



A  **PLIFY**™
HP PARTNER PROGRAM

Membership Eligibility

Worldwide, Version 2.3
Effective 1 November 2020

am·pli·fy:

To make larger, greater, or stronger; to enlarge, or extend.

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Membership eligibility

To be eligible for any HP Amplify membership track, your company must have a valid *HP Partner Agreement* with HP. Additional eligibility criteria for the first half of HP's fiscal year 2021 (H1 FY21) are summarized by membership track in this "Membership eligibility" section.

Synergy

To qualify for the Synergy track, partners need to meet the criteria of at least one HP Amplify pillar of engagement in either Performance or Capabilities. Partners can either meet a revenue threshold or earn a specialization to become a Synergy partner.

Performance

Partners need to exceed the membership revenue threshold for any one of three HP business units (BUs)—Personal Systems (PS), Print Hardware (Print HW), or Supplies to enter the Synergy track. For details, see the *My Amplify Dashboard* on the [HP Partner Portal: Click](#) >Programs >HP Amplify >My Amplify Dashboard.

Collaboration

- **Worldwide:** Partners are not required to share data with HP to qualify for the Synergy track.
- **North America only:** Synergy partners need to comply with the following data reporting requirements to qualify for Supplies Compensation:
 - **Transactional Data Pack (TDP):** Partners have until 31 March 2021 to fulfil TDP reporting requirements to qualify for Supplies Compensation and Supplies Special Pricing.
 - **Supplies Share of Business:** Share reporting is required to qualify for Supplies Accelerators and the Share of Business Rebate.

Capabilities

The following table (Table 1) lists the HP specializations and partner networks, which count toward H2 FY21 Synergy track eligibility for new partners, and the HP markets where they are currently being offered.

Table 1 Specializations and networks qualified for Synergy track eligibility by market

Specializations & networks	CE	GA	ISB	ISE	LA	NA	NE	SE	UK&I
3D Printing Specialist	X	X	X	X	Brazil	X	X	X	X
Collaboration Partner Network	X	X	X	X	X	X	X	X	X
Education Solutions Specialist	X	X	X	X	X	X	X	X	X
Healthcare Specialist	X	X	X	X	X	X	X	X	X
Large Format (LF) Design Solutions Specialist	X	X	X	X	X	X	X	X	X
LF Managed Print Services Specialist	X	X	X	X	X	X	X	X	X
LF Production & Textiles Solutions Specialist	X	X	X	X	X	X	X	X	X
Personal Systems Lifecycle Services Specialist	X	X	X	X	X	X	X	X	X
Print Lifecycle Services Specialist	X	X	X	X	X	X	X	X	X
Retail Solutions Specialist	X	X	X	X	X	U.S.	X	X	X
Workstations Specialist	X	X	X	X	X		X	X	X

Power

To qualify for the Power track, partners need to meet the criteria required by all three HP Amplify pillars of engagement— Performance, Collaboration, and Capabilities.

Eligibility scoring

HP uses an eligibility point scoring system to determine if partners are eligible for the Power track. Each eligibility criterion is assigned a specific number of points. (See Figure 1.) Partners are expected to earn the minimum number of points listed in Table 2. Onboarding and upgrading partner membership levels occur quarterly for the Power and Synergy tracks, except in North and Latin America, where onboarding can take place at any time and upgrading can occur at the start of the HP fiscal half.

Table 2 Required number of eligibility points by market

CE	GA	ISB	ISE	LA	NA	NE	SE	UK&I
10	9	9	8	9	10	10	10	10

IMPORTANT! HP understands that it may take time for some partners to acquire all required Power track qualifications; thus, HP has granted some markets permission to achieve lower eligibility scores than other markets for HP Amplify's first year (FY 2021) only.




	Points	Requirements	Partner actions
 PERFORMANCE	4	Revenue threshold	Meet or exceed membership revenue thresholds
 COLLABORATION	3	Transactional Data Pack	Transactional Data Pack reporting includes customer names, SKU quantities, inventory, Tier 2 sell-in, online mix for all SKUs
	1	Report Supplies Share of Business	Report Supplies Share via external agency, including % of HP Original Supplies vs. compatible non-HP supplies
 CAPABILITIES	2	Capabilities Assessment	Complete Capabilities Assessment on time
	1	Digital Readiness	Comply with Digital Readiness criteria
	1	HP Specializations	Be authorized for an HP-approved specialization or be an Amplify Service Delivery Authorized partner

Figure 1 HP Amplify eligibility points and scoring

Performance score

4 points – Score for meeting the revenue threshold

Partners that achieve the Power track revenue thresholds for either Personal Systems, Print Hardware, or Supplies will earn four points toward the H2 FY21 eligibility score.

