A⫿PLIFY™

HP PARTNER PROGRAM

DATA SHARING OVERVIEW

Laying the foundation for collaborating to create customer outcomes

INFORMATION IS POWER:

- Why data sharing is the power behind HP Amplify

- HP's plans for transforming data into power

- Data requirements & process

- Timeline for implementing the data sharing program

- Next steps

DATA SHARING IS AN IMPERATIVE

"You can have data without information but you cannot have information without data."

Daniel Keys Moran
Computer Programmer
Science Fiction Writer

Data: It's about the customer.

HP and partners need more and better data to understand and anticipate the customer's needs

Data provides the raw material that will enable HP to provide partners with insights that will help them run their businesses better

Data will fuel the HP digital resources that will enable partners to better connect with customers, expedite support and service, and anticipate future needs

Data will provide the intelligence so HP and partners can react better to changing market dynamics

Better Industry Outcomes

HP	Partners	Customers

Everyone Wins Together

DATA COLLABORATION IS AN OPPORTUNITY FOR PARTNERS
HP HAS BIG PLANS FOR USING DATA AS A POWER SOURCE

To run a compliant, efficient, profitable channel business

To create rich insights to drive industry leading customer outcomes

TWO SIDES OF THE SAME COIN

- Growing sales and revenue
- Channel inventory management
- Regulatory and Program policy compliance
- Driving operational efficiencies for partners
- Sales and Channel Compensation

- Create industry-leading outcomes
- Best-in-class customer experience
- Provide partners with insights
  - Customer needs and expectations
  - Cost savings in operations
  - Increase sales and revenue opportunities

HP'S DATA VISION:
POWERING PARTNERSHIPS TO NEW LEVELS

Channel Partner Analytics Tool

Automated Co-Marketing Campaign

Automated HW Placement Recommendation

Supply Chain Forecasting Booster

Automated Care Pack Registration Booster

Enrich partner data with Predictive Analytics / AI

Enriched partner data with PA / IA / Signals

Right Products for the Customer
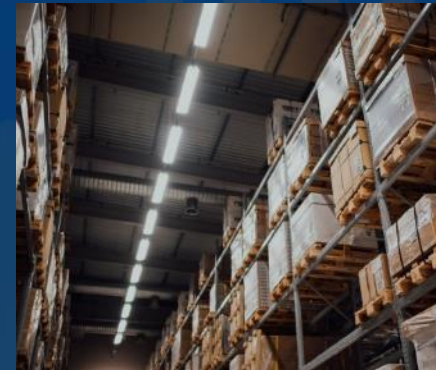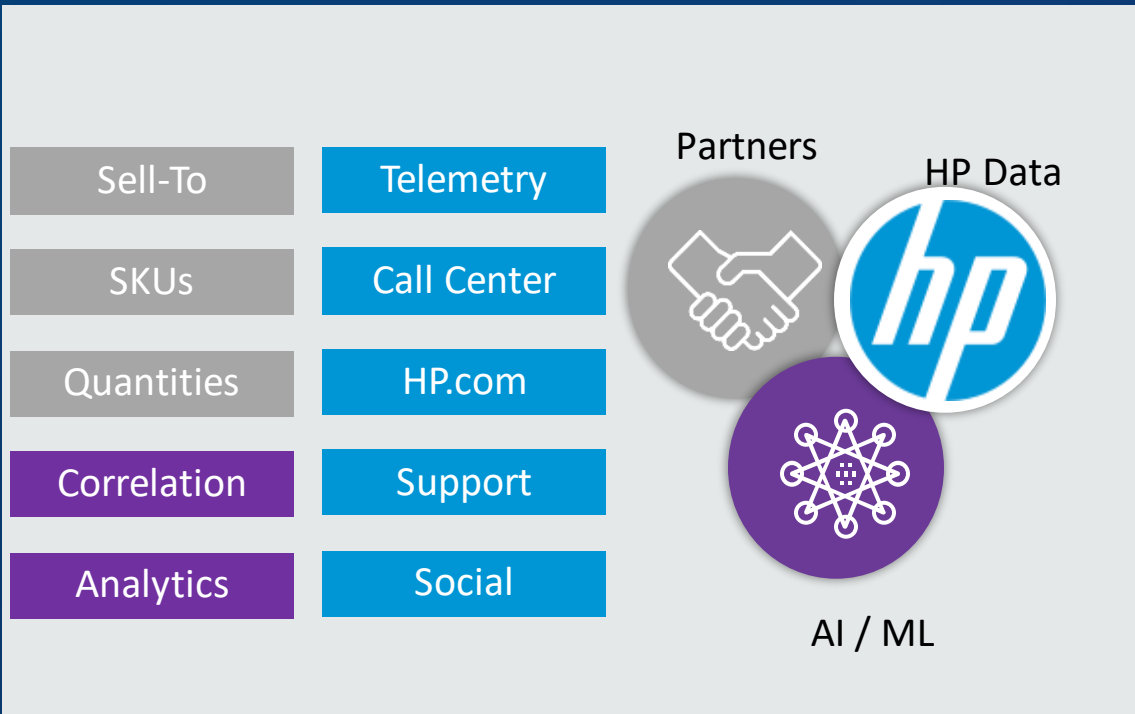
Optimized Supply Chains to reduce stock outs

