










HP Q3 FY15 June Update

HP EG UK Focus Pack

HP Enterprise Group

key offers and promotions



-  **EG Programs**
-  **HP EG Hero Offers**
-  **HP Server**
-  **HP Storage**
-  **HP Networking**
-  **Other Promotions**
-  **Tools & Resources**

HP EG Programs



Discount Now

Simplifying HP Pricing for Partners

Building on the success and growth we're having with our partners in the SMB space DiscountNow is the pricelist for HP's EG SMB focused products

Supporting your revenue growth

HP is committed to making it as easy as possible for our Partners to obtain: instant competitive prices for your business in the fastest way possible, DiscountNow pricing incorporates all Top Value and discount promoted products allowing you to obtain an HP pre-approved discounted price for deals below £15K directly from your distributor.

Simplifying the HP special pricing process for transactional business

HP's DiscountNow has been designed in response to your feedback to assist you in servicing smaller deals into your customers and further optimise your ease-of-doing business experience with HP. The new price list eliminates the requirement to submit a SmartQuote** for deals below £15K. Instead you will be able to check the pre-approved products and pricing on your Distributor's portal or any other price communication mechanism they have with you, and when a sale is agreed submit that order instantly.

For more information please contact your Distributor or HP Partner Business Manager.

OPG ref: 92218341



The countdown has begun

On 14 July 2015 Microsoft will end support for Windows Server 2003.

Microsoft will no longer offer security updates, support, or technical content updates for this operating system. The impact on companies of all sizes who are still running applications on Windows 2003 could be significant. Your business and its operations will definitely be compromised in terms of productivity and effectiveness. Now is the time to plan your migration to Windows Server 2012 R2. This will help avoid the pitfalls of last minute, frantic and risky "forced" migration.

HP have a migration program in place which includes offers and services to help you with your migration. HP Financial Services (HPFS) SMB Offers for Windows Server 2003 Migration helps ease the transition from Windows Server 2003 to Windows Server 2012 R2. With innovative new services that allow your customer to acquire new solutions within budget, retire existing equipment safely and securely, and put processes in place to proactively refresh technology, your customers no longer need to delay their migration planning.

Specific offers include:

- Free 90 Day Deferral
- HP Server 0% Tech Refresh Offer
- HP Server Trade Ins

Contact HPFS:

Email: hpfs.uki@hp.com

Telephone: +44 207 949 0230

For more information about Migration from Windows Server 2003 please visit:

<http://www8.hp.com/uk/en/products/servers/windows2003eos.html>

HP EG Hero Offers

Valid between 5th May - 31st July



HP ProLiant & VSA - Why Choose HP ProLiant & VSA offer?

HP ProLiant Gen9 servers with HP StoreVirtual VSA offers a simple, open and efficient software-defined storage solution without the complexity of dedicated storage hardware.

HP StoreVirtual VSA enables you to transform server's internal or direct-attached storage into a fully featured shared storage array—without the cost and complexity associated with dedicated storage. This simple solution enables customers to reduce storage costs by 80%, reduce datacenter footprint by 50% and save 60% on power & cooling.

Reduce storage costs by 80%



Customers also benefit from the latest generation of ProLiant Gen9 servers from the market leader offering 3x more compute capacity over previous generations, lowering TCO. HP's leading management tools such as HP OneView and Insight Online allow customers to speed up time to service and also reduce risk by proactively monitoring their environment.

If budget matters we have an entry bundle with the DL160 Gen9 3.6TB bundle from £4,940 with up to 25% discount - or 36 monthly installments of only £137.24* - and if performance matters we have a performance bundle with the industry leading DL380 Gen9 7.2TB bundle

Attach Attach Attach!

Don't forget to talk HP Networking, services and support to increase your deal size!

For more information please download our one-page guide [here](#).

OPG ref: 92218341

HP ProLiant & MSA - Why choose HP MSA Storage?

Simple - Shared storage without the learning curve and minimal IT Skills. If you can manage a ProLiant Server then you can manage the MSA.

Affordable - Setting new levels of affordability in storage, whether you need to optimise cost or improve performance.

Fast - Proven fourth-generation MSA architecture built for speed with faster processors, 2x cache and Flash capability.

