

# HP Software and Solutions Managed Service Provider (MSP) Program

Solution brief



## Overview

- Rely on flexible licensing models to align service contracts to customer requirements.
- Gain access to an industry-leading Business Technology Optimization (BTO) and Information Management (IM) portfolio.
- Enhance value and relationships with customers.
- Build a services-based annuity stream.

In a managed services environment, there are multiple ways to market software and solutions. Depending on your customer's business needs, you may need to provide utility and subscription services with incremental billing, or you may need to build your services offering around longer term perpetual licenses. In any case, today's economic scenario demands that the businesses you serve have flexible options and choices for software and solutions—in arrangements tailored to meet their unique requirements.

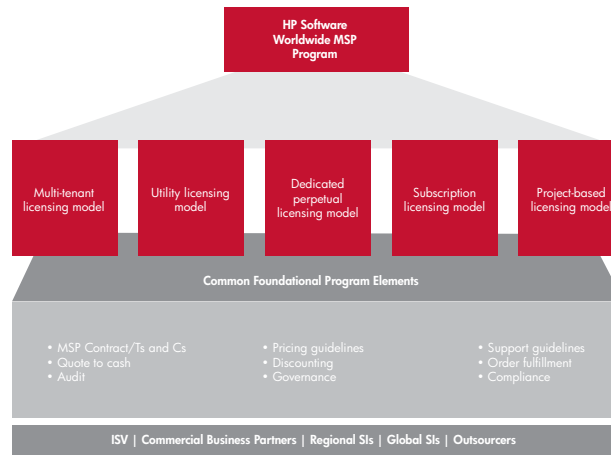
Improve your relationships with your customers by becoming a trusted advisor, helping them migrate from capital expenditures to operational expenditures for their software needs. This can, in turn, help them improve cash flow, business performance, and ultimately, mutual profitability. Build customer loyalty by providing your own brand of value-added services powered by HP Software and the flexible licensing arrangements available in the HP Software Managed Service Provider (MSP) Program.

## Flexible solutions designed to meet your needs

The HP MSP program gives you access to proven, industry-leading Business Technology Optimization (BTO) and Information Management (IM) software with flexible licensing options designed to help you address the different needs of your customers in a rapidly changing marketplace. The MSP program offers the following licensing options:

- **Multi-tenant:** This licensing model is designed for partners who provide services that support multiple end-user customers through a single technology configuration. It helps you create a leveraged and repeatable solution—reducing administration and improving profitability. This model also allows you to leverage license costs across multiple end-user customers.
- **Utility and subscription:** These licensing models are designed for situations where incremental billing is required. Utility and subscription licensing can help align services revenues to expenses. HP offers term licenses to manage a single dedicated named end-user. Flexibility in procurement terms enables you to increase or decrease software usage mapped to the customer's software consumption. You can purchase separate term licenses to manage each dedicated named end-user customer.

Figure 1: MSP program framework



- **Dedicated perpetual:** This licensing model offers perpetual licenses to partners who provide services to a single dedicated named end-user. This model allows you to capitalize the purchase, which reduces administration costs and improves return on investment. Upon the expiration of the agreement with the named end-user, HP Software provides you the ability to transfer the applicable software assets and support to the named end-user.

## Partner with HP to drive business results

Does your company want to deliver results-driven managed services to your customers? Are you looking to create service offerings that include industry-leading software products? Do you need a broad selection of licensing models to support your customers' business needs? If you answered yes to any of these questions, the HP MSP program is the right choice to help you achieve your business goals. Here are a few reasons why HP should be your top choice:

- Unparalleled leadership in management software and one of the broadest portfolios in the market:
  - The sixth largest software company in the world\*
  - A leading enterprise provider of IT and information management software
  - A global company with operations in more than 170 countries

- Wide range of partner programs to meet nearly any business model.

- Dedicated partner resources, tools, and support to help drive better business outcomes for you and your customers.

The bottom line is today's IT has to drive business results. When you partner with HP Software, you align IT with the business while reducing costs; you make IT predictable, repeatable, and accountable; you demonstrate the value of IT through measurable results; and you leverage the power of one of the largest IT providers—HP. We enable our customers to enhance business outcomes, not simply technology results.

For more information on how HP can provide solutions designed specifically for your business needs, contact your partner business manager or visit:

[www.hp.com/software/becomeapartner](http://www.hp.com/software/becomeapartner)

\*IDC, Worldwide Software 2007-2011 Forecast Summary, Doc #207829, July 2007

## Technology for better business outcomes

To learn more, visit [www.hp.com/software/becomeapartner](http://www.hp.com/software/becomeapartner)

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