



HP Amplify for All FAQ

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HP Amplify for All

What is the HP Amplify Partner program?

A: HP Amplify is a first-of-its kind global channel partner program, optimized to drive dynamic partner growth and deliver consistent end customer experiences. HP Amplify was the first partner program in the industry to go beyond just performance in rewarding partners. Designed to enable progressive go-to-market strategies that cater to a combination of transactional, contractual and hybrid selling models, HP Amplify focuses on three core pillars: performance, capabilities and collaboration.

HP Amplify also provides the insights, capabilities and collaboration tools needed to drive growth and thrive in today's competitive market. Built on one integrated structure, the program makes it easier for partners to take advantage of many benefits while engaging with customers on a deeper level.

In the past couple of years, HP has enriched the program by launching HP Data Insights, Amplify Online, and Amplify Impact. HP has continued to expand and improve HP Amplify based on the evolution of HP's portfolio, changing market dynamics and most importantly, partner feedback.

How do these new enhancements align with your channel strategy?

A: **HP Amplify for All** is an initiative which integrates all HP solutions and services including Poly, Teradici and HyperX into the HP Amplify Program, offering one unified global platform for partner engagement. As of November 1, 2023, the newly integrated partner program will also be extended to Distribution Partners. **HP Amplify Distribution** is the industry's first program tailored for distributors and marks the successful implementation of the HP Amplify Program across all partner categories.

HP's new Commercial Partner benefits include the **More for More** rate multiplier to enhance partner compensation and **Fast Lane**, the industry's first automated Marketing Development Funds (MDF) reimbursement process. The company also announced **Growth Plays**, a new program element to be rolled out across Commercial and Distribution Partners in May 2024.

Additionally, HP has expanded its award-winning **Amplify Impact** partner sustainability program to Distribution Partners and five additional countries: Austria, Belgium, Luxemburg, Netherlands and Finland. Participating



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partners across 48 countries will now have access to HP's world-class sustainability resources to drive preference and impact across Climate Action, Human Rights and Digital Equity.

These enhancements are aimed at promoting increased agility, growth, and collaboration. The program improvements are founded on valuable feedback and insights provided by HP's global partner community, making them well-aligned with partners' needs and strategy in the current market. With access to HP's vast portfolio of innovative solutions, all HP partners, including distributors, now can drive meaningful, sustained growth.

How is HP supporting partners within the current market landscape?

A: HP is supporting partners through the HP Amplify program, designed to address emerging industry trends such as the rise in data and analytics, evolving customer buying behaviors, AI, and the growing demand for a clear SI/ESG Agenda. HP Amplify goes beyond performance-based partner compensation models, focusing on capabilities, collaboration, and performance. It is the first global partner channel program in the industry to adopt this approach.

As a company, we're playing to our strengths – which means continuing to place customers at the center of all we do. Future Ready HP is a new kind of company. Simply being known for our great PCs & printers isn't enough. We want to be known for the role we play in the lives of customers. We've made significant progress on our Future Ready channel strategy and remain confident in our ability to drive long-term growth. We continue to invest in 3 areas to respond to customer needs for the future:

- Our Future Ready Portfolio offers innovative products and solutions, including key acquisitions to drive growth and address hybrid work challenges. More for More showcases the opportunities for partners who sell across this portfolio.
- Our Future Ready Operations simplifies business processes and makes it easier to do business with HP.
- Lastly, Future Ready Partners positions HP as a company that plays a significant role in customers' lives beyond just providing great Printers & PCs.

Do all partner segments qualify for the HP Amplify Partner program?

A: As of November 1, 2023, all eligible partner types including commercial, retail and distribution partners can qualify for HP Amplify, allowing them to play to their strengths on the same program foundation of capabilities, collaboration and performance.

Where can I find more details on the new enhancements?

A: You can find more information on the [HP Newsroom](#) or HP's [Partner Portal](#).



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HP Amplify Distribution

What is HP Amplify Distribution, and when will it be rolled out?

A: With the launch of HP Amplify Distribution on November 1, 2023, distributors can benefit from the industry-first foundation of capabilities, collaboration, and performance. Optimized for Distribution Partners, complexity has been removed making it easier to take advantage of the program's many benefits and engage customers on a deeper level. Distribution Partners are vital to the channel and their capabilities continue to change to meet the growing needs of resellers and customers. The rollout of HP Amplify across all partner segments marks an evolution in offering a globally consistent framework that enhances predictability and profitability.

How will HP Amplify Distribution benefit partners?

A: HP Amplify Distribution will benefit partners in several ways. First, the program has been designed with flexibility, allowing distributors with foundational capabilities to join easily while rewarding those who have invested in advanced capabilities with the opportunity to boost their profitability and grow their business.

