HP Helion

Partner FAQ

Overview
What is HP Helion?
- HP Helion is a powerful new brand that represents our unique approach to the new style of IT. HP Helion is a portfolio of products and services that make it easier for organizations to build, manage and consume workloads in a hybrid IT environment. HP Helion extends beyond just cloud to become the very fabric of your enterprise.

What customer challenges are we addressing with HP Helion?
- Cloud is not a destination. It is part of the journey to the new style of IT. Winners know that technology waves come and go, and how they build and consume solutions today is framed by what they will need tomorrow.
- The challenge today extends beyond cloud. It is how to manage, control and scale applications in a hybrid environment that spans multiple technology approaches. Organizations need solutions and trusted advisors on this journey to leverage the right environment for each application or workload and to better understand how to approach their IT environments holistically to obtain the greatest return for their investment.
- In this hybrid IT world, organizations are faced with specific challenges around complexity, security and governance, and business enablement:
  - Managing complexity: The hybrid reality brings complexity across multiple delivery models, management systems and proprietary technologies. Organizations need to be able to manage this complexity more easily and cost-effectively and have central visibility and control.
  - Achieving consistent security & governance: Security remains a top priority for all organizations. With increasingly complex environments combined with ever more sophisticated cyberattacks, it’s a huge challenge to achieve consistent policies, governance and data protection across all of IT.
  - Enabling the Organization: IT must be able to respond to business and government requirements quickly with the right economics and service levels. For any organization to be successful in today’s digital world, IT must become a service provider to the business and partner for success.
How did HP pick the “Helion” name?

- After extensive market research, HP selected the name Helion to best represent our vision and strategy in the market.
- Named after a doubly positively charged helium ion, HP Helion takes the expectations and possibilities of enterprise cloud computing higher and goes above all the cloud washing present in the market today.
- This name also resonated strongly with our customers and employees, as it brought together science, technology, a universe of possibilities, and the notion that the sum is greater than the parts.

What does the word, Helion, mean?

- Helion is a real word, pronounced “hee-lee-on”.
- The most common definition of Helion is a doubly positively charged helium ion.
- Helion also has language roots in “the sun” and “Helios”, the Greek sun god.
- We believe these literal definitions play nicely into our definition of HP Helion, which extends beyond just cloud to become the fabric of an enterprise. It’s prevalent like helium ions and it’s above the clouds just like the sun

How does this impact Converged Infrastructure and Converged Systems?

- There is no impact to the Converged Infrastructure and Converged Systems. We will continue to sell these products. CloudSystem will be rebranded under the HP Helion brand.

Value proposition & Positioning

How is HP Helion unique?

- HP Helion allows you to bring your customers on their cloud journey with an open, secure, agile hybrid IT solution. HP Helion portfolio of products and services will consistently deliver all the benefits and agility of cloud computing, all the possibilities and interoperability of open source, and all the security and reliability enterprises need to move forward with confidence
  - HP Helion’s use of open-source. HP Helion is built on OpenStack which means no vendor-lock plus the ability to move, integrate and deliver applications across public, private and traditional IT environments.
  - Partners are safe in knowing that HP Helion is backed by industry-leading management and security solutions for a hybrid IT world and is using its decades of experience in operating systems and cryptography to harden OpenStack. Customers can also be assured they are in a safe pair of hands with HP and their partners
  - With HP Helion, customers have added agility to scale up and down when they need to with the right economics and right hybrid IT solution, by deploying private cloud solutions in a matter of hours and public cloud services in minutes

What is HP’s commitment to HP Helion and what does that mean to me?

- HP Helion will enable partners to drive customer success and reinforce their role as a trusted advisor for the new style of IT with the confidence that HP is a vendor that brings the breadth and depth of modern innovation and a commitment to you
  - HP is continuing its momentum as an IT innovator and leader in cloud and making a multi-billion dollar investment in HP Helion
  - We’re committed to creating customer demand around the HP Helion brand value proposition
  - We have a market-leading roadmap
  - New OpenStack Community is the industry’s first enterprise-grade OpenStack distribution designed for hybrid cloud and business, enabling partners and their customers to conduct proof of concept evaluations and build small production deployments more simply and quickly. Partners are encouraged
to download OpenStack distribution for their own purposes or to have their OpenStack savvy customers try it out

Do we have any customer proof points?

