



FY24 Collaborative Selling Guide

Single & Multi-Tenant Deals with Partner
Ready Service Providers (PRSPs)



Step by Step Guide

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1. PRSP Program Overview

Program Objective:

The goal is to boost demand generation and foster collaborative selling between PRSP Partners and HPE End User Accounts by leveraging the extensive range of partner services provided by certified PRSPs. The Program aims to ensure that both the HPE End Sellers and the SP Sellers supporting the PRSPs are duly recognized for their collaborative sales efforts. Moreover, the objective is to offer HPE End Customers greater flexibility and choice, particularly when CAPEX and Greenlake options are not feasible.

The benefits of collaborative selling:

- **Give customers what they need** to help their businesses survive and thrive in this time of crisis.
- **Add value to your customers** by delivering shared capabilities and skills.
- **Stay relevant!** With increased customer demand for cloud-based services, ensure you can lead and develop opportunities.
- **Move with the market** and embrace a wider range of HPE partner-led consume services.
- **Earn dual credit**, when you bring an HPE Partner Ready Service Provider (PRSP) into your account and they sell their cloud service to your customer, you get 100% sales credit.
- **Protect your account**, Keep your account safe from the competition with a PRSP Partner. Help defend against competitive threats from Public Cloud providers, where HPE – and you as a sales rep – receive no revenue.
- **Position yourself** for future opportunities, **as a trusted advisor**.

Requirements:

In order to qualify for dual compensation sales credit, the HPE SP Seller must register a Single Tenant Opportunity or the HPE End Seller must register a Multi-Tenant Opportunity by creating an 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:

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

1. Title – The PRSP Partner must purchase and take title of the HPE products for at least 2 years. HPE End User Accounts taking title and utilizing their PRSP partner facility (co-location) does not qualify.

2. Collaborative Selling Process

1. Single Tenant Process

1. Single-Tenant SFDC Setup

The HPE SP Seller is accountable for the SFDC setup:

Follow the steps below to setup the Single Tenant Collaborative Selling Opportunity. The HPE Sellers must have the basic SFDC training and knowledge regarding how to create and manage a sales opportunity in Salesforce.com. First step, create a standard SFDC opportunity with the PRSP Account as the primary account.

HPE SP Seller workflow/actions:

The following six steps are mandatory and required by the SP Seller to provide dual-credit to the HPE End Sellers. Each step is listed in detail below:

The screenshot displays the Salesforce SFDC interface for creating a new opportunity. It is divided into two main sections: 'New Opportunity: Standard' and 'Edit Campaign Influence'.

Opportunity Information (Step 1): This section contains various fields for defining the opportunity. A red box highlights the 'Customer Engagement' and 'Fulfillment' dropdown menus, with a callout '2' pointing to the 'Date' field (2/23/2021). Other fields include 'Account Name' (PRSP Account), 'Opportunity Name' (PRSP Opportunity), 'Sales Stage' (06 - Won, Deploy & Expand), 'Forecast Category' (Won), 'Total Opportunity Value' (USD 500,000.00), and 'Currency' (USD - U.S. Dollar). A callout '6' points to the 'HPE Opportunity Update' field.

Edit Campaign Influence (Step 4): This section is used to define the campaign influence. A callout '4' points to the 'Campaign Name' field, which is set to 'HPE Co-selling Single tenant'. Below this, the 'Additional Information' section is highlighted in yellow. It includes 'Owner's Org' (Global Sales), 'Pipeline Exclusion' (No), 'Entitled Party' (End_User Account, with callout '3'), 'Sales Stage' (06 - Won, Deploy & Expand, with callout '5'), and 'Forecast Category' (Won).

Getting started! Go to SFDC to create a new opportunity:

For a collaborative selling deal, the SP Seller will begin the standard process to create a SFDC opportunity and select the mandatory fields highlighted below.

The 5 mandatory steps:

1. Create a standard opportunity in SFDC
2. Add the PRSP Account in the Account Name Field
3. Add the End User Account in the Entitled Party Field
4. Add the Campaign Code "HPE Co-selling Single tenant" in the Campaign Influence Field
5. Close the deal with Sales Stage 06 – Won, Deploy & Expand when the deal is won

*Note: With the "Won" flag, the SP Sales Rep will automatically receive sales credit based on the PRSP's order with HPE via the standard Sell-To crediting process.

