

# Increase Your Deal Sizes by Up to 30%

## Speed Revenue Growth with Project Maestro!

### Why Partner with HPE?

HPE offers a number of benefits to our partners:

- Commitment to the channel
- One support provider
- Increased profitability
- Trusted HPE technology












Changing market trends and growth in software and IT services revenue are driving new business opportunities for Technology Partners. For example, worldwide IT spending is forecasted to reach \$3.5 trillion in 2017, up 2.9 percent from 2016 estimated spending of \$3.4 trillion, and software spending is projected to grow 7.2 percent in 2017 to total \$357 billion<sup>1</sup>, according to Gartner.

It's time to capitalize on these opportunities by selling HPE integrated hardware and software solutions. And now, HPE and our leading software alliance are making it even easier for you to increase your revenue and profitability.

**Introducing Project Maestro**—brought to you by HPE and our leading software alliance including VMware, Microsoft, SUSE, Red Hat, Docker, Hortonworks, VM Explorer, etc. Project Maestro includes four valuable pillars: NEW Rebates, NEW Marketing Resources, OnePath Pricing and MORE Engage & Grow Points.

Plus, you'll be able to leverage our knowledge and solutions to accelerate go-to-market activities.

### What Software Should You Sell with HPE Servers and Storage?

You're already selling the HPE hardware. Now, add the HPE Systems Software, including HPE OneView, Insight Control and iLO Advance, AND the OEM version of our leading software alliance solutions to those opportunities so everything is purchased through HPE in one system. We offer a number of integrated solutions based on HPE's transformation areas, including:

- Big Data
- Data Center Automation
- Hybrid Cloud
- Virtual Desktop

<sup>1</sup> Gartner, "Gartner Says Global IT Spending to Reach \$3.5 Trillion in 2017".

## Become a Partner

Companies need to do four things well in order to survive and thrive in today's idea economy: They must transform to a hybrid infrastructure, protect the digital enterprise, empower the data driven organization and enable workplace productivity. Partner with HPE today to accelerate your profitability, sales and transformation!

## Innovating for Today and Tomorrow

HPE is an industry leading technology company that enables customers to go further, faster. With the industry's most comprehensive portfolio spanning the cloud, to the data center, to workplace applications, our technology and services help customers around the world make IT more efficient, more productive and more secure.

Learn more at:

<https://partner.hpe.com/group/upp-na/infrastructure-software-program>



Sign up for updates

## Project Maestro Components

### New! Instant Rebate

One of the defining elements of Project Maestro is the opportunity for partners to sell more profitable solutions. Receive a 2% instant discount on deals that include HPE Servers & Storage PLUS Systems Software PLUS Application Software deals.

- All HPE Servers
- All HPE Storage
- HPE Systems Software7
  - HPE OneView
  - HPE Insight Control
  - HPE iLO Advanced
- HPE Application Software
  - Microsoft
  - SUSE
  - VMware
  - Docker
  - Red Hat
  - HPE VM Explorer
  - Hortonworks
  - And more ...

#### Requirements:

- The 2% instant rebate is for the server, storage, systems software, and application software portion of the deal ONLY.
- The Systems Software must be 5% of the overall deal. If it is less than 5%, then we will offer 2% off 20x the systems software.
- In order to receive this instant rebate, the deal must include Application Software on every server. Storage does not have to be part of the deal, but, if it is on the deal, then it will receive 2% as well.

### HPE One-Path TOTAL Partner Benefits

With the HPE Project Maestro, existing HPE One-Path partners can receive up to - and often exceed - 25% in upfront and backend rebates.

- HPE Converged Management Products (HPE OneView) - PLFS
  - Upfront Benefits: 20%
  - Back-End + Accelerator Benefits: 4.5%
  - **TOTAL BENEFITS: 24.5%**

- HPE Volume Software (iLO and iLO Advanced) - PL4U
  - Upfront Benefits: 20%
  - Back-End + Accelerator Benefits: 6.75%
  - **TOTAL BENEFITS: 26.75%**
- Application Software (VMware, Microsoft, Red Hat, SUSE, VMExplorer, etc) - PLJ3/PL1T
  - Upfront Benefits: 13%
  - Back-End + Accelerator Benefits: 5.5%
  - **TOTAL BENEFITS: 20.5%**

### Engage & Grow to Earn More Points

HPE Engage & Grow is an HPE partner incentive program, which rewards Partner Sales Representatives when they sell across the HPE portfolio. When you sell HPE Solutions together, such as HPE Servers, Storage, HPE Systems Software AND HPE Application Software, you will earn even more Engage and Grow points.

#### Examples:

- HPE Servers: 100 – 400 points
- HPE Storage: 150 – 500 points
- HPE Systems Software: 50 – 100 points
- VMware: 200 points

As seen above, depending on the solutions sold, you can earn up to 1,200 Engage & Grow points on just one deal!

### Partner Marketing Materials

HPE has developed customizable and co-branded go-to-market campaign assets and resources featuring Systems & Application Software to help you market and close your HPE deals, including infographics, whiteboard videos, social media content, email series, etc.

Check out the [Project Maestro page](#) on the Partner Ready Site for all materials.