- Here are some customer quotes about HP’s strategy:

  “OpenStack is at the heart of CloudSystem 8, and has given customers the confidence that this is the right choice for them to avoid vendor lock in and support the decision to move. Finally, the mature Cloud System Automation software provides a fresh and slick portal with the power to provide the kind of end user experience and content that forward thinking providers and consumers will demand”

  - Richard Cheney SCC Senior Consultant and HP MASE Cloud and Datacentre Architect

  “Our partnership with HP has allowed Fox to better control and manage all traditional and new IT services while driving the company forward by embracing and leveraging new cloud technologies. This is not the death of IT, but rather the emergence of IT as a service broker which is critical for survival and growth in today’s hybrid world.”

  - John Herbert, CIO, 20th Century Fox

Are we still using Choice, Confidence and Consistency in our messaging?

- HP Helion messaging has been developed to speak in terms of our customers and how they perceive the issues they face. Extensive testing with industry analysts, customer focus groups and multiple internal HP organizations have been used to fine-tune and focus the messaging such that it resonates with customers. The result of this extensive effort is messaging that is oriented to the issues customers are facing and the benefits HP can offer.

- One result of this effort is to focus the messaging on benefits we deliver to customers, in customer terms. This will result in us moving away from Choice, Confidence and Consistency in our messaging. The three key benefits we deliver to customers will be Open, Secure and Agile.

Channel Partners

What can I do to prepare for this opportunity?

- For reseller partners, this will mean evolving to hybrid IT solution provider – giving your customers choice about how to design, deploy & manage IT. Partners will need to be cloud builders, cloud resellers, or cloud service providers to help customers make this journey and provide the needed services, expertise and resources

What products and services does HP Helion represent? How can I leverage the HP Helion portfolio to drive growth?

- Channel Partners can chart their own journey offer the HP Helion portfolio as a cloud builder, cloud reseller and/or cloud service provider. Specifically, partners can resell the next-generation HP CloudSystem, HP Public Cloud (US), Cloud Software Automation (CSA), HP Managed CloudSystem and select professional services. Also, partners can leverage new HP Helion OpenStack Community (for free).
  - HP Helion will enable cloud builders to help their customers move from virtualization to private cloud and build their own cloud with the #1 rated private cloud, CloudSystem, and HP’s best in class components including servers, storage, networking, and management/ security software.
  - HP Helion will empower cloud resellers to enable customers’ off-premise strategy and consume external cloud services with existing offerings that include HP Cloud Agile / Service Provider offerings, HP Public Cloud in the US, and Managed CloudSystem. Resell of HP Public Cloud is currently in pilot in the US
  - HP Helion will also help cloud service providers (CloudAgile) grow their own powered by HP cloud services environment with HP’s market-leading converged infrastructure, cloud technologies such as OpenStack, and HP Services such as Datacenter Care.
- Channel Partners can also take advantage of HP’s Professional Services (Advisory, Transform, Manage) to support their own journey or that of their customers’. Specifically, partners will be able to resell Datacenter
Care for Cloud (2H), Flexible Capacity (2H pilot) and consume (for their own purposes) ExpertOne cloud courses

Can channel partners sell HP Helion OpenStack Community and if so, how?
- Partners can use HP Helion OpenStack Community or enable their customers to use it. It is a free distribution. It is a tool for partners and their customers to use to prove OpenStack in their environment, and to upsell HP Helion OpenStack. An optional support package is available, priced per node. This is not available for resell at this time. To sign up for HP Helion OpenStack Community go to hp.com/helion/openstack.

