



HP Amplify Partner Program Evolves with New Initiatives to Simplify Partner Experience, Boost Growth and AI Knowledge

Kobi Elbaz, SVP & General Manager, Global Channel, Sales Innovation & Operations

Since launching our industry-leading HP Amplify Partner Program four years ago, we have harnessed our partners' expertise to deliver innovative products and services from across the HP portfolio as well as operational enhancements to enable their success. Our focus on partner performance, capabilities, and collaboration, guided by partner feedback, continues to shape the program.

Today, our partners have varying skillsets and needs, while at the same time, the typical customer journey continues to change rapidly with the average buyer experiencing nearly 30 pre-sale moments that aim to shape their purchase decisions. As the customer journey becomes more complex, we are enhancing HP Amplify to simplify the partner experience, drive sustained long-term growth and boost artificial intelligence (AI) knowledge.

Bolstering Partner Growth in the Era of AI

Our ongoing commitment to partner success reflects a legacy of trust as a company—which in the age of AI has become more important than ever. The latest data from our HP Work Relationship Index, found that 73 percent of business leaders and 66 percent of knowledge workers are advocating for AI training.

With a clear call for organizations to prioritize upskilling initiatives to empower their workforce in embracing AI technologies, HP has announced an industry-first role-based initiative, HP Future Ready AI MasterClass. Powered by HP University, this training and certification program for partners is comprehensive in scope and covers a range of topics designed to equip partners with the knowledge they need to educate and advise customers on the right AI products and solutions to meet their needs.

Partners who successfully complete the training will be certified in AI – demonstrating their proficiency in navigating one of this era's greatest opportunities. HP is well positioned to support partners as interest in AI-powered tools continue to grow, offering a broad AI portfolio with more than 100 AI-enabled products and solutions.

Paving the Way for New Opportunities with Growth Plays

Announcing the HP Future Ready AI MasterClass and our broad AI portfolio is just the beginning. We are also focused on rewarding partners for growth opportunities in AI and other key categories. To capture those opportunities, we are introducing Amplify Growth Plays, a new program centered on HP's key growth categories launching May 1, 2024.

We want to help partners unlock long-term growth and incremental benefits by leveraging advanced capabilities in collaboration with HP. Amplify Growth Plays focuses on strategic areas including Digital Services, Video Collaboration, Active Care Services and our latest addition - AI Data Science. As a

combination of unique tools, advanced capabilities and compensation elements, Growth Plays rewards participants with tailored benefits to drive incremental partner profitability. AI represents a massive growth opportunity for the industry and with our latest AI Data Science Growth Play, we can ensure our partners are positioned for success.

Simplifying the Future Ready Partner Program

Our partners face an ever-changing set of challenges and complexities across their business, making it even more critical to prioritize simplification and stability. That is why we are building on the solid foundation we have laid with HP Amplify to further simplify the partner membership architecture. Beginning May 1, 2024, HP's expanded product and service portfolio will be offered through both Synergy and Power tracks.

We are also introducing new distinctions for Power partners including Power Elite and Global Power Elite to reward partners who operate on a large scale and deliver significant revenue and capabilities. Based on partner feedback, the introduction of a streamlined Power track will simplify access to the HP product portfolio.

Our customers and partners are at the center of everything we do. With the ongoing evolution of our Amplify Partner Program and our commitment to democratizing access to our growing suite of AI tools and training, we are working towards a future of sustained growth together.

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