Futureproof - Expandable and upgradable with Data-in-place upgrades ensuring your investment is protected.

The MSA is one of the most versatile storage platforms on the market. With advanced features such as Thin Provisioning, Sub LUN Tiering, Wide Striping and encryption, HP has brought enterprise-class features to

the SMB market. Use cases can be endless, ranging from virtualized shared Storage to backup targets and sand box testing.

And of course, we have the MSA 1040 – where budget matters starting from £2,799 and the 2040 when performance matters starting from £4,385.

Sell the whole solution from £5,809 – or 36 monthly installments of £161.31* with a DL ProLiant Server and MSA Storage Array Bundle.

Don't forget to Attach!

Remember when talking to you customers about Servers there is a shared Storage opportunity with HP MSA. Also discuss: Backup and data protection with HP StoreOnce (Disk Backup) and StoreEver (Tape)

For more information please download our one-page guide [here](#).

OPG ref: 92218341

* Now, through July 31, 2015, acquire one of the latest HP EG Hero offers at a special finance rate as low as 0%

** Designed with your customers' needs in mind, make low monthly payments for a 36month financial solution. At the end of the primary term, you may ship the financed equipment back to HP Financial Services and explore refreshing your estate to the latest technology. Contact: hpf.uki@hp.com.

HP Servers **Top Value Q3'15**



HP's Top Value provides a selection of the top selling HP ProLiant Servers, with the latest server technology. With off-the-shelf availability and at very compelling prices, Top Value is ideally suited for the Small and Medium business customer. Enjoy the sales advantage of our exciting Top Value promotion pricing with immediate stock availability.

HP ProLiant Gen9

Evolve your business with smart solutions. The rapid and reliable next generation of servers.

Gen9 redefines computer economics, delivering 3x the compute capacity. As a small business, you can get ahead of the curve by harnessing the power of the latest technology as part of a cost-effective package perfect for new enterprises and businesses on the growth path. Gen9 servers can boost business performance with 4x faster infrastructure and core business workload performance.

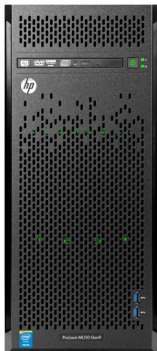
MicroServer

A small, quiet, and uniquely designed server that is ideal as a first server solution for small businesses. With server class performance in a form factor that is easy to use and service. The HP MicroServer Gen8 helps small businesses drive down their expenses while improving productivity and efficiency.



ProLiant ML110

The HP ProLiant ML110 Gen9 Server is an affordable single-socket 4.5U tower server featuring better performance, expansion, and growth than previous 1P single-socket tower models. Designed to meet small and mid-sized businesses' performance compute demands.



HP CarePack

Support that makes sense for your IT environment, and your business! Next Business Day, Foundation Care, and Proactive Care support offers are lined up with the Top Value portfolio to help make the most of your IT investment.



Save up to 40%*

*savings when compared to buying each of the Top Value products separately

HP Servers **Top Value Q3'15**



Tower Servers



ML100 Series

Save up to 22%*

In the spotlight

ProLiant ML150 Gen9

Built-in innovations that simplify server deployment and management. An entry-level solution with high-spec features such as Intel Xeon E5-2600 v3 processors, HP DDR4 SmartMemory and 12 Gb/s SAS. The HP ProLiant ML150 now also comes with Gen9 Server technology, 6, 8, or 12 processor cores, and 256GB memory. Entry level does not have to mean a lower level of compute. The ML150 gives small businesses a lot of power now and as they expand.

ML300 Series

Save up to 28%*

In the spotlight

ProLiant ML350 Gen9

A class-leading combination of reliability and serviceability makes the HP ProLiant ML350 an ideal choice for SMBs. With Intel E5-2600v3 processors, as well as HP DDR4 SmartMemory, offering 14% performance gain, it is ideal for all environments. The solution is designed specifically for easy, significant expansion with 9 PCIe expansion slots, 8 USB ports, 5U Rack conversion and power supply options. Expand fast with peace of mind.

