Hewlett Packard Enterprise

FY25 Collaborative Selling Guide

Single & Multi-Tenant Deals with Service Providers

Start

November 2024

Navigation Tabs
Click to navigate between the key chapters.

Navigating This Guide

Welcome.

This document will help to explain what Co-Selling is and what the correct set-up of it is.

This page introduces the key navigation controls and layout features you will see throughout the guide.

These **light grey boxes** are used to display key information, steps and guidance.

You can find your way around the guide using the buttons on the **navigation bar** at the top of the page. Each button redirects to the index page for the displayed chapter.

Supporting Information Boxes

There are two types of supporting information box:

Tip!
Gives helpful, best practice guidance on using the tool.

Note
Shows other key points to be noted.

Links

Links are displayed like this: **Example**

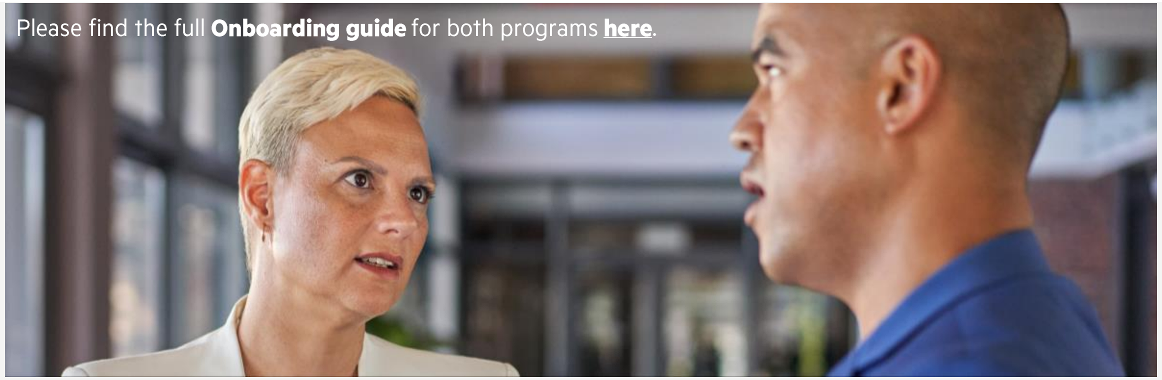
Clicking on the link will redirect you to the relevant section or to helpful external resources

Help Button
Click to return to this help slide.

Navigation Arrows
Click to go back a slide or forward a slide.

Program Overview

Please find the full **Onboarding guide** for both programs **here**.



HPE Partner Ready: Service Providers

Partners that have strong managed services practices and underpin or desire to underpin their solutions with HPE technology (excluding HPE GreenLake). Partners are invited to join the program by an HPE Service Provider geo lead and commit to meet Silver or Gold level revenue thresholds..

Benefits

MDF | Co-selling | Partner Connect

Requirements

$ Threshold

Register via application on the partner portal (referred link). The Partner receives Silver or Gold membership & access to PRSP benefits upon entry

HPE Partner Ready Vantage: Managed Services

Managed Services center caters to mature and advancing service providers who underpin their solution with HPE GreenLake, OR desire to use the HPE Hybrid Operations Console as their branded-platform and leverage the partner-branded or co-delivery experiences for HPE Managed Services (co-delivery coming soon).

Benefits

MDF | BDF | Co-selling | Partner Connect priority

Requirements

Maturity Benchmark* | 1 Competency | Additional trainings**

*Gives the opportunity to evaluate/improve your practice with consultative guidance
**If selling partner-led services experience offering

Enroll via application on the partner portal and if approved becomes part of the MS center (**candidate status**). Final status and access to benefits dependent upon completion of requirement.

Note that the above benefits are a summary. The full benefits of PRSP can be found in the SP Program guide and apply to both programs

Introduction to co-selling

The **Introduction to co-selling** tab provides an overview on what co-selling is, what types of co-selling there are available, benefits, qualifying criteria and considerations.

The Introduction to co-selling tab contains several sections, which are described in this chapter of the guide. Use the index on the right to jump to specific topics or navigate between pages using the arrows at the bottom right of each page.

Links:

- PRSP SharePoint
- HPE Partner Ready Vantage SharePoint
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Co-selling goal, objective and benefit

Program Goal
To boost demand generation and foster collaborative selling between PRSP/PRV MS Partners and HPE End User Accounts by leveraging the extensive range of partner services.

Program Objective
To offer HPE End Customers greater flexibility and choice, particularly when CAPEX and HPE Greenlake options are not feasible.

Program Benefit
Aims to ensure that both the HPE End Sellers and the SP Sellers supporting the Service Providers in the program are duly recognized for their collaborative sales efforts.

Examples of service providers types at HPE :

- Cloud Service Providers (CSPs) - IaaS, PaaS, SaaS
- Managed Service providers (MSPs)
- Telco Service Providers
- Digital Service Providers (DSPs)

Types of co-selling

Infrastructure segment serves a **single customer**

- Credited 1-1, based on the order value associated to the SOW with the PRSP/MS Partner
- When Service Provider orders for 100K with HPE for Single Tenant, the sales team assigned to the end-customer and the sales team assigned to the SP are compensated on the order value of 100K

Infrastructure segment serves **multiple customers**

- Calculated by taking **25%** of the SP customer contract value/ total contract value (TCV), distributed and evaluated against the PLs* from the Service Provider´s historical purchases for the past 8 quarters.**
- Ensure the correct consideration of the compensation criteria
  - Historical purchases Service Provider
  - Sales Plan product lines eligibility

Eligibility

PRSP Partners/MS Partners

Requirements

SFDC OPP setup as per **Co-selling guide**

What is Credited?

HPE products and services **listed in sales letter**

*The actual credited amount is at maximum up to 25% of the TCV, based on the considerations mentioned

For MT: **aaS product lines are being credited in both of the SL metrics (hardware + aaS)

Benefits of co-selling

For You

- **Earn dual credit**, by co-selling a programmatic Service Provider´s cloud service to your end customer account.
- **Protect your account**, by keeping it safe from the competition. Help defend against competitive threats from Public Cloud providers, where HPE and you as a sales representative receive no revenue.
- **Position yourself** for future opportunities, **as a trusted advisor**.

