

Solution Builder  
Grant, Mike, Renee

Renee:  
(center camera start)  
Hello, I'm Renee Scherrer.

Joining me today are  
Grant Jacobson and  
Mike Kendall,  
who will share with us an overview of HP's BladeSystem Solution Builder partner  
program.  
Welcome Grant and Mike.

Mike and Grant:  
"Thanks,  
it's nice to be here."

Renee:  
Mike, perhaps you can get us started with a bit of background on the HP BladeSystem  
Solution Builder?

Mike:  
Customers are increasingly dependent on IT for competitive advantage while also being  
faced with having to do more with fewer resources.

So, they are demanding more from their IT infrastructure and from their IT providers—  
all at reduced costs, with faster deployment,  
better management, and more flexibility.

Renee to Grant:  
Given that, how can HP's Solution Builder partner program help?

Grant:  
Well Renee,  
HP's Solution  
Builder program  
is extending the value of the HP BladeSystem portfolio by connecting together its  
partners to deliver the broadest set of blade-based options and configured solutions  
designed to meet our customers' specific needs.

And unique  
to the program,  
because HP includes System Integrators and VARs, customers benefit from our focus on  
solution delivery and deployment.

Renee TO MIKE:

The program  
sounds great..

Tell us how it's designed?

Mike:

The Solution Builder Program is an expansion of HP alliance programs that is creating a comprehensive community of technology and service providers working with HP to accelerate the deployment of BladeSystem solutions to customers.

This is a worldwide program and targets partners serving customers in all segments for all applications and workloads.

The partner program extends the value of HP BladeSystem by linking our partners together with HP resources to design, deliver and deploy components and solution stacks that solve real business and IT challenges.

This includes a broad set of valuable add-on and solution offerings that are less costly, more energy efficient, easier to change and that take less time to manage.

Renee:

Grant, Mike mentioned