



THE CHANNEL HAS A PROVEN ABILITY TO EVOLVE — Its Next Transformation Will Be the Biggest Yet

By Luciana Broggi, Global Head of Route-to-Market, HP



Today, HP's global partner program is changing. At the same time, our commitment to our partner community remains as strong as ever. As we embark on a new chapter, both of those statements are true. Let me explain why.

Technology is not something we use anymore; it's how we live. In the same way, enterprises no longer distribute devices; they deploy integrated solutions that can make or break their long-term success. To meet rapidly changing customer expectations, companies like HP are focusing on building deeper relationships that inspire the innovation tomorrow demands. And we need to enable our partners to deliver on those expectations seamlessly. That's why we're announcing our new channel partner program, HP Amplify™, and rolling it out over the coming months.

Shifting customer expectations demand innovative approaches

The development of our new program was driven by a simple fact: Customers have evolved. They once valued transactions above all else—they wanted the best product for the best price. Those days are gone. Today, consumer and enterprise customers alike still look at price (and they always will), but they value experiences in near-equal measure. They need to roll out transformation projects and develop long-term relationships with technology partners—relationships that serve their ongoing needs and help them meet business objectives.

Many of our customers are in the midst of complex transformations, and the COVID-19 pandemic has only accelerated that shift. The workplace of 2025—or even 2021—will look very different from the workplace of early-2020. Work-from-home and other workplace architecture initiatives are just the tip of the iceberg. Digital transformations involving managed and cloud services are becoming the norm. B2B buyers are either seeking very complex solutions and need cross-functional partners who are able to deliver them or, if they are buying simpler and more standardized solutions, are gravitating in increasing numbers to global online marketplaces.

Many of our partners have already changed to meet new customer needs. They are finding new ways to interface with customers, increasing the number of touch points in the customer journey to create more sales opportunities and, most of all, build greater trust. They're also developing value-added services designed to foster longevity. Other partners are developing more digitally driven platforms to increase efficiency and convenience. In both cases, they are investing in future-ready capabilities. That's the direction in which we will continue to move to together with them.

We're proud to work with partners who aren't afraid to innovate—who meet customers' needs with fresh ideas and original approaches. Those expanded capabilities are necessary to thrive in our new digital reality.

Harnessing the power of data

That reality we all see taking shape centers on a truth that can't be ignored: We're entering the data decade. Data determines marketplace winners and losers. It's that simple and yet that complex. In addition to traditional quantitative metrics, qualitative data plays a key role in optimizing the customer experience. How are customers using our products? What challenges do they face? How satisfied are they? In the coming years, we will turn more and more to artificial intelligence to help deliver crucial data insights. As we and our partners zero in on the needs of specific customers, AI will help us identify growth opportunities faster than ever.

But success in that regard requires a high level of trust and collaboration. That trust only emerges when we remember that our success is interdependent, when we combine our knowledge to deliver a better outcome. When customers win, our partners win, and when partners win, so does HP. We're all in this together.

Preparing for a future that's unfolding today

When customers begin behaving differently, the businesses that serve them must adapt. Fail to change, and we risk losing customers to competitors who holistically embrace flexibility and growth. Rise to the challenge, and we'll continue our legacy of creating industry-leading customer outcomes.

For decades, channel partners have been part of the technology ecosystem's core. That legacy didn't happen by accident; it's the result of partners' powerful willingness and ability to evolve.

The new era in front of us is a tech-driven and digitally dominated era where customers are savvier and more difficult to satisfy. It is a future for customers and people all around the world that is more connected, more complex and, ultimately, more rewarding than anything that's come before.

Some of those trends and changes have been on the horizon for quite some time, yet in these past several months, companies have accelerated the digital transformation processes. Customers are more interested than ever to talk about new workplace services and mobility, to talk about technology as a subscription, to have a completely remote engagement, or to experience a fully digital purchasing experience, and HP and our partners must be ready to deliver.