

# The HPE HERO Partner Program Guidebook

Hewlett Packard Enterprise



Learn how to successfully grow your business with our exclusive HPE HERO Partner Program.

**START YOUR HPE HERO JOURNEY NOW!**



**Hewlett Packard  
Enterprise**



Hewlett Packard Enterprise



**Hewlett Packard  
Enterprise**



# CONTENTS

*HPE HERO Partner Program Guidebook*

Introduction..... 3

Partnership with HPE and D&H..... 4

Financial Services..... 5-6

Cloud Go-To-Market Strategy ..... 7-8

Cloud Solution Provider (CSP) Program ..... 9-10

D&H Professional Services..... 11

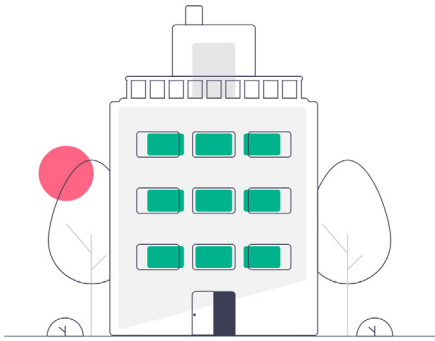
TechDrive Creative Studios..... 12-13



The HPE HERO Program is an exclusive D&H program dedicated to our MSPs and channel partners, enabling them to build and grow their businesses by creating a successful and profitable practice while leveraging HPE technology.

We offer trainings, incentives, and development tools to support your business growth .

### FOUNDATIONAL SUPPORT

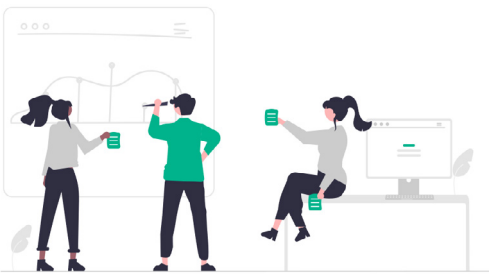


Whether you're new to D&H or just getting started with your HPE practice, the D&H HPE HERO program helps MSPs, and VARs get up to speed. Leverage our dedicated support, sales and technical resources, and exclusive digital content alongside our HPE products, programs, and incentives to create your path to success.

#### HPE HERO FOUNDATIONAL SUPPORT BENEFITS:

- Onboarding Support and Welcome Kit
- Dedicated Sales Support
- D&H and HPE Business Development
- Exclusive Newsletters
- HPE Sales Alignment and Training

### OPPORTUNITY ENABLEMENT



Our certified team of HPE experts, service professionals, and sales engineers are ready to support you with solution design, opportunity creation, proposal support, and service delivery.

#### HPE HERO OPPORTUNITY ENABLEMENT BENEFITS:

- Access to HPE Partner Enablement Tools
- Flexible Financing
- D&H Professional Services, Solutions Lab, and Everything-as-a-Service (XaaS) Program
- Service Level Agreements
- Deal Dollars and HPE Product Access

### GROWTH & ADVANCEMENT



Optimize your solution offerings with D&H HERO exclusive resources and tools, including certification planning, marketing agency services, market development funds, and more!

#### HPE HERO GROWTH AND ADVANCEMENT BENEFITS:

- Certification Planning and HPE Training
- D&H Success Path
- Modern Collaboration and MSP Licensing
- Quarterly Business Reviews
- Tech Drive Creative Studios
- Customer Success Specialist
- Market Development Funds

During your partnership with the HPE HERO Program, our partners will also have exclusive access to additional D&H services, such as **Flexible Financing, Everything-as-a-Service (XaaS) Solutions, Cloud and Professional Services**, as well as utilizing our **Tech Drive Creative Studios**.

# Partnership with HPE & D&H



## D&H Reseller Account

- Go to [www.dandh.com](http://www.dandh.com)
- Click “Become a D&H Customer”
- Select “sign up online”
- Complete and Submit “New Customer” online application
  - Resale Certificate or License number
  - Company Ownership information
  - Business/Trade References
- To submit additional documentation or confirm receipt and check status of application:
  - Email: [newaccounts@dandh.com](mailto:newaccounts@dandh.com)
  - Phone: 800.340.1005
  - Fax: 717.255.7851

