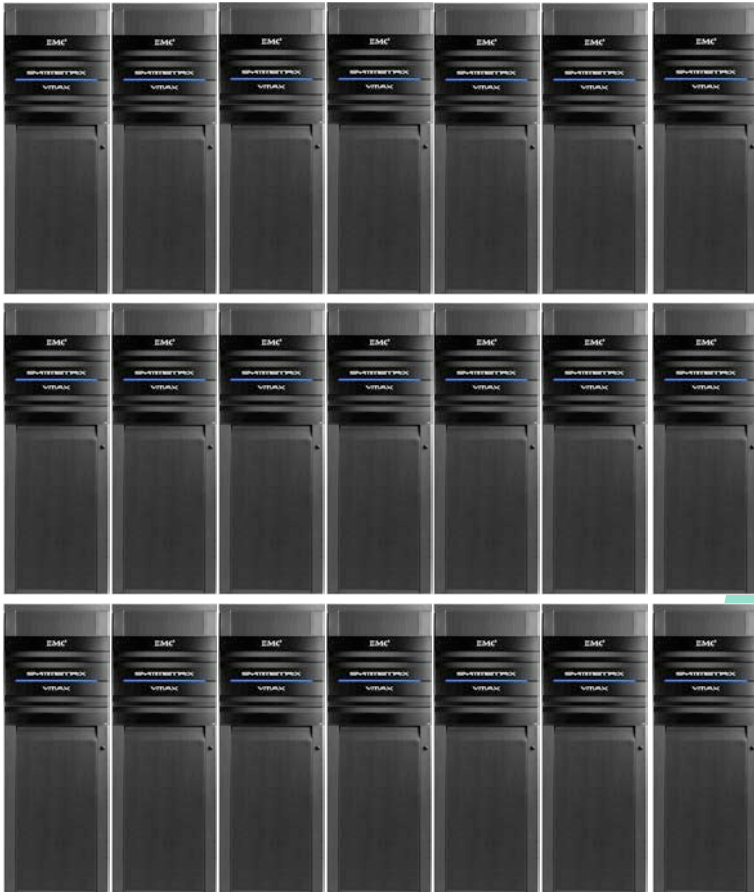
Consolidate Traditional High-End Arrays like EMC VMAX

3 x EMC VMAX 400K

12 PBs Usable

21 Racks

90% HDD / 10% SSD



Enterprise

7x

Less space
Less power
Less cooling

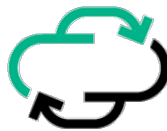
**1 x 3PAR
StoreServ 208x0**

12 PBs Usable

3 Racks

100% SSD





3PAR StoreServ Sets World Record SPC-2 Benchmark

62,844 MBPS

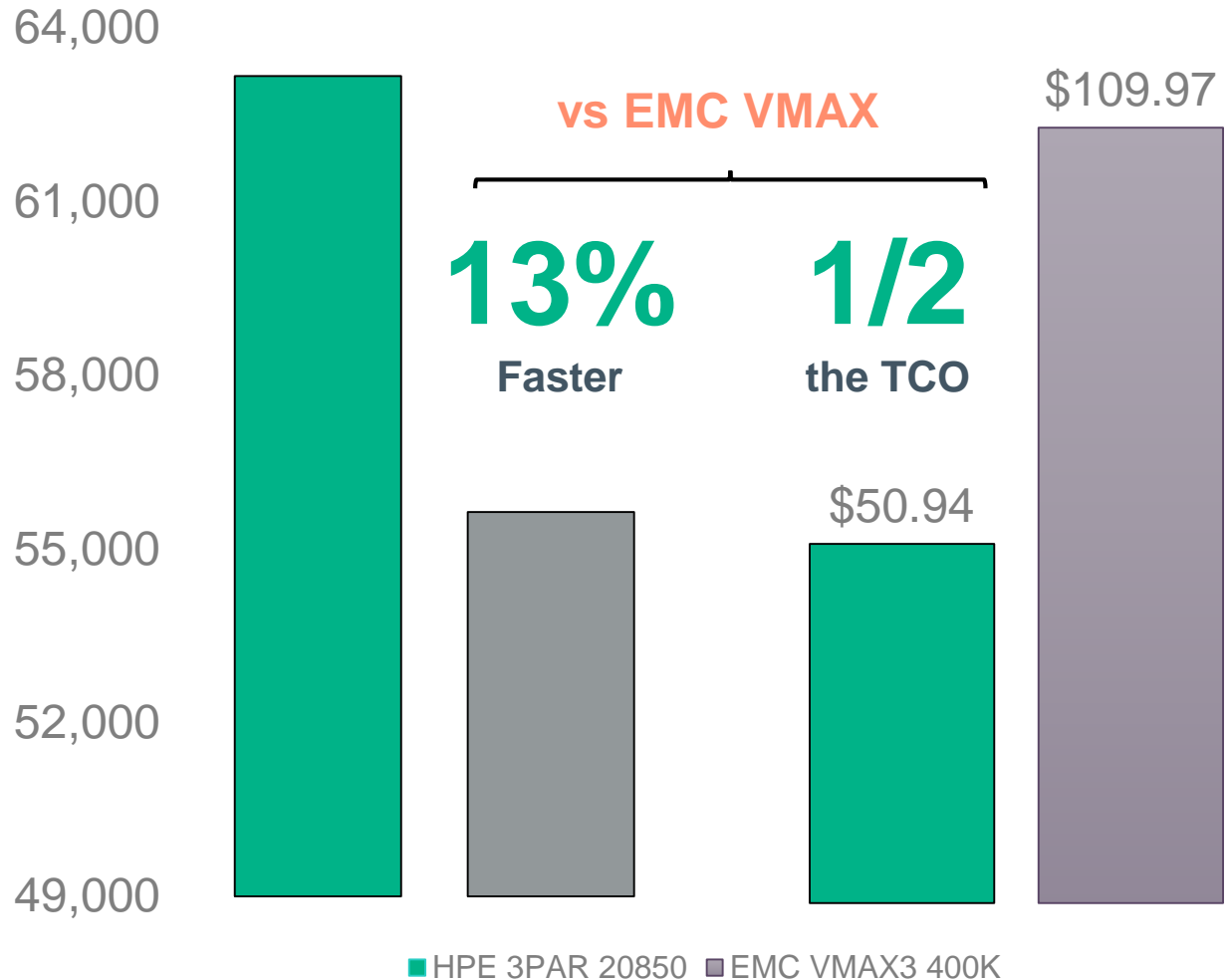
Performance - World Record

\$50.94

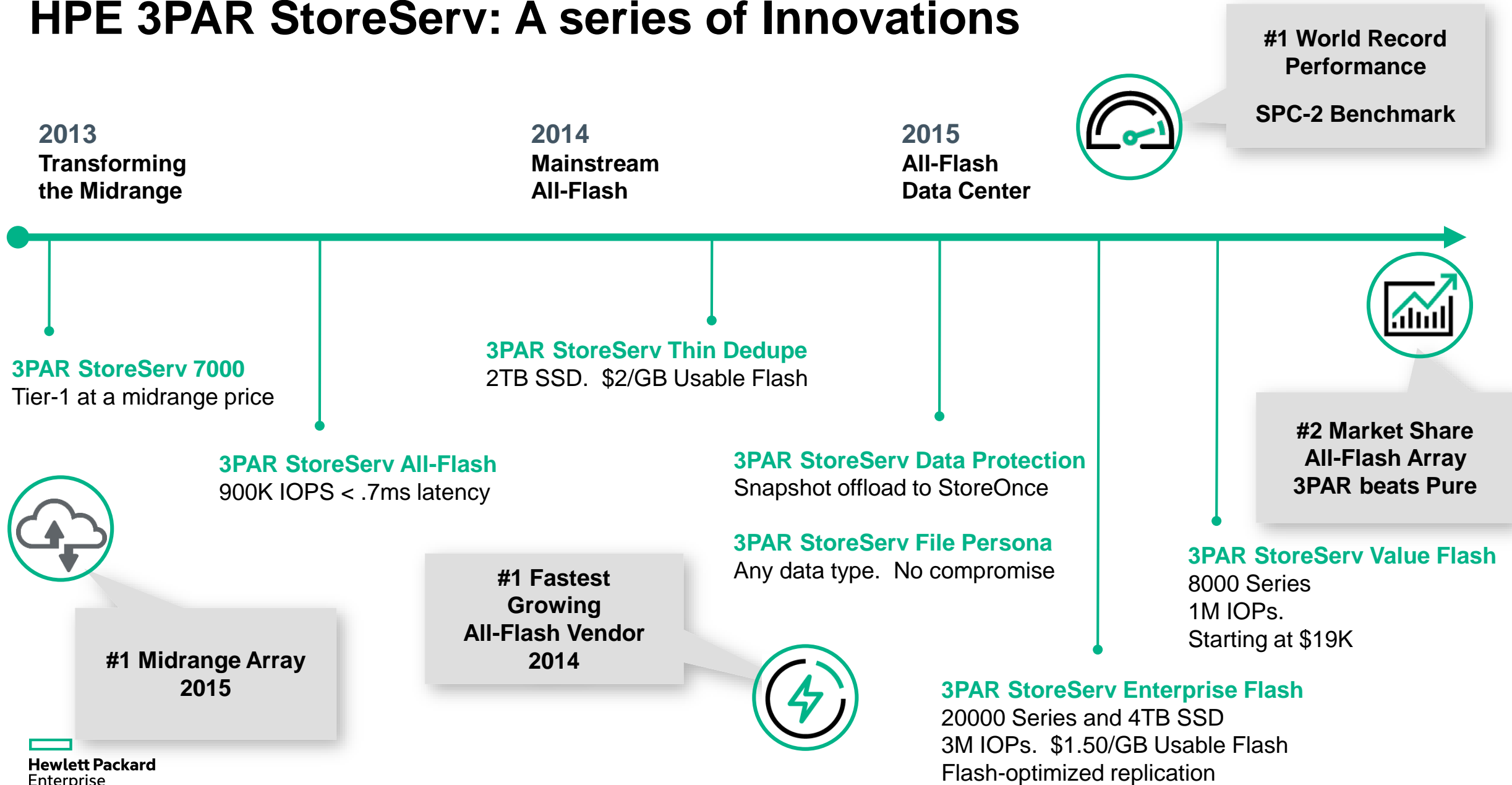
\$/GB

Only HPE

First AFA in the Top 10 price-performance



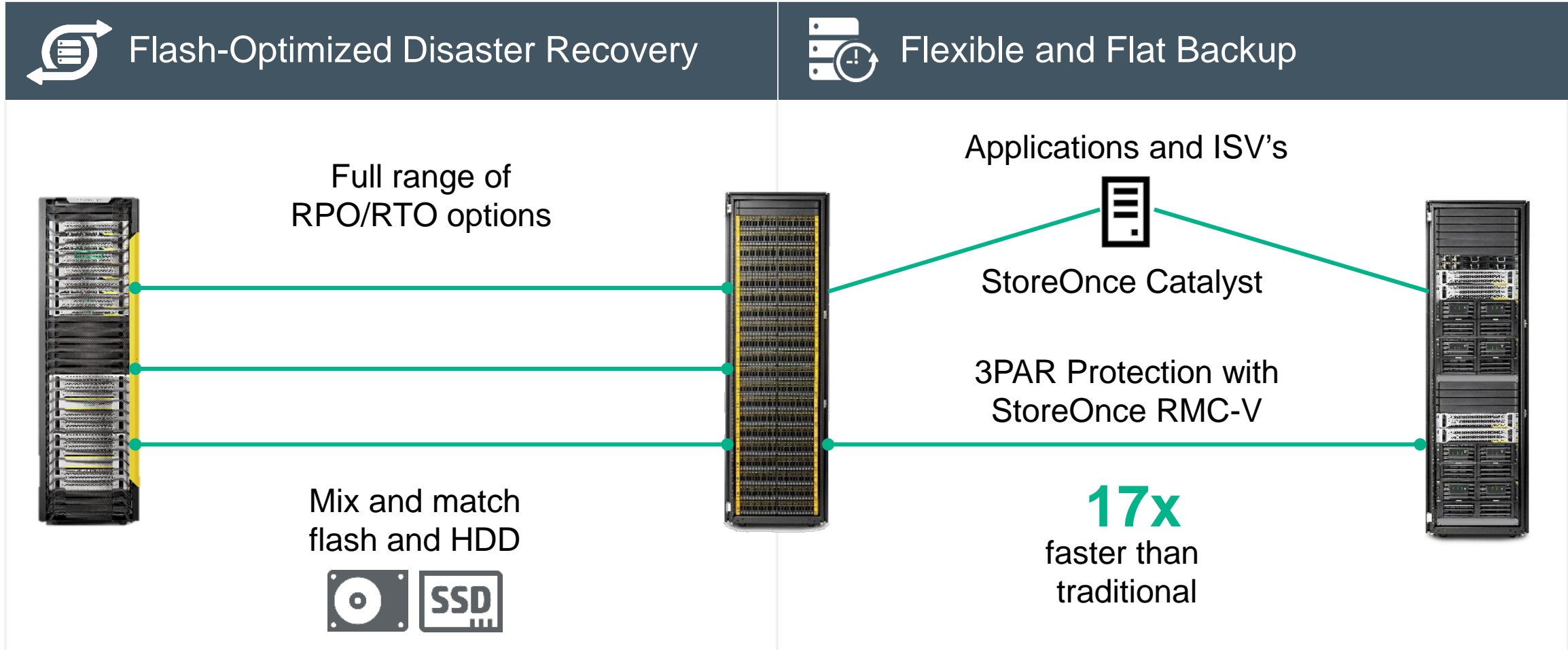
HPE 3PAR StoreServ: A series of Innovations





Integrated Protection and Disaster Recovery for Flash

HPE 3PAR Flash and StoreOnce



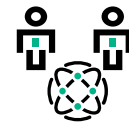


Software-Defined File and Object Storage at Petabyte Scale

New Style of Business drives extreme requirements

- Storing data at Petabyte scale with massive growth
- Infrequently updated but actively accessed
- Access via object or file interface
- Always-on with global access
- Cost below 20ct/GB

HPE Apollo Servers & Scality RING



Flexible Access

File, Object and OpenStack with location awareness



Extreme Availability

Local & geo-protection with replication and erasure coding



Lowest cost at Petabyte scale

Big data optimized high density Apollo Server combined with scale-out object storage core