Collaboration score

3 points – Score for Transactional Data Pack (TDP) reporting

Partners are required to complete TDP reporting before 31 March 2021.

WW, except the United States

1 point – Score for reporting Supplies Share of Business

HP assumes that all partners achieving the Power Supplies revenue threshold will report Share between 1 November 2020 and 31 March 2021 to earn one point.

United States only

1 point – Score for reporting Supplies Share of Business

HP assumes that partners who reported Supplies Share of Business in FY20 will continue to report in FY21 and were awarded one point by default.

Worldwide: Prior to 1 May 2021, HP will review each partner's Supplies Share of Business reporting status and re-assess the score for H2 FY21.

Capabilities score

2 points – Score for completing the Capabilities Assessment

The FY21 Capabilities Assessment will be available, starting 1 February 2021. Partners need to complete it before 31 March 2021 to earn two points. In April 2021, HP will review each partner's Capabilities Assessment status and will re-assess the partner's score for H2 FY21.

The Capabilities Assessment provides partners an opportunity to evaluate their readiness for key market trends and to provide insights to guide partner business management and planning. The Capabilities Assessment uses a web-based questionnaire to measure:

- Digital excellence
- Shift from transactional to contractual sales
- Customer centricity
- Value-added services

1 point – Score for achieving Digital Readiness

HP works with an external agency to assess partner website readiness. To get one point, the partner's website is required to meet **two** of the four following criteria:

- **E-commerce:** Shopping basket enabled
- **Digital Awareness:** Website traffic * (thresholds defined by country)
- **Personalization:** Use of cookies
- **Content Management:** Ratings and Reviews capabilities

*See your *HP Amplify Membership Dashboard* to learn more about website traffic requirements.

1 point – Score for being a Specialist or Authorized Services Delivery partner

Partners earn one point if authorized for at least one eligible specialization or have Amplify Services Delivery Authorization. The specialization score is capped at one point (i.e., you earn only one point, even if you hold multiple specializations or are a Specialist and a Services Delivery Authorized partner). Table 3 lists the HP specializations, which are valid criteria for Power track eligibility in FY21, along with the HP markets where they are currently being offered.

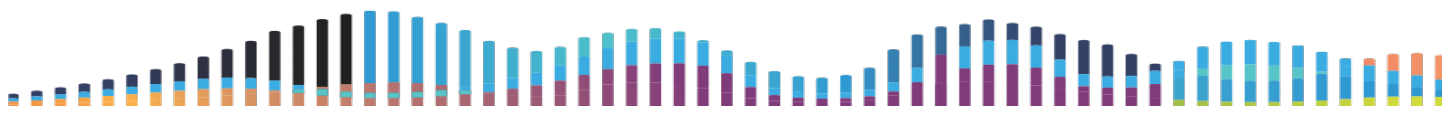


Table 3 Specializations qualified for Power track eligibility by market

Specializations	CE	GA	ISB	ISE	LA	NA	NE	SE	UK&I
Education Solutions Specialist	X	X	X	X	X	X	X	X	X
Healthcare Specialist	X	X	X	X	X	X	X	X	X
Personal Systems Lifecycle Services Specialist	X	X	X	X	X	X	X	X	X
Print Lifecycle Services Specialist	X	X	X	X	X	X	X	X	X
Retail Solutions Specialist	X	X	X	X	X	X	X	X	X
Supplies Certification		X	X	X	X				
Workstations Specialist	X	X	X	X	X		X	X	X

Power Services

Onboarding for new partners

Partners can join the Power Services track on a quarterly basis starting 1 November 2020. Partners will have to provide all relevant information and complete the requirements for onboarding 30 days before quarter ends.

8 points – Score to qualify as a Power Services candidate

Synergy and Power partners or new HP partners must meet the Power Services Capabilities and Collaboration eligibility criteria required to score a minimum of eight points to join the Power Services track as a candidate. At that point, sales revenue targets will be defined to measure Performance during the candidate period.

11 points – Score to qualify as a Power Services partner

Six months after the onboarding date, Power Services candidates will be evaluated; if they achieve a minimum of 11 Power Services eligibility criteria points, they will remain in the Power Services track.

IMPORTANT! The Power Services track's eligibility criteria and point scoring system can be found on the *Power Services Guide* on the [HP Partner Portal](#): [Click](#) >Programs >Membership Benefits >Power Services.