The program aims to improve efficiency through a global framework and effectively balance different dynamics in mature and developing markets. The focus of the program is on capabilities that are important for successful, growth-oriented partnerships. As the market continues to shift, investments in advanced capabilities will enable distributors to adapt and thrive.

HP Amplify Distribution provides a standardized global framework for partners to understand HP's distribution priorities, roadmap, and partner requirements. Additionally, the program provides data insights from HP, capabilities assessment enabling benchmarking against peers, and growth plays in strategic areas. This holistic approach is designed to support partners throughout their journey with HP.



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HP Amplify More for More

What is More for More? How does it work?

A: With the launch of Amplify More for More on November 1, 2023, partners selling cross-portfolio will benefit from higher compensation opportunities via a rate multiplier in addition to existing core incentives. For example, Power Partners focused on Personal Systems can easily qualify by increasing sales of peripherals, Poly headsets and Workforce Services product lines. Based on partner feedback, HP intends to further develop this program in the upcoming fiscal year, integrating additional incentive metrics to promote shared success.

Who is eligible for More for More?

A: As of November 1, 2023, qualified partners that sell across the HP portfolio—including PCs, peripherals, and services—can leverage a rate multiplier to boost compensation.

Will the More for More benefit replace existing core Amplify incentives, or will it be offered in addition to them?

A: The More for More benefit will be offered in addition to the existing core Amplify incentives. It aims to complement and enhance the incentive structure for qualified partners who sell across the HP portfolio, providing an additional opportunity for compensation while retaining the existing core Amplify incentives.



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HP Amplify Fast Lane

What is Amplify Fast Lane?

A: Amplify Fast Lane represents a first-of-its-kind joint demand generation MDF claiming process, designed to simplify and accelerate reimbursement for eligible partners through an automated claims and payment procedure.

By speeding up payment turnaround time by up to 50%, the Amplify Fast Lane program addresses partner pain points and enhances the overall experience of collaborative marketing efforts. Fast Lane offers a more efficient, user-friendly MDF claim experience, enabling qualified partners to focus on optimizing demand generation initiatives rather than being bogged down in complex processes.

Who is eligible for Amplify Fast Lane?

A: Partner selection for Amplify Fast Lane focuses on the history of the partner and their track record.

Will Amplify Fast Lane address all MDF claims?

A: Amplify Fast Lane will address all selected partner-led HP MDF-executed activity claims except for 100% Alliance funded and HP co-funded with Alliance and any PSA-led activities.

Will Alliance-funded MDF claims be included in the Amplify Fast Lane process in the future?

A: The November 1, 2023, launch is for Amplify Fast Lane and will not include Alliance-funded claims. HP is currently assessing the possibility of including Alliance-funded claims for future deployment.

Are partner service agencies (PSAs)-led execution eligible for Amplify Fast Lane?

A: PSAs are not eligible for the launch on November 1, 2023. HP is assessing the qualification criteria and timelines of specific PSA inclusion in MDF Fast Lane for future deployment.

How often will the selected partner eligibility list change?

A: The Amplify Fast Lane partner list will be updated annually as eligibility requirements evolve.

Will eligible partners need to provide POC and POE for their MDF claim?

A: Amplify Fast Lane partners will be paid without requiring POC and POE documentation during claim submission. However, HP will conduct randomized post-payment validation for selected claims as notified by the MDF tool, for which Partners must provide POC and POE.

How long must the partner keep the business records for MDF claims?

A: As stated in MDF program terms, the partner must retain business records for all MDF activities for at least two years. If the required records are unavailable in case of an audit, HP has the right to reclaim MDF associated



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with the missing records. Business record retention is mandatory for two years; however, this timeframe may vary based on country local legislation.

How will the partner know which claim is in review for post-payment validation?

A: Amplify Fast Lane partners will receive the claim document requirement notification triggered by the MDF tool, and they must submit all relevant POE and POC during the claim submission window.

Will the payment process change for Amplify Fast Lane partners?

A: No, the payment process will remain the same.

Can a qualified partner opt-out of Amplify Fast Lane?

A: Yes, the qualified partner can opt-out by following the instructions in the Amplify Fast Lane tool notification that they will receive prior to the start of Amplify Fast Lane and can instead follow the standard MDF claiming process.



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HP Amplify Growth Plays

Can you provide more detail about the different Growth Plays included in the new framework?

A: Starting in May 2024, all HP Amplify Commercial Partners will have access to a new specialization program built around HP's growth categories - Amplify Growth Plays.

Focused on driving opportunities and incremental partner profitability, Amplify Growth Plays enables a clear path to portfolio specialization. Examples of the Amplify Growth Plays launching in May 2024 include Managed Print Services, Lifecycle Services, SMB Video Collaboration Solutions, and HP Software. Over time, current Amplify specializations will evolve to Amplify Growth Plays.

