



REINVENT
Transform to Perform



HP-As-a-Service (HPaaS)

March 2019

We live in a time of unprecedented change and opportunity – transformation is happening all around us – moving at a profound pace. The digital transformation of our global economy and society is making everything more connected, more intelligent and more vulnerable.

All facets of business – as our digital and physical worlds merge – are being impacted on a global scale from jobs, to trade policies to supply chains. Technology – including the impact of the 4th industrial revolution – will continue to disrupt business and service models and raise customer expectations. Sustainable impact, including policies and practices supporting people, the planet and our community, have never been more relevant and important.

HP and its channel partners are embracing this change; we are leading the era of everything as a service, transforming what we do into a service for enterprise consumption. Empowering new operating paradigms, improving security and sustainability, increasing speed, flexibility, and efficiency, we are reinventing the IT industry sales dynamic. This is the power of HP-As-a-Service.



Why HPaaS?

Customers today are seeking services-led, non-linear buying experiences, and HP is poised to lead its partners through the transition. Consumer and commercial customers alike are moving quickly towards a [sharing economy](#) and consuming products in completely different ways, which require a shift towards outcome-based or consumption-driven models.

Technology is accelerating this transformation. It connects. It disrupts. It awakens new ideas for people and business. It moves at a pace that is both exhilarating and relentless — bursting with opportunity, possibility and unpredictability.

For HP, this transformation represents an exciting opportunity.

New Customer Expectations

Customers today don't want to be sold to. They want to be supported to make good decisions by a trusted brand and its partners. Customers expect sellers to know who they are, what they want and when they want it. They want safe, secure devices that support sustainability goals; and they want a frictionless path to get there.

Our customer experience vision is to create seamless, meaningful, and personal experiences with rich, compelling content across all touchpoints. We are particularly focused on a customer journey that is no longer linear, with the ability to quickly adapt, predict and exceed ever-changing customer expectations and behaviors.

Safe and Secure

Customer want a device experience they can trust, with products and data safeguarded. HPaaS models give businesses access to the latest and most innovative security technology. Features like “detect and respond” security deliver proactive protection, and services then amplify those benefits with advances in processes, systems, workflows and training.

Innovations such as integrated self-healing protection automatically recovers the BIOS to keep critical applications and processes running even if malware tries to shut them down, and offers the ability to detect, attack and recover a compromised device remotely, which protects firmware.

Sustainable and Responsible

Sustainability is driving revenue decisions. Customers want immediate and significant benefits to their organizations while decreasing the environmental impact.

HPaaS shrinks equipment needs, helping facilitate a smaller, greener footprint by reducing the amount of equipment a company has on-premises. It reduces energy usage, enabling the automatic management of fleets of devices, and deploying energy-saving protocols such as automatic shut-off when devices are not in use. And it eliminates waste, by supporting a recover, recycle, reuse circular strategy. By tracking behaviors such as single-sided versus two-sided printing, color volume, or even the number of employees-per-device ratio, customers receive actionable data to realize significant cost savings.

Seamless and Easy

Experiences should simplify the complex, be intuitive, remove friction from customer touchpoints in real-time, ensure timely resolution, and cross-sell to dedicated adjacencies that we know the customer values. HPaaS capabilities will address the entire customer journey, make it easy to navigate across partner sites to find the right product, the best path to purchase and the required support.

Personal and Engaging

Experiences should be unique, engaging and differentiated based on customer intent and persona. With HPaaS, they are anticipatory and proactive, providing on-demand recommendations, using customer and device data to capture a 360-degree view of our customers and engaging them in a personalized way.

Experience-Driven and Consistent

The customer journey must be experience-driven and consistent, which means experiences should deliver consistent content, capabilities, product offerings, pricing and service levels. HPaaS provides that consistency, with meaningful interactions and an experience that is personalized and familiar.

Best-In-Class Training – Streamlined

Based on partner feedback, HP streamlined HP University, one of the most advanced global partner training programs with a number of enhancements. Optimized to empower and equip the company's growing number of HP As-a-Service partners, the company has evolved its vast training and certification models to enable outcome-based strategic selling and better equip partners to develop and grow their services business and recurring revenue stream.

Highlights include:

- New adaptive learning approach to certifications across PC, Print and Supplies
- Soft skills modules including *Strategic Solution Selling*, *Hunting* and *Storytelling*
- Virtual and hands-on content workshops and customized learning paths

A New Way to Buy

As the IT industry increasingly moves to XaaS (Everything-as-a-Service), leasing and financing underpins HP's approach to services-led selling—helping the company accelerate its services and solutions offerings.

HP has introduced a number of offerings optimized for its HP As-a-Service partners, including financing, training, insights and online resources. Options such as instant credit approval, mobile apps, automated document management, electronic signature and invoicing will speed and enhance the financing experience for customers and enable channel partners to quickly ramp their services-based business

From its well established [Managed Print Service](#) offering, to its unique [Device-as-a-Service](#) proposition, HP is expanding its contractual selling motion, enabling our partners to sell and deliver these solutions aligned with evolving customer expectations.