

## **In the Hybrid Race Ahead, Future-Ready Partners Will Be Poised to Win**

By Kobi Elbaz, General Manager, Global Channel Organization

When HP launched the [Amplify™ Partner Program](#) in 2020, the world of work had recently begun a massive transformation. Over the past few years, as the pandemic accelerated, this transformation rapidly accelerated, prompting new work models. This new challenge motivated businesses to continue to modernize their IT infrastructure to adjust to our new hybrid work reality. And the race to equip businesses and workers with the right tools has only just begun.

Access to the right technology is often the catalyst for success in the hybrid workplace. With an estimated 80 million meeting rooms currently in need of technology optimized for hybrid, there are incredible growth opportunities ahead. To win, partners must enable customers to thrive at work, regardless of where that might be. The key to success: a future-ready channel that unlocks additional growth avenues, keeps innovation at the core and leads with purpose.

### **Partnering for Future Growth**

Today's customers want to be met where they are in their hybrid work journey. To meet these demands, partners will need to work together with IT vendors to present hybrid solutions that work for their customers' specific environment, including personalized customer experiences, a key accelerator for growth in the year ahead.

According to recent [Forrester research](#), businesses must prioritize the adoption of digital sales channels to support customer satisfaction, as 74 percent of B2B decision-makers say that customers overwhelmingly prefer a personalized, comprehensive sales experience. As the customer journey further diversifies, partners should focus on increasing digital shelf life and improving sales conversion through enhanced search capabilities, content optimization, and streamlined online experiences to better cater to their customers.

Beyond customer experience, partners must be equipped to meet increasing customer requests – and quickly. Leveraging tools that optimize operations and quickly identify customer trends can help partners streamline time-consuming processes. For example, our recently introduced Instant Quote (IQ) pricing tool automates special pricing requests to reduce turnaround time, so partners can respond to customers quickly and win deals faster. In addition to tools, using [HP Amplify Data Insights](#) enables partners to anticipate and proactively identify opportunities to help customers. That's a true partnership - solving customer problems before they're an issue.

### **Innovating at the Heart of Hybrid**

As the adoption of hybrid-enabling technologies continues to dominate the IT industry, partners who prioritize innovation in both their portfolios and their business strategies will build greater customer value. Consider that by 2025, 78 percent of companies plan to incorporate more than 10 of the 15 technologies JLL Research identified as [anchors for hybrid work transformation](#), including workplace experience apps, coworking and flex space management, digital infrastructure and predictive facility management. In this environment, the ability to deliver what customers want, when they want it, and at the right price point will be critical to customer longevity and loyalty.

Leveraging a growth-oriented portfolio will allow partners to better serve their customers. HP provides a host of innovations and hybrid services in our [Future-Ready portfolio](#) optimized to address a variety of needs - from conferencing technology that follows participants in virtual meetings as they move - to security software capable of locating and locking offline devices. HP's virtual collaboration solution, [HP Anyware](#), allows engineers, graphic designers and artists the flexibility to work without being tethered to a workstation.

At the same time, partners and vendors must work together to unlock greater sales opportunities across a spectrum of innovation. For example, starting in November, [HP's More for More](#) program will provide partners with increased compensation and benefits across the portfolio, while leveraging the latest innovation to meet the demands of today's variety of working environments. Hybrid has created a distinct challenge for ITDMs; but working together, IT vendors and partners can truly provide end-to-end solutions.

### **Centering Strategy with Purpose**

Winning in the current landscape is as much about impact as it is about growth. The need for new tools cannot come at the cost of sustainability—especially as constricting budgets lead to more thoughtful purchasing decisions. Recent research confirms that when businesses engage in [sustainable and socially beneficial practices](#), they gain more trust and credibility with key stakeholders and are more likely to improve financial performance.

Partners who take these issues seriously will have a clear advantage. In the last year alone, HP has seen a 250 percent increase in HP Life [courses](#) completed under its [HP Amplify Impact](#) program, while more than 3,500 partners have built robust sustainable impact plans as demand for sustainably-minded solutions continues to rise.

Across the globe, organizations are changing the way they work, do business and interact with customers. Channel partners have an opportunity to build life-long value by embracing future-ready strategies that provide amazing customer experiences. Today, we're arming partners with the tools needed to build lasting customer relationships and win in the hybrid race, but we know there is still more to be done.

At HP, we've spent the last few years dedicated to a continual cycle of evolving our Amplify Partner Program in response to emerging market trends and partner feedback - refining our offerings, processes and benefits. This is only the beginning as we continue to evolve and create future-ready opportunities for our partners.

###