Performance

All Power Services partners are required to define their goals in a written business plan and have it approved by HP.

Collaboration

Data reporting, Capabilities Assessment, and Partner 360° are required to join the Power Services track.

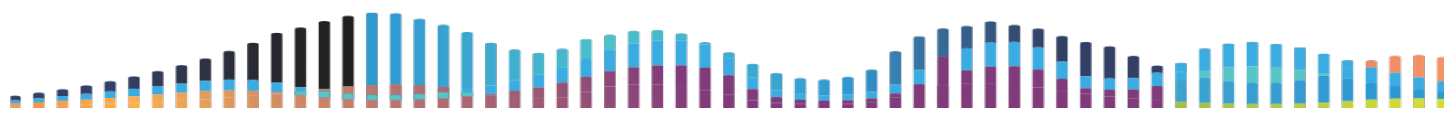
Data reporting—Transactional Data Pack

Reporting the Transactional Data Pack (TDP) is required to join the Power Services track. Partners must complete TDP reporting by 31 March 2021.

Capabilities Assessment

All Power Services partners must complete the Capabilities Assessment by 31 March 2021 and update it on a yearly basis. The Capabilities Assessment is a report that measures a partner's readiness for key market trends using a web-based tool. The questionnaire measures:

- Digital excellence



- Shift from transactional to contractual sales
- Customer centricity
- Value-added services

Partner 360°

Current Power Services partners must submit all required information to the Partner 360° website by 31 March 2021; new Power Services partners will complete Partner 360° when on-boarding. All partners will need to update the tool on a yearly basis.

Partner 360° is a new online, automated management relationship tool, where partner Performance data and benefits will be located and used to assess the partner's level of commitment to doing business with HP.

Capabilities

All new partners earn the appropriate certifications to gain access to the available portfolios. In addition, partners joining from another Amplify track will be required to get certified on generic contractual content.

HP Amplify Program track benefits

Two things should come to mind when thinking about HP Amplify's benefits—predictable and transparent. You'll know precisely what benefits you'll receive based on your track and level of participation. With this clarity, your program benefits are completely transparent and predictable.

Financial benefits

HP Amplify continues to offer industry-leading benefits that include the predictable Base Compensation, target-based Accelerator Compensation, Supplies Accelerators, the Supplies Share of Business Rebate, incentives for specializations, rewards for selling and delivering services, Market Development Funds, and more. See Figures 2 and 3 for a comprehensive overview of HP Amplify benefits.

Membership insignia and certificates

HP has created custom membership insignia and certificates that are specific to each partner. Both of these marketing assets display your company's overall Amplify membership level, plus your specializations and authorizations, enabling you to promote your expertise and your partnership with HP. The *HP Amplify Partner Program Brand Guide* ("Brand Guide") explains how to display your insignia or certificate with your logo on your website or in your marketing and sales materials.

- **Access** your company's custom insignia and the Brand Guide on the [HP Partner Portal](#): **Click** >Programs >Membership Benefits >Insignia
- **Access** your company's customized certificate and the Brand Guide on the [HP Partner Portal](#): **Click** >Programs >Membership Benefits >Membership Certificate

SUPPLIES BENEFITS	POWER SERVICES	POWER	SYNERGY
Base Compensation	(ISE & Israel only)		
Accelerator Compensation	Yes		Yes
Amplify Online Compensation	Yes		
Linearity	Yes (except NA, LA & Israel)		Yes (except ISE, NA, LA & Israel)
Share of Business Rebate	Yes		North America only
New Business Opportunity	Yes (varies by market)		
Special Pricing	Yes		
MDF	Yes		
Partner Sales Engagement	Yes (varies by market)		
Custom Insignia & Certificates of Membership	Yes		

Figure 2 Overview of HP Amplify benefits for PS/Print HW

PS/PRINT HW BENEFITS	POWER SERVICES	POWER	SYNERGY
Base Compensation	Yes		
Accelerator Compensation	Yes		
Ps/Print Services Compensation	Yes		
Amplify Online Compensation	Yes		
Specialist Compensation	Yes		
New Business Opportunity	Yes (varies by market)		
Special Pricing	Yes		
MDF	Yes		
Partner Sales Engagement (Blue Carpet/Sales Heroes)	Yes (varies by market)		
International Partner Benefits	Yes		
Custom Insignia & Certificates of Membership	Yes		

Figure 3 Overview of HP Amplify benefits for Supplies