For the Service Provider

- **Broaden your customer scope** by receiving leads from HPE end customer sales
- **Have dynamic conversations** with the broader HPE team to re-evaluate services offering
- **Stay relevant** with increased customer demand for cloud-based services, ensure you can lead and develop opportunities.

Tip!

You can share the HPE Partner Ready co-selling brochure with your Service Provider when introducing them to the benefits of co-selling

To find out more what partners are eligible for co-selling, visit the WW PRSP SharePoint

Benefits of co-selling

For the Customer

A key benefit for an HPE customer of the HPE co-selling program is the ability to access a wider range of solutions and services. By partnering with HPE, customers can leverage the combined expertise of HPE and its partners to address complex IT challenges. This can lead to improved efficiency, cost savings, and better outcomes.
Here are some specific benefits:

- **Expanded Solution Portfolio:** Access to a broader range of solutions and services, including hardware, software, and services.
- **Enhanced Expertise:** Benefit from the combined expertise of HPE and its partners to address complex IT challenges.
- **Accelerated Time to Value:** Faster deployment and time-to-market for new solutions.
- **Increased Innovation:** Access to cutting-edge technologies and innovative solutions.
- **Improved Customer Experience:** Enhanced support and service levels from a trusted partner ecosystem.

By participating in the HPE co-selling program, customers can unlock the full potential of their IT investments and achieve their business objectives.

To find out more what partners are eligible for co-selling, visit the WW PRSP SharePoint

Qualifying criteria

Qualifying criteria dual compensation

In order to qualify for dual compensation sales credit, the sales team must register a Single or Multi-Tenant Opportunity by creating that opportunity in Salesforce.com at least 30 days before the deal closes.

This registration process is crucial to ensure proper tracking and recognition of the sales efforts of both the HPE End Seller and the SP Seller involved in the deal.

Qualifying criteria Service Provider

All orders must meet the following criteria to be eligible for the dual credit:

- **Part of the HPE Program:** All Service Providers eligible for co-selling, need to be coded correctly for HPE Partner Ready: Service Provider and/or HPE Partner Ready Vantage: Managed Services.
- **Title of assets:** The Service Provider Partner in the program (PRSP / HPE PRV MS) must purchase and hold title of the HPE products for at least 2 years. HPE End User accounts holding title and utilizing their PRSP partner facility (co-location) does not qualify.

Qualifying criteria Multi-tenant

- **Multi-tenancy Eligibility:** Service providers in the program must drive a combination of value products, i.e., Compute + HPE Greenlake, Compute + Storage, Compute + other. Compute only Service Providers are not allowed.

Considerations: HPE Aruba Networking & Zerto

Hybrid partner: HPE Aruba Networking

The co-selling process is available for all partners that are part of Partner Ready: Service Provider program and/or the HPE Partner Ready Vantage Program.

In this, we might some partners that are also enrolled the Aruba MSP Program, making them hybrid partners. Co-selling with these partners will be compensated under the conditions documented in this co-selling guide. Co-selling credit is available for both Hybrid IT end user sellers and HPE Aruba Networking end user sellers.

For co-selling deals related to hybrid partners, the Hybrid IT team (PRSP) will carry out the dual compensation processing. The HPE Aruba Networking leads will collaborate with the HPE Aruba Networking end user sales team to align on the right set up of the opportunities, as per the co-selling guide instructions.

For HPE Aruba MSP partners and the Program requirements please consult your HPE Aruba Networking lead on the co-selling process.

Zerto: Managing OPEs with Zerto PLs

Single Tenant
The co-selling process is available for Single Tenant deals including Zerto PLs. Zerto PLs will be picked from the 'S4 orders' and with that be compensated in accordance with your Sales Letter.

Multi Tenant
The co-selling process is available for Multi Tenant deals including Zerto PLs. Zerto PLs will be picked from the 'Historical purchases' of your Service Provider and with that be compensated in accordance with your Sales Letter.

Single tenant: Process & Set-up

In the **Single Tenant: Process & Set-up** tab you will find more details on how to set up the SFDC OPE. Setting up the SFDC OPE is mandatory and required to provide dual credit to the HPE End User Sellers.

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Getting started! Setting up the Single Tenant Opportunity 1/2

Account Name

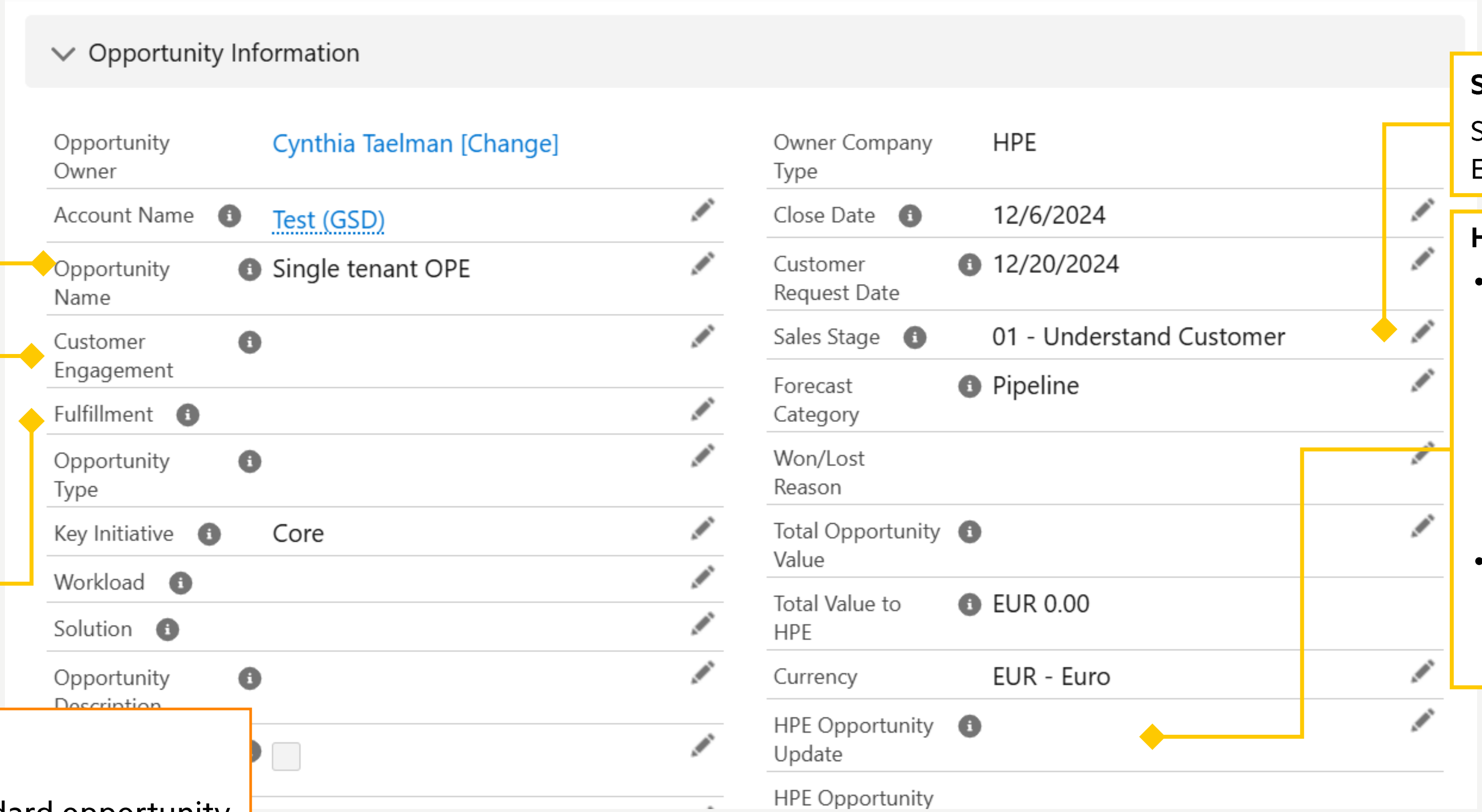
Add the Service Provider account that is part of the Service Provider Program with the associated ST ID