Increase improved Customer Experience and revenues

INDUSTRY-LEADING OUTCOMES FOR HP, PARTNERS, AND CUSTOMERS

CHANNEL PARTNER ANALYTICS TOOL (CPAT)
COLLABORATIVE DATA SHARING AND ANALYTICS TO DRIVE PROFITABLE GROW FOR HP & PARTNERS

Sell-To | Telemetry

SKUs | Call Center

Quantities | HP.com

Correlation | Support

Analytics | Social

Partners

HP Data

AI / ML

CPAT Dashboard via HP Partner Portal

One click access to customer insights

Customer Insights
- Propensity to buy
- Cross-sell & upsell

Customer 360 Views
- Customer engagement with HP
- Digital customer engagement

Pilot Results

Improved Sales Performance from 10:1 to 5:1 – 100% Improvement

+85% — Opportunity identification improvement

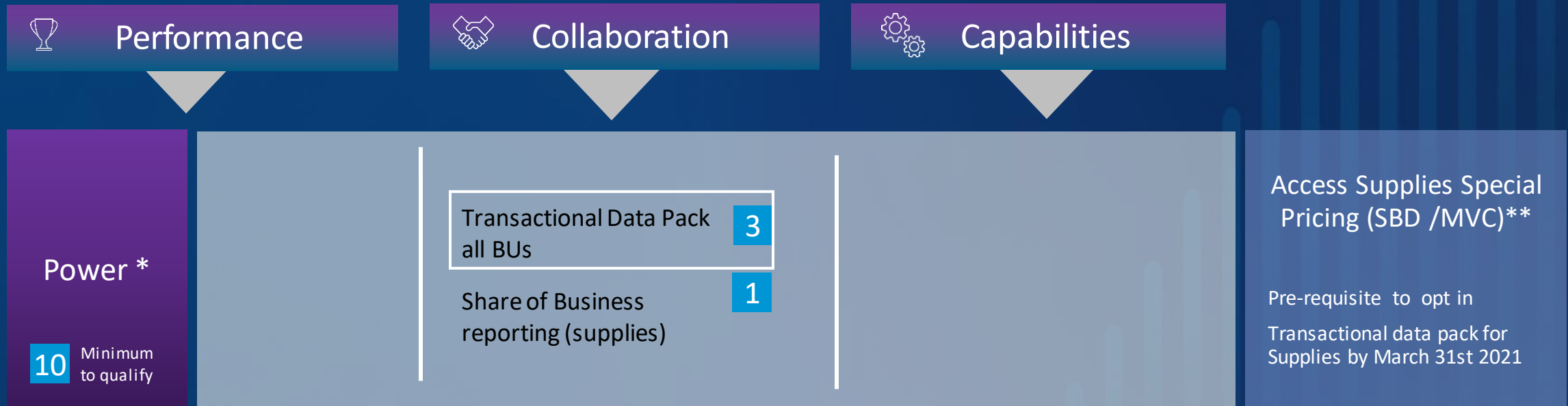+20% — Quarterly pipeline improvement

+10% — Increased quarterly revenue

DATA COLLABORATION IN CONTEXT
PARTNER DATA PREREQUISITES FOR HP AMPLIFY ELIGIBILITY & SUPPLIES SPECIAL PRICING

Example: Eligibility Model for Power

Performance	Collaboration	Capabilities

Power *

10 Minimum to qualify

Transactional Data Pack all BUs **3**

Share of Business reporting (supplies) **1**

Access Supplies Special Pricing (SBD /MVC)**

Pre-requisite to opt in

Transactional data pack for Supplies by March 31st 2021

TRANSACTIONAL DATA PACK: Sell-to-data reporting (end user names, quantity @ SKU level) / inventory, T2 sell in/ online mix for transactional SKUs, all BUs

Pre-requisite to opt in transactional data pack for all skus by March 31st 2021

**-Supplies Big Deals Program, replacing the *various supplies special pricing programs around the world including EMEA & North America SBD (Supplies Big Deal) and APJ MVC*

QUALITY DATA IS THE KEY TO SUCCESS
QUALITY METRICS AND THE PROCESS

Quality Metric	Description	Data Quality Index (DQI) Progressive
Completeness	Report weekly Report sell-in, inventory, sell-to	25%
Timeliness	Report the sell-in, inventory, sell-to files before the fixed weekly cut-off day and time	25%
Coherence	Sell-in _ previous inventory = current inventory + sell-to Expectation is + or − 10% deviation	10%
Accuracy on Customer Company Name	All transactions must have accurate customer company name and address(es)	40%
Accuracy on Online	All transactions must have online/offline split	40%

How it will work:

SUBMIT A FILE

For each reporting period, you will **submit your sales**, incoming deliveries (sell-in), inventory, and/or claims **data** to HP.

FILE FEEDBACK

You will receive a **Data Submission Summary** email containing your Data Quality scores for each data submission.

MONTHLY and QUARTERLY SCORECARD

At the end of each month and quarter, you will receive an aggregated **Scorecard**.

ELIGIBILITY

Your aggregated monthly and quarterly scorecards will then be used for data stewardship to assess your **performance**