Rack Servers



DL10 Series

Save up to 24%*

In the spotlight

ProLiant DL80 Gen9

Need to run capacity-intensive applications, but want an affordable server option? The HP ProLiant DL80 Gen9 offers affordable storage, networking and processor scalability, for cost-conscious service providers and SMBs. Comes as standard with 2x1GbE and a choice of HP FlexibleLOM, to provide flexibility of networking bandwidth and fabric and adapt to changing business needs.

DL100 Series

Save up to 33%*

In the spotlight

ProLiant DL160 Gen9

The HP ProLiant DL160 Gen9 Server is designed for businesses with constrained budget, space, or IT resources. It meets the needs of SMBs, but supports cloud and big data environments, meaning you customers can scale up their compute and join the new world of IT.

DL300 Series

Save up to 41%*

In the spotlight

ProLiant DL380 Gen9

The world's best-selling server option, the DL380, now comes with Gen9 technology. A comprehensive solution for almost every business need, it includes Intel E5-2600v3 processors, which offer a 70% performance gain, as well as HP DDR4 SmartMemory.

HP Servers **Top Value Q3'15**



HP ProLiant MicroServer Gen8 Offer

Customers can claim up to **£80** Cash back with the HP ProLiant MicroServer Gen8. 1st - 30th June, **WHILST STOCKS LAST**

The HP ProLiant MicroServer Gen8 is a small, quiet, and stylishly designed server that is ideal as a first server solution for small businesses. With a form factor that is easy-to-use and service, it helps small businesses drive down their expenses while improving productivity, efficiency, and security.

Purchase this HP ProLiant MicroServer Gen8 for less than £95!! (incl. VAT)

Plus

In support of this offer, attach 3 Year Next Business Day Foundation Care HP Care Pack (U2EF7E) and claim an additional £35.



OPG ref: 92421968

[Learn more](#)

HP ProLiant MicroServer Gen8 and Wireless Router Offer

Customers can claim **£120** Cash back with the HP ProLiant MicroServer Gen 8 when purchased with a HP PS110 Wireless 11n VPN Router. 1st - 30th June, **WHILST STOCKS LAST**

The HP PS110 Router is specifically designed for physical stacking on the HP ProLiant MicroServer Gen8. The HP Wireless Router also includes: 4-port Gigabit Ethernet Switch, Gigabit Ethernet WAN interface for Internet connectivity, Robust security features like SPI firewall and VPN technology to safeguard your organization. The Router also includes a simple to use Server management dashboard.

Plus

In support of this offer, attach both 3 Year Next Business Day Foundation Care HP Care packs (U7TT4E and U2EF7E) and claim an additional £55.



Purchase this solution for under £200!! (incl. VAT)

OPG ref: 92421968

[Learn more](#)

HP Servers



HP ProLiant ML10 v2 promo

The HP ProLiant ML10 v2 Server is a single-socket 4U tower server, delivering excellent value that small businesses require to run a small network environment. This server is outstanding for businesses looking for a server with low acquisition cost, increased connectivity slots for storage and networking, enhanced computation with built-in reliability, and agile management.

Plus

Save upto 40% on 3 Year Next Business Day HP Care pack



Savings of up to 30%!!

OPG ref: 92421968

[Learn more](#)

HP Smart Memory Promotion 33% off on DDR4 (Gen9) Server Memory

For June, customers can take advantage of this great offer: 33% off on all qualifying DDR 4 (Gen9) Server Memory via Discount Now. (OPG ref: 92218341)

Remember - at no no extra cost HP options are covered by the ProLiant HP Care Pack.

Qualifying SKUs:

	SKU P/N	SKU Description
8GB	726718-B21	HP 8GB 1Rx4 PC4-2133P-R Kit
	759934-B21	HP 8GB 2Rx8 PC4-2133P-R Kit
16GB	726719-B21	HP 16GB 2Rx4 PC4-2133P-R Kit
	726720-B21	HP 16GB 2Rx4 PC4-2133P-L Kit
32GB	726722-B21	HP 32GB 4Rx4 PC4-2133P-L Kit
	728629-B21	HP 32GB 2Rx4 PC4-2133P-R Kit

Windows Server 2003 End of Support Cashback Amnesty

Buy a qualifying ProLiant with HP Windows Server 2012 R2 and provide a picture as well as the Certificate of Authenticity (COA) serial number from your existing Windows Server 2003 COA you can claim Double ROK cashback! This means the usual cash back of up to £600 will be up to £1200 for Q3!! Limited to 5 claims per month. Also includes HP Gen9 ProLiant Servers! Valid for 1st May - 31st July.