Customer Engagement

End User sales

Fulfillment

HPE Fulfilled



Sales Stage

Sales stage 06- Won, Deploy & Expand when the deal is won

HPE Opportunity Update

- Any orders that are not visible in the "S4 Orders" tab on the Opportunity should be added in the HPE Opportunity Update field. For example: The HPE Greenlake orders. Please provide the full order number: 12 digits (including the country code).
- For compensation of hybrid partners (partners both part of PRSP / HPE PRV MS + Aruba MSP), please add in 'Aruba_MSP'.

Note

Always work with a standard opportunity

Details on what Service Providers are eligible can be found back on the PRSP SharePoint – WW PRSP list.

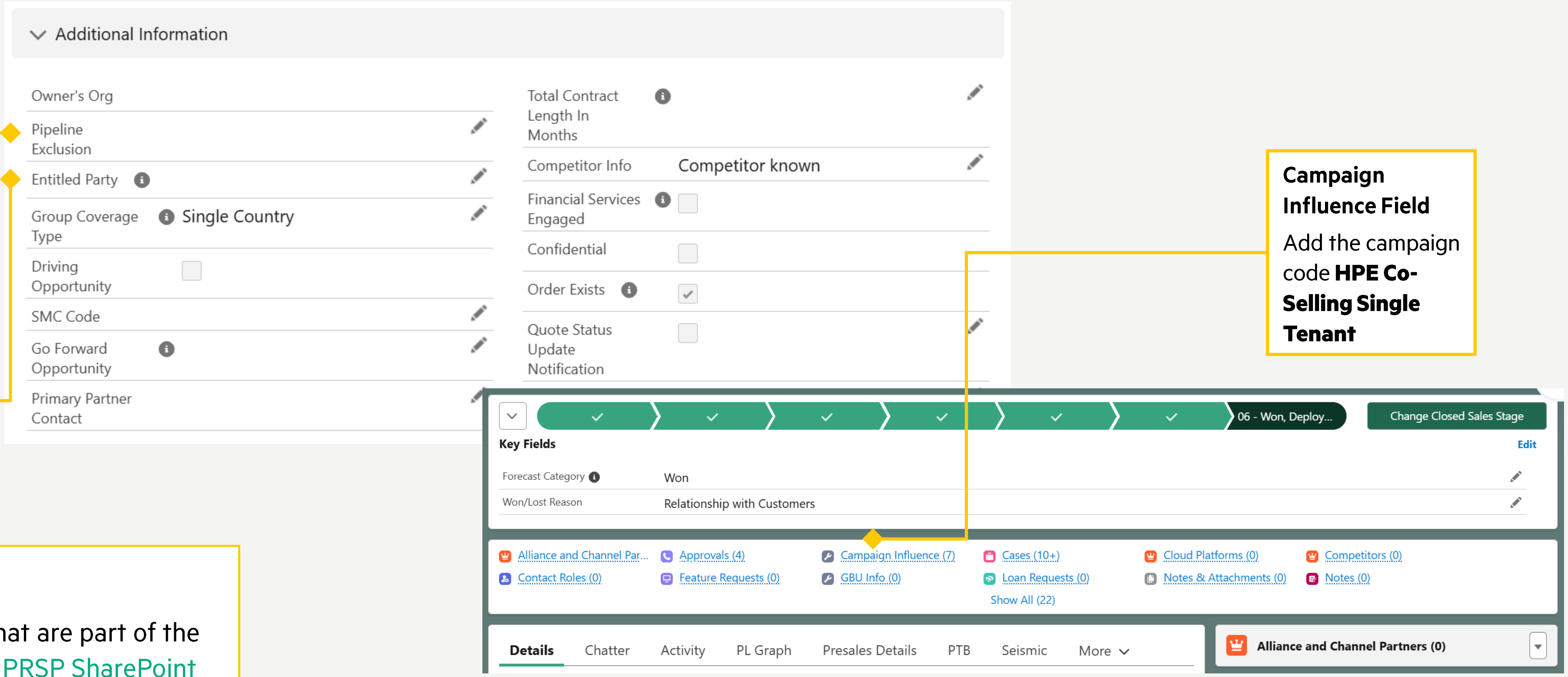
Getting started! Setting up the Single Tenant Opportunity 2/2

Pipeline Exclusion

This field will default to “No”, which means the opportunity is included in the pipeline.

