



Hewlett Packard
Enterprise

HPE ProLiant/ClearOS program: HPE partner qualification guide

Qualification guide

Purpose: Enable HPE sales teams/distributors to evaluate their HPE partners for fit to the HPE/ClearOS program. Partners are expected to have HPE BP, Silver, Gold or Platinum certifications. SMB customers are facing many different challenges today than in the past. The ideal HPE Partners for the HPE/ProLiant Clear OS project should be leaders in these categories:

Knowledge and expertise in SMB marketplace

What to look for	Why it matters
SMB relationships and a strong SMB book of business is critical	The HPE ClearOS sale will primarily be HPE's Installed Base with very few net new SMB opportunities until adoption grows
Strong SMB Installed base knowledge	HPE Partner to get account control to convince SMB's to accept HPE's ClearOS as the ideal solution to overcome cost and resource pressure
Understand the SMB IT competitive landscape	Competitive pressures are growing from competitors like; Supermicro, EMC/Dell, Google/Amazon AWS, HPE Partners must be able to successfully position against them

SMB technology and trends

What to look for	Why it matters
Knowledge of Microsoft solutions for small business	HPE Partners must be proficient in articulating the advantages/disadvantages of the Microsoft SMB solutions including Windows Server solutions relative to HPE ClearOS
Knowledge of Unified Threat Management (UTM)	Compare the cost and service level advantages of ClearOS UTM services relative to incumbent security appliances such as SonicWall
Proficiency in usage of open source applications	Must be able to confidently assure SMBs that moving to open source apps improves their ROI on IT without security or quality compromises

Complete selling ecosystem (Staff)

What to look for	Why it matters
Sales and marketing staff in separate organizations with separate budgets	HPE Partners must be able to develop/execute marketing programs. Sales must actively engage with customers to promote sell ClearOS and prospect net new customers
Strong sales staff trained on business outcome discussions	Sales not only needs to be able to explain the technical advantages of ClearOS but Sales also needs to be able to have business outcome discussions with SMB customers
Strong technical staff (solution architects)	Sales are oftentimes closed by the SA's. In order to provide good demos, rfp responses and workload optimized solutions SA's should be Microsoft/Linux certified
Strong telemarketing staff	Selling ClearOS requires a strong sales staff and first few deals will be time consuming until adoption grows. To grow sales with net new logos will require a strong telemarketing staff prepared to have the business discussion with compelling documentation

Portfolio of selling tools and selling resources

What to look for	Why it matters
HPE Partners with proven experience selling vendor-defined solutions	HPE Partners that are familiar with ramping campaigns quickly using vendor-supplied sales tools can generate business more quickly
Flexible financing options	A top issue facing SMBs is cash flow. The HPE Partner who can apply flexible financing and attractive lease options, such as those offered by HPE FS, will appeal to SMB with cash flow issues
TCO/ROI tool proficiency	TCO/ROI is going to be a part of every HPE Partner/SMB discussion. Sales and presales should have experience selling on TCO/ROI, and using tools to create business cases

Service/delivery capabilities with a comprehensive portfolio of managed services

What to look for	Why it matters
Strong service delivery organization	Of the (3) components that make up a ClearOS deal, the services component will be the most profitable. SP's need to be capable of not only selling ClearOS, but also delivering services in support of it
Comprehensive portfolio of Managed Service offerings	HPE Partners need a comprehensive portfolio of managed services so they can add managed services incrementally, without unnecessarily increasing costs and complexity

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