HP BladeSystem Infrastructure Cash Back Offer

Customers can claim over **£29,000 cash back** with this offer which includes HP OneView. Add the qualifying HP 3y 4h 24x7 c7000 ProCare Service and customers can claim an additional £700. Valid 1st May - 31st July.



HP Storage



HP MSA 1040 & 2040

Up to £1250 Cash Back

Customers purchasing any qualifying MSA 1040/2040 product between 1st June- 31st July 2015 can claim up to £500 cash back.

Plus

Upsell customers to a 3 Year 24x7 Foundation Care and they can claim an additional £750.



[Learn more](#)

HP LTO-6 Autoloader and Tape Drive

Up to £1850 Cash Back with Tape Media

Customers can claim up to £1350 cash back when purchasing a qualifying HP LTO-6 product between 1st June- 31st July 2015.

Plus

Upsell customers to a 3 Year 24x7 Foundation Care and they can claim an additional £500.

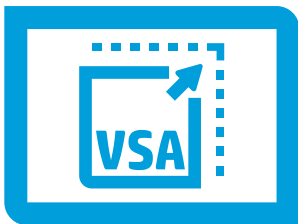


[Learn more](#)

HP Store Virtual VSA

£400 Cash Back

Customers purchasing a qualifying StoreVirtual VSA product between 1st June- 31st July can claim £400 cash back.



[Learn more](#)

3PAR All-Flash Starter Kit offer

Looking for an all-flash array at the lowest cost?

HP 3PAR StoreServ 7200 All-Flash Starter Kit provides an incredibly affordable entry point for flash performance without limiting scalability, functionality, or data mobility. The flash-optimized HP 3PAR StoreServ Storage architecture is now available at an incredibly low starting price that includes everything your customers need in one easy package.

Save up to 45%



OPG: 92275533

[Learn more](#)

HP Networking



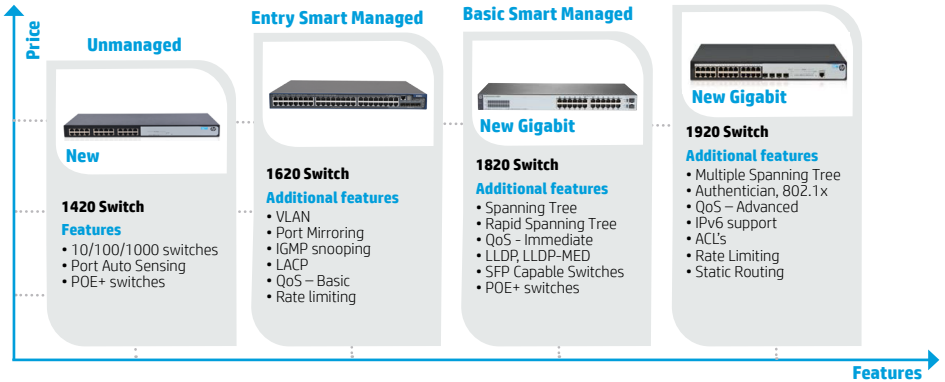
HP Switches for small businesses

See where HP Switches fit on your customer's technology journey

Save up to 23%

Unmanaged and Smart Managed Switches

Designed for small businesses needing key features, easy deployment, and simplicity of management. We are the world's # 1 vendor of smart managed switches. HP Unmanaged Switches similarly include "no fan" design for quiet operation and all switches come with the HP Lifetime Warranty 2.0.