What benefits does Amplify Growth Plays offer partners?

A: Amplify Growth Plays focuses on driving opportunities and incremental partner profitability while enabling a clear path to portfolio specialization. Combined with unique tools, capabilities and compensation elements, Amplify Growth Plays rewards partners with tailored benefits for investing in these customer-driven growth areas.

How will existing Power Services partners be affected by the introduction of the new Amplify Growth Plays framework?

A: Managed Print Services and Lifecycle Services will evolve to Growth Plays. Current Power Services partners will automatically qualify for the Managed Services Growth Play and will continue to receive the same level of benefits as they do today. Power Services partners with existing access to PS Lifecycle or Software boosters will qualify for the Managed Services Growth Play and will have a 6-month transition period to requalify under the new criteria.

If I'm a Power or Synergy partner, what does this mean for me? What if I am a new partner?

A: Any partner in the Amplify program, regardless of whether partners are new or existing Synergy, Power or Power Services, will be eligible to access specialized areas of HP's portfolio and associated benefits. Based on track status, some partners will have access to a higher level of advanced benefits, but all partners will be eligible for lighter benefits for the managed print portfolio.

Is Amplify Growth Plays limited to specific partner sizes or program tracks, or can partners of all sizes participate?

A: Eligible Amplify partners of all sizes and tracks can gain access to Growth Plays with further enhancements made on a rolling basis to drive growth opportunities.

What are the capability requirements that partners must meet to gain access to Amplify Growth Plays?

A: Growth Play criteria will be announced in February 2024, with the official launch May 1, 2024.





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HP Amplify Impact

What countries does HP Amplify Impact currently serve? How will that change starting November 1, 2023?

A: HP's award-winning Amplify Impact partner sustainability program is expanding to include Distribution Partners and five additional countries: Austria, Belgium, Luxemburg, Netherlands, and Finland. Participating partners across 48 countries now have access to HP's world-class sustainability resources to drive preference and impact across Climate Action, Human Rights and Digital Equity. HP Amplify Impact assists partners with resources to identify gaps and guidance for achieving sustainability goals, highlighting the growing significance of ESG strategies.

Why are more advanced Nordic countries just joining the HP Amplify Impact program now?

A: Launched over 2 years ago, HP Amplify Impact represents a first of its kind partner assessment, resource, and training program, leveraging HP's own extensive investments and initiatives. When HP Amplify Impact initially rolled out to partners, HP's objective was to try and make the biggest impact with countries that were showing the most capacity for support on their sustainability journey. Nordic countries included during this time were Sweden, Norway and Denmark.

Since launch, participating partners have continued to show tremendous interest with a >250% increase in HP sustainability training courses completed. The award-winning program continues to expand globally providing more than 10,000 partners with the opportunity to join HP in its efforts to generate meaningful impact across Climate Action, Human Rights and Digital Equity.

What sustainability resources will Distribution partners have access to under Amplify Impact?

A: As of November 1, 2023, Distribution partners in 48 countries will enjoy the same world-class sustainability resources available to all partners to drive meaningful impact across Climate Action, Human Rights and Digital Equity initiatives. The HP Amplify Impact program provides partners of all levels with training, sales tools, marketing assets, and access to HP's Sustainability & Compliance Centre (SCC), HP LIFE and HP Planet Partners.

Benefits to support partners in their sustainability journey include access to training and tools like The Global Good Community Project Platform that connects partners with a curated series of projects offering volunteer and donation opportunities through NGOs around the world to empower partners to meet their sustainability goals. HP Amplify Impact partners are also included in HP's Find a Reseller platform that spotlights participating partners to help purpose driven businesses stand out as customers look for resellers aligned to their values.



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APIs for Partners

Does HP offer APIs to HP Amplify partners?

A: Offering tools like APIs are firmly rooted in HP's commitment to making it easier for our partners to do business with us. APIs enable automated, real-time data exchange between programs, facilitating seamless collaboration throughout the partner journey, including pre-sales, sales, and post-sales activities.

HP offers a handful of helpful APIs to partners including:

- HP Catalog Service API for real-time product content information, allowing partners to generate dynamic web pages, access various content types, and maintain data in their content management systems.
- Care Pack APIs provide eligibility, compatibility, and contract expiration data to support sales opportunities, while post-sales features include Order status APIs, channel data collection API, Auto Care pack registration, and upcoming Rebate & Comp Payments API for faster turnaround times.
- HP's AI-leveraged CPQ tool has also significantly increased its speed, enhancing service for partners and customers, and promoting a customer-centric approach focused on long-term value.