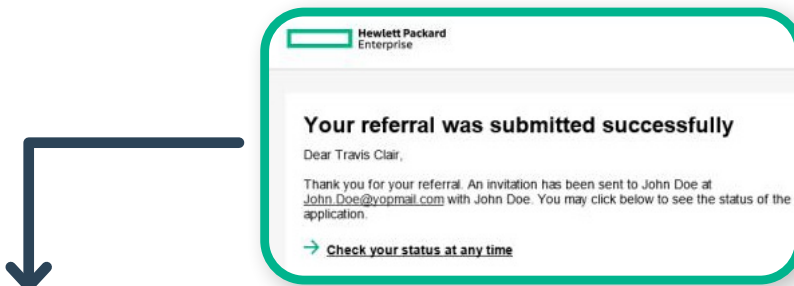


## HERO Partner Program



- Go to [www.dandh.com/HPE](http://www.dandh.com/HPE)
- Join the HERO Program Today
- Scroll Down
  - Fill out all applicable information
  - Check the agreement box, sign and hit “submit”

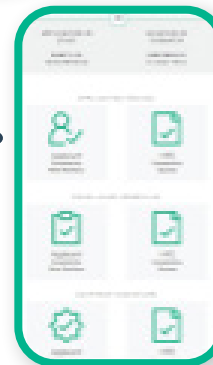
## Receive a Notification Email



- By [onboarding@hpe.com](mailto:onboarding@hpe.com) once the invitation has been sent and a link to check status

20 completed				1 pending	3 declined	20 not submitted
Who are you looking for?						
ID	Email	Status				
6746	example@hotmail.com	Not submitted	<a href="#">DETAILS</a>			
6770	example@hotmail.com	Not submitted	<a href="#">DETAILS</a>			
9694	example@hotmail.com	Not submitted	<a href="#">DETAILS</a>			
9677	example@hotmail.com	Rejected	<a href="#">DETAILS</a>			
9636	example@hotmail.com	Not submitted	<a href="#">DETAILS</a>			

- Check status on all your Partner invitations on the invite a Reseller portal link clicking on Details or send an email to [partnersales@hpe.com](mailto:partnersales@hpe.com)



Status view on portal page once form is completed

- Overall completion of the online onboarding form takes less than 30 minutes

Complete onboarding process is **5 business days** once partner submits their online application form, except in specific cases that require **extra compliance review**.

During the completion of the online application form, a **compliance due diligence questionnaire** will need to be answered by the partner to comply with **HPE's standards of business conduct**.

Completing the current **FY Sales training** is not mandatory in order to be onboarded except in reactivation cases for Hybrid IT

Contact [HPE@dandh.com](mailto:HPE@dandh.com) to get started today!



# D&H Financial Services

Flexible, Account-Dedicated Financial Support



Every business requires a unique mix of financial solutions to increase their purchasing power and manage cash flow. That's why D&H Financial Services offers a variety of free & flexible financing options that enable our partners to stay agile and competitive.

## Direct Financing Options

[www.dandh.com](http://www.dandh.com)  
800.877.1200

Atlanta, GA  
Chicago, IL  
Fresno, CA  
Harrisburg, PA  
Ontario, Canada  
Vancouver, Canada



[linkedin.com/  
company/d&h-distributing](https://www.linkedin.com/company/d&h-distributing)



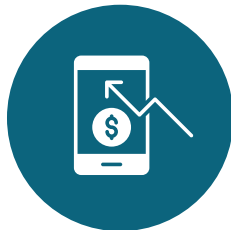
@dandh



[fb.com/DandHDistributing](https://www.facebook.com/DandHDistributing)



search "D&H Distributing"  
and subscribe



### Net Terms Credit Lines

D&H offers net terms to qualifying customers. Current fiscal year ending financial statements are typically required for credit lines above \$50,000. To inquire about qualifying for net terms or increasing your credit limit, please contact [credit@dandh.com](mailto:credit@dandh.com).



### Electronic Funds Transfer (EFT)

Eliminate COD costs and the need to write checks. Our automatic invoice payment program is free to all accounts and offers partners flexible terms. The amount of your order will be withdrawn automatically from your checking account after your order has been invoiced.



### PayNet

For open term and COD company check customers, D&H offers PayNet – a robust web-based application that allows you to conveniently and electronically pay D&H in a lump sum or by specific invoice.

Additional payment terms include credit card, and wire transfer.

## Flooring/Inventory Finance Companies

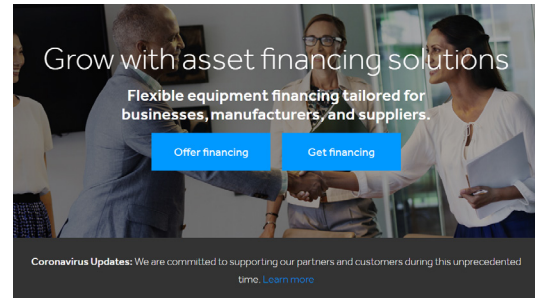
D&H partners with the following financing companies to provide additional credit availability and extended terms on qualifying products.