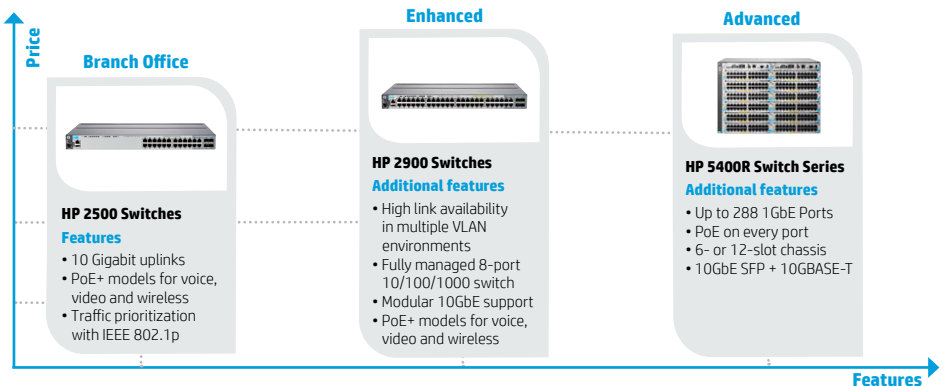
HP Switches for midsize businesses

As business expands, strengthen the power of the network with more advanced switching options for growing business and more

Save up to 40%

Campus/Branch LAN Access Switches

Business continuity and redundant management are key features to many of the offers for midsize businesses, along with consolidated services with integrated modules and future-proof SDN capability. All switches come with the HP Lifetime Warranty 2.0.



HP Networking

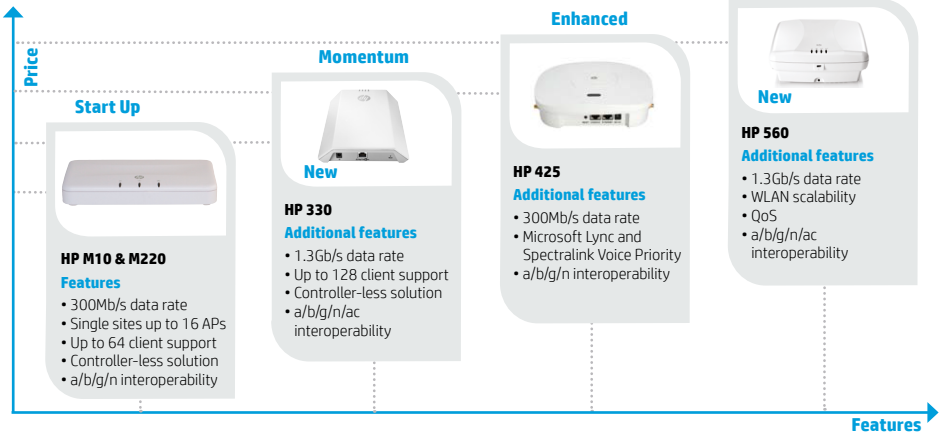


HP Wireless empowers business in the BYOD world

Use HP Wireless tools to empower your business in the bring-your-own-device world

Save up to 27%

Trust networking tools delivering a high performance and a resilient on-premise solution. HP unified wired and wireless and overlay WLAN controllers take networking to the next level.



Buy an HP Smart Managed Switch & HP 1Gb transceiver and claim your £50 cash back!

HP Smart switches offer a new class of switching for costs conscious customers that need performance and basic to advanced network control. The HP range of products offers customers a choice from low cost unmanaged to advanced configurable smart managed switches. Whatever your Network Security, performance reliability and management needs HP has a selection of products to match them.



With this special offer on the HP Switch and HP Gigabit SX transceiver you have Flexibility in your network design for Switch to Switch, Switch to server and Storage connectivity. HP original transceivers provide peace of mind with guaranteed compatibility and lifetime warranty.

Save up to £50

Learn more

Other Promotions

HP Networking Trade-In Program

Good for business. Good for planet

A simplified program   

EMEA HPN Trade-In program is revamping to become “Simple, Predictable, and Competitive” in order to disrupt the market.

Significant enhancements have been made such as:

- Redesign of trade-in website
- One single program grouping Switches, Wireless, and Routers
- Higher trade-in-value—up to 10% off list price offered
- 30% higher trade-in-value when returning Cisco Switching products versus any other brands

Buy & Try



Customers can buy an HP ProLiant Gen8 server with a “satisfaction guarantee” and test an HP ProLiant server for up to 60 calendar days at no risk.

Trade in



Customers can recover value on existing equipment (Trade-in-value) when buying a HP Product. Please refer to the trade in webpage to start the programme.

