Grow your business

HP AllianceOne Partner Program
Grow faster with HP

HP AllianceOne provides the resources you need to build innovative solutions and get to market quickly—leading to greater growth and success.

Meeting customer needs while boosting your profits

The HP AllianceOne Partner Program provides an integrated set of technical, marketing, sales, and collaboration services to help you develop market-leading solutions running on key HP technologies and platforms.

When you join the HP AllianceOne Partner Program, you receive benefits that can help you gain new competencies, optimize your business potential, and achieve greater growth and profit—while meeting your customers’ needs. Use the growing portfolio of HP AllianceOne resources and support to boost your success as you pursue opportunities in today’s most attractive business markets.

New ways to build on your expertise and capabilities

With AllianceOne, you can:
- **Build competitive differentiation** by delivering best-in-class solutions and services on the industry’s leading technology platforms.
- **Align to HP initiatives** so you can focus on near-term opportunities, as well as position your company for optimal future performance.
- **Reduce your development costs and accelerate delivery** by tapping into HP technical support and development resources.
- **Extend your sales and marketing reach** by leveraging HP programs and resources to supplement your own capabilities; connect to the tools you need for successful sales and marketing execution.
- **Capitalize on existing and emerging opportunities quickly and easily** with help from your local AllianceOne program representative.

Worldwide coverage plus localized assistance from your AllianceOne program representative

When you join AllianceOne, you gain access to the worldwide network of AllianceOne Program Centers. You also gain the support of an AllianceOne program representative, who is ready to help you navigate the program and connect you with the right AllianceOne resources to meet your unique needs. Program representatives are available by phone or email. Consider the advantage of having personalized support that comes with your AllianceOne membership.

Your fast track to cloud readiness—HP AllianceOne CloudSystem Ready Program

The AllianceOne CloudSystem Ready Program enables you to differentiate your offerings, speed time to market, and provide your customers with an even richer set of enterprise solutions. Use the AllianceOne CloudSystem Ready Program to more closely integrate your solutions with HP CloudSystem technology and platform.

Membership basics

Whether you’re an independent software vendor, system integrator, independent hardware vendor, service provider, or original equipment manufacturer, you can become a member of the HP AllianceOne Partner Program.

Recognizing excellence

The HP AllianceOne Partner of the Year awards recognize outstanding accomplishments in the development and delivery of innovative HP-based solutions that raise the standard for business excellence and client satisfaction. Winners are chosen for delivering solutions that drive meaningful business results for our shared customers.

Benefits include specialized exposure as a Partner of the Year winner in the industry, marketing materials to showcase your success, and increased networking possibilities. All AllianceOne members worldwide may submit a nomination to be considered for any one of the selected award categories.
Ready Program in action

HP CloudSystem is the industry’s first complete, integrated, and open platform for building and managing cloud solutions. This program enables you to design and develop your infrastructure-as-a-service, platform-as-a-service, or software-as-a-service solution on the HP CloudSystem platform, as well as offer online trials and demonstrations of your HP CloudSystem solution.

The CloudSystem Ready Program targets a pivotal HP Cloud technology where we believe partners have a key role to play. When you join the AllianceOne CloudSystem Ready Program, you’ll participate in a step-by-step process that will help you develop your solutions and sell them alongside HP. To become certified, your solution will go through the following steps with support from HP:

• Highly focused CloudSystem dedicated training
• Hands-on experience in a specialized development and testing environment
• Validation of your CloudSystem solution
• Increased promotion of your solution as closely integrated with key technologies and platforms
• Ongoing technical support
• Solution hosting environment to demo your validated solution

When you complete the CloudSystem Ready Program, you’ll receive the CloudSystem certified insignia that opens even more business opportunities by providing flexibility and portability between private, public, and managed cloud. Additionally, you gain access to the CloudSystem Ready Program benefits, such as the new HP Alliance Ready Center and the HP Solution Demo Portal.