How will channel partners sell HP Helion? Does the selling motion change?
- The selling motion and process will remain the same as it is today with the launch of HP Helion.
- Channel Partners can sign up for PartnerOne to become a Cloud Builder and receive financial incentives, training and resources. Partners will continue to use the same SKUs for CloudSystem.
- To resell HP Public Cloud, please reach out to your US HP Partner Business Manager to learn more. Currently, HP Public Cloud is available for reselling under a pilot in the US. This program will become part of new PartnerOne for Cloud in November 2014. Partners will be able to resell HP Public Cloud with a new SKU (coming soon).
- To resell HP Managed CloudSystem, please reach out to your HP Partner Sales rep to learn more. This product is now available to resell in most countries globally.
- To resell HP Cloud Agile (cloud service providers) cloud services, currently, resellers can work directly with HP CloudAgile partners to sign a contract to resell their services. Information on HP’s CloudAgile partners can be found on the HP Cloud Partner Solution Navigator (hp.com/go/cloudnavigator). An enhanced reseller program will become part of new PartnerOne for Cloud in November 2014. Please reach out to your HP Partner Sales rep to learn more.
- To become a cloud service provider/Cloud Agile partner and learn more about the program, go to hp.com/go/cloudagile

Service Provider Partners
What does Helion mean for service provider partners?
- Our focus on Openstack will enable our CloudAgile partners to harness the community’s rapid innovation and build solutions that solve the most challenging problems facing enterprise customers. The innovation HP is developing as part of our Helion portfolio will be made available to our CloudAgile Service Provider partners at the same pace as the technology becomes available to power HP’s own cloud services. And our collaboration with our CloudAgile partners goes well beyond the technology and will include sharing experience gained by HP. Thus, translating into more efficient, effective approaches and accelerated time to revenue for our CloudAgile partners.
- Through HP’s CloudAgile Service Provider program, we collaborate to extend SP’s sales reach leveraging our global sales force and network of channel partners. We also work innovate with our partners to develop new cloud service offerings (e.g., bursting). With co-development activities, lead generation and pay-as-you-go financing; we enable our SP partners to accelerate time to market to help deliver new revenue generating services faster.

Will HP be competing with Service Provider partners?
- The market is rapidly growing and there will be an increasing need for a variety of cloud service providers. Customers will require services that span basic infrastructure as a service, platform as a service, enterprise grade VPC offerings, managed service offerings, industry specific solutions – and everything in between.
one service provider will address the needs of the SMB and enterprise. We believe delivering the new style of IT requires the power of the industry. And that is why continues to enhance our collaboration with partners...including harnessing the power of the Helion portfolio, 115+ CloudAgile Service Provider partners, 100+ Cloud Builder partners, alliances and the ISV/developer community to deliver enterprise customers the business outcomes they require.

How is HP extending the reach of SP’s with this announcement?

• By becoming an HP cloud service provider (Cloud Agile) partner, and accessing HP’s global partner network, HP helps partners grow their own cloud services powered by HP market-leading converged infrastructure. To resell HP Cloud Agile (cloud service providers) cloud services, currently, resellers can work directly with HP CloudAgile partners to sign a contract to resell their services. Information on HP’s CloudAgile partners can be found on the HP Cloud Partner Solution Navigator (hp.com/go/cloudnavigator). An enhanced reseller program will become part of new PartnerOne for Cloud in November 2014.

Data Center Expansion

What countries will have these services first? What is the exact roll out plan?

• We are not announcing any specific timeline right now, but we will have further information in the near future about the cities and dates.

What does the expansion of HP data centers mean for HP CloudAgile service provider partners?

• This effort augments the cloud services already delivered around the world by HP’s 115 Service Providers Partners. HP Helion will extend across HP infrastructure products and global data centers and we will integrate our OpenStack technology products with HP’s market leading networking, storage and server products, ensuring that all HP enterprise products are able to quickly leverage OpenStack capabilities. We will also provide Helion OpenStack cloud services across HP’s global data center footprint, which today includes more than 80 data centers worldwide, and our partner network. We plan to provide OpenStack cloud services in more than 20 of these HP and partner data centers over the next 18 months.

