

CONNECT

**HP Software Enterprise
Management Alliances
Program Technology**

Brochure



Why partner with HP Software?

The HP Software Enterprise Management Alliances Program (EMAP) has all the elements of a world-class software partner program including development software, integration support, integration testing, training, and marketing programs. We welcome you to review our program offerings and join us in helping your customers optimize the business outcome of IT through:

- Leadership—HP is one of the most trusted brands on the planet and is recognized as:
 - The largest technology company in the world
 - The sixth largest software company in the world
 - The fastest growing IT management vendor
 - A market share leader with number one or number two rankings in IT strategy, applications and operations
 - A global company with operations in more than 170 countries

Think ISV! defines our approach to working with software vendors. Whether it is supporting integration with easy to use APIs, sales tools and a world class partner portal or creating business opportunities through our Integrated Solution catalog. HP understands the value of our software vendor community. When customers need a unique solution to a business problem we tell our customers, partners and employees to Think ISV!

- Products—Our industry-leading product capabilities in business service management, IT service management, demand and portfolio management, SOA transformation, quality assurance and performance validation, combined with your complementary products, services, and solutions delivers business results that promote long-term customer success.

- Enablement—Alliances are a core component of the HP Software business philosophy. Our world class partner portal, HP Software Partner Central, provides 24x7 access to tools and training required to create joint solutions with HP Software products.

Our partner program

The HP Software Enterprise Management Alliances Program was designed with the following three principles:

1. Simplify the way we work with partners with a consistent global program.
2. Enable partners to easily integrate with HP Software solutions and validate those integrations.
3. Reward our partners' investment with tiered program benefits.

HP Software understands that a simple, easy to use, and consistent global partner program is one of the key elements in a successful partnership. Software vendor partner programs should get partners up and running quickly and provide the framework for a valuable business relationship. HP Software has delivered this optimum business model with the Enterprise Management Alliance Program.

HP Software has designed EMAP to enable the rapid development and delivery of high-quality integrated solutions. EMAP provides development software, technical resources and validation programs to decrease your time-to-market and increase your opportunity for success.

EMAP is a tiered program that enables partners to gain higher levels of benefits in exchange for deeper commitments to HP Software.

The following tables represent a summary of the requirements and benefits for each tier of the program.

HP Software Enterprise Management Alliances Program requirements

| Requirements | Silver | Gold |
|---|--------|------|
| HP AllianceONE (formerly DSPP) membership | ■ | ■ |
| HP Enterprise Management Alliances Program Agreement | ■ | ■ |
| HP Quality Management Ecosystem Addendum (QME partners)* | ■ | ■ |
| Complete and maintain Integrated Solution Catalog content | ■ | ■ |
| Integration testing | | |
| Interoperability test | ■ | ■ |
| Certification test | | ■ |
| Annual membership fee | ■ | ■ |

*Optional agreement; see program requirements in detail

HP Software Enterprise Management Alliances Program benefits

| Benefits | Silver | Gold |
|---|-----------------|------------------|
| Communication | | |
| Partner Central Portal | ■ | ■ |
| Partner program webcasts | ■ | ■ |
| Partner program newsletter | ■ | ■ |
| Program manager | ■ | ■ |
| Discounts | | |
| Technical training discount | ■ | ■ |
| Marketing | | |
| Partner directory listing | ■ | ■ |
| Partner sales and marketing kits | ■ | ■ |
| Partner program events | ■ | ■ |
| Partner insignia | Silver | Gold |
| Certification certificates | | ■ |
| Partner collateral | ■ | ■ |
| Software and support | | |
| Development and demo software | ■ | ■ |
| Development and demo software licenses | 5 installations | 15 installations |
| Software support online | ■ | ■ |
| Integration and best practices consulting | | ■ |
| Training and certification | | |
| HP Software Learning Center | ■ | ■ |
| HP Software Sales Training | ■ | ■ |



For more information

HP Software Enterprise Management Alliance
Program

www.hp.com/go/emap

Think ISV!

www.hp.com/software/partner/thinkisv

HP Software

www.hp.com/go/software



Get connected

www.hp.com/go/getconnected

Get the insider view on tech trends, alerts, and
HP solutions for better business outcomes

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