For more details, refer to the Data Technical Guide
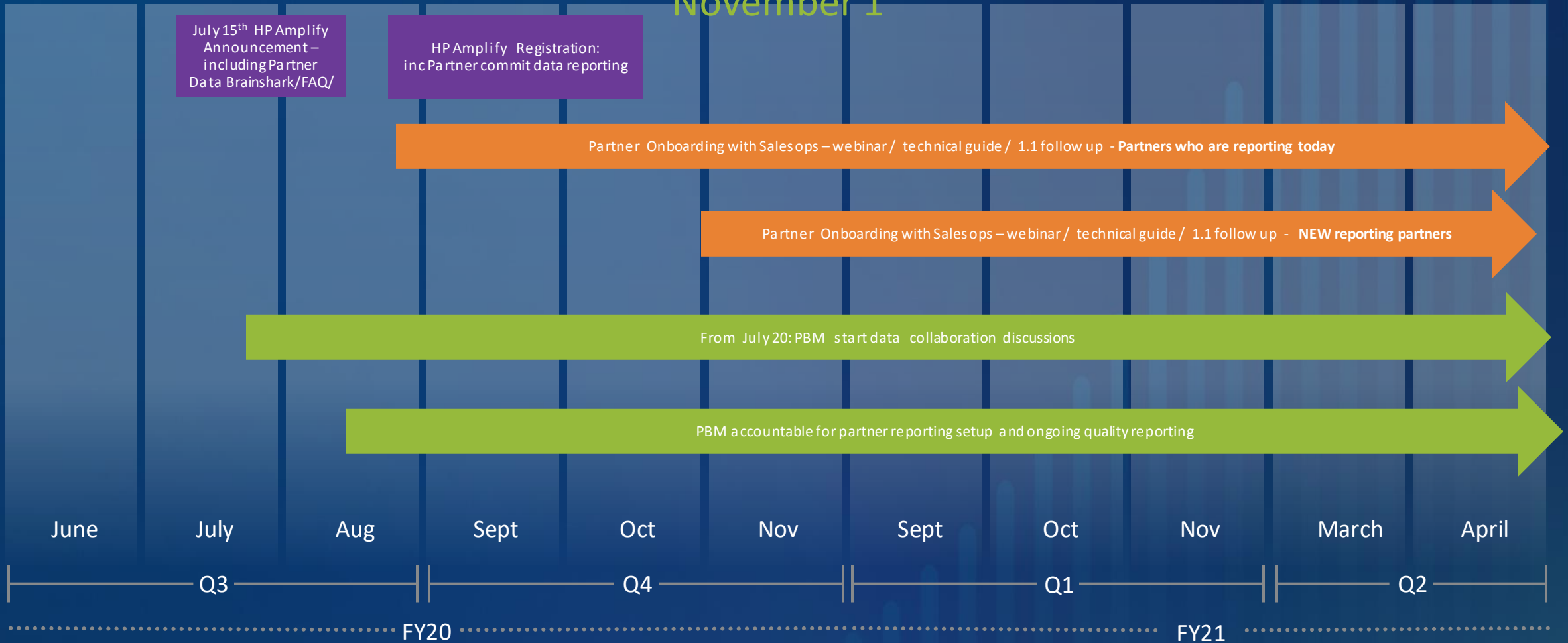
PARTNER DATA REPORTING ONBOARDING

The more data submission is automated, the better the partner experience

Sell-to Data in ERP	EDI or API Integration	Onboarding time	3-6 Months
		Initial onboarding effort	High
		Ongoing data submission effort	Low
		Risk area	Initial onboarding labor
	Not EDI or API Integration	Onboarding time	3-12 Months
		Onboarding effort	High
		Ongoing data submission effort	Low to Medium (weekly time)
		Risk area	Onboarding labor; ERP limitations
No ERP	Manual Tracking (i.e. homegrown database, spreadsheets)	Onboarding time	3- ? Months (Varies)
		Initial onboarding effort	Varies
		Ongoing data submission effort	Varies (weekly time)
		Risk area	Data quality; Manual time

NEXT STEPS

Engage with your HP contact to ensure you understand the overall HP data collaboration strategy operations and procedures

Register via HP Amplify program Registration Tool and commit to provide relevant data to your choice of track

Once committed to the data collaboration you will be invited to a training webinar and be allocated a HP sales operation contact to support you through the transition as needed

Your HP business contact will be available to guide and support you throughout the transition period

For more information go to the Partner Portal.

