

HP/Microsoft Frontline Partnership

Grow your business with HP and Microsoft partner resources



The HP/Microsoft Frontline Partnership (FLP) provides technical and marketing resources to joint HP and Microsoft® Frontline Partners to grow their HP-based Microsoft solutions business.

The following guide describes the full spectrum of resources and programs available to help you maximize your participation as a Frontline Partner and increase your HP-based Microsoft solutions business. Start taking full advantage of the benefits available to you by requesting your HP/Microsoft Frontline Partner Welcome Kit.

Integrated HP and Microsoft solutions

The worldwide HP/Microsoft Frontline Partnership is a 25-year alliance that is unique in the industry and ensures that HP products and Microsoft products have been designed and engineered to work together, and that they are supported by both companies. You, as a Frontline Partner, benefit from the industry leadership and combined strength of both companies who have chosen each other's technology for long-term strategic investment.

As a Frontline Partner, you have the competitive advantage to provide hardware, software and services for the solutions that your customers are most interested in. The HP/Microsoft Alliance works to assist in providing the information that will make it easier for you to identify opportunities, find prospects, sell the joint solutions, and support them. Our goal is to help shorten your sales cycle, grow your revenue, and create more loyal customers by selling the entire solution.

HP/Microsoft Frontline Partner welcome kit

Upon enrollment, partners receive a welcome kit to help accelerate the sale and deployment of HP-based Microsoft solutions. Included in this kit are:

- HP/Microsoft Frontline partner plaque – recognizes your expertise as a joint HP/Microsoft partner
- HP/Microsoft Frontline partner banner – an eye-catching, large format display you can use to add impact at your local marketing events
- HP/Microsoft Frontline resource guide – your guide to all of the resources available to you as an HP/Microsoft Frontline Partner

Funding for partner-led marketing programs

HP/Microsoft Frontline Partners can apply for up to \$2000 to help create customer marketing campaigns to increase their HPbased Microsoft business. This funding is available to qualified partners for approved marketing campaigns focused on HP-based Microsoft solutions. The proposal form can be downloaded by clicking on the Funding icon above at www.hpmspartnermarketing.com.

FLP Portal

The FLP Portal, www.hpmspartnermarketing.com gives you access to a full portfolio of marketing, sales and technical tools to help you ensure that your customers get the most out of their HP-based Microsoft solutions.

The new simplified, but enriched FLP home page makes finding and using FLP partner programs easier than ever before. The FLP Portal now links you directly to familiar marketing engines, such as customizable marketing campaigns and the Welcome Kit. Along with new tools, such as the partner insignia, sizers and the FLP Concierge the FLP Portal will help you discover what opportunities you could be taking advantage of—for free—to generate leads in your marketplace.

Campaigns

The HP/Microsoft Frontline Partner customizable marketing campaigns provide integrated content and messaging about HP and Microsoft business solutions. Each campaign features customizable marketing materials such as brochures, business letters, sales presentations, postcards, HTML e-mails and websites, and telemarketing scripts, as well as a variety of sales and technical resources.

Access professionally developed marketing resources that you can customize for a fraction of the cost of developing them on your own. Each campaign highlights the value you provide as a partner, and the benefits that your customers will receive by leveraging the strength of the HP and Microsoft partnership.

FLP Store

If your marketing campaign includes a face-to-face event or a direct marketing mailing, you can purchase co-branded promotional materials such as pens, pads, coffee mugs, shirts or lighted lanyards from the FLP Store. Whether you need FLP branding or your own branding to match your customized marketing materials, the FLP Store can fully outfit your event or campaign. The FLP Store also offers many eco-friendly items that enable you to promote “green” messages such as solutions using efficient power consumption.

HP/Microsoft Frontline Partner Newsletter

Produced monthly, the HP/Microsoft Frontline Partner Newsletter offers an efficient way to get valuable insights and pointers on the latest information and resources available including software tools, new products and program updates. The HP/Microsoft Frontline Monthly Newsletter is designed to keep you in the loop regarding FLP programs, resources and special offers.

Resources

The HP online knowledge portal provides you with access to best practices, sizing and configuration guides, as well as architecture, installation and management documentation, to help you tailor solutions for your customers with the highest return on their investment. Visit www.hpmspartnermarketing.com/resources.html.

HP PartnerONE and Microsoft Partner Programs

The Frontline Partnership program benefits and resources are supplementary to what you already receive in the HP PartnerONE and the Microsoft Partner Programs. Review those here:

HP PartnerONE Program:

<http://welcome.hp.com/country/us/en/solutions/partners.html>

Microsoft Partner Program:

<https://partner.microsoft.com/US/program/programoverview>

Have questions? FLP Concierges have the right answers, just for you

We're here to help! HP/Microsoft Frontline Concierge Services gives you an extra edge.

Contact the concierge at concierge@hpmspartnermarketing.com when you need advice in planning your marketing campaigns or have questions regarding any FLP program or resource.