Verticals



Healthcare



Service Providers



CME



Oil & Gas /
Manufacturing



Financial
Services

Use Cases



Active
Archives



Web &
Cloud



Content
Distribution



IoT
Applications



Sync &
Share

500TB

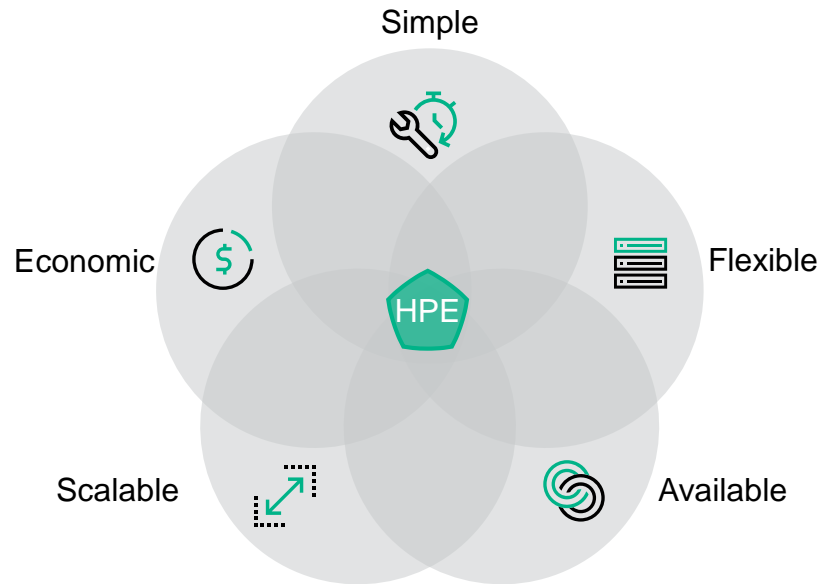
In a single chassis



100s PB

In a single RING

Hyper-Converged and Software Defined Storage



HPE Hyper-Converged 250



Turnkey

Virtual Infrastructure ready in 15 minutes with management via known hypervisor tools (vCenter, MS SCOM)



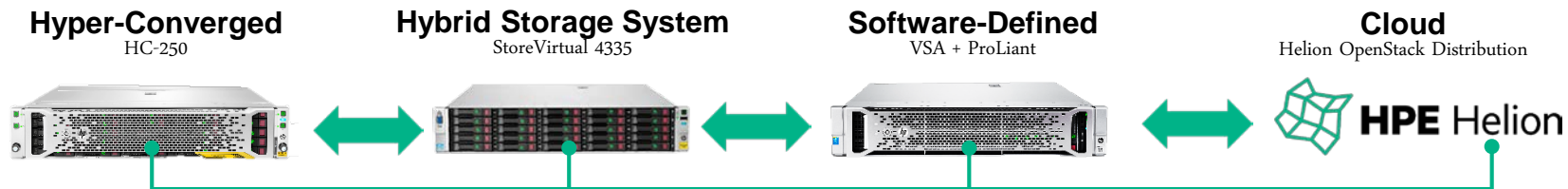
Enterprise Data Services

Hybrid Tiering, Data Mobility and Replication



Cloud-in-the-box

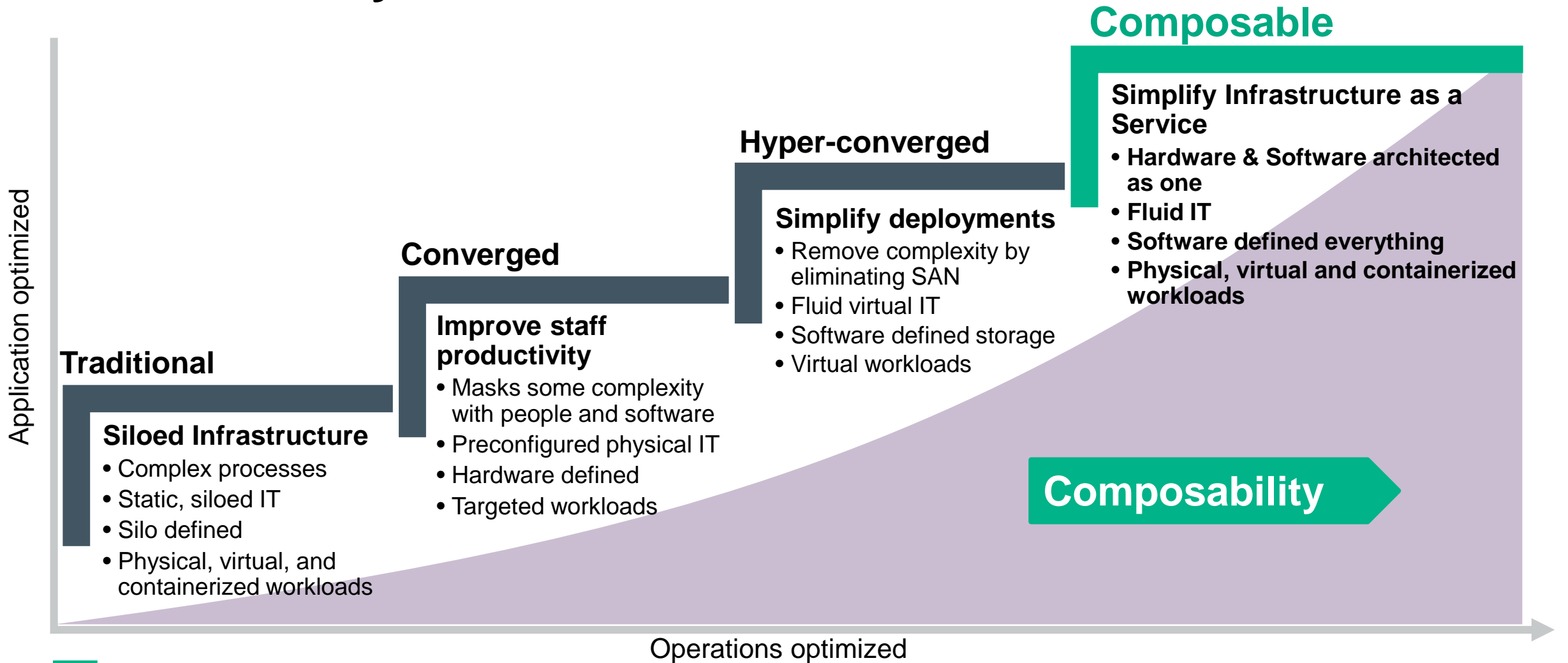
Only one step to the Hybrid Cloud with Helion CloudSystem or Microsoft Azure Cloud Platform System



Common Software-Defined Data Services powered by StoreVirtual



A new category of infrastructure is needed to power the Idea Economy





HPE Synergy - Composable Experience

Single Management Interface:

One interface to discover, compose, update, and troubleshoot

Image Streaming:

Instantly provision operating environments on stateless infrastructure

Template Based Composition:

Templates compose the infrastructure to match the workload's needs



Frictionless Change:

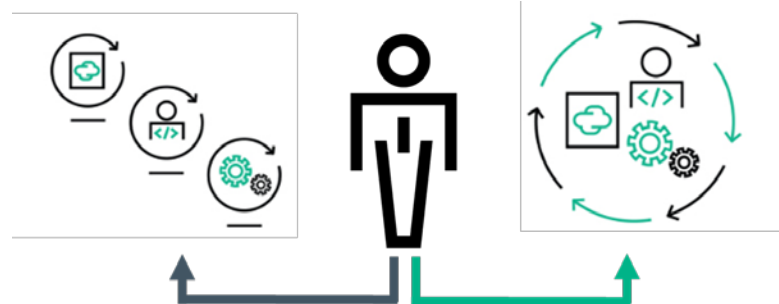
Firmware and driver updates delivered seamlessly as one

Unified API:

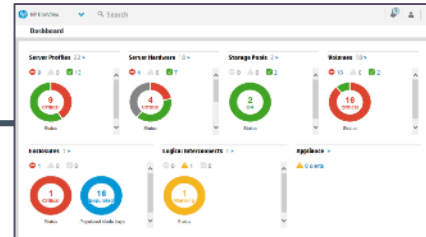
Operations changes can be easily automated and Developers can program the infrastructure as code

Developer Portal:

Presents a private bare metal cloud through unified API & SDK



Storage in the Composable Infrastructure



Unified API

Software-Defined Intelligence: Federated Data Services Fabric

Fluid Storage Resource Pools: DAS, SDS, SAN



Zoned Direct Attached
HPE Synergy Storage



Software-Defined Storage
HPE StoreVirtual VSA



System-Defined Tier-1 Flash
HPE 3PAR StoreServ

HPE Converged Storage Leadership



**All-Flash Storage Array
Best-in-Class**
HPE 3PAR StoreServ 20000



**Midrange Enterprise
Hybrid Storage Array
Best-in-Class**
HPE 3PAR StoreServ 7200c



**Midrange Array
Best-in-Class**
HPE 3PAR StoreServ 7000



**Flash Memory Storage Array
Recommended**
HPE 3PAR StoreServ 7450



**High End Array
Best-in-Class**
HPE 3PAR StoreServ 10800



HPE 3PAR StoreServ 20850



**InfoWorld
Technology of the Year**
HPE 3PAR StoreServ 7400



**Gartner Solid State Array
Magic Quadrant
Leaders Quadrant**
HPE 3PAR StoreServ 7450c



**Gartner 2015 Magic Quadrant for
General Purpose Storage Quadrant
#2 in Leaders Quadrant**
HPE 3PAR StoreServ

#1



**2015 Gartner Critical
Systems Capabilities
#1 Mid Range in ALL 6 Use Cases**
HPE 3PAR StoreServ



**2015 Gartner Critical
Systems Capabilities
Top 3 High End Overall Use Case**
HPE 3PAR StoreServ



**Gartner Critical Systems Capabilities
#1 Solid State Arrays RAS,
Multi-tenancy, & Security Use Cases**
HPE 3PAR StoreServ 7450



**Storage Magazine #1 All Flash
Storage Array Vendor**
HPE 3PAR StoreServ 7450



**Storage Magazine #1 Midrange
Storage Array Vendor**
HPE 3PAR StoreServ 7000



**Software Defined Storage
#1 Market Leader***
HPE, \$100M, 37%
HPE StoreVirtual
*Wikibon Server SAN Research Project 2014



**Gartner Deduplication Backup
Target Appliances
Magic Quadrant
Leaders Quadrant**
HPE StoreOnce



**Storage Magazine
#1 Backup Hardware**
HPE StoreOnce 6500



**Dedupe /Backup Appliance
Best-in-Class**
HPE StoreOnce 6500

Thank You



**Hewlett Packard
Enterprise**

Integrated Quoting Overview

Sara Maach

MEMA Management of Change Manager



Partner Ready Platform Delivers

An easier way to Partner and win more deals



Expand pipeline
& increase wins



Improve
profitability



Simplified
experience



Grow your
business

With end-to-end support throughout the entire sales motion, the Partner Ready Platform helps accelerate revenue growth and profitability.

Revolutionizing Your Quoting Experience

You Provided Feedback:



- *Current tool should be completely renewed*
- *Shorten approval TAT*
- *Faster processing of Quote requests and Partner requests for Growth*



- *Simplify the Deal Registration*
- ***Hewlett Packard Enterprise** needs a faster turn-around on Deal Registration*



- *More competitive pricing without multiple requests*
- *Sales department can work on getting competitive prices faster*

The Hewlett Packard Enterprise Listened:

A brand new quoting tool offering **80% of quotes delivered in minutes** to your PC. A more automated environment for your special pricing requests.

A new Deal Registration tool for **faster approvals and reduced turnaround time.**

Pricing based on big data analytics giving you a more **market relevant price.**

Partner Ready Portal: A better and more integrated platform



Partner Ready Portal

Ease of use and quick access to customized information



Joint business planning

Develop and standardize portfolio and account planning



Opportunity management

Improving pipeline and partner collaboration by sharing opportunity information



Deal registration

Win more deals with fast, consistent deal registration and quoting

INTEGRATED QUOTING



Market development funds (MDF)

Increase marketing ROI with a simpler, more-efficient MDF process



INTEGRATED QUOTING

Faster, more customer relevant quotes

The right support to empower partners to win more deals



Demand generation

Automated and personalized co-marketing assets



Partner compensation and rewards

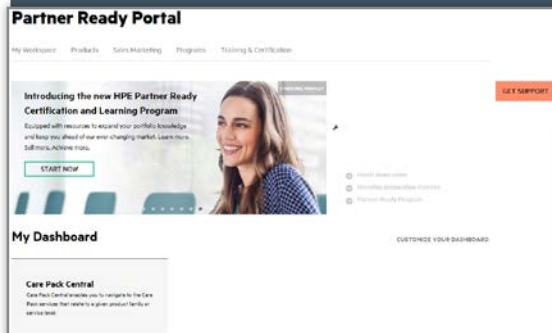
Provide greater clarity into partner compensation and rewards

MEMA Go Live: 28th March 2016

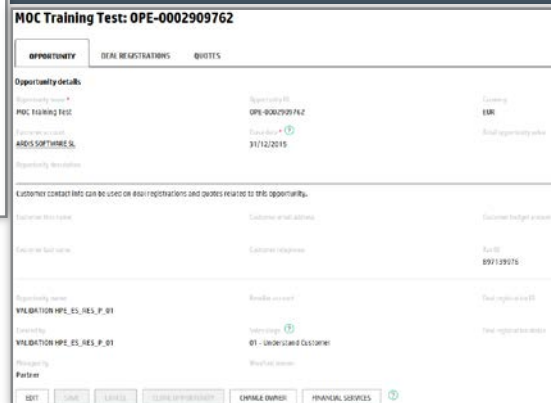
Integrated Quoting – System Collaboration

The seamless E2E Integrated Quoting experience for Partners is defined by Logging on to Partner Ready Portal, creating an opportunity, adding a Deal Registration (part of Partner Ready Platform), if applicable, and then creating and accepting a price and a quote.