### Featured: DLL Financial Solutions Partner

To support our partners during the COVID-19 crisis, DLL is offering 60-day terms for all orders placed through D&H Distributing through the end of 2022. [Apply now](#) or [learn more](#).

### Additional Finance Company Options

- [Wells Fargo Commercial Distribution Finance](#)
- [Wells Fargo/Castle Pines Capital LLC](#)
- [IBM Credit](#)
- [Northpoint Commercial Finance](#)
- [WeFi Capital](#)



## Assignment of Credit Extension (ACE)

### Your ace in the hole for financing large opportunities with public institutions!

D&H resellers with net credit lines in good standing may qualify for our Assignment of Credit Extension program. In this free, white-labeled program, D&H acts as your silent financing partner, allowing us to assist with deals that exceed your line of credit while keeping your account's credit availability clear for daily orders. You simply invoice your end customer utilizing our D&H PO Box for remittance. Your client still makes the payment out to your company. D&H clears your invoice and returns all profit directly to you. You close a big deal and your client is never aware of our involvement! Plus, you eliminate credit obstacles with no additional costs incurred.



## Leasing

### Offer your end users flexible monthly payments by contacting one of our preferred leasing partners.

- [VAR Technology Finance](#)
- [Lenovo Financial Services](#)
- [HP Inc. Financial Services](#)
- [Cisco Capital](#)
- [Dell Financial Services](#)
- [Marlin Leasing](#)



## Everything as a Service (XaaS)

Manage the entire customer lifecycle by bundling hardware, software, and services with specialty financial programs into a single, predictable, and recurring payment. Learn more at [www.dandh.com/XaaS](http://www.dandh.com/XaaS).

## NOWaccount® – Get Paid NOW™

NOWaccount improves your cash flow by allowing you to get paid immediately on your open receivables for the same or less than the cost of accepting a credit card for payment. You choose what clients to register for payment through your NOWaccount.

Learn more at [dandh.nowaccount.com](http://dandh.nowaccount.com).



# Cloud Go-To-Market Strategy

**Manage the entire customer lifecycle using the Cloud Marketplace to build and customize comprehensive multi-vendor offerings with Hardware, Software, and Managed Services.**

## Be More Involved in Your Customers' Businesses

With careful planning and the right strategy, launching a XaaS model empowers Managed Service Providers (MSPs) and Value-Added Resellers (VARs) to better serve the SMB space and ensure growth through a recurring revenue stream.



**CHANNEL PARTNER**

### XaaS benefits your business:

- **Increase margin** due to smaller monthly payments and attached services
- **Improve cash flow** with upfront payment for products/services
- **Capture hardware refresh** by continuing the service (smart phone model)
- **Lower cost of support services** by making it easy to standardize hardware fleets
- **Higher recurring revenue** equals higher company valuation
- **Meet market demand** and create a competitive differentiator



**END-USER**

### XaaS benefits your clients:

- **Monthly payment options** with predictable cost basis
- **Scalable and flexible workforce growth model** to fit an ever-changing business climate
- **Tax benefits** as an operating expense (OPEX) vs capital expense (CAPEX)
- **Refresh cycle and SaaS subscriptions** provide latest technology
- **Access to enterprise technology** as an SMB
- **End to end lifecycle support** and service lowers IT costs
- **Enhance security** through standardization and policy control
- **Planning and procurement** for greater visibility of IT costs

[www.dandh.com](http://www.dandh.com)

800.877.1200,  
opt. 7

Atlanta, GA

Chicago, IL

Fresno, CA

Harrisburg, PA

Ontario, Canada

Vancouver, Canada



[linkedin.com/  
company/dandhdistributing](https://www.linkedin.com/company/dandhdistributing)



@dandh



[fb.com/DandHDistributing](https://www.facebook.com/DandHDistributing)



[youtube.com/c/  
DHDistributing](https://www.youtube.com/c/DHDistributing)

**We are your partner in the cloud!**

**1.800.877.1200**

Cloud Technical Advisor  
[CloudTech@dandh.com](mailto:CloudTech@dandh.com)

Cloud Solutions Team  
[CloudSolutions@dandh.com](mailto:CloudSolutions@dandh.com)

Cloud Solutions Resource Page  
[www.dandh.com/Cloud](http://www.dandh.com/Cloud)

# Be More Involved in Your Customers' Businesses



Start customizing your solution designed offerings today!