Entitled Party Field

Add the end user account with the ST ID that is in your sales letter.



Campaign Influence Field

Add the campaign code **HPE Co-Selling Single Tenant**

Tip!

You can find the SP that are part of the programs on the WW PRSP SharePoint

Single tenant: SCO crediting

The **Single tenant: SCO Crediting** tab provides an overview on how the sales compensation crediting works and what considerations there are for crediting.

The Introduction to Single tenant: SCO crediting tab contains several sections, which are described in this chapter of the guide. Use the index on the right to jump to specific topics or navigate between pages using the arrows at the bottom right of each page.

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Single tenant: SCO Crediting

Sales Compensation crediting cut-off deadlines

- **Q1'25 & Q2'25** – submitted until end of July 2025
- **Q3'25** – submitted until end of October 2025
- **Q4'25** – submitted until end of December 2025

Important Note

If the SFDC opportunities are not setup correctly (i.e., missing complete/accurate Sales Order #s), the orders are excluded from processing/crediting by SCO and must be re-submitted by the HPE SP Sellers and HPE End Sellers.

The HPE Sales team is accountable for the SFDC setup

The team must follow the steps documented in the co-selling guide. Please align within the sales team whether it is the SP seller setting up the SFDC OPE (advised) or the end user sales.

Note: The SP Sales rep. will automatically receive their sales credit based on the standard sell-to crediting process, whereas the end-user sales relies on the Single Tenant SFDC OPE set-up to be compensated.

Biweekly Co-selling Submissions to Sales Compensation

Data for month	Submission 1	Submission 2	Extra2
M01-November	01/31/2025		
M02-December	01/31/2025		
M03-January	01/31/2025	02/14/2025	
M04-February	02/28/2025	03/14/2025	
M05-March	03/28/2025	04/11/2025	
M06-April	04/25/2025	05/09/2025	
M07-May	05/23/2025	06/06/2025	
M08-June	06/20/2025	07/04/2025	
M09-July	08/01/2025	08/18/2025	
M10-August	08/29/2025	09/12/2025	
M11-September	09/26/2025	10/10/2025	
M12-October	11/07/2025	11/21/2025	
Needed 1- Adjustment	12/05/2025	12/31/2025	for late claims only
Needed 2 - Adjustment	01/01/2026	01/15/2026	for late claims only

"Submission 1" and "Submission 2" represent the WW PRSP Submission to Sales Compensation. Actuals will be visible in MyComp/Sales Comp Gateway the week after the SCO load.

Single tenant: Calculation of Sales credit

Single tenant deals are credited 1-1, based on the order value associated to the SOW with the PRSP/MS Partner. When Service Provider orders for 100K with HPE for Single Tenant, the sales team assigned to the end-customer and the sales team assigned to the SP are compensated on the order value of 100K

Country to country

The HPE End-User account must be in the same country in which the Service Provider has an active PRSP / HPE PRV MS program agreement and active membership.

For cross-border deals within the same region, end-user sales representatives in the country who do not get the original credit need to claim their credit via the international split process by logging a SFDC Claim, inform their local SCO and collect the necessary approvals.

Sales Plan Product Lines eligibility

Crediting of Multi-Tenant deals is aligned to the comp plan of each Sales Rep (SR), same as all other orders. If there's a PL in a deal that is not part of the SRs sales plan, then there'll be no credit for this PL for the SR.

For more information regarding eligibility criteria, please reach to your local SCO and SSP consultant.

PL = Product Line; SCO = Sales Compensation

Multi-tenant: Process & Set-up

The **Multi-tenant: Process & Set-up** tab you will find more details on how to set up the SFDC OPE. Setting up the SFDC OPE is mandatory and required to provide dual credit to the HPE End User Sellers.

The Multi-tenant: Process & Set-up contains several sections, which are described in this chapter of the guide. Use the index on the right to jump to specific topics or navigate between pages using the arrows at the bottom right of each page.

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FY25 Multi-Tenant Process

SFDC Multi-Tenant Opportunity only

- To receive Multi-tenant credit in FY25, we require you to set up the Multi-Tenant Opportunity.
- Unlike FY24, we will not require the MT Input form anymore.

The HPE Sales team is accountable for the SFDC setup

Follow the steps to setup the Multi-Tenant Opportunity in SFDC. Please align within the sales team whether it is the SP seller setting up the SFDC OPE or the end user sales (advised).

Note: The SP Sales rep. will automatically receive their sales credit based on the standard sell-to crediting process, whereas the end-user sales relies on the below set-up to be compensated.

Getting started! Setting up the Multi-Tenant Opportunity 1/2

Account Name

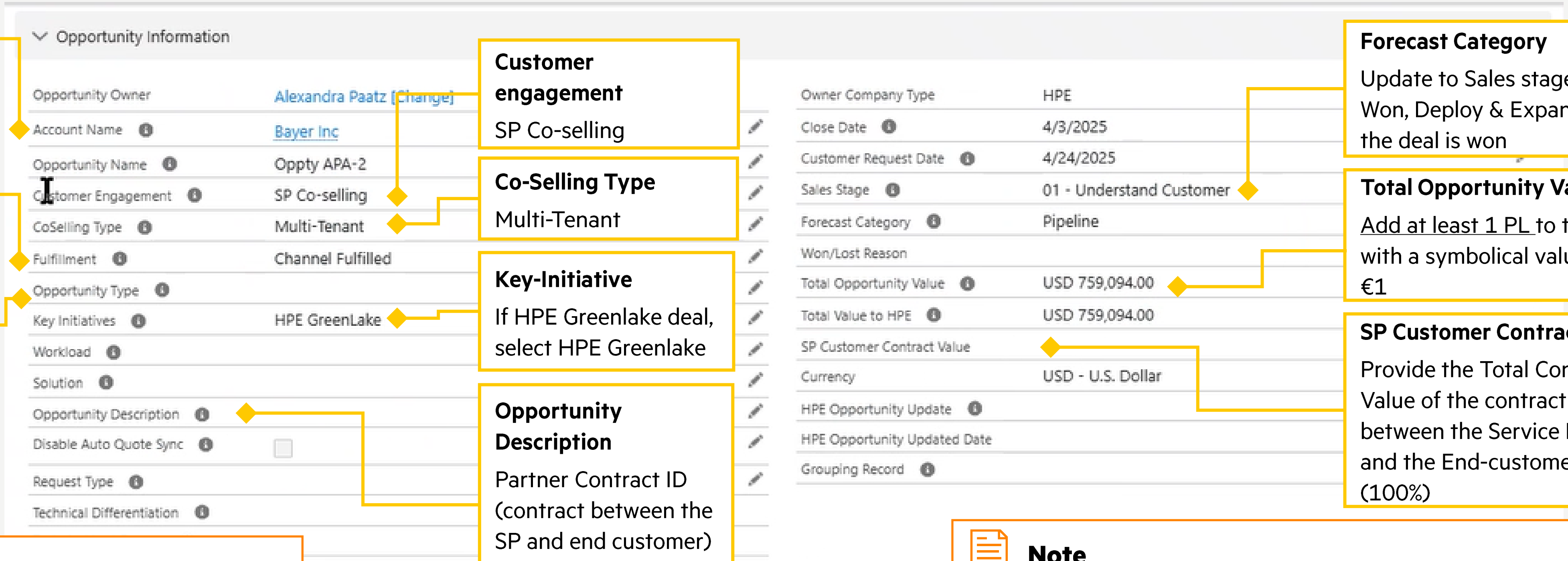
Add the end user account with ST ID that is in your SL