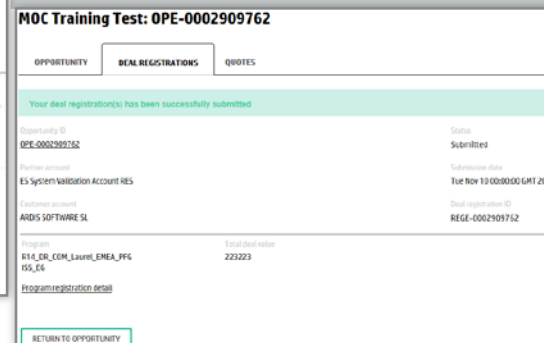
1. Log on to Partner Ready Portal



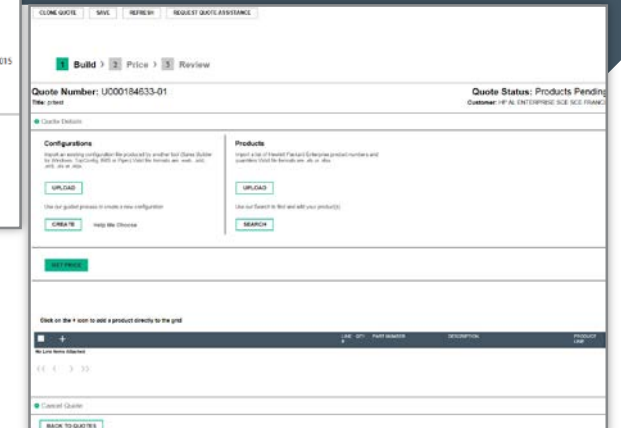
2. Create Opportunity



3. Deal Registration (Optional)



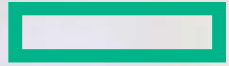
4. Integrated Quoting (Build Quote, Get Price, Accept Price, Accept Quote)



MEMA Partner Training Planner

March 07 - 11	Monday			Tuesday			Wednesday			Thursday			Friday		
	7			8			9			10			11		
	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location
	14-15 EET 13-14 CET 12-13 GMT	Atrium	Greek	11-12 AM AST 10-11 AM CET 9-10 AM GMT	Atrium	English	10-11 EET 9-10 CET 8-9 GMT	Atrium	Greek	11-12 AM AST 10-11 AM CET 9-10 AM GMT	Atrium	English	10-11 EET 9-10 CET 8-9 GMT	Atrium	Turkish
	12-13 PM GMT 13-14 PM CET	Atrium	English	11-12 CET 10-11 GMT	Atrium	French	11-12 AM GMT 12-13 PM CET	Atrium	English				11-12 AM GMT 12-13 PM CET	Atrium	English
March 14 - 18	Monday			Tuesday			Wednesday			Thursday			Friday		
	14			15			16			17			18		
	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location
	11-12 CET 10-11 GMT	Atrium	French	11-12 AM AST 10-11 AM CET 9-10 AM GMT	Atrium	English	10-11 EET 9-10 CET 8-9 GMT	Atrium	Greek	11-12 AM AST 10-11 AM CET 9-10 AM GMT	Atrium	English	11-12 AM GMT 12-13 PM CET	Atrium	English
	11-12 AM GMT 12-13 PM CET	Atrium	English	14-15 EET 13-14 CET 12-13GMT	Atrium	Turkish	12-13 PM GMT 13-14 PM CET	Atrium	English	10-11 EET 9-10 CET 8-9 GMT	Atrium	Turkish			
March 21 - 25	Monday			Tuesday			Wednesday			Thursday			Friday		
	21			22			23			24			25		
	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location	Session Time	Trainer	Location
	14-15 EET 13-14 CET 12-13 GMT	Atrium	Greek	11-12 AM AST 10-11 AM CET 9-10 AM GMT	Atrium	English	14-15 EET 13-14 CET 12-13GMT	Atrium	Turkish	11-12 AM AST 10-11 AM CET 9-10 AM GMT	Atrium	English			
	12-13 PM GMT 13-14 PM CET	Atrium	English	12-13 PM GMT 13-14 PM CET	Atrium	English	12-13 PM GMT 13-14 PM CET	Atrium	English	12-13 PM GMT 13-14 PM CET	Atrium	English			
				1-2 PM CET 12-1 PM GMT	Atrium	French									

Middle East	English
Africa French	French
Africa English	English
South Africa	English



Hewlett Packard
Enterprise

Partners @Work2016

Mohamed Karim Assif
Sales Strategy & Planning - EM

11th March, 2016





“Leverage on what we are,
Capture the opportunity“



“Leverage on what we are,
Capture the opportunity“

LEVERAGE ON ...

Strong financial position with a clear path to growth

THANK YOU

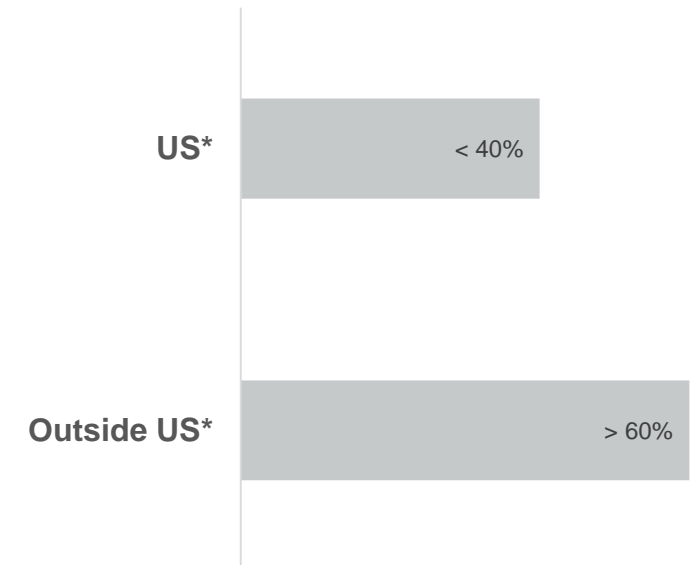
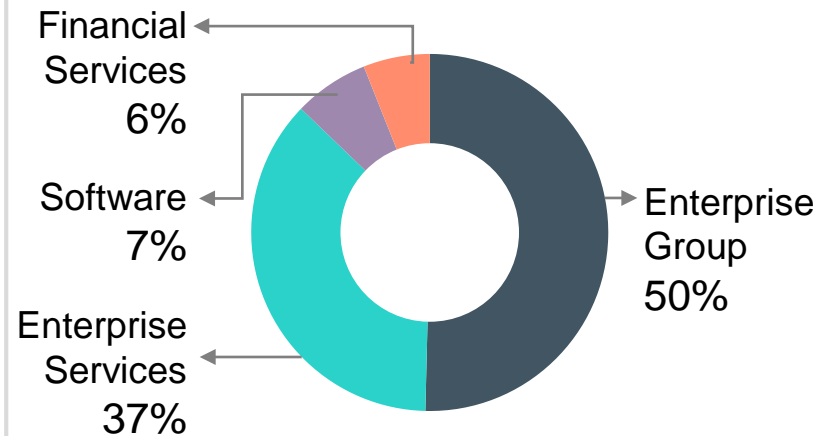
Trailing Twelve Months (TTM) Financial Metrics¹

Revenue
\$52.7B

Operating Profit²
\$4.9B

Operating Margin²
9.2%

HPE Revenue Mix^{1,3}



1. Based on HPE Form 10 filing for the last four quarters from Q4 fiscal 2014 to Q3 fiscal 2015

2. Non-GAAP operating profit excludes restructuring charges of \$951M, amortization of intangible assets of \$838M, separation costs of \$458M, defined benefits plan settlement charges of \$178M, impairment of data center assets of \$136M, and acquisition-related charges of \$72M from GAAP operating profit of \$2.2B

3. Revenue mix calculated based on segment revenue, which does not include intercompany eliminations

4.* Estimated split between US and Non US Revenue mix

LEVERAGE ON ...

Channel Driven Organization

THANK
YOU

62%
of EG HW
Worldwide revenue is
channel driven

LEVERAGE ON ...

Nothing different than #1 or #2

THANK
YOU

#1 or **#2**
in every product
category

LEVERAGE ON ...

Leader in every aspect of Infrastructure

THANK YOU



Leader

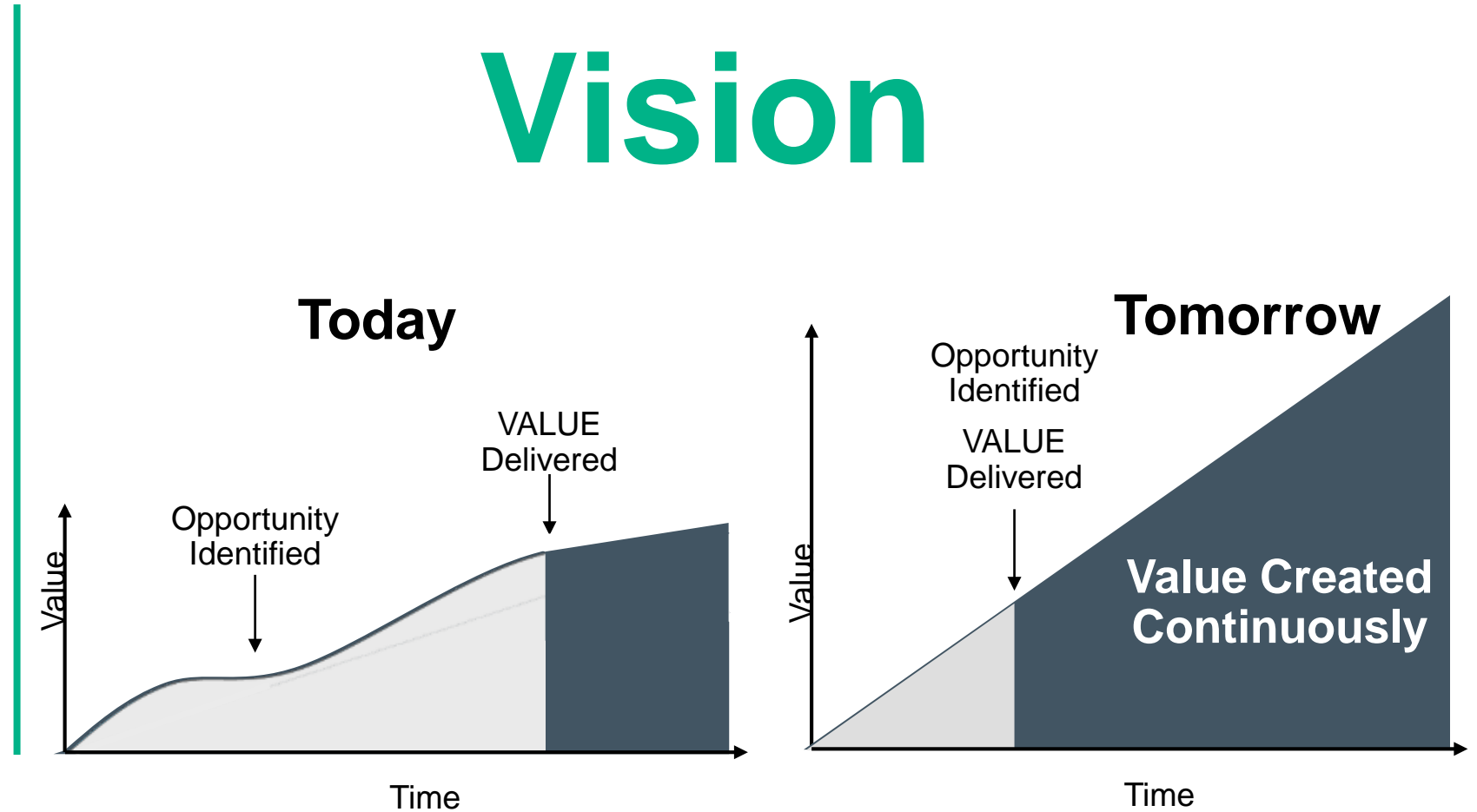
in every aspect of Infrastructure

LEVERAGE ON ...

Clear and consistent vision

THANK YOU

Vision



LEVERAGE ON ...

Social Responsibility

THANK
YOU

138K

*Total employees
engaged in the
community in FY14*

106M\$

*Total value of employee
volunteering & giving in FY14*

6M\$

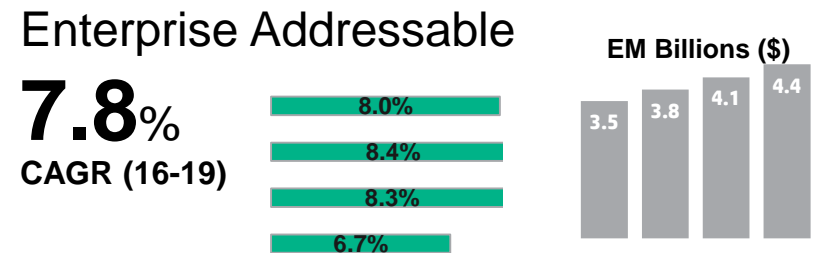
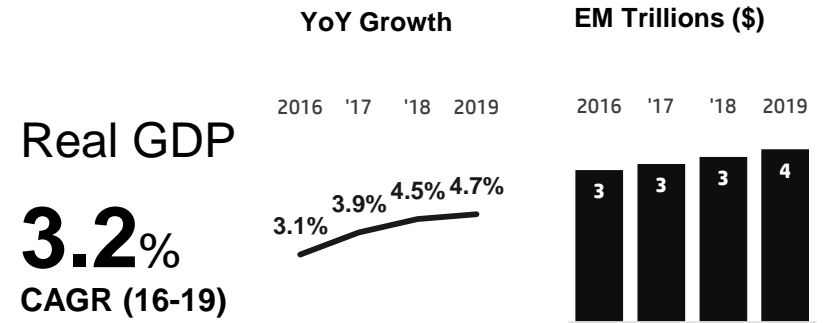
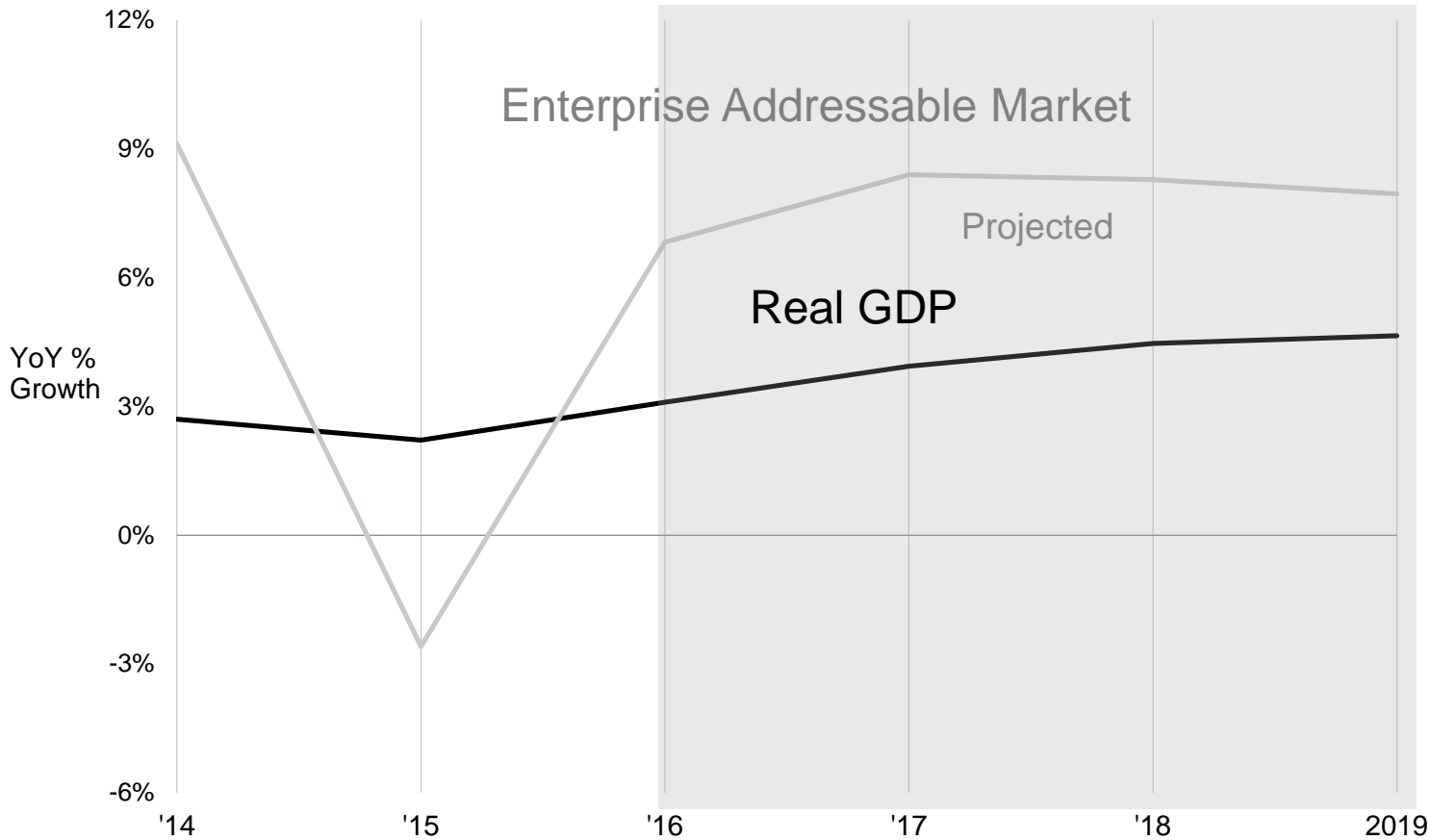
*Microloans to entrepreneurs
from 120K employees in FY14*