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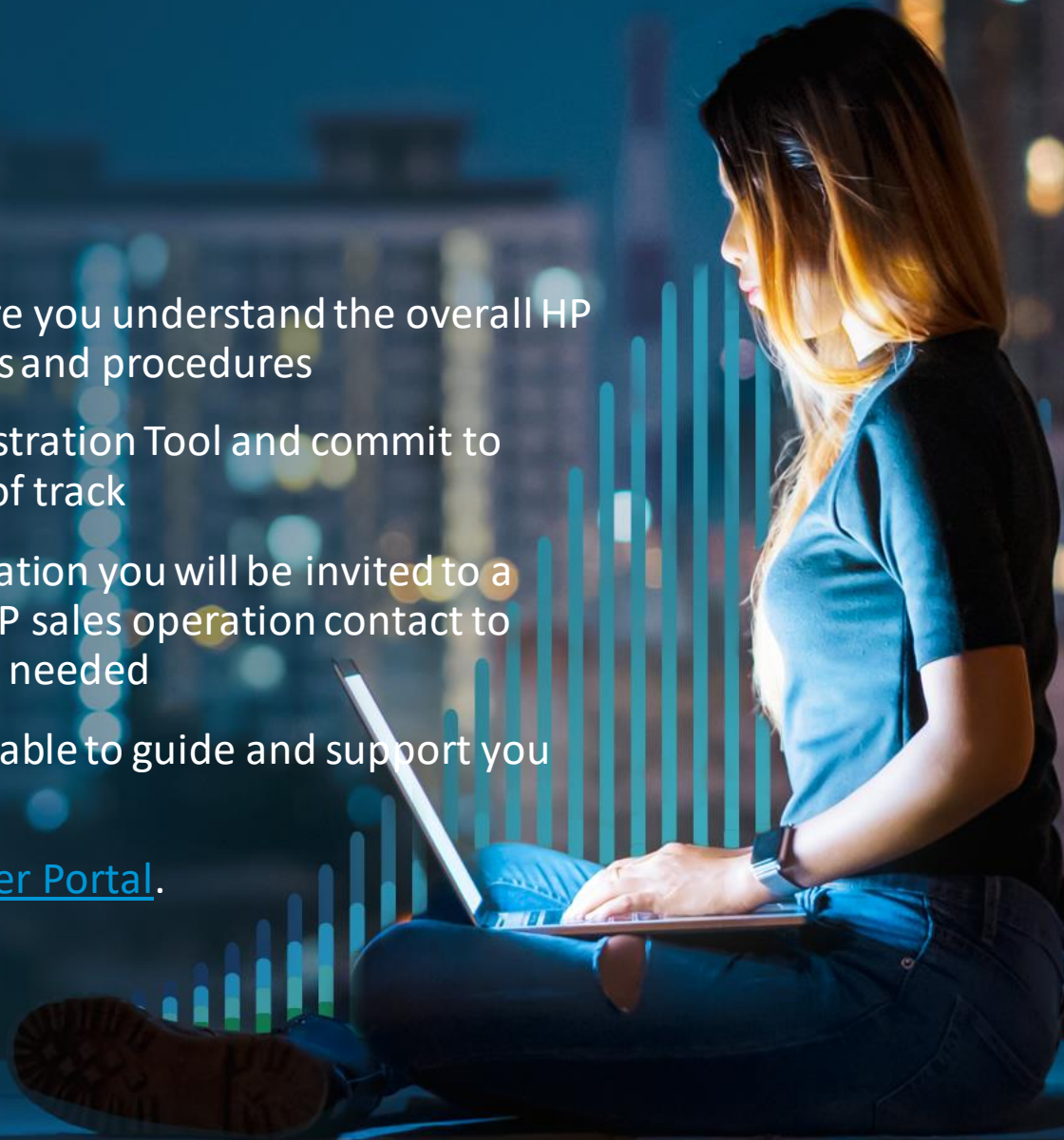
Data	Definition	Transactional Data Pack	Data Elements	Frequency	Data File	System
T2 Sell-in	What resellers purchased (from all sources, typically from distribution) Also known as Product Receipts: dates, SKUs and quantity	yes	• Product receipts: SKUs, quantity, and dates products were received by partners • Not asking for the source of products • For drop ship transactions, use same date for sell-in as sell-to • NO source requested	Weekly	Sell-in	HP CDM / E2Open
Inventory	What HP SKUs & quantities on-hand	yes	• What period, what SKUs and quantity on-hand the partner has title to • If applicable: inventory in movement, allocated, returned	Weekly	Inventory	
Sell-To [Units]	What products partners sold to end customers/partners (CDR) and when Quantity at SKU level	yes	• Dates, SKUs and quantities sold (units only, no price requested); includes S/N for Contractual Print HW • OPG ID if applicable • Drop ship flag if applicable • Contract transaction flag if applicable	Weekly	Sales	
Customer Company Name & Address	Who the Customer Company was (business name)	yes	• Customer company name • Sold-to, Ship-to; (+Bill-to if applicable) addresses	Weekly		
Online/Offline Mix	What % of sales to end customers were ordered online vs. offline	yes	• 'Sell-From' field filled to indicate an online sale • An online sale is any sale where a customer uses a mouse click to place an order via an online shopping basket, independent of where and how they will be picked up or paid (includes both public & private websites and includes sales initiated online and picked up in a retail store)	Weekly		
Share of Business (Supp only)	Percentage of Original HP Supplies vs. Non-Original Supplies that can be used for HP devices		• SKU level unit sales data for both HP and non-Original cartridges to an external agency acting on HP's behalf	Every 6 months	Separate submission	Market Bridge (Agency)