Fulfillment

HPE Fulfilled

Opportunity Type

Provide the Contract type (New business, Renewal)



Customer engagement

SP Co-selling

Co-Selling Type

Multi-Tenant

Key-Initiative

If HPE Greenlake deal, select HPE Greenlake

Opportunity Description

Partner Contract ID (contract between the SP and end customer) as well as the contract begin and end date.

Forecast Category

Update to Sales stage 06-Won, Deploy & Expand when the deal is won

Total Opportunity Value

Add at least 1 PL to the OPE with a symbolical value of $1/ €1

SP Customer Contract Value

Provide the Total Contract Value of the contract between the Service Provider and the End-customer (100%)

Note

Always work with a standard opportunity

Note

Please ensure to use this SFDC set-up for MT. It is different than the ST set-up (a.o. Account name, Entitled party)

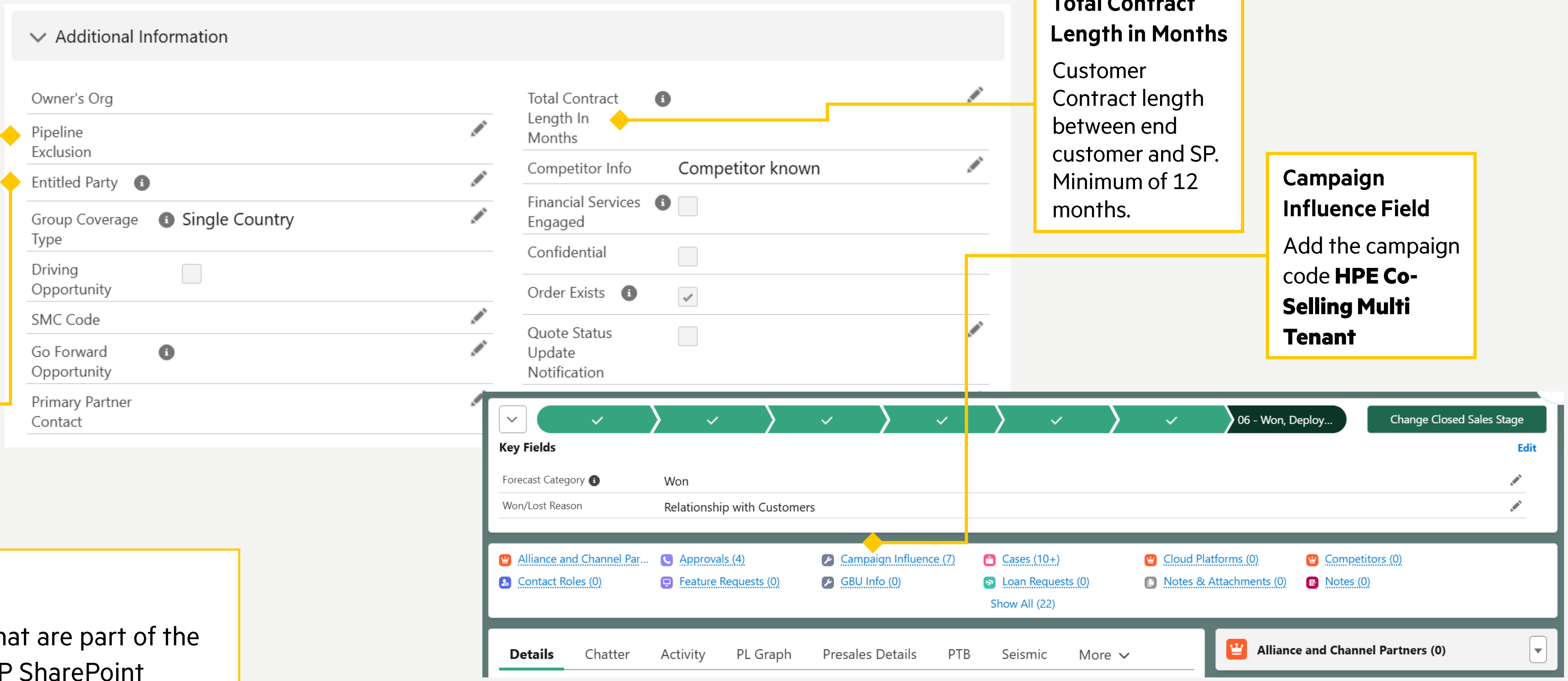
Getting started! Setting up the Multi-Tenant Opportunity 2/2

Pipeline Exclusion

This field will default to “Yes”, which means the opportunity is excluded from the pipeline.

Entitled Party Field

Add the Service Provider account that is part of the Service Provider Program



Total Contract Length in Months

Customer Contract length between end customer and SP. Minimum of 12 months.

Campaign Influence Field

Add the campaign code **HPE Co-Selling Multi Tenant**

Tip!