• As an element of our hybrid IT strategy, HP continues to provide customers choice. Our HP CloudAgile partners are a key element to HP’s ability to provide the broadest cloud portfolio and coverage model, with HP powered services from CloudAgile partners who offer unique and differentiated offerings. HP will continue to provide cloud services worldwide through our leading set of over 115 CloudAgile Service Provider partners. We are also ensuring that HP’s extensive value added resellers, will be able to offer HP CloudAgile cloud services through our PartnerOne for Cloud Reseller program, available November 1, 2014. This enables customers to continue to work with their trusted advisor as they move workloads from traditional infrastructure to the cloud service provider environments.

• More information about HP’s CloudAgile partners can be found via the HP Cloud Partner Solution Navigator (www.hp.com/go/cloudnavigator).

How does HP’s announcement to expand its HP Public Cloud to data centers outside of the US affect the resell of HP Public Cloud?

• The expansion will not affect the availability of HP Public Cloud resell outside of the US in the short term. Currently, HP Public Cloud is available for reselling under a pilot in the US.

OpenStack Indemnification

How does HP’s OpenStack Technology Indemnification Program impact channel partners and service providers?

• HP’s OpenStack Technology Indemnification Program demonstrates our commitment to OpenStack technology as the common platform for HP Cloud. HP’s OpenStack Technology Indemnification Program
protects qualified customers from third party copyright, patent and trade secret claims directed to OpenStack code, alone or in combination with Linux code in HP Helion OpenStack editions, CloudSystem 8, Cloud OS for Moonshot, and HP Public Cloud services. For products, HP is offering protection to qualified direct customers of both HP and authorized resellers as well as direct customers of a service provider that is a direct customer of HP and offering a public cloud service with CloudSystem 8, Cloud OS for Moonshot, or an HP Helion OpenStack edition.

- Customers of HP Public Cloud are eligible for the program provided they have accepted HP’s terms of use for HP Public Cloud.
- For CloudSystem 8, Cloud OS for Moonshot, HP Helion OpenStack editions, or HP Helion Developer Platforms, customers must have an active support agreement in place in order to qualify for HP’s OpenStack Technology Indemnification Program.
- Customers will also need to accept the terms of an indemnity agreement with HP.

**Is there a limit to the indemnification amount for solutions sold via a channel partner or purchased by a service provider?**

- For covered products, HP offers qualified customers the indemnity with no monetary cap and at no additional charge as long as the customer has an active support contract with HP - a key differentiator from our cloud competitors. For HP Public Cloud, HP offers qualified customers the indemnity with no monetary cap and at no additional charge.

**Partner Enablement to Support HP Helion**

**What training and tools will partners receive to help position/sell HP Helion?**

- Live and recorded trainings will be launched starting in May. This includes: Americas and EMEA HP Helion roadshows, EMEA HP Helion Partner Sales Academy, Discover HP Helion Sales and technical certifications, Tektalks with HP Helion and CloudSystem content and MasterJam sessions.
- Additionally, links to videos, Customer facing deck, Competitive battle card, Solution brief, Partner FAQ and Sales plays will be available on the HP Partner Portal (HP Helion page) and the HP CloudAgile partner portal (hpcloudagiletool.com) over the next few weeks.

**Brand Changes**

**How will we know what content, collateral and assets needs to be changed to reflect the new brand, HP Helion?**

- HP will be providing a set of brand guidelines on what needs to be changed and how to make the changes. Please visit the HP Partner Portal to find out more information over the next few weeks.

**When do we need to make the change?**

- Partners will have up to three months from the time HP sends the guidelines to make changes to their content, collateral and assets

**For More Information**

**Where can I find out more information about HP Helion?**

- You can register to watch the webcast featuring Meg Whitman explaining HP Helion and the related announcements
• We will be updating the HP Partner Portal over the next few weeks with the launch of the new Unison platform. Please continue to check the portal for updates.
• You can go to hp.com/helion.com and check out the HP Partner Portal. You can also reach out to your HP Partner Sales rep with questions

### HP Channel Partner (Reseller) Contacts:

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