HP Accelerate

Accelerate points for HP ProLiant Servers

Selling HP Servers, Storage, Networking and HP Care Packs is more rewarding than ever. Enrolment and participation is at an individual sales person level. Sell any of the listed incentive products targeted monthly, claim your sales online for the opportunity to convert your individual sales efforts into rewards.

- **Earn £1** for qualifying 32 GB DDR4 Memory
- **Earn £2** for qualifying 1TB HDD
- **Earn £4** for qualifying SSD Drives
- **Earn up to £40** for qualifying EG Hero offer SKU's
- **Earn up to £20** for qualifying MSA
- **Earn up to £10** for qualifying VSA
- **Earn up to £70** on qualifying ProLiant Servers sold together with Microsoft ROK
- **Earn up to £15** on qualifying HPN SKUs

Ensure you attach HP Care Pack to increase your earnings (upto £50 per pack)

- Earn double points on Hero Offers
- **Earn £20** for 3 Year 24x7 Foundation Care DL160, DL360
- **Earn £20** for 3 Year 24x7 Foundation Care MSA, LTO External Drive & 8/8 SAN Switch
- **Earn £20** for Installation & Startup
- **Earn up to £30** on Foundation Care/ Proactive Care on all ProLiant Gen 9 servers
- **Earn up to £50** on selected Install/Startup
- And many more

Tools and Resources



QuickSpecs access through HP Marketing Document Library

The HP Marketing Document Library for QuickSpecs, accessible from your desktop or mobile device, is a convenient central resource providing technical overviews and specifications for HP hardware and software.

[Click here](#) for more information

HP Systems selling guide

The Systems Selling Guide (SSG) is a guided selling tool for HP's sales force and partners that quickly provides over 300 HP ProLiant and StorageWorks solutions, with upsell offerings, based on the customer's intent and requirements. The SSG will propose rich solutions optimised with all possible additional options, storage, software and services. The SSG also contains links to other sales tools, product bulletins, competitive information and sizers. Download the guide from the pre-sales section on the HP SmartPortal.

HP Pre-Sales Support

For Enterprise Group Pre-Sales support, please contact: obp.tech.en@hp.com

HP Proposal Web

The HP Proposal Web is the web-based online proposal generator saving you valuable sales time. It enables both standard and customised customer proposals to be generated quickly and efficiently. For support please contact: ProposalWeb.EMEA@hp.com

HP Active Answers

HP Active Answers provide state-of-the-art applications that help you configure, size, performance analyse and utilise HP products and solutions.

[Click here](#) for more information

HP Qualified Options Attach Kit

HP has introduced the HP ProLiant Qualified Options Attach Kit, which is a central place to find the latest sales collateral, product information and more.

[Click here](#) to access

HP Servers Sales Handbook

For the latest sales aids for HP Servers please see the attached Sales Handbook. The handbook has been put together to give you a 2 page update on the latest HP Server products, and help provide you with the tools needed to sell the latest Enterprise and SMB value propositions. For any questions or feedback on the content please contact: steve.cowell@hp.com

[Click here](#) to access

New Version HP Care Pack Central

(AKA Lookup Tool) with great new additional search features it just got easier to attach the right HP Care Pack for any HW Hardware www.hp.com/go/cpc

Change of email address for EG Fixed HP Care Pack Registration queries tscairepackemea@hp.com

Networking Tools and Resources

[Click here](#) for the HP Networking competitive comparison tool:

[Click here](#) for Just right IT - Networking

- Fantastic tool for finding HPN equivalents to competitor products
- Ideal for cross sell opportunities
- Works on competitor part numbers or model
- Please register for access to this tool

HP ProLiant SMB Right Fit Calculator

HP has a new SMB calculator with unique features specifically for the SMB market.

HP Proposal Web

The HP Proposal Web is the web-based online proposal generator saving you valuable sales time. It enables both standard and customised customer proposals to be generated quickly and efficiently. For support please contact: ProposalWeb.EMEA@hp.com

HP UK OneHP SMB team are on Twitter

For smart business answers, insights and tech tips from the team at HP UK, follow us on Twitter. [@HPBizAnswers](https://twitter.com/HPBizAnswers)