## XaaS Solution Bundles



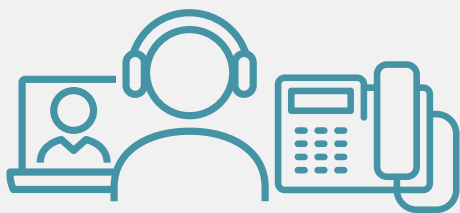
### DEVICE

Modern workforce solutions that equip clients with the devices, collaboration and productivity software, and support services that enable digital transformation.



### STORAGE

Cost-effective and secure solutions that help clients innovate, adopt, and begin their transition to the cloud within a hybrid environment.



### UNIFIED COMMUNICATIONS (UC)

Next generation UC solutions that use the Cloud platform to combine critical communication strategies for everything from business voice to audio conferencing, video collaboration, and file sharing.



### COLLABORATION

Meeting space solutions that integrate various real-time communication, collaboration, and productivity tools to deliver a more effective and seamless user experience.

Contact us to customize your solution designed offerings today!



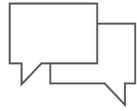


# Cloud Solution Provider (CSP) Program

Get on the path to providing managed services and grow your cloud business with confidence.

## Seize the Cloud opportunity: Expand your business with CSP

The CSP program helps you go beyond reselling licenses to being more involved in your customer's business, enabling you to own the end-to-end customer relationship.



### Deeper Engagement

- Meet with customers to get an insider's view of their business and uncover new opportunities.
- Widen customer base and geographical footprint by expanding solution and service offerings.
- Sell to customers utilizing white labeled end user facing store, displaying your branding and logo.



### Increase Profitability

- Optimize cash flow, reduce operational costs and maximize partner profitability.
- Leverage pre-sales and post-sales programs, incentives and rebates.
- Increase your companies valuation through predictive and recurring revenue streams.



### Add Value

- Create multi-vendor offerings- bundling your managed services and industry-leading hardware and cloud products.
- Employ go-to-market resources and professional support to identify and execute on opportunities.



### Managed Services

- Profitably launch, optimize and maximize your cloud practice so that as the cloud market continues to soar, you will be well positioned to meet customer demand for managed services.
- Easily purchase, provision, invoice and manage cloud and XaaS business through a single platform.

## Make the most of your Microsoft Partner Network membership

Successfully build a profitable business selling industry-leading cloud solutions through the Microsoft Partner Network (MPN).

<b>Cloud partner profitability</b>	Learn about cloud-based revenue opportunities available to Microsoft partners.
<b>Sell more cloud, faster</b>	Brand new videos, whitepapers, and training to help you close cloud services deals.
<b>Cloud performance path</b>	Make money building, hosting, managing, or selling cloud solutions and unlock additional support and benefits as your business grows.
<b>Microsoft Cloud Platform</b>	Deploy applications and manage IT services across all types of data.
<b>Technical enablement and practice building</b>	Structured methodology and supporting assets for all phases of the cloud lifecycle.
<b>Go-to-market resources and services</b>	Access to go-to-market resources and services that help you connect with customers and other partners.
<b>Cloud practice playbooks</b>	Your guides to cloud business transformation, providing the essential blueprints and tools to develop, analyze, manage, and secure an effective cloud practice that's built to last.
<b>Stay up-to-date</b>	Check in for the latest updates to CSP program, including agreements, price lists, offers and guides.
<b>Get Connected</b>	Get the latest information about partner benefits, find strategic resources, learn about upcoming events and hear from key Microsoft leaders on the US Partner Community Blog.

[www.dandh.com](http://www.dandh.com)  
800.877.1200

Atlanta, GA  
Chicago, IL  
Fresno, CA  
Harrisburg, PA



[linkedin.com/  
company/dandhdistributing](https://www.linkedin.com/company/dandhdistributing)



@dandh



[fb.com/DandHDistributing](https://www.facebook.com/DandHDistributing)



[youtube.com/c/  
DandHDistributing](https://www.youtube.com/c/DandHDistributing)

# Becoming a CSP Partner with Microsoft and D&H



## D&H Reseller Account

- Go to [www.dandh.com](http://www.dandh.com)
- Click "Become a D&H Customer"
- Select "sign up online"
- Complete and Submit "New Customer" online application
  - Resale Certificate or License number
  - Company Ownership information
  - Business/Trade References
- To submit additional documentation or confirm receipt and check status of application:
  - Email: [newaccounts@dandh.com](mailto:newaccounts@dandh.com)
  - Phone: 1-800-340-1005
  - Fax: 717-255-7851