For more details, refer to the Data Technical Guide or Supplies Share Of Business Reporting Program Guide

MANAGED SKUS VS. TRANSACTIONAL SKUS

Managed SKUs are Specific Print hardware and Supplies SKUs that listed in the table below. These SKUs are in scope for the Managed Data Pack requirement.

Transactional SKUs are all other HP SKUs

BU	HP Print Managed SKUs
Print HW	All products under PLs: PQ, 9C, G8, 4L, GQ,MA
Supplies	**PL 5T:** W9000MC,W9001MC,W9002MC,W9003MC,W9004MC,W9008MC, W9017MC, W9030MC, W9031MC, W9032MC, W9033MC, W9060MC, W9061MC, W9062MC, W9063MC **PL IU**: W9010MC, W9011MC, W9012MC, W9013MC, W9020MC, W9021MC, W9022MC, W9023MC **PL GL:** W9005MC, W9014MC, W9025MC, W9037MC, W9040MC, W9041MC, W9042MC, W9043MC, W9050MC, W9051MC, W9052MC, W9053MC, W9100MC, W9101MC, W9102MC, W9103MC, W9190MC, W9191MC, W9192MC, W9193MC **PL GM:** M0K05XC, M0K06XC, M0K07XC, M0K08XC, M0K09XC, M0K10XC, M0K11XC, M0K12XC, M0K24XC, M0K25XC, M0K26XC, M0K27XC, M0K28XC, M0K29XC, M0K30XC, M0K31XC, X4D10AC, X4D11AC, X4D13AC, X4D14AC, X4D16AC, X4D17AC, X4D19AC, X4D20AC **PL K6**: L0R17YC, L0R18YC, L0R19YC, L0R20YC, L0S20YC, L0S29YC, L0S30YC, L0S31YC **PL65**: 3WT88MC, 3WT89MC, 4YL17MC, 7HA22MC, 7HA23MC **PL HF**: W9007MC, W9016MC, W9048MC, W9058MC

Up to date Managed SKUs list will be available on Partner Portal

Supplies C-SKUS, Jumbo SKUs and H-SKUs with naming convention ending in: AC, XC, YC, JC, AH, XH, YH are considered Transactional SKUs (in scope for the Transactional Data Pack)

All Personal Systems SKUs are Transactional (in scope for the Transactional Data Pack)

SHARE OF BUSINESS (SOB) SUPPLIES DATA COLLABORATION

Reporting Share of Business for Supplies is key to harness intelligence and insights that help partners and HP be more competitive and better deliver to customer business outcomes

SoB data sharing gains a point towards Power membership and earn supplies compensation

Scope: Power, Power Services, Synergy (NA only) CDR partners

Definition of Share of Business (SoB) Supplies
% of Original HP Supplies vs. Non-Original Supplies that can be used for HP devices
Explanation: The Share of Business calculation is made by measuring the number of HP Original units sold as a % of the total during 6 months

Partners will be asked to submit the following **SKU level unit sales data** for both HP and non-Original cartridges to an external agency acting on HP's behalf:

Manufacturer Brand	Manufacturer Sku Number	Description	Quantity Sold	Invoice Date	Online Flag

The Agency will then consolidate and anonymize the data, and provide HP with Ink & Toner share of business metric

SoB reporting is required bi-annually in February and August. The first reporting will take place in Feb 2021

For more details, refer to the Supplies Share of Business Reporting Program Guide

HOW HP WILL USE PARTNER SALES & CUSTOMER DATA?
GUIDANCE FROM LEGAL

HP takes **DATA SECURITY** and **DATA PRIVACY** very seriously. Just like data protection, data security is core to HP's ongoing commitment to the highest standards of integrity in any and all forms of business we conduct.

