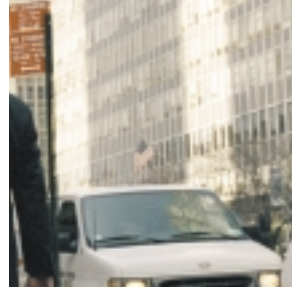


# HP PartnerReach Program for Microsoft solutions

Helping HP partners transform technology into solid business results



Information technology is a powerful asset that can help companies boost productivity and reduce costs. But it takes more than a low-cost computer purchased over the Internet. It takes a well planned and expertly implemented solution that delivers real, long-term value. The HP PartnerReach Program for Microsoft solutions provides its partners with industry-standard products, technical tools, and marketing support to build powerful, cost-effective business solutions for small to medium companies as well as enterprise clients.

Customers get more — more productivity, more service and support — all delivered by certified professionals with local expertise. It is the ideal way for companies to harness the most advanced IT and messaging technology, and to web-enable business processes, for solid bottom-line results.

## Resources to help partners win more business

HP and Microsoft® have a long history of joint development, providing companies with highly complementary technologies that can maximize

user productivity and business efficiency. Through the HP PartnerReach Program, skilled solution providers and systems integrators with application and industry expertise gain access to the full spectrum of products and resources available from HP. By leveraging this valuable support structure, PartnerReach partners can then apply their unique skills to transform cutting-edge technology from HP and Microsoft into solutions that deliver real business results to customers. This is a powerful advantage that helps PartnerReach partners win more business — with greater confidence and less risk.

## Full portfolio of high-performance products to maximize solution results

HP provides industry-leading infrastructure technology, offering a full portfolio of quality, high-performance products that work together seamlessly. With everything from servers and storage, to PCs and workstations, to multi-purpose printers and wireless handhelds, HP enables PartnerReach partners to deliver a comprehensive computing environment that helps customers get the most out of their Microsoft-based solutions.

The fact is, HP products are optimized to run Microsoft software, simplifying and accelerating solution delivery. As a result, PartnerReach partners can focus on building solutions with confidence that the underlying technologies will work together. That means customers get more value — value that builds on the full range of Microsoft .NET-connected technologies, such as:

- Microsoft Windows®-based infrastructure
- Microsoft Exchange Server mail and messaging
- Microsoft SharePoint Portal Server collaboration
- Microsoft SQL Server business intelligence
- Microsoft Commerce Server e-commerce solutions
- Microsoft BizTalk Server application integration
- Microsoft Business Solutions

The bottom line: customers can count on getting reliable low-risk solutions, competitively priced and optimized to keep their businesses running at peak productivity and efficiency.

## Valuable tools and support to increase sales and customer satisfaction

The HP PartnerReach Program provides a rich array of technical, marketing, and business information that helps partners build their businesses, including:

- *The HP PartnerReach website* — In response to partner requests for a one-stop source for information, an online resource center is provided, containing a comprehensive view of Microsoft solution offerings available from HP.

- *HP ActiveAnswers* — Our online knowledge portal provides partners with access to best practices, sizing and configuration guides, as well as architecture, installation, and management documentation, to help partners tailor solutions to meet the precise business needs of their customers with the highest return on investment.
- *HP PartnerReach online newsletter* — An efficient way for partners to get valuable insights and pointers to the latest information and resources available, including software tools, new products, and program updates.
- *Marketing programs* — From tools that build market awareness to targeted demand generation campaigns, HP invests in marketing initiatives that help PartnerReach partners find new revenue opportunities, lower the cost of doing business, and get solutions to market faster.

It's all designed to help HP PartnerReach partners sell more Microsoft solutions built on a reliable HP infrastructure — with higher server margins and greater customer satisfaction.

With a full portfolio of quality products, comprehensive service and support, responsive local expertise, and proven innovative technology — customers and partners — get more from HP.

## For more information

For more information on how the HP PartnerReach Program helps partners and their customers get more from HP and Microsoft technologies, contact [partnerreach@hp.com](mailto:partnerreach@hp.com) or visit [www.hp.com/solutions/microsoft/partner-reach](http://www.hp.com/solutions/microsoft/partner-reach)

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5981-9058EN, 07/2003