You can find the SP that are part of the programs on the PRSP SharePoint

Getting started! Setting up the Multi-Tenant Opportunity 3/3

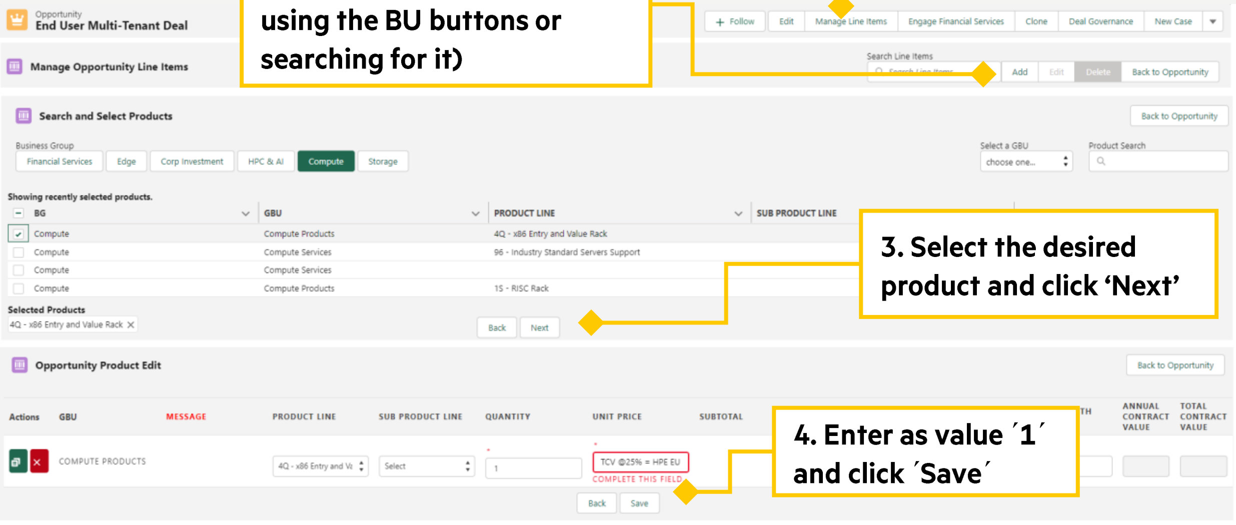
To close the SFDC as ‘Won’, you will need to still provide the following mandatory information:

- Adding PLs to the SFDC OPE (steps on this slide)
- Enter a competitor

Adding PLs to the SFDC OPE

1. Click ‘Manage line items’

2. Click ‘Add’ to select hardware PLs (either by using the BU buttons or searching for it)



3. Select the desired product and click ‘Next’

4. Enter as value ´1´ and click ´Save´

Note

The Product Line chosen has no impact on the compensation.

Multi-tenant: SCO Crediting

The **Multi-tenant: SCO Crediting** tab you will find more details on how the crediting is happening with Multi-tenant deals.

The Multi-tenant: SCO crediting contains several sections, which are described in this chapter of the guide. Use the index on the right to jump to specific topics or navigate between pages using the arrows at the bottom right of each page.

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Calculation of Sales credit: Workflow

1	Deal details: Sales team to provide deal details via the MT OPE. Based on the total contract value of the deal between the end-customer and the Service Provider.	Sales
2	Historical purchases Service Provider: PRSP team is calculating the value of the submission based on 25% of the Total Contract value. We rely on the partner's historical purchases of HPE products from the previous 8 quarters as reported in Omega. Based on this, the PL Mix is calculated by % wise distributing the PLs over the value of the historical purchases.	PRSP Team
3	HPE Greenlake deal check: If the submitted deal is flagged as **HPE GreenLake in the MT form**, the PLs get mapped towards their HPE Greenlake PL counterpart to ensure these PLs are duplicated in both Sales metrics of the Sales Letter. If there would not be an HPE Greenlake mapping of the PL and/or it is not an HPE Greenlake deal we, will **submit the original PL**.	PRSP Team
4	Define the values to submit and submission: we calculate **the value to be submitted for each PL** by applying the percentage obtained **against the 25%** valuation of the TCV. All the PLs revealed by the historical data summary will be submitted to SCO.	PRSP Team
5	Sales Compensation team to upload values into Sales Compensation Systems to allow sales credit. SR crediting is aligned to each SRs comp plan that defines eligible PLs.	SCO Team
6	Sales Comp visibility: Actuals will be visible in MyComp/Sales Comp Gateway the week after the SCO load/1 month after the sales deal submission.	Sales

PL = Product Line; SCO = Sales Compensation

In case of questions, sales can reach to the SP GEO leads that have visibility to HPE Collaborative Selling funnel.

Calculation of Sales credit: Compensation criteria

Multi-tenant deals are calculated by taking **25%** of the PRSP/MS Partner customer total contract value (TCV), distributed and evaluated against the PLs from the Service Provider´s historical purchases for the past 8 quarters.* In this 25% the Sales Plan Product Lines eligibility still need to be considered for calculation final sales credit.

Historical Data

We rely on the partner's historical purchases of HPE products from the previous 8 quarters as reported in Omega.

The PL Mix retrieved from the historical data analysis is calculated % wise by distributing all the PLs the partner bought over the total value of its purchases. The PL Mix is updated quarterly to assess if any significant changes have occurred.

It is the PL Mix that is utilized for the submission to sales compensation.

Country to country

The HPE End-User account must be in the same country in which the Service Provider has an active PRSP / HPE PRV MS program agreement and active membership.

For cross-border deals within the same region, end-user sales representatives in the country who do not get the original credit need to claim their credit via the international split process by logging a SFDC Claim, inform their local SCO and collect the necessary approvals.

Sales Plan Product Lines eligibility

Crediting of Multi-Tenant deals is aligned to the comp plan of each Sales Rep (SR), same as all other orders. If there's a PL in a deal that is not part of the SRs sales plan, then there'll be no credit for this PL for the SR.

For more information regarding eligibility criteria, please reach to your local SCO and SSP consultant.