## D&H Cloud Solutions Partner

- Go to [www.dandh.com/cloudsolutions](http://www.dandh.com/cloudsolutions)
- New D&H Cloud Marketplace - Select "Click here to sign up"
- View and complete "Terms and Conditions"
  - Fill out all applicable information
  - Check the agreement box, sign and hit "submit"
- D&H application for CSP
  - Retrieve via email from [CloudSolutions@dandh.com](mailto:CloudSolutions@dandh.com)
  - Complete and return D&H CSP application
- D&H Cloud Solutions Tools & Resources
  - New CSP Partner information
  - On-demand videos and "How To" guides
  - Program benefits
  - Vendor Resources

## Establish your Microsoft Partnership



### Step 1: Microsoft Partner Network (MPN) ID

This is the ID that is assigned when you become a Microsoft Partner.

- Active MPN ID - Provide D&H your MPN ID number (aka Organization ID).
- Expired MPN ID – Renew your MPN ID.
- Need a MPN ID – Create a MPN ID.



### Step 2: Sign Up

Use your MPN ID to enroll your business in the Microsoft CSP Program.

- Enroll here as an indirect reseller in the CSP program.
- Associate your MPN ID with your new Partner Center account.
- Create a profile, wait for verification, and then accept the Microsoft customer agreement. (It may take 2-12 days to process this request.)



### Step 3: Connect with D&H

Identify D&H as your Microsoft Indirect Provider.

- Log in to D&H Cloud Services
- Access D&H Cloud Marketplace Dashboard
- Order "Indirect Reseller Experience" – This will link your MPN ID to your D&H sales to earn applicable incentives and credits.
- Start Transacting!

# D&H Professional Services



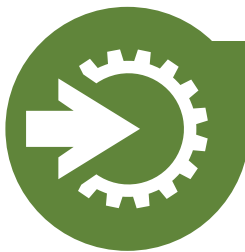
We provide your customers with deep industry expertise, national scale, and on-demand resources to enhance growth and profitability.



## Integration Services

Expand your customer's capacity, eliminate additional shipping costs, and deliver a ready-to-use product.

- Chrome White Glove, Asset Tag and Etching
- Windows Autopilot Imaging and Application Deployment
- Hardware and Software Configuration



## Custom Project & Install Services

Our team of industry experts, technology certified specialists, and field technicians can build custom solutions for your customer's needs.

- Custom Services – software & cloud migrations, customized statements of work, hardware and software configurations
- Consulting & Assessments – security, networking, unified communications
- Onsite Technology Install and Break Fix – multi-site deployments, rack and stack, ProAV design and installation



## XaaS

Customers can scale their business through technology enablement, recurring revenue streams, and optimized costs.

- Increase Productivity
- Control Technology Cost
- End-to-End Managed Support

ProServices@  
[dandh.com](mailto:dandh.com)

888.325.1246

Atlanta, GA  
Chicago, IL  
Fresno, CA  
Harrisburg, PA

Toronto, ON  
Vancouver, BC



[linkedin.com/  
company/dandhdistributing](https://www.linkedin.com/company/dandhdistributing)



@dandh



[fb.com/dandhdistributing](https://www.facebook.com/dandhdistributing)



[youtube.com/c/  
DHDistributing](https://www.youtube.com/c/DHDDistributing)

# The Power of **YOU**

TechDrive Creative Studios is all about you.

Upfront, no gimmick, straight-to-the-point marketing that starts a conversation between your clients and your business and delivers results with honesty and transparency.

It's marketing that speaks to the right audience at the right time with the right message because it's created by an agency that knows your business and the industries you serve uniquely.

We're not like other agencies. We're an agency for you – one that you deserve and that's Different by Design.



**Get Different Now**

Services@TechDriveStudios.com  
www.TechDriveStudios.com

**TechDrive**  
CREATIVE STUDIOS

# Do they really **understand** you and your audience?



Align with a marketing agency that's  
Different by Design, powered by  
D&H Distributing and built specifically for you.

**TechDrive**  
CREATIVE STUDIOS

## Partner Services

- Customizable Digital Marketing & Sales Assets
- Exclusive Campaign Toolkits
- MDF Opportunities

## Concierge Services

- Turnkey Marketing Campaigns
- Built-In CRM Database Capabilities
- Dynamic Marketing Automation Tools

## Custom Services

- Marketing Consultation Services
- Creative Design & Production Services
- Custom-Tailored Marketing Campaigns