2.Multi-tenancy Eligibility – PRSPs must drive value products, ie, Compute + Greenlake, Storage + Compute, Apollo (software defined) and Networking. Compute only PRSPs are not allowed. .

HPE End Seller Sales Crediting - The HPE End-user account must be in the same country in which the PRSP has an established PRSP program agreement. For cross-border deals within the same region, end-user sales representative in the country who do not get the original credit need to claim their credit via the international split process and collect the necessary approvals.

Eligible products in scope:

The products in scope are based on the sales plans of the HPE End Seller assigned to the HPE end-user account that are procuring services from the PRSP.

Additional remarks:

The orders booked in S4 against these Opportunities are visible in Salesforce.com, which means the WW PRSP Team can generate a report to obtain them. ***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***

- The Customer Engagement and Fulfillment fields are provided by the HPE SP Seller. Refer to your SFDC trainings for guidance and or instruction.
- Pipeline Exclusion: This field will default to “No”, which means the opportunity is included in the pipeline of the HPE End Sellers.
 - HPE End Seller’s decision to include these deals in their local forecast with their management teams.

2. SCO crediting cut off deadlines:

- **Q1’24 & Q2’24** – submitted until mid-July 2024
- **Q3’24** – submitted until mid-October 2024
- **Q4’24** – submitted until mid-December 2024

WW PRSP Team submissions to SCO

“Delivery” Date and “Extra 1” represent the WW PRSP Submission to SCO:

Data for month	Delivery Date	Extra1	Extra2
M01-November	02/01/2024		
M02-December	02/01/2024		
M03-January	02/01/2024	02/15/2024	
M04-February	03/01/2024	03/15/2024	
M05-March	04/01/2024	04/15/2024	
M06-April	05/02/2024	05/15/2024	
M07-May	06/03/2024	06/17/2024	
M08-June	07/01/2024	07/15/2024	
M09-July	08/01/2024	08/16/2024	
M10-August	09/02/2024	09/16/2024	
M11-September	10/01/2024	10/15/2024	
M12-October	11/01/2024	11/15/2024	
Needed 1- Adjustment	11/29/2024	12/16/2024	for late claims only
Needed 2 - Adjustment	12/27/2024	01/10/2025	for late claims only

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.

3. Roles and responsibilities

WW PRSP Team:

1. Update the co-selling funnel and Check Tool (where you can see the 'need attention' deals, current status of the OPE and credited amounts per OPE).
2. Send the WW Collaborative Selling Communication with a tracker report twice per month (after every submission to SCO). This will be sent to the GEO PRSP/SP leads

GEO SP Sales:

1. GEO PRSP/SP leads to work with the co-selling funnel and Check tool to review (approve or deny) and follow-up on the "needs attention" deals.
2. Ensure that all end-customers that are involved in any co-selling deal, have an Account ST ID set up. Without it, the end-customer sales cannot be compensated.
3. Ensure the HPE End Sellers were engaged and worked the opportunity with the HPE SP Sellers
4. Ensure the SFDC opportunities are setup correctly in SFDC.
5. Inform the WW PRSP team and the End Seller if a deal should be removed or denied crediting and/or if new sales order number was added after OPE was successfully compensated.
6. Timely follow up on the «needs attention» deals.

SCO Team:

1. SCO to process the eligible deals and upload the amounts in MyComp for HPE End Seller crediting (based on Sales Order Numbers provided by the PRSP Sales Rep and/or S4).
2. SCO will provide a report of opportunities with the current status after each submission and provide feedback regarding the following
 - Deals that were credited to the HPE End Sellers.
 - Deals that were not credited to the HPE End Sellers and the reason why they were not credited.