PL = Product Line; SCO = Sales Compensation

HPE Greenlake deal check: If the submitted deal is flagged as **HPE GreenLake in the SFDC OPE**, the PLs get mapped towards their HPE Greenlake PL counterpart to ensure these PLs are duplicated in both Sales metrics of the Sales Letter. If there would not be an HPE Greenlake mapping of the PL and/or it is not an HPE Greenlake deal , will **submit the original PL.**

Calculation of Sales credit: Example

2. Historical purchases

4. Values to submit

Sales plan referenced in example: T711 (Commercial DSR with Compute focus)

Product Line Submitted	PL type	% calculated in the historical data	Submitted to SCO (loaded in Omega)	PL in credited	PL in Plan	Selling Motion that is included in tour FY24 plan
GI	GreenLake	5%	$125.000	No	No	Not in the Sales Plan, not credited
GO	GreenLake	3%	$75.000	No	No	Not in the Sales Plan, not credited
GR	GreenLake	1%	$25.000	No	No	Not in the Sales Plan, not credited
GX	GreenLake	1%	$25.000	No	No	Not in the Sales Plan, not credited
L5	Non-GL	2%	$50.000	No	No	Not in the Sales Plan, not credited
UY	GreenLake	11%	$275.000	No	No	Not in the Sales Plan, not credited
6W	GreenLake	8%	$200.000	No	No	Not in the Sales Plan, not credited
7D	GreenLake	10%	$250.000	No	No	Not in the Sales Plan, not credited
8P	GreenLake	1%	$25.000	No	No	Not in the Sales Plan, not credited
96	Non-GL	14%	$350.000	$350.000	Yes	In the Sales Plan, credited
BL	Non-GL	14%	$350.000	$350.000	Yes	In the Sales Plan, credited
GE	Non-GL	1%	$25.000	$25.000	Yes	In the Sales Plan, credited
R8	Non-GL	1%	$25.000	$25.000	Yes	In the Sales Plan, credited
B0	Non-GL	1%	$25.000	$25.000	Yes	In the Sales Plan, credited
B8	Non-GL	23%	$575.000	$575.000	Yes	In the Sales Plan, credited
F7	Non-GL	3%	$75.000	$75.000	Yes	In the Sales Plan, credited
MY	Non-GL	1%	$25.000	$25.000	Yes	In the Sales Plan, credited
TOTAL			$2.500.000	$1.450.000		

Sales Plan Product Lines eligibility: Not in the Sales Plan, not credited

Sales Plan Product Lines eligibility: In the Sales Plan, credited

3. HPE Greenlake deal check

1. 25% of TCV

6. SalesComp visibility

5. Sales Plan Product Lines eligibility

*SP Customer Contract value/ Total contract value was 10M in this example.

Roles & Responsibilities

The **Roles & Responsibilities** tab will give you more details on what the scope is of the different team members involved in the co-selling process.

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WW SP Programs Team

- Update the Co-Selling Funnel where you can check the ‘need attention’ deals – Single Tenant and Multi Tenant, the current status of the OPE and credited amounts per OPE and also an overview of the Single Tenant vs. Multi Tenant opportunities.

- Send the WW Collaborative Selling Communication twice per month after every submission to SCO to the GEO PRSP/SP leads and the SS&P teams.

Single Tenant

- Prepares the analysis of OPEs in terms of accounts accuracy, eligibility, campaign codes prior to submitting them to SCO according to the calendar.
- Ensures the OPEs which make the object of claims are adjusted in accordance with the co-selling guide requirements and are captured for compensation if validated by the geo leads.

Multi-Tenant

- The WW PRSP team needs to calculate the product line percentagewise repartition for the past two years.
- Sends the Multi-tenant SFDC opportunities to Geo SP leaders for review.
- Analyze the Multi-tenant SFDC OPE and validate the information provided by the requestor – value, product lines, end user details, PRSP details, contract ID between PRSP and end user and submit it along with the Dual Credit request file to the SCO teams before the 15th of each month.

GEO SP Leads

Overall collaboration

- Ensure that all end-customers and Service Providers in the program involved in co-selling deals have an Account ST ID set up. Without it, the end-customer sales cannot be compensated.
- Facilitate the collaboration between the HPE end customer sales and the HPE SP sellers.
- Inform the WW PRSP team and the End customer sales if a deal should be removed or denied crediting and/or if new sales order number was added after the OPE was successfully compensated.

HPE Aruba networking deals

Please note that most SP GEO leads are focus on Hybrid IT. For considerations on HPE Aruba Networking & Zerto, please consult this page.

Co-selling Funnel

GEO SP leads to review the Co-selling Funnel and follow up on the deals to ensure the SFDC OPE are setup correctly and if not, adjusted by the owners where needed in line with the requirements described in this guide.

OPEs not showing up	Campaign code was not added to the OPE before last extraction. When campaign code is added, OPE should be visible in next refresh or close date of OPE is not in FY24 but in a previous year.
Need attention	Please revise the OPE set-up and if needed request support from SP GEO lead for set-up. Once OPE is correctly updated, OPE should be eligible to be included for the next submission.
Monitored	If your deal is on 'monitored' it means the deal should be reviewed before submission by the SP GEO lead. Please request your SP GEO lead for more details.
Credited	All deals that have been submitted and were correctly set up have been compensated. Credited value can be found back by the SP GEO lead in the FY24 collaborative funnel 'credited amount'.

Sales Compensation (SCO)

Eligible deals

SCO to process the eligible deals and upload the amounts in Omega for HPE End Seller crediting:

- Single Tenant: based on Sales Order Numbers provided by the PRSP Sales Rep and/or S4.
- Multi-Tenant: based on the product lines, values and customer details communicated by the PRSP team (data provider) after evaluating the MT OPE.

Claim handling

When the sales team deems there is credit missing, the request is to log a claim. Once logged, the SCO team is handling these claims.

HPE Sales Team

Cross-team collaboration

Ensure cross-team collaboration between HPE SP Sellers and HPE end-customers sales during the deal development and co-selling compensation process:

- HPE end user sales to follow up with SP Sales in case the Sales Order numbers are not correct or incomplete (single tenant)
- SP sales to share the contract between SP and end customer with the end user sales (and vice versa)

SFDC OPE

- Create and Manage the SFDC opportunity following the mandatory steps.
  - ➢ Details on Single tenant OPE set-up
  - ➢ Details on Multi-tenant OPE set-up
- Always ensure the OPE is linked to the correct campaign code.
- Enter the Opportunity in SFDC, 30 days before the deal is won.