“Leverage on what we are,
Capture the opportunity“

CAPTURE THE OPPORTUNITY

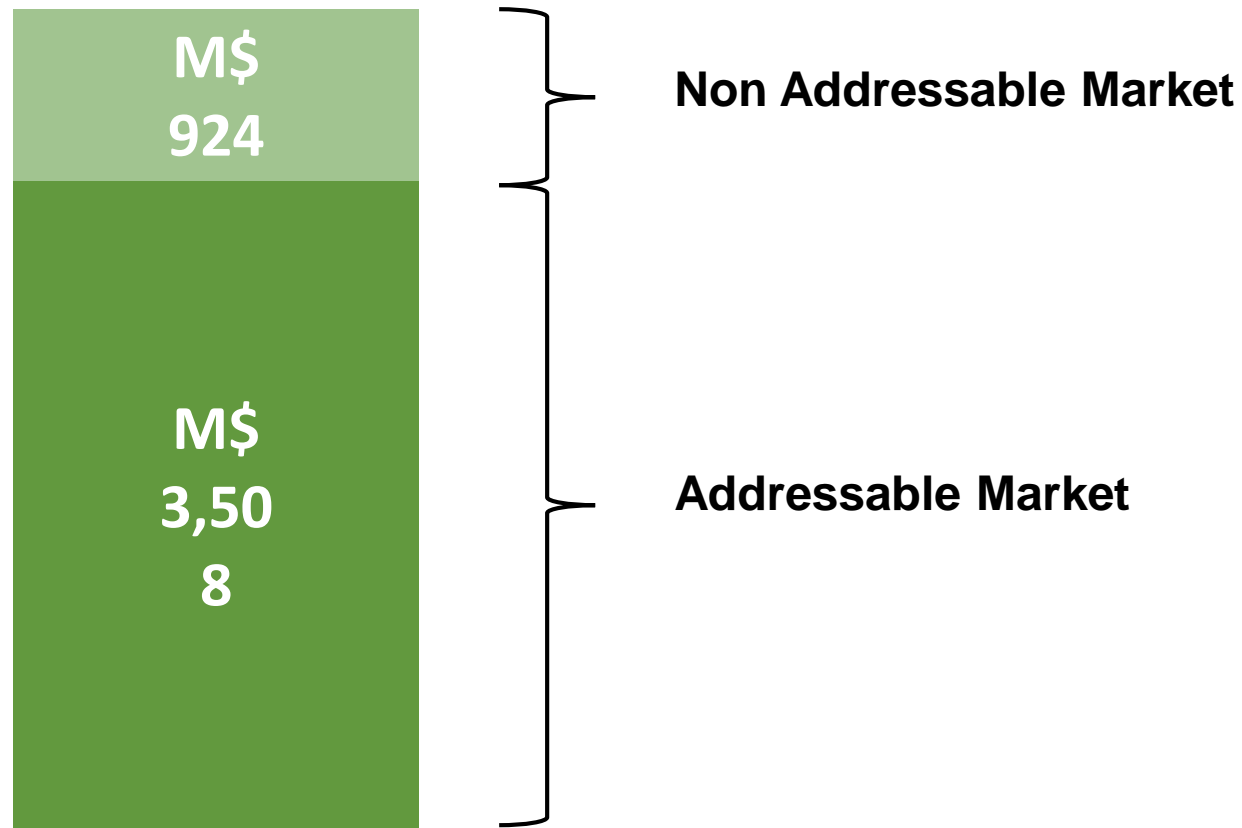
Of enterprise IT being a growth driver in a growing economy



Sources: Real GDP from IHS Global Insights, October 2015;
Enterprise HPE TAM from 1Q16 Enterprise Market Model

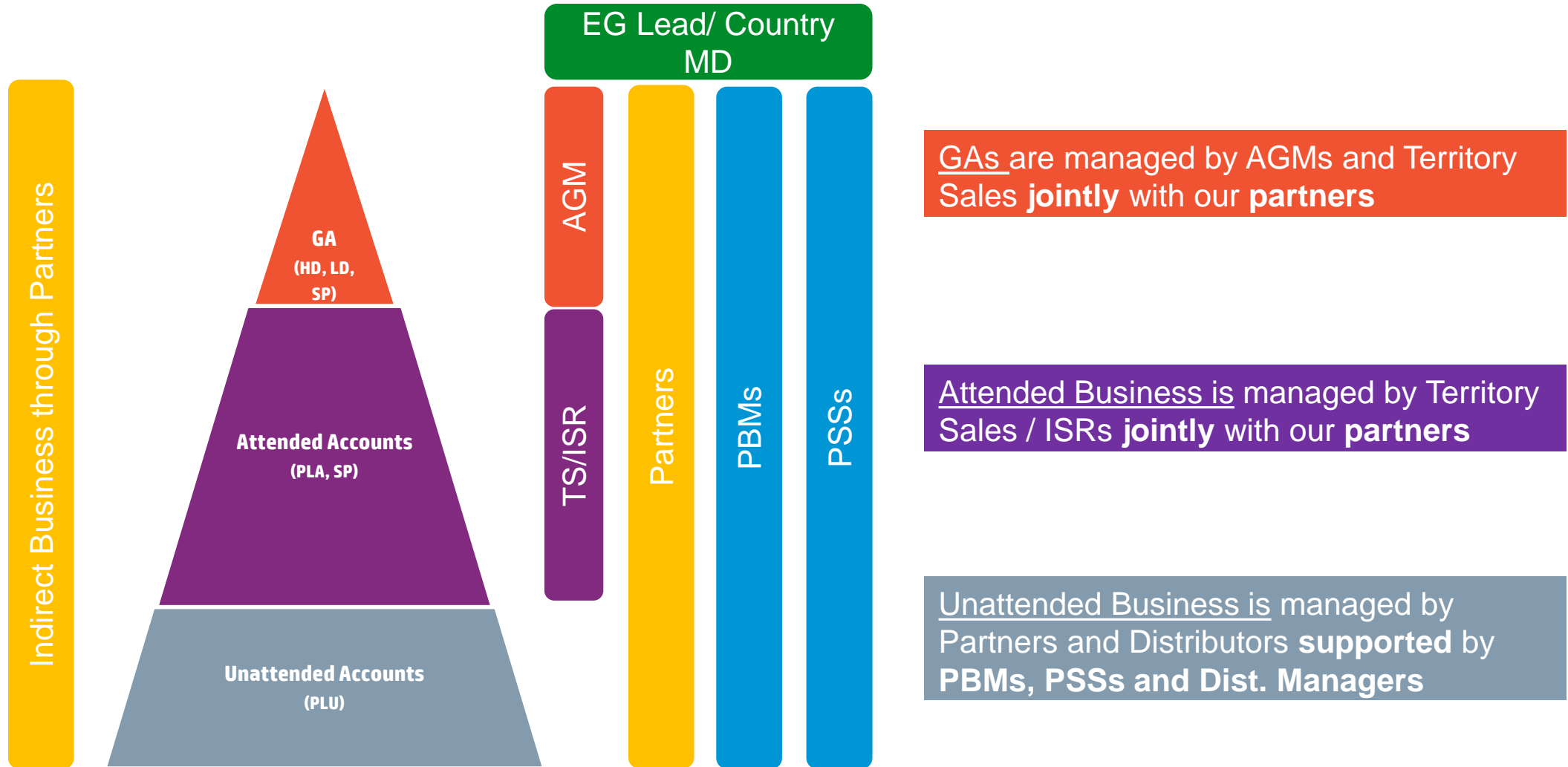
CAPTURE THE OPPORTUNITY

Of a market that could be nearly fully addressed. In 2016, HPE TAM is projected to be \$B 3.5 or almost **80% of total Enterprise IT Market Size**



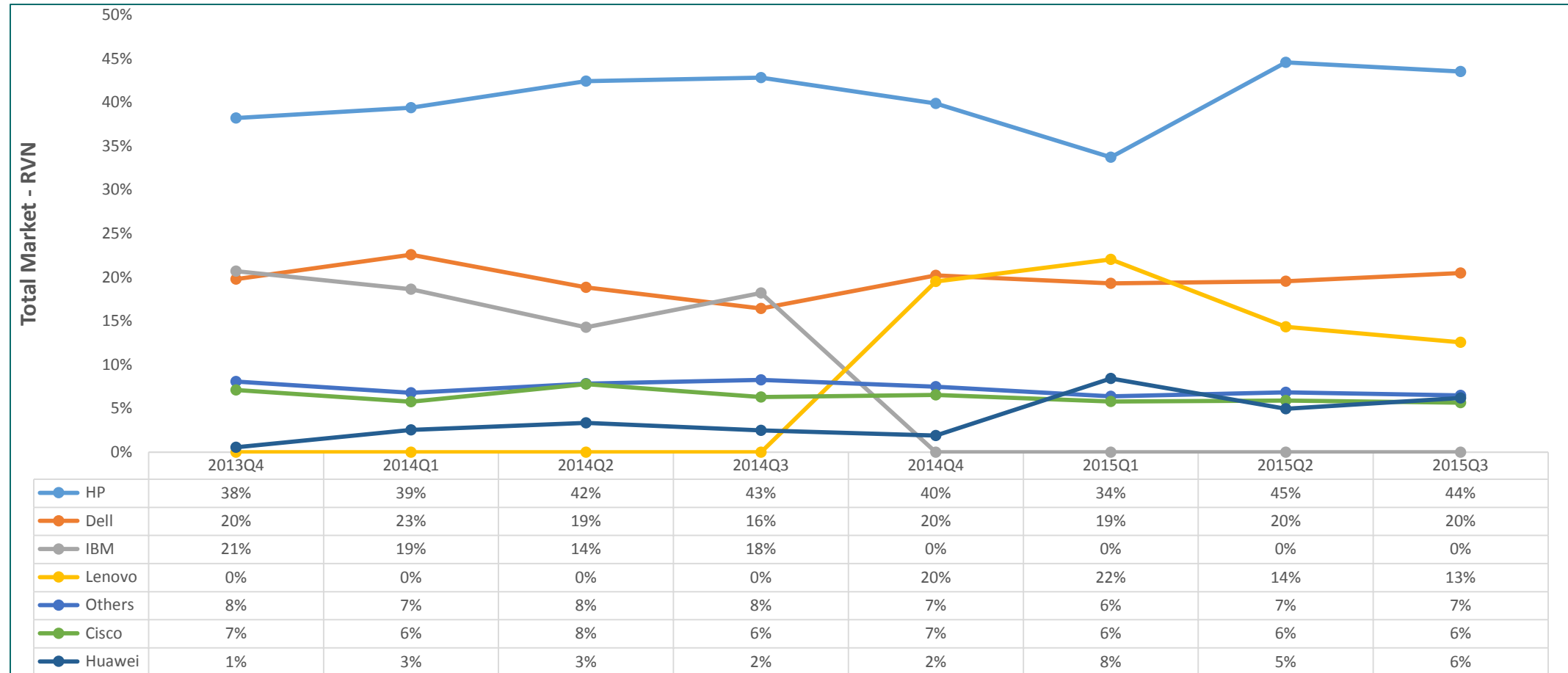
CAPTURE THE OPPORTUNITY

Of our GTM. 100% of our business in Emerging Markets is Indirect



CAPTURE THE OPPORTUNITY

Of partnership with a leader that always sees a room to do more



X86 Market share data from IDC 3Q15 used for longer historical period;



“Leverage on what we are,
Capture the opportunity“

Leverage on what we are, Capture the opportunity...