HPE Sellers:

1. Have the «workload conversation» (ie, capex, Greenlake or Public Cloud) with your HPE End User Account.
2. 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
3. Create and Manage the SFDC opportunity following the mandatory steps mentioned in this co-selling guide for single tenant.
4. Add the co-selling campaign: HPE Co-selling Single tenant
5. If the orders are not in S4 (such as HPE Greenlake order numbers), you will need to add the Sales Order numbers in the 'HPE opportunity update' field

2. Multi-Tenant Process

1. Multi-Tenant SFDC Setup

HPE End Sellers accountable for the SFDC Setup and Multi-Tenant Template (xls) submission

Follow the steps below to create the Multi-Tenant Collaborative Selling Opportunity in SFDC and to complete and submit the PRSP Multi-Tenant Template.

HPE End Sellers workflow/actions:

The HPE End Sellers must have the basic SFDC training and knowledge regarding how to create and manage a sales opportunity in Salesforce.com. Multi-tenant dual credit opportunity is created with the End User Account as the primary account.

The following 7 steps are required by the HPE End Sellers to receive the MT dual-credit:

The screenshot shows the 'New Opportunity: Standard' form in Salesforce. The form is divided into several sections: Opportunity Information, Additional Information, and Campaign Influence. Seven numbered callouts (1-7) highlight specific fields and actions:

- 1. Title of the form: 'New Opportunity: Standard'
- 2. 'Account Name' field: 'End User Account Name'
- 3. 'Entitled Party' field: 'PRSP Account'
- 4. 'Campaign Influence' section: 'Opportunity: End User Multi-Tenant Deal' and 'Campaign Name: HPE Collaborative Selling'
- 5. 'Opportunity Description' field: 'MULTI-TENANT'
- 6. 'Total Opportunity Value' field: 'TCV @25% = NON-GL and @50% = GL Deals'
- 7. 'Sales Stage' field: '06 - Won, Deploy & Expand'

1. Create a standard opportunity in SFDC

2. Add the End User Account in the Account Name Field

3. Add the PRSP Account in the Entitled Party Field

4. Add the Campaign Code "HPE Co-selling Multi tenant" in the Campaign Influence Field

5. Ensure the Total Opportunity Value is updated and include at minimum 1 PL (details in the next page) in to reflect:

- 25% of TCV for MT co-sell deals with PRSPs that do not have a GL platform.
- 50% of TCV for MT deals with PRSPs that are GL powered.

6. Close the deal with sales stage 06 – Won, Deploy & Expand

Additional remarks:

In order to close a SFDC Opportunity as Won, you need to ensure you provide some mandatory information:

- Add at least one product line to the Opportunity (steps outlined below).
- Complete the “Customer Engagement” and “Fulfillment” fields. We recommend you select the following below:

Customer Engagement 1 End User Sales View all dependencies

Fulfillment 1 HPE Fulfilled

- Enter a competitor

The steps to add a product line to a SFDC Opportunity are:

The screenshot shows the 'Opportunity Product Edit' page for 'End User Multi-Tenant Deal'. It includes a 'Search and Select Products' section with filters for Business Group (Compute), GBU (Compute Products), and Product Line (4Q - x86 Entry and Value Rack). A table shows selected products with columns for BG, GBU, Product Line, and Sub Product Line. The 'Opportunity Product Edit' table below has columns for Actions, GBU, Message, Product Line, Sub Product Line, Quantity, Unit Price, Subtotal, Book/Ship Date, Scope Type, First 12 Month Value, Annual Contract Value, and Total Contract Value. A red box highlights the 'TCV @25% = HPE EU' field, and a red box highlights the 'COMPUTE PRODUCTS' row in the table. Numbered callouts 1 through 4 indicate the steps: 1. Click on 'Manage Line Items', 2. Click on 'Add' and select a hardware product line, 3. Select the desired product line and click 'Next', 4. Enter the value (25% or 50% of the TCV depending on HPE GL deal or not) and click 'Save'.

1. Click on “Manage Line Items”
2. Click on “Add” and select a hardware product line (either by using the Business Groups buttons or searching for it)
- *Note: The product line chosen has no impact, no reporting will be done on this field
3. Select the desired product line and click “Next”
4. Enter the value (25% or 50% of the TCV depending on HPE GL deal or not) and click “Save”.