HP Alliance resource center—your gateway to CloudSystem Ready services

The HP Alliance resource center for CloudSystem is open to all HP AllianceOne CloudSystem Ready members to help answer common developer questions on topics to make it easier to adopt cloud computing with HP CloudSystem. You can find best practices white paper, sample code, integration and customization techniques, demos, and tips. The HP CloudSystem Developer Resource Center leverages knowledge from a broad CloudSystem base to enable developers to build their own cloud solutions quickly and confidently.

Other development and test resources

To simplify and speed your development efforts, AllianceOne offers the following resources:

• Migration and porting assistance—AllianceOne company members have access to a team of dedicated consultants that deliver technical assistance and serve as your focal point for migration- and porting-related activities, including issues around system performance and application optimization. Our consultants work directly with a technical representative from your company to ensure your requests are resolved accurately and in a timely manner.

• HP Cloud Operating Environment (CLOE)—This secure, cloud-based test environment enables you to validate your solutions in a virtual environment. You can use this free, automated, self-service provisioning system to gain Always-On access to virtual machines—where you have complete control of the development and testing environment.

• Development tools—Speed deployment using a wide array of development tools, including software downloads, software add-ons, software development kits, patch updates, service packs, and beta/preview releases. Take advantage of discounts on equipment for demonstration and development purposes. Learn more by accessing the AllianceOne library of information, including roadmaps, white papers, and technical documents.

AllianceOne member benefits at a glance

Connect and collaborate—with resources at your fingertips:

• Access the HP AllianceOne Partner Program Portal
• Receive support by phone or email from HP AllianceOne business representatives
• Access HP AllianceOne developer communities and forums, many for members only
• Receive invitations to SIGs, technical corners, blogs, and expanded support channels
Creating opportunities for your business and value for your customers

Partnering with HP creates vast opportunities to plan, create, deliver, and support innovative, market-leading solutions while optimizing your own resources. Together, we can deliver better business results for our customers and expand the opportunities for your success.

How to join

HP AllianceOne is a complimentary program for eligible partners. Learn more and apply at: hp.com/go/AllianceOne

Learn—Gain in-depth knowledge about markets, HP products, and technology to help guide your business planning and development:
• Attend special developer training, technical webinars, and new product introduction webinars
• Receive discounts on HP education
• Gain access to industry analysts
• See HP roadmaps

Design—Take advantage of these services to streamline your planning:
• Business planning tools
• Performance analysis and benchmarking
• Partner forums

Build—Use these resources to reduce development costs and speed your development cycle:
• Software downloads, development tools, add-ons, service packs, product updates, and beta/preview releases
• Technical documentation, roadmaps, and white papers
• Migration and porting assistance
• HP AllianceOne Cloud Operating Environment
• HP Developer Technology Access Program (DTAP)
• Equipment discounts and rentals for demonstration or development

Market and sell—Package your own sales and marketing tools with HP’s to create highly effective assets:
• Special pricing on lead generation and campaign development services
• HP branding opportunities, logos, and earned insignias
• Access to discounted equipment for demonstration and exhibits
• HP AllianceOne Partner of the Year awards
• HP AllianceOne Products and Services Catalog
• Solution Demo Portal for your customer demonstrations, webcasts, and supporting collateral
• Customer sales opportunity assistance
• Co-branded HP promotional merchandise

Specialize—Align with HP to target specific market segments:
• Become certified through HP CloudSystem Ready Program to closely integrate your solution with pivotal HP cloud technology and platform. The CloudSystem Ready Program offers comprehensive training, technical support, and promotional opportunities
• Join the CloudSystem Ready Program to get higher levels of development support and greater visibility with HP partners and customers
• Use the HP Alliance Ready Center; the CloudSystem Ready Program has its own secure, hands-on solution demonstration area for your customers and prospects

Sign up for updates
hp.com/go/getupdated

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