Leverage on:

- Strong financial position with a clear path to growth
- Channel driven GTM
- #1 or #2 in every product category
- Leader in every aspect of infrastructure
- Clear and consistent vision
- Social responsibility

Capture the opportunity of:

- Growing economy
- Growth driver Industry
- 80% of total addressable enterprise Market
- 100% of HPE share
- #1 in Emerging Markets Servers with a room to achieve more



Hewlett Packard
Enterprise

Thank you



Emerging Market Partners update

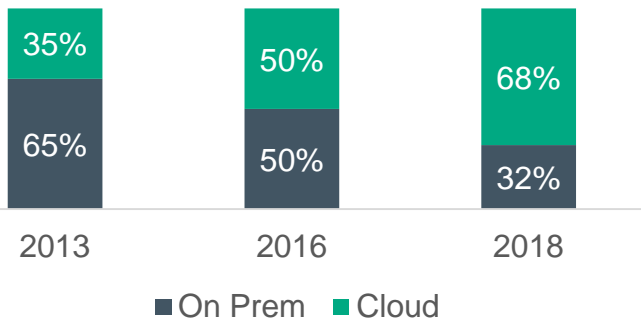
JS Vincent, MEMA indirect team

March 2016

IT Consumption is changing, with major impact on RTM

① Customers are consuming IT differently

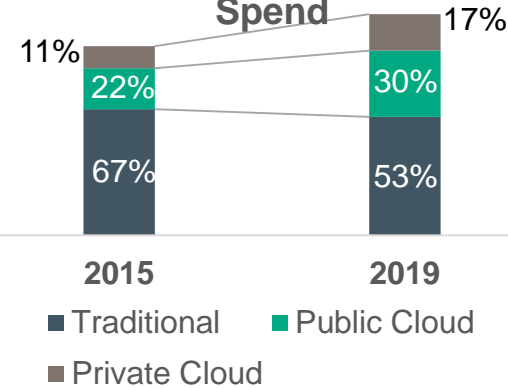
CRM Example - Revenue Breakdown



- Moving away from on-premise to pay-as-a-service for certain IT solutions
- IT budgets are consequently moving away from HW/SW consumption towards services

③ Cloud is fastest growing, but Traditional still big

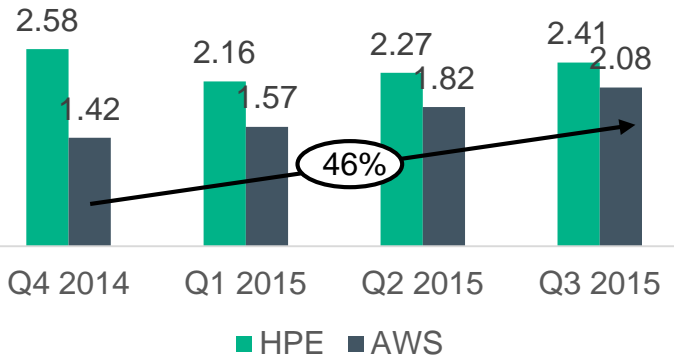
WW IT Infrastructure Spend



- Cloud is fastest growing portion of IT infrastructure spend
- Traditional remains a large market, but will witness declining growth going forward

② Partners already feeling change in the market

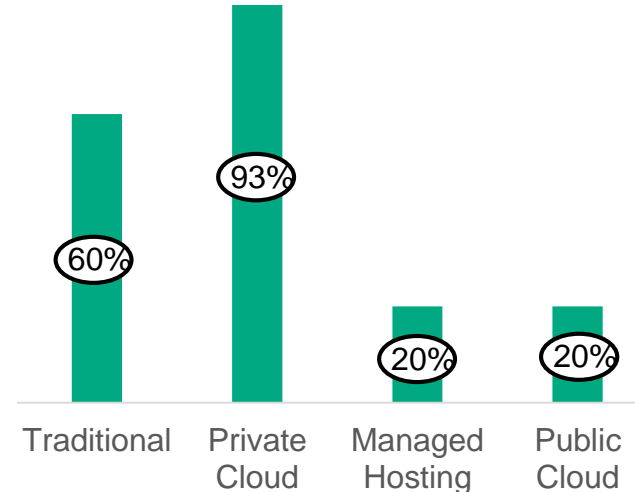
HPE Server (Indirect) vs. AWS Revenue



- Newer entrants, selling compute directly to end customers are bypassing traditional channels
- AWS operating margin is ~25% vs. 5-6% for servers
- AWS particularly strong in SMB which is a targeted growth area for HPE

④ Partner opportunities exists in new IT market

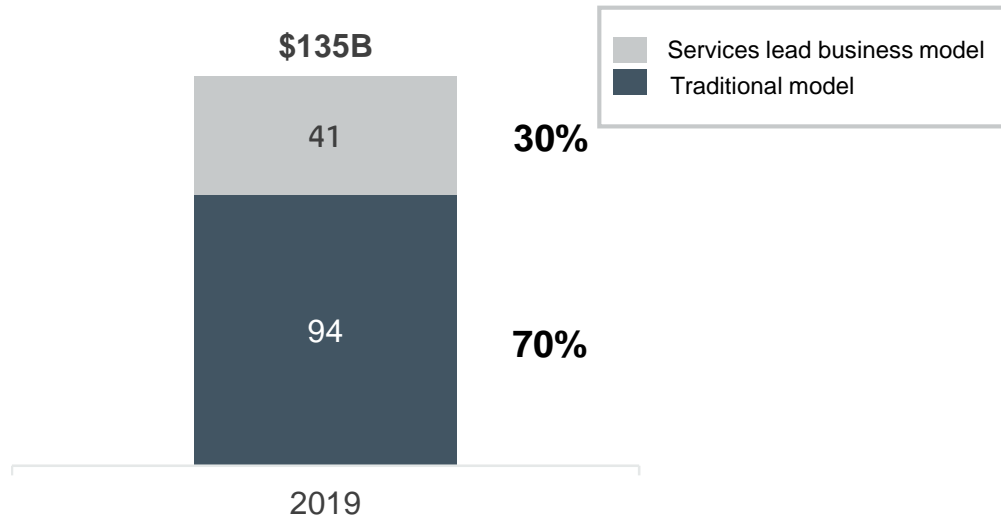
Indirect Sales Volume % of Total



- Indirect will remain primary route for Traditional and Private Cloud
- Opportunities remain for all types of partners
- Managed Hosting and Public Cloud will be fulfilled more directly

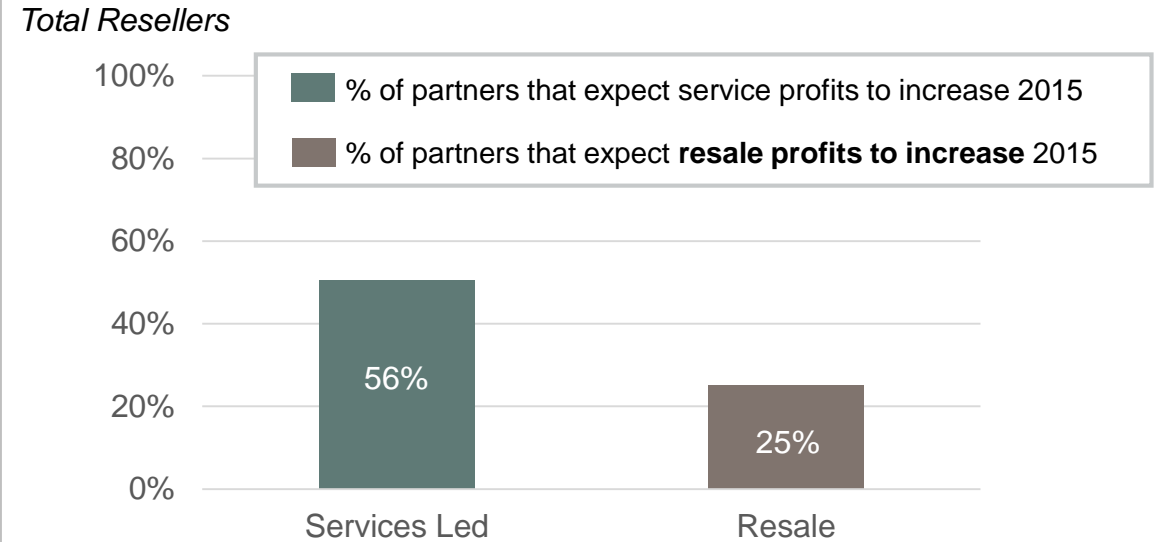
Shifting TAM and profit pools

EG Hardware TAM 2019



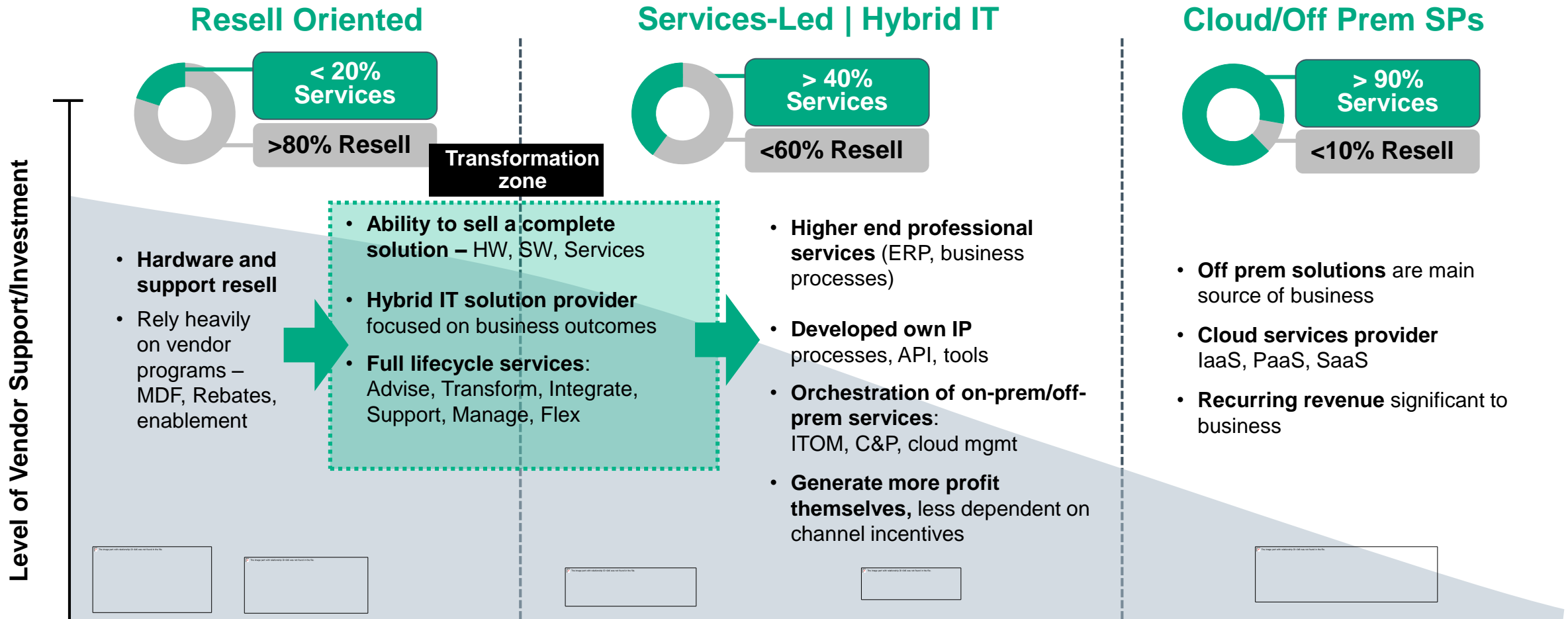
- Service Provider = Service lead business model share of overall hardware TAM grows to 30% by 2019

2015 Partner Profit Expectations



- The majority of managed services lead providers expect profits to increase with 42% of them expecting increases by 15 percent or more
- Over 75% of the VAR community expect profits to either remain flat YoY or decrease

Partners are Evolving & Some Moving Between Business Models



Channel Growth & Evolution

Support You– “Trains On Track”

- Streamlined Partner Ready program & compensation
- Partner Portal roll out with deal reg, etc
- Competitive attack program offering
- Partner sales engagement (Co-selling, Sales Plays to transformation)

Field and GBU Focus

Evolve & Grow –” Accelerate Train Speed”

Accelerate Profitable Growth

- Enable partners & select Distis with **Aruba**
- Increase **TS** attach with Foundation and Proactive Care
- For the standard countries develop a broader service offer with the right competencies
- Accelerate **Flash** market share
- Defend **Blades** and attack competitors
- Be the **market disrupter** through Composable, Converged, SD architectures

Channel Evolution

- Enable multiple partner business models and guide partners with evolving business models
- Run with you Transformation Workshops

2016 Partner Ready membership provides a compelling value proposition

Membership level

Benefits

Requirements



- Highest level of core compensation*
- Active Platinum partner promotion
- Executive Sponsor
- HPE Executive Innovation Tour

- **Deep expertise** throughout the Enterprise Group / Software
- **Pan-EG / Software** competencies and specialisation requirements



- Increased core compensation
- Increased NBO rates
- Active promotion of membership brand

- **Extensive skills** in a key technology area within Enterprise Group / Software
- **Increased sales certification & knowledge credits and advanced BU-specific** certification and revenue requirements



- Core compensation from \$1
- Deal registration based benefits (NBO)
- Access to discretionary HPE MDF
- Access to BU-specific pre-sales information and resources

- **Foundational skills** in a key technology area within Enterprise Group / Software
- **Sales certification & knowledge credits and basic BU-specific** certification and revenue requirements