4. Roles and responsibilities:

WW PRSP Team:

1. Update the co-selling funnel and Check Tool (where you can see the 'need attention' deals, current status of the OPE and credited amounts per OPE).
2. Send the WW Collaborative Selling Communication with a tracker report twice per month (after every submission to SCO). This will be sent to the GEO PRSP/SP leads
3. Provide Omega loaded report of Multi-tenant PRSPs to WW Partner Ops team on a quarterly basis or when requested
4. Ensure the [MT template](#) is available on the WW PRSP Share Point.
5. Send the MT forms to Partner Ops regarding the Multi-tenant deals that have been received from the GEOs.

GEO SP Sales:

1. GEO PRSP/SP leads to work with the co-selling funnel and Check tool to review (approve or deny) and follow-up on the "needs attention" deals.
2. Ensure that all end-customers that are involved in any co-selling deal, have an Account ST ID set up. Without it, the end-customer sales cannot be compensated.
3. Ensure the HPE End Sellers were engaged and worked the opportunity with the HPE SP Sellers
4. Ensure the SFDC opportunities are setup correctly in SFDC.
5. Inform the WW PRSP team and HPE end seller if a deal should be removed or denied crediting.
6. Timely follow up on the «needs attention» deals.

WW Partner Ops:

1. The Partner OPS team to receive the completed MT template from the HPE End Sellers and submit the Opportunities to SCO
2. Ensure the MT Dashboard is updated to reflect the status of the submitted and processed MT deals.

SCO Team:

1. SCO to process the eligible deals and upload the amounts in MyComp for HPE End Seller crediting (based on the PL's submitted by the dataprovider from Partner Ops).
2. SCO to provide a follow up to Partners Ops and provide an overview on the request submitted on the deals and values, including an overview of the discrepancies between the submission values and the potential Omega uploads
3. SCO will provide a report of opportunities with the current status after each submission and provide feedback regarding the following
 - Deals that were credited to the HPE End Sellers.
 - Deals that were not credited to the HPE End Sellers and the reason why they were not credited.

4. Roles and responsibilities:

HPE Sellers:

1. Have the «workload conversation» (ie, capex, Greenlake or Public Cloud) with your HPE End User Account.
2. Ensure cross-team collaboration between HPE SP Sellers and HPE end-customers sales during the deal development and co-selling compensation process (teams to complete the MT Partner Template and send it to multitenant.program@hpe.com)
3. Create and Manage the SFDC opportunity following the mandatory steps mentioned in this co-selling guide for multi tenant.
4. Add the co-selling campaign: HPE Co-selling Multi tenant
5. Enter the Opportunity in SFDC, 30 days before the deal is won.

2.2.2. Multi-tenant Partner Template and the Multi-Tenant Tool

After the HPE End Seller completes the SFDC setup, the next step is to complete and submit the Multi-Tenant Partner Template (see example template below). You can find the Multi-tenant Partner Template [here](#).

The Multi-Tenant Partner template serves the purpose of gathering specific details related to the PRSP contract with their HPE End Customer. The information collected through this template is crucial for determining the HPE End Seller's credit.

Field	HPE End User Sales Input
Partner_STID	
Partner_Name	
End_User_Oppty_ID	
Partner_Contract_ID	
Contract_type	
Total_Contract_Value	
Partner_Customer_Contract_Begin_Date	
Partner_Customer_Contract_End_Date	
Partner_Contract_currency	
Partner_Address	
Green_Lake_flag	
Partner_City	
Partner_State	
Partner_Country	
End_Customer_Name	
End_Customer_Address	
End_Customer_City	
End_Customer_State	
End_Customer_Country	
SFDC_Opportunity_ID	
End_Customer_Submitter	
End_Customer_Submitter_email	

2.2.3. SCO crediting cut off deadlines

The submission is done once per month on the 15th and the deadlines are as follows:

- **H1** – July 2024
- **Q3'23** – October 2024
- **Q4'23** – January 2025

Important Note:

If the opportunities are incomplete or inaccurate, it could lead to delays in calculating the HPE End Seller's credit. Therefore, it's essential to ensure that all opportunities are correctly and comprehensively documented to avoid any delays.