- HP will protect your sales and customer data files with the caution it deserves and in accordance with the confidentiality terms of your HP Partner Agreement.

- In addition, we have implemented technical and operational safeguards to protect your reported data and ensure that it is not misused or disseminated inappropriately.

We will also ensure that your data is **USED STRICTLY FOR THE PURPOSES LISTED HEREAFTER**. The data you report will be aggregated with data provided by other partners and with our own data. These aggregated data will be anonymized and encompass a larger market or customer segment.

At this stage HP intends to solely collect customer legal entity names (company names) as part of the sell-to-information requested from its partners. **HP WILL NOT REQUEST PERSONAL DATA** (i.e. any information that relates to an identified or identifiable living individual). If you sell to both companies and individuals, you are not requested to report personal data to HP.

DATA WILL BE USED FOR THE FOLLOWING PURPOSES:

Accurate calculation of partner and HP sales compensation

End-user verification and program compliance purposes

HP-Partner business plan purposes

Enhancing market or customer segment insight and intelligence

Developing reseller-specific materials, including Channel Partner Analytics Tool for upselling and cross-selling and (co-)marketing materials.

HP will notify you in advance of any additional data usage planned, for the future, in accordance with the **Program General Terms** ("program changes").

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4.5.6 "My partner is concerned about the security of the data they provide us and want to make sure it does not go to other partners for them to use."

We take data security very seriously. Just like data protection, data security is core to HP's ongoing commitment to the highest standards of integrity in any and all form of business we conduct. We will protect your sales and customer data files with the confidentiality and caution it deserves and in accordance with the confidentiality terms of your HP Partner Agreement. In addition, we have implemented technical and operational safeguards to protect your reported data and ensure that they are not misused or disseminated inappropriately.

We will also ensure that your data are used strictly for the purposes stated in the Partner Program Guide. The data you report will be aggregated with data provided by other partners and with our own data, and the data provided will be anonymized. Based on our technical and operational safeguards, HP will not share any data files received from Partner A with any other partner, because any data provided will be structured, aggregated and anonymized so that no other Partner (B, C, D, etc.) gets direct access to identifiable Partner A data.

In a first phase, and as defined in the HP Partner Program Guide, the aggregated data will also not be customer-specific but encompass a larger market or customer segment. In other words, the data will allow HP and its partners to gain an enhanced market or customer segment insight and intelligence and for developing reseller-specific materials, including sales booster for upselling and cross-selling and (co-)marketing materials.. Further, HP will use the partner data only for the purposes of accurate calculation of partner and HP sales compensation, for end-user verification and program compliance purposes and for HP-partner business plan purposes.

HP will notify you in advance of any additional data usage planned, for the future, in accordance with the Program General Terms ("program changes").

4.5.7 "My partner is concerned about data privacy and how we will keep their customers' data secure."

HP recognizes that privacy is a fundamental human right and further recognizes the importance of privacy, security and data protection to our customers and partners worldwide. As a global organization, with legal entities, business processes, management structures, and technical systems that cross international borders, we strive to provide protections across all of our operations that exceed legal minimums and to deploy consistent, rigorous policies and procedures.

In the context of the present Partner Program, Partners can be assured the HP privacy commitment applies. At this stage however, HP intends to solely collect customer legal entity names (company names) as part of the sell-to-information requested from its partners. HP will not request personal data (i.e. any information that relates to an identified or identifiable living individual). For partners who sell to both companies and individuals, we will clarify upfront that we are not requesting partners to report personal data.