

5-STAR WINNER Partner Program GUIDE

The Power Of Partnership Opens The Door To New Opportunities

Q. How are you helping partners to accelerate business growth in a rapidly changing market?

A. It starts with a trusted partnership built on history and strength. For over 40 years, Tech Data and Hewlett Packard Enterprise (HPE) have collaborated to create some of the most innovative channel sales solutions for our valued partners. With our customer-focused approach and comprehensive HPE portfolio, we enable channel partners to embrace digital transformation, simplify technology experiences for their customers and increase their revenue. By working together, Tech Data and HPE reduce our partners' barriers to entry on new opportunities, enable them to win more lucrative and bigger deals, and cut their costs of doing business.

Q. What are Tech Data and HPE doing to set up partners for success?

A. Tech Data offers partners an unparalleled demand generation system and equips them with the tools and knowledge they need to be successful. Leveraging our unique digital and traditional marketing strategies, strategic events and enablement platforms, we help HPE partners move their business further and faster by delivering pre-qualified leads that drive sales growth. We also teamed up to develop MAX, a new intelligent enablement platform engineered to help HPE partners find the correct information and resources they need, fast. By tapping into MAX's Technical Mind, partners will have 24/7 access to the critical information and resources needed to grow their business. Together, Tech Data and HPE are delivering more cutting-edge resources closer to where partners need them in order to beat out competitors and close deals.

Q. How does your partnership with HPE provide partners with a competitive edge?

A. As we move toward a more interconnected world, competitive advantage depends not only on what you can do, but also whom you work with. Our partnership with HPE allows us to provide partners with more data, more insight, and more business intelligence than ever before. We've pooled the best practice, programs and processes that best suit our partners' business needs and we're making it easier than ever for them to customize the right solutions and produce quantifiable results for their customers. The essence and value of our partnership with HPE goes back many years, but the real advantage lies in our collective ability to harness the strengths and abilities of each other in order to scale our innovation and solve complex business challenges.



Heather Murray
Vice President, HPE Solutions



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For more information about Tech Data and HPE, please
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