3. FAQ's

1. General PRSP FAQs

Q1. Why do we have dual credit with HPE End Sellers?

A1. PRSP partners work with HPE infrastructure, Point Next services (excl. renewal) and financing and have a strategic partnership in place 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 PRSP partner 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.

Q2. What gets credit?

A2. For Single Tenant environments, dual credit covers all HPE products and Point Next services (excl. renewal) for infrastructure that is traceable with a specific OPG. For multi-tenant environments, dual credit includes HPE Infrastructure and Greenlake in a shared infrastructure of the PRSP.

Q3. What is the timing to receive dual credit?

A3. For Single Tenant environments the credit will be based on order date. Multi-tenant credit is generally the following month (+30 days). The first step is to create the SFDC Opportunity and 30 days later to submit the MT template to multitenant.program@hpe.com.

Q4. Is dual credit available for all PRSP partners?

A4. Dual credit is available for all PRSP partners in AMS, EMEA, and APJ for both Gold and Silver levels.

Q5. Who are our PRSP Partners?

A5. You can find a list of WW PRSP Partners on our [WW PRSP SharePoint](#). Partners must have a signed PRSP agreement to be in the PRSP Program. Lastly, contact the GEO SP leader to discuss the opportunity.

Q6. Who can I contact for more information?

A6. Refer to the [WW PRSP Share Point](#) for resources related to the PRSP Program and Collaborative Selling. There, you can also find who is your GEO SP contact. Lastly, you can also send questions to the email address - WWPRSP-OPS wwprspops@hpe.com.

Q7. What SFDC set-up should the parties involved have

A7. Both the End Customer as well the PRSP need to have the correct SFDC set-up, which includes having an account ST ID. Having a MDCP only is not sufficient to be smoothly compensated. In case your End Customer or PRSP would not have an account ST ID, please contact your SP GEO lead and local SSP organization for support with logging the SFDC case to set this up.

3.2. PRSP Multi-Tenant FAQs

Q1. How is the Multi-tenant compensation calculated for the HPE End Sellers?

A1. The HPE End Seller's Sales compensation is calculated based on the Total Contract Value (TCV) of the PRSP with their Customer. We use a 25% valuation to estimate the value of HPE's Infrastructure included in the PRSP's total TCV with their customer. In the case of a PRSP powered by Greenlake, the HPE End Seller is eligible for an additional 25% credit to their aaS sales metric (if available in Sales Letter), which means their total credit is equal to 50% of the PRSP's TCV.

Q2. How is the credited amount split and how is an HPE End Seller compensated in terms of product lines and sales metrics for HPE End User's sales letter?

A2. To determine the compensation for the HPE End Seller Sales crediting, we rely on the Partner's historical purchases of HPE Products from the previous two years as reported in Omega. These historical purchases (PRSP PL Mix) are leveraged to determine the hardware products lines for the 25% valuation of the Total Contract value. If the Partner has a Greenlake contract, the HPE End Seller will receive an additional 25% credit towards their Greenlake-as-a-Service metric (if available in Sales Letter), thereby increasing their total crediting to 50%.

Q3. Are the PRSP "PL Rate Cards" (table that provides the PRSP's PL %s) fixed for FY23 or do we expect a quarterly review of the PRSP's PL %s?

A3. We conduct quarterly reviews of the PRSP's PL percentages to assess if any significant changes have occurred. If Geo SP Leaders are aware of any substantial purchases, they can notify us, and we can update the table on an exception basis.

Q4. Can we provide Multi-tenant crediting if the PRSP does not have a Contract with their Customer, ie, monthly subscriptions?

A4. No, we can only process Multi-tenant compensation with PRSPs that have contractual committed terms of at least 1 year.

Q5. Is there a minimum TCV contract?

A5. There is no minimum TCV contract required from the PRSP.

Q6. Which sales roles are eligible for this model?

A6. HPE End Sellers with the HPE End User account with a valid STID in their sales letter will receive credit.

Q7. HPE provide legal confirmation on the confidentiality of the information the PRSP will share with us to compensate Sales?

A7. 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.