Drive the conversation

- For end user sales with their customers around workload (Capex, HPE Greenlake or working with Service Providers).
- For SP Sales with their SP on bringing their SP offering to the end user sales of HPE .

Roles & Responsibilities

The **Frequently Asked Questions (FAQ)** tab will deep-dive into some of the questions that most occur.

Links:

- PRSP SharePoint
- HPE Partner Ready Vantage SharePoint
- Seismic – HPE Partner Ready Briefcase
- Seismic – HPE Partner Ready Vantage Briefcase
- HPE Partner Ready Portal – Maturity Benchmark
- HPE Partner Ready Portal – HPE Competencies

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Crediting

1. Why do we have dual credit with HPE End customer sales?

Partners in the Service Provider program work with HPE infrastructure, HPE services (excl. renewal) and financing, and have a strategic partnership with HPE allowing us to jointly offer solutions to address the customer's needs. Dual credit permits HPE Sellers to offer solutions in collaboration with a Service Provider partner in the program without compromising their quota. Addressing the needs of our HPE End Customers demonstrates that by selling together with an HPE PRSP partner, our share-of-wallet with the customer increases. Many infrastructure elements can be combined into one project.

2. What gets credited?

- For Single tenant environments, the infrastructure serves a single customer:
  - Credited 1-1, based on the order value associated to the SOW with the PRSP/HPE PRV MS Partner. When Service Provider orders for 100K with HPE for Single tenant, end-customer sales team and the SP sales team are compensated on order value of 100K.
  - Dual credit covers all HPE products and Point Next services (excl. renewal) for infrastructure that is traceable with a specific OPG, in line with the Sales Plan Product Lines eligibility of the seller.
- For Multi-tenant environments, the infrastructure serves multiple customers:
  - Dual credit includes HPE Infrastructure and HPE Greenlake in a shared infrastructure of the PRSP.
  - Multi-tenant deals are calculated by taking **25%** of the PRSP/MS Partner customer total contract value (TCV), distributed and evaluated against the PLs from the Service Provider´s historical purchases for the past 8 quarters.* In this 25%, the Sales Plan Product Lines eligibility still need to be considered for calculation final sales credit.

3. Which sales roles are eligible for this model?

HPE End Sellers assigned to an End User account with a valid STID in their sales letter will receive credit.

Crediting

4. What is the timing to receive dual credit?

- For Single tenant environments, the credit will be based on order date.
- For Multi-tenant, the timing depends on when the SFDC OPE was correctly set up by the sales team. Once set-up correctly, the Multi-tenant credit generally flows into Sales/My Comp in the following month.

5. Is dual credit available for all partners?

Dual credit is available for all Service Provider partners that are part of HPE Partner Ready: Service Provider (Silver and Gold medallion) and/or part of HPE Partner Ready Vantage: Managed Services. You can find the overview of the partners on the WW PRSP SharePoint.

6. What SFDC set-up should the parties involved have?

Both the End Customer as well the Service Provider in the Program need to have the correct SFDC set-up, which includes having an account ST ID. Having an MDCP only is not sufficient to be compensated. In case your End Customer or Service Provider in the program would not have an account ST ID, please contact your SP GEO lead and the local SSP organization for support with logging the SFDC case to set this up.

7. Who can I contact for more information?

Refer to the WW PRSP SharePoint for resources related to the Service Provider Programs and Collaborative Selling. There, you can also find who is your SP GEO lead. Lastly, you can also send questions to the email address - WWPRSP-OPS wwprspops@hpe.com.

Crediting

8. What steps to take when my OPE has not been credited?

To be compensated on your co-selling deals, please ensure they are set up correctly. Your SP GEO lead will reach out to you in case your deals are not set up correctly. In that case, you can follow the below guidelines:

Guidance	Completed (yes/no)
OPE has been set up in line with the FY25 Co-selling guide	
Campaign code was correctly added to OPE. For FY25, the single tenant campaign code is 'HPE Co-Selling Single Tenant'. The multi tenant campaign code is 'HPE Co-Selling Multi Tenant'. Campaign codes of the previous FY will not be considered for compensation in FY25.	
Check has been done by SP GEO lead in the latest FY25 collaborative funnel report on whether the OPE has been included in the submission.	
Feedback has been provided by SP GEO lead on where OPE is in the process (Does not show up in the funnel, need attention, monitored, credited).	
Next steps • Does not show up in the funnel: Campaign code was not added to the OPE before last extraction. When campaign code is added, OPE should be visible in next refresh. Or, close date of OPE is not in FY24 but in a previous year. • Need attention: Please revise the OPE set-up and if needed request support from SP GEO lead for set-up. Once OPE is correctly updated, OPE should be eligible to be included for the next submission. • Monitored: If your deal is on 'monitored' it means the deal has should be reviewed before submission by the SP GEO lead. Please request your SP GEO lead for more details. • Credited: All deals that have been submitted and were correctly set up, have been compensated. Credited value can be found back by the SP GEO lead in the FY24 collaborative funnel 'credited amount'	

Multi-tenant

1. How is the Multi-tenant compensation calculated for the HPE End Sellers?

Multi-tenant deals are calculated by taking **25%** of the PRSP/MS Partner customer total contract value (TCV), distributed and evaluated against the PLs from the Service Provider´s historical purchases for the past 8 quarters. In this 25% the Sales Plan Product Lines eligibility still need to be considered for calculation final sales credit. You can find more details here.

2. Can we provide Multi-tenant crediting if the Service Provider in the program does not have a Contract with their Customer (i.e. monthly subscriptions?)

No, we can only process Multi-tenant compensation with Service Providers in the program that have a contract with a minimum duration of 1 year.

3. Is there a minimum/ maximum SP Customer Contract Value (Total Contract Value)?

From a WW compensation model, we are not considering a minimum/maximum SP customer Contract value. However, please check with your local SCO team for local agreements.

4. Does HPE provide legal confirmation on the confidentiality of the information the PRSP will share with us to compensate Sales?

The HPE's Partner agreement includes a Confidentiality statement that addresses protection of all Confidential Information exchanged between the parties. It does not specifically name customer information but is defined broadly and should address this concern.

Thank you

Hewlett Packard Enterprise