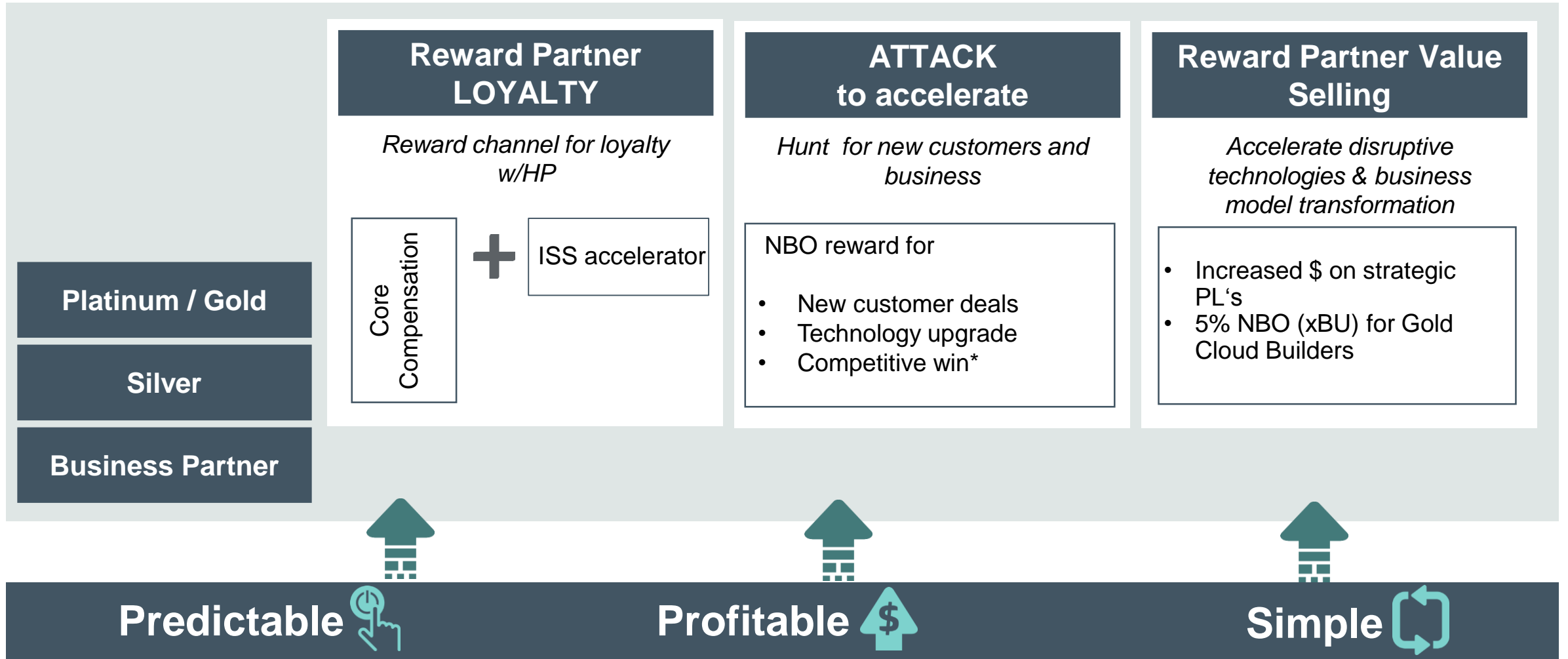


- Special pricing
- Access to the Partner Ready portal, promotions, training
- Listed in Partner Locator – sorted by membership level

- **Signed contract** (or electronic acceptance of program terms)
- Entry-level training/certification and revenue requirement

Please note: Benefits and Requirements vary by business unit, region and other criteria. Therefore, you may not be eligible for some benefits.

EG Channel Compensation Key principles



FY16 Reseller compensation: Core Compensation

Stability for fixed base compensation



- ✓ Predictable Base Compensation% x (Sell out in List)
- ✓ No targets, no gates, no caps, unlimited earnings
- ✓ M4M : earnings aligned to Partner Ready membership status

	Specializations	HPS (ISS,BCS)	HPN	HPSD	TS
Core Compensation	PLATINUM CI Specialist	4% / 2%	4% / 3%	4% / 2.3%	Up to 6%
	GOLD Specialist	3% / 1.5%	3.5% / 2.5%	3.5% / 2%	Up to 4%
	SILVER Specialist	1.5% / 0.75%	2.0% / 1.0%	1.3% / 0.8%	Up to 2%

H1 FY16 Reseller compensation: Core Compensation

ISS Accelerator - HPS Loyalty reward



No change compared to H215!

- ✓ Compelling Bonus for all **Platinum*** & **Gold Server*** driving HP Server growth (“Loyalty reward”)
- ✓ Accelerator bonus is “on top” of Server Core Compensation
- ✓ Platinum & Gold earn same % @ Accelerator threshold
- ✓ Half yearly threshold & payment cycle

Key message “optimize your share with HP Server”

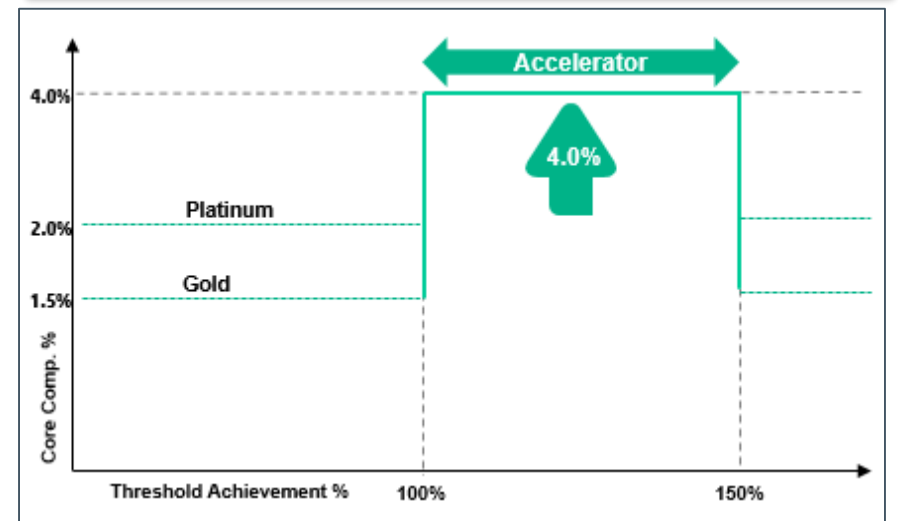
- Platinum: ISS Acceleration bonus doubled in H215 and continues in H1 FY2016
- Gold: upside for Gold Server partners (new compensation element as of H2 2015 – continuing in H1 FY2016)

ISS Accelerator
Rebate % including Core compensation
(applicable to 1st \$ exceeding sales threshold and cap @150% of threshold)

4.00% ISS Accelerator

for sales above threshold
+ 2% on top of standard Core compensation (Platinum)*
+ 2.5% on top of standard Core compensation (Gold)*

Eligible PLs : UZ, 4Q, MV, SY, LA, PD, TN, SI, 4U, J3, 2M, FN, FE, FS, SH, **1T, 1V, 8V (New PLs)**



FY16: New Business Opportunity (NBO/DRP)

Re-cap: NBO

- HPE channel compensation to **protect and reward** resellers to proactively **drive new business opportunities**
- 3 business scenarios



What's in it for you?

- Deal protection : only one partner approved for NBO deals
- NBO paid as upfront discount : enhanced special pricing to increase deal profitability
- More for More: NBO discount % are related to PartnerReady Specialization

Competitive Win

- NBO reward for a selective number of resellers to sell HPE within a predefined customer list

Reseller compensation – summary

Stability, Predictability, Simplicity

- 1st \$ sell out : no targets, no gates, no caps, unlimited earnings
- M4M : earnings aligned to Partner Ready membership status
- Cross BU alignment of EG compensation schemes

No Changes

- ISS accelerator for Gold server specialists & Platinum
- Increased core comp on strategic PL's
- Reward new customer deals via NBO

Updates

- HPS : new PL's PLs 1T,1V & 8V
- TS : pl 9X (Datacenter Care) added to Core Comp & NBO

H1 FY16 reseller compensation @ a glance

	Specializations	HPS (ISS,BCS)		HPN	HPSD	TS
		ISS Accelerator	Core Compensation			
Core Compensation	PLATINUM CI Specialist	4% @ acceleration threshold *	4% / 2%	4% / 3%	4% / 2.3%	Up to 6%
	GOLD Specialist		3% / 1.5%	3.5% / 2.5%	3.5% / 2%	Up to 4%
	SILVER Specialist	N/A	1.5% / 0.75%	2% / 1%	1.3% / 0.8%	Up to 2%

		ISS		HPN		HPSD		BCS		TS	
		Standard	Strategic	Standard	Strategic	Standard	Strategic	Standard	Strategic	Standard	Strategic
New Business Opportunity	PLATINUM CI Specialist	6%	9%	10%	15%	10%	15%	12%	10%	15%	
	GOLD Specialist		12% (PL FE)								
	SILVER Specialist	6%	10%	10%	N/A	10%					

Notes

- NBO % apply on "Indicative Buying Price"
- EG business partner who were eligible for NBO in FY15 will be eligible for FY16 NBO program:
 - HPN PLs: 5%
 - TS Attach to HPN PLs: 5%
- Core Compensation % apply on List

- * 4% ISS Accelerator for sales above threshold
 - +2% vs Core compensation (Platinum)
 - +2.5% vs Core compensation (Gold)
- ISS accelerator is capped @ 150% of threshold

Thank you!



**Hewlett Packard
Enterprise**

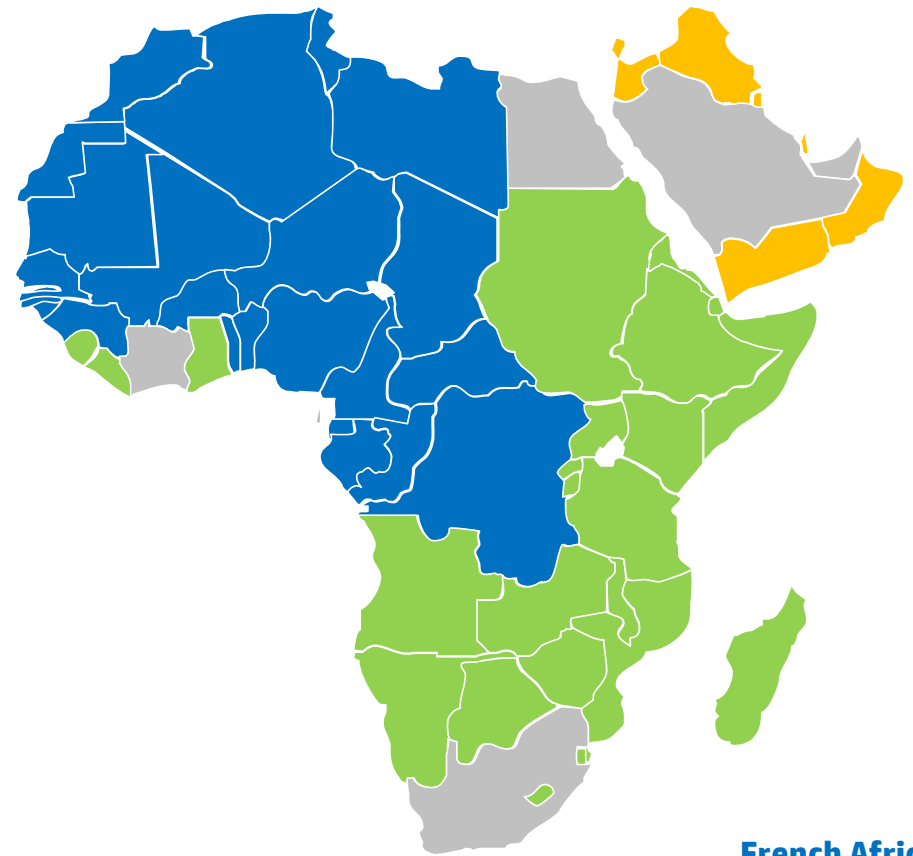
Awakening the Experience



EMERGING MARKETS PARTNERS@WORK 2016

Emerging Markets FY15 highlights

- Completed major milestones in transforming our Go-To-Market
- Kicked off the channel enablement plan across Emerging Markets
- Optimized coverage model built around the channel eco system
- Focused, strategic relationship with our loyal and specialized partners



French Africa
English Africa
Gulf & Levant



One transformation - four parts
All required. All linked. All overlap.
Only one partner brings them together



Hewlett Packard
Enterprise

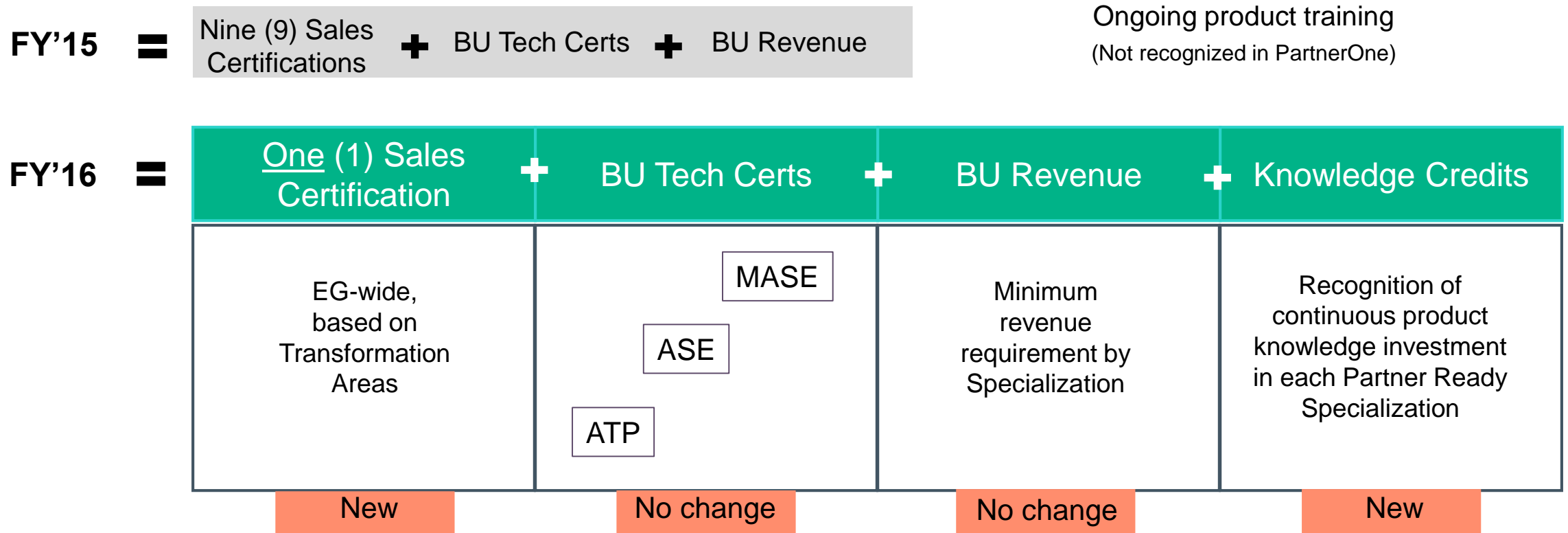
Partner Enablement

Leila El Alaoui



Enhanced Partner Ready certification requirements

Introducing Knowledge Credits



EG 2016 New Sales Certification

Increase Sales Pipeline

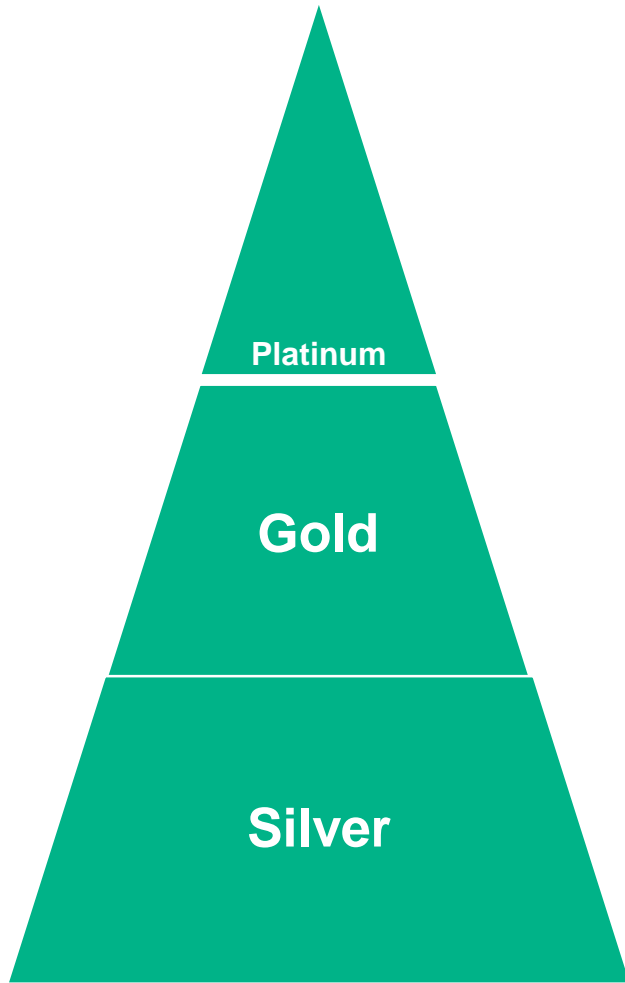
2016 Content Focus-

- Building pipeline
- Know the customer
- Identify opportunity
- Qualify the opportunity
- Practice real customer conversations
- Understand customer outcomes
- Know Transformation Areas
- Utilize real world case studies.

Training and Exam

- Web Based Training - 5 hours in duration
- Objective: to go beyond the traditional transaction selling model and demonstrate competency in solution selling
- Product sales specialty knowledge achieved through BU Knowledge Credits
- Online exam (HPE2-E65)
- Special exam created for workshop participants

Sales Certification Partner Ready Requirements



Sales Certification Minimum Requirements determined by 'Highest' Tier Status

10

6

2

Example 1: Partner is FY16 member for

Gold Storage
Silver Server
Gold Networking.

=> Highest level is **Gold**, thus min 6 individuals will need to have HPE – Sales Certified – Enterprise Solutions [2016] sales certification for compliance.

Example 2: Partner is FY16 member for Silver Storage

Silver Server

=> Highest level is **Silver**, thus min 2 individuals will need to have HPE – Sales Certified – Enterprise Solutions [2016] sales certification for compliance.

Introduction of Knowledge Credits (1/2)

- Knowledge Credits are credit points recognizing partner employee investment in courses and events HPE makes available.
- Activities eligible for Knowledge Credits include Tech Talks, New Product Introduction (NPI) training, Sales Briefings, portfolio overview training and participation to major knowledge transfer events, such as HPE TSS (Technology & Solutions Event).
- Partner employees holding an [eligible certification](#) will receive a certain amount of “Knowledge Credits” for completing online activities and participation in selected Face-2-face training activities.
- Knowledge Credits need to be obtained and are consolidated on partner HQ company level.
- In general a 30 minute learning activity equates to 1 knowledge credit.
- The catalogue of [Knowledge Credit eligible activities](#), available on the My Learning portal will be refreshed at regular intervals to ensure the latest and greatest learning opportunities.
- The catalogue has knowledge credit offerings for the Storage, Server, Networking, Cloud and Services portfolios. Knowledge credit targets are aligned to Partner Ready program membership.

Introduction of Knowledge Credits (2/2)

- Knowledge credits can be earned from November 1st 2015 (start of Fiscal Year) by eligible people and knowledge credit target needs to be reached by the onboarding deadline (August 31st 2016). To ensure FY17 membership status.
- For new partners onboarding or working towards higher specialization status, knowledge credit targets will be reduced based on time of onboarding.
- A candidate partner can start earning knowledge credits before final membership status is reached, from the moment candidate status has been flagged.
- The eligible certifications to earn knowledge credits include the HPE Sales Certified – Enterprise Solutions [2016] Certification or choice from a wide variety of technical certifications (ATP/ASE/MASE/Product Certified certifications). The list of eligible certifications can be found [here](#).
- Knowledge Credits will not be awarded retro actively. If a certification was obtained after having completed an activity that has a knowledge credit value, credits will not be awarded afterwards.
- Anyone can take and complete an activity that awards Knowledge Credits. However, Knowledge Credits will not be awarded if an individual does not hold at least a qualifying certification before the start of the event.

Who are eligible to earn Knowledge Credits?



Sales or Technical Certified Partner Professionals are able to earn credits

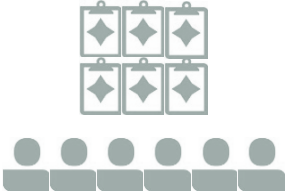





OR





FY16 Server Specialist requirements

 Certified Individual
 HPE Certification required

Certifications accepted for FY16 program membership	Gold Server	Silver Server
<p>Sales Certified</p> <p>Total Sales Certified Individuals</p>		
<p>Accredited Solutions Expert (ASE) Accredited Technical Professional (ATP) Product Certified (PC)</p> <p>Total Technical Certified Individuals</p>		
<p>Server Knowledge Credits – to be obtained by people holding HPE Sales Certified – Enterprise Solutions [2016] OR min 1 eligible Technical certification (ATP/ASE/MASE/Product Certified)</p>	<p>150</p>	<p>60</p>



FY16 Silver Server Specialist

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



Criteria	# people	Certifications accepted for FY16 membership	Supporting Courses	Exam	Comments for FY15 transitional partners			
Sales Certification								
Sales	2	HPE Sales Certified - Enterprise Solutions [2016]	Option 1	01056515	5.5 Hrs/ WBT	HPE2-E65	Web Based	
			Option 2	01046773 01064309 01064909 01064910	1 Day/ Workshop/I LT	HPE2-E66 (Replacing HP2-E54)	Web Based	HP Sales Certified – Servers, Converged Systems and Services [2015] and HP Sales Certified – Converged Infrastructure [2014] no longer accepted 
Note: attendance in min. 1 workshop is obligatory in order to obtain the certification								
Technical Certification								
ATP	2	HP ATP - Server Solutions V2	New candidates	00930602	3 Days/ ILT – VILT	HP0-S41	Testing Center	HP ATP - Server Solutions V1 no longer accepted
			Alternative: Self-study guide					
		Upgrade available for learners holding "HP ATP - Server Solutions V1"		00930602	3 Days/ ILT – VILT	HP2-T29	Testing Center	
			Alternative: Self-study guide					

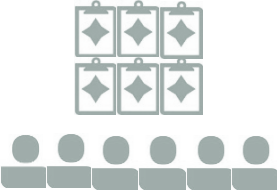

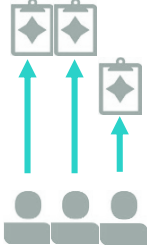

FY16 Gold Server Specialist

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

Criteria	# people	Certifications accepted for FY16 membership	Pre-requisites for the certification	Supporting Courses	Exam	Comments for FY15 transitional partners		
Sales Certification								
Sales	6	HPE Sales Certified - Enterprise Solutions [2016]	Option 1	01056515	5,5 Hrs/ WBT	HPE2-E65	Web Based	
			Option 2	01046773 01064309 01064909 01064910	1 Day/ Workshop/ILT	HPE2-E66 (Replacing HP2-E54)	Web Based	HP Advanced Sales Certified – Enterprise Server Solutions and Services [2014] no longer accepted
Technical Certification								
ASE	2	HP ASE - Server Solutions Architect V2	HP ATP - Server Solutions V2	00949920	4 Days/ ILT	HP0-S42	Testing Center	
			Upgrade available for learners holding:	<ul style="list-style-type: none"> HP ASE - Server Solutions Architect V8 IBM System x certifications 				
			HP ATP - Server Solutions V2	00988731	4 Days/ ILT - VILT	HP0-S44	Testing Center	HP ASE - Server Solutions Architect V8 and HP ASE – Server Solutions Integrator V8.1 no longer accepted
		HP ASE - ProLiant Server Solutions Integrator V2	HP ATP - Server Solutions V2	Alternative: Self-study guide				
		Upgrade available for learners holding: "HP ASE - Server Solutions Integrator V8.1"	00988731	4 Days/ ILT - VILT	HP0-S45	Testing Center		
OneView Certification								
Hewlett Packard OneView	1	HP Product Certified - HP OneView 1.20 or newer		00960760	3 Days/ ILT	HP3-F18	Web Based	New Criteria for all partners
				Alternative: Self-study guide				



FY16 Storage Specialist requirements

 Certified Individual
 HPE Certification required

Certifications accepted for FY16 program membership	Gold Storage	Silver Storage
<p>Sales Certified</p> <p>Total Sales Certified Individuals</p>		
<p>Master Accredited Solutions Expert (Master ASE)</p> <p>Accredited Solutions Expert (ASE)</p> <p>Accredited Technical Professional (ATP)</p> <p>Total Technical Certified Individuals</p>		
<p>Storage Knowledge Credits – to be obtained by people holding HPE Sales Certified – Enterprise Solutions [2016] OR min 1 eligible Technical certification (ATP/ASE/MASE/Product Certified)</p>	<p>150</p>	<p>60</p>

FY16 Silver Storage Specialist


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

Criteria	# people	Certifications accepted for FY16 membership	Supporting Courses	Exam	Comments for FY15 transitional partners			
Sales Certification								
Sales	2	HPE Sales Certified - Enterprise Solutions [2016]	Option 1	01056515	5,5 Hrs/ WBT	HPE2-E65	Web Based	
			Option 2					
			Note: attendance in min. 1 workshop is obligatory in order to obtain the certification	01046773 01064309 01064909 01064910	1 Day/ Workshop/ILT	HPE2-E66 (Replacing HP2-E54)	Web Based	HP Sales Certified – Converged Infrastructure [2014] and HP Sales Certified – Storage Solutions and Services [2014] or [2015] no longer accepted
Technical Certification								
ATP	2	HP ATP - Storage Solutions V2 (to be released March 2016)	Upgrade available for learners holding HP ATP – Storage Solution V1	00000000	xHrs/ WBT	HPX-XYZ	TBD	
				01064171	12 Hrs/ WBT	HPE0-J75	Testing Center	*HP ATP Storage Solutions v1 no longer accepted for transitioning into FY17 program; upgrade required to v2 for all partners
			HP ATP – Storage Solution V1* * V1 certification only accepted until April 30, 2016 for new partners onboarding	00729763	16 Hrs/ ILT	HP0-J73	Testing Centre	

FY16 Gold Storage Specialist




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

Criteria	# people	Certifications accepted for FY16 membership	Supporting Courses	Exam	Comments for FY15 transitional partners			
Sales Certification								
			Option 1	01056515	5,5 Hrs/ WBT	HPE2-E65	Web based	
Sales	6	HPE Sales Certified - Enterprise Solutions [2016]	Option 2	01046773 01064309 01064909 01064910	1 Day/ Workshop/ ILT	HPE2-E66 (Replacing HP2-E54)	Web Based	HP Sales Certified – Converged Infrastructure [2014] and HP Sales Certified – Storage Solutions and Services [2014] or [2015] no longer accepted HP Advanced Sales Certified - Enterprise Storage Solutions and Services [2015] no longer accepted

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FY16 Gold Storage Specialist

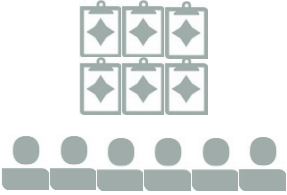

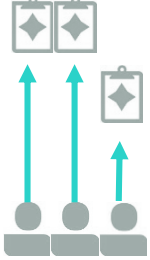

WBT = Web-based training
 ILT = Instructor-led training
 VILT = Virtual Instructor-led training

Criteria	# people	Certifications accepted for FY16 membership	Pre-requisites for the certification	# Exams Required	Supporting Courses	Exam	Comments for FY15 transitional partners			
Technical ASE Certification										
ASE	3	<u>HP ASE - Storage Solutions Architect v1</u> * * V1 certification only accepted until April 30, 2016 for new partners onboarding	<u>HP ATP Storage Solutions V1</u> OR HP AIS - StorageWorks Integration [2011] (inactive) still accepted OR HPO-J62 (inactive) still accepted	1	00729675	12 Hrs/ WBT	HP0-J63	Testing Center	 *HP ASE Storage Solutions Architect v1 no longer accepted for transition into FY17 program; upgrade required to v2 for all partners 	
				2	00729772	32 Hrs/ ILT	HP0-J64	Testing Center		
				3	00729670	12 Hrs /WBT	HP0-J65	Testing Center		
			Upgrade available for learners holding:							<ul style="list-style-type: none"> HP ASE – Storage Works Integration [2011] HP ASE - Storage Solutions Integrator V1
		<u>HP ASE - Storage Solutions Architect V2</u> (to be released March 2016)			00000000	xHrs/ WBT	HPX-XYZ	TBD		
			Upgrade available for learners holding <u>HP ASE - Storage Solutions Architect v1</u>		01064173	16 Hrs /WBT	HPE0-J78	Testing Center		
Technical MASE Certification										
MASE	2	<u>HP Master ASE - Storage Solutions Architect V1</u> * * V1 certification only accepted until April 30, 2016 for new partners onboarding	<u>HP ASE - Storage Solutions Architect v1</u>		00759555	16 Hrs/ ILT	HP0-J67	Testing Center	 *HP MASE Storage Solutions Architect v1 no longer accepted for transition into FY17 program; upgrade required to v2 for all partners	
			Upgrade available for learners holding:							<ul style="list-style-type: none"> HP Master ASE - Storage Solutions [2011]
		<u>HP Master ASE - Storage Solutions Architect V2</u> (to be released March 2016)			00000000	xHrs/ WBT	HPX-XYZ	TBD		
			Upgrade available for learners holding <u>HP Master ASE - Storage Solutions Architect V1</u>		01064175	12 Hrs/ WBT	HPE0-J80	Testing Center		

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FY16 Networking Specialist requirements

 Certified Individual
 HPE Certification required

Certifications accepted for FY16 program membership	Gold Networking	Silver Networking
<p>Sales Certified</p> <p>Total Sales Certified Individuals</p>		
<p>Master Accredited Solutions Expert (Master ASE)</p> <p>Accredited Solutions Expert (ASE)</p> <p>Accredited Technical Professional (ATP)</p> <p>Total Technical Certified Individuals</p>		
<p>Networking Knowledge Credits – to be obtained by people holding HPE Sales Certified – Enterprise Solutions [2016] OR min 1 eligible Technical certification (ATP/ASE/MASE/Product Certified)</p>	<p>150</p>	<p>60</p>

FY16 Silver Networking Specialist (1/2)


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

Criteria	# people	Certifications accepted for FY16 membership	Supporting Courses	Exam	Comments for FY15 transitional partners			
Sales Certification								
Sales	2	HPE Sales Certified - Enterprise Solutions [2016]	Option 1	01056515	5,5 Hrs/ WBT	HPE2-E65	Web based	
			Option 2	01046773 01064309 01064909 01064910	1 Day/ Workshop/ILT	HPE2-E66 (Replacing HP2-E54)	Web based	
Technical Certification								
ATP	2	HP ATP - FlexNetwork Solutions V3	00958712	3 Days/ ILT	HP0-Y52	Testing Center	No changes	
			Alternative: Self-study guide					Cisco CCNA (any track), CCDP, 3COM, H3C or Juniper (HP2-Z37 Fast Track exam)
Fast track available for learners holding :								

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FY16 Silver Networking Specialist (2/2)


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

Criteria	# people	Certifications accepted for FY16 membership	Pre-requisites for the certification	# exams required	Supporting course	Exam	Comments for FY15 transitional partners		
ASE certifications		choice between							
ASE	1	<u>HP ASE - FlexNetwork Architect V2</u>	<u>HP ATP - FlexNetwork Solutions V3</u>	1	00887054	4 Days/ ILT	HP0-Y50 HP0-Y45 still accepted	Testing Center	
					alternative: self-study guide				
				2 Choose 1*	<u>00991245</u>	4 Days/ ILT	HP2-Z38 (SDN)	Web Based	
					00908176	4 Days/ ILT	HP2-Z32 (Data Center)	Web Based	
					alternative: self-study guide				
		<u>Aruba Mobility Boot Camp</u>	5 Days/ ILT	3rd Party (WIRELESS)	Testing Center ACMP Reference Guide				
		<ul style="list-style-type: none"> Aruba (ACMP) HP ASE - FlexNetwork Architect V1 HP ASE - Network Infrastructure [2011] or HP ASE - Wireless Networks [2011] HP ASE – Wireless Networks Implementer v1 Third party certifications (Cisco, H3C or Juniper) 							 HP ASE – Network Architect v1 and HP ASE – Wireless Networks Implementer v1 no longer accepted
		Upgrade available for learners holding :							
		<u>HP ASE - FlexNetwork Integrator V1</u>	<u>HP ATP - FlexNetwork Solutions V3</u>	1	00832513	5 Days/ ILT	HP0-Y47 HP0-Y43 still accepted	Testing Center	
					alternative: self-study guide				
2 Choose 1*	<u>00991245</u>			4 Days/ ILT	HP2-Z38 (SDN)	Web Based			
	00908176			4 Days/ ILT	HP2-Z34 (Data Center)	Web Based			
	alternative: self-study guide								
<u>Aruba Mobility Boot Camp</u>	5 Days/ ILT	3rd Party (WIRELESS)	Testing Center ACMP Reference Guide						
<ul style="list-style-type: none"> Aruba (ACMP) HP ASE - FlexNetwork Architect V1 HP ASE - Network Infrastructure [2011] or HP ASE - Wireless Networks [2011] HP ASE – Wireless Networks Implementer v1 Third party certifications (Cisco, H3C or Juniper) 									
Upgrade available for learners holding :									

(* Implementing HP MSM Wireless Networks (HP2-Z32) , HP Unified Wired-Wireless Networks and BYOD (HP2-Z33), or previous Creating HP Software-defined Networks (HP2-Z31) stay also valid as ASE elective exam

FY16 Gold Networking Specialist (1/3)


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

Criteria	# people	Certifications accepted for FY16 membership	Supporting Courses	Exam	Comments for FY15 transitional partners			
Sales Certification								
Sales	6	HPE Sales Certified - Enterprise Solutions [2016]	Option 1	01056515	5,5Hrs/ WBT	HPE2-E65	Web based	
			Option 2					
			Note: attendance in min. 1 workshop is obligatory in order to obtain the certification	01046773 01064309 01064909 01064910	1Day/ Workshop	HPE2-E66 (Replacing HP2-E54)	Web based	HP Sales Certified – Converged Infrastructure [2014] and HP Sales Certified – Networking Solutions and Services [2014] or [2015] no longer accepted

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FY16 Gold Networking Specialist (2/3)

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


Criteria	# people	Certifications accepted for FY16 membership	Pre-requisites for the certification	# exams required	Supporting course	Exam	Comments for FY15 transitional partners	
ASE certifications		choice between						
ASE	3	HP ASE - FlexNetwork Architect V2 HP ASE - FlexNetwork Architect V2	HP ATP - FlexNetwork Solutions V3	1	00887054	4 Days/ ILT	HP0-Y50 HP0-Y45 still accepted	Testing Center
					alternative: self-study guide			
				2 Choose 1*	00991245	4 Days/ ILT	HP2-Z38 (SDN)	Web Based
					00908176	4 Days/ ILT	HP2-Z34 (Data Center)	Web Based
					alternative: self-study guide			
		Aruba Mobility Boot Camp	5 Days/ ILT	3rd Party (WIRELESS)	Testing Center ACMP Reference Guide			
		Upgrade available for learners holding :		<ul style="list-style-type: none"> Aruba (ACMP) HP ASE - FlexNetwork Architect V1 HP ASE - Network Infrastructure [2011] or HP ASE - Wireless Networks [2011] HP ASE – Wireless Networks Implementer v1 Third party certifications (Cisco, H3C or Juniper) 		 HP ASE – Network Architect v1 and HP ASE – Wireless Networks Implementer v1 no longer accepted		
		HP ASE - FlexNetwork Integrator V1 HP ASE - FlexNetwork Integrator V1	HP ATP - FlexNetwork Solutions V3	1	00832513	5 Days/ ILT	HP0-Y47 HP0-Y43 still accepted	Testing Center
					alternative: self-study guide			
				2 Choose 1*	00991245	4 Days/ ILT	HP2-Z38 (SDN)	Web Based
00908176	4 Days/ ILT				HP2-Z34 (Data Center)	Web Based		
alternative: self-study guide								
Aruba Mobility Boot Camp	5 Days/ ILT	3rd Party (WIRELESS)	Testing Center ACMP Reference Guide					
Upgrade available for learners holding :		<ul style="list-style-type: none"> Aruba (ACMP) HP ASE - FlexNetwork Architect V1 HP ASE - Network Infrastructure [2011] or HP ASE - Wireless Networks [2011] HP ASE – Wireless Networks Implementer v1 Third party certifications (Cisco, H3C or Juniper) 						

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(*) Implementing HP MSM Wireless Networks (HP2-Z32) , HP Unified Wired-Wireless Networks and BYOD (HP2-Z33), or previous Creating HP Software-defined Networks (HP2-Z31) stay also valid as ASE elective exam

FY16 Gold Networking Specialist (3/3)

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

Criteria	# people	Certifications accepted for FY16 membership	Pre-requisites for the certification	Supporting course	Exam	Comments for FY15 transitional partners
MASE certifications						
MASE	2	HP Master ASE - FlexNetwork Solutions V2 <i>HP Master ASE – FlexNetwork Solutions V1 still accepted</i>	HP ASE - FlexNetwork Architect V2	00991245 (SDN)	4 Days/ ILT	 HP MASE –Network Infrastructure [2011] and HP MASE – Wireless Networks Implementer v1 no longer accepted
			OR HP ASE - FlexNetwork Integrator V1	00908176 (Datacenter)	4 Days/ ILT	
			Upgrade available for learners holding : <ul style="list-style-type: none"> ▪ Cisco, H3CSE or Juniper ▪ HP Master ASE - Network Infrastructure [2011] / HP Master ASE - Wireless Networks Implementer V1 		Alternative: HP Master ASE eBook bundle	

FY16 Platinum Converged Infrastructure Specialist requirements

Platinum Converged Infrastructure criteria for FY16 program membership

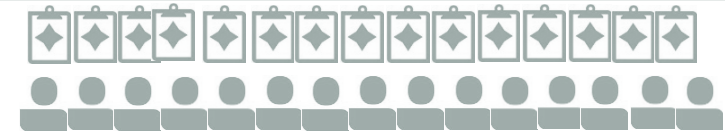
Sales Certified

Total Sales Certified Individuals

No specific technical certification nor Knowledge Credit criteria on top of Gold Specialist criteria

Knowledge Credits – to be obtained by people holding HPE Sales Certified – Enterprise Solutions [2016] **OR** min 1 eligible Technical certification (ATP/ASE/MASE/Product Certified)



To obtain Platinum level, partner needs to meet Sales Certifications and obtain Gold membership status in 4 EG Hardware specializations

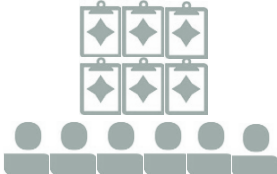





Gold Server Specialist
 And
 Gold Storage Specialist
 And
 Gold Networking Specialist
 And
 Gold Services Specialist

Meet all Gold level Knowledge Credit criteria

FY16 Cloud Builder Specialist requirements

 Certified Individual
 HPE Certification required

Certifications accepted for FY16 program membership	Gold Cloud Builder	Silver Cloud Builder
Sales Certified Total Sales Certified Individuals		
Master Accredited Solutions Expert (Master ASE) OR Accredited Solutions Expert (ASE) Accredited Technical Professional (ATP) Total Technical Individuals		
Cloud Knowledge Credits – to be obtained by people holding HPE Sales Certified – Enterprise Solutions [2016] OR min 1 eligible Technical certification (ATP/ASE/MASE/Product Certified)	150	60

FY16 Silver Cloud Builder Specialist

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

Criteria	# people	Certifications accepted for FY16 membership	Supporting Courses	Exam	Comments for FY15 transitional partners			
Sales Certification								
Sales	2	HPE Sales Certified - Enterprise Solutions [2016]	Option 1	01056515	5,5 Hrs/ WBT	HPE2-E65	Web Based	NEW CRITERIA!
			Option 2	01046773 01064309 01064909 01064910	1 Day/ Workshop	HPE2-E66 (Replacing HP2-E54)	Web Based	
Technical Certification								
ATP	1	Choice between	HPE ATP - Data Center and Cloud V2 (NEW)	01045284	2 Days/ ILT	HPE0-D33	Testing Center	NEW CRITERIA!
			HP ATP - Data Center and Cloud V1	00936431	2 Days/ ILT-VILT	HP0-D30	Testing Center	
			HP ATP - Operations Orchestration v10	00893762	4 Days/ ILT	HP0-M73	Testing Center	
			HP ATP – Server Automation v10	01046690	5 Days/ ILT	HP0-M74	Testing Center	
			HP ATP - Cloud Service Automation v4	00962724	4 Days/ ILT	HP0-M100	Testing Center	

FY16 Gold Cloud Builder Specialist (1/2)

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

Criteria	# people	Certifications accepted for FY16 membership	Supporting Courses	Exam	Comments for FY15 transitional partners			
Sales Certification								
Sales	6	HPE Sales Certified - Enterprise Solutions [2016]	Option 1	01056515	5,5 Hrs/ WBT	HPE2-E65	Web Based	HP Advanced Sales Certified – Cloud, Converged Systems Solutions and Services [2014] and HP Advanced Sales Certified – HP Helion Cloud Solutions and Services [2015] no longer accepted
			Option 2	01046773 01064309 01064909 01064910	1 Day/ Workshop	HPE2-E66 (Replacing HP2-E54)	Web Based	

Note: attendance in min. 1 workshop is obligatory in order to obtain the certification

Continues on the next slide →

FY16 Gold Cloud Builder Specialist (2/2)

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

Criteria	# people	Certifications accepted for FY16 membership	Prerequisites for this certification	Supporting Courses	Exam	Comments for FY15 transitional partners				
Technical Certification										
Technical Certified	2	HP ASE - Data Center and Cloud Architect V2	Upgrade available for learners holding	HP ATP - Data Center and Cloud V1 alternative: self-study guide	00936427 3 Days/ ILT-VLAB	HP0-D31	Testing Center			
								<ul style="list-style-type: none"> HP ASE – Cloud Architect v1 and v2 HP ASE – Converged Infrastructure V1 		
		HPE ASE - Data Center and Cloud Architect V3 (NEW)	Upgrade from HP ASE - Data Center and Cloud Architect V2 or V1	01045403	3 Days/ILT	HPE0-D34	Testing Center			
								01046079	2 Days/ILT	HPE0-D35
		HP Master ASE – Data Center and Cloud Architect V1	No formal prerequisite certifications are required, but <u>application</u> needs to be submitted and approved.	Both required	00936427 alternative: self-study guide	3 Days/ ILT-VLAB	HP0-D32 OR HP0-D31	Testing Center		
									<i>HP0-D26 or HP0-D22 or HP0-D18 are also valid entrance exams</i>	
									00908011	3Ds/ ILT
		1 of the Technical certifications must be HP Software for Cloud Management Certification								
				HP ATP – Server Automation v10	N/A	01046690	5 Ds/ ILT	HP0-M74	Testing Center	
				HP ATP - Operations Orchestration v10	N/A	00893762	4 Ds/ ILT	HP0-M73	Testing Center	
		HP ATP - Cloud Service Automation v4	N/A	00962724	4 Ds/ ILT	HP0-M100	Testing Center			
		HP ASE - Server Automation v10	N/A	01046690	5 Ds/ ILT	HP0-M209P	Performance Based (Testing Center)			
		HP ASE - Operations Orchestration v10	N/A	00893762	4 Ds/ ILT	HP0-M205P	Performance Based (Testing Center)			

Minimum 1 individual must hold one of the recent HP Software for Cloud Management Certifications



Hewlett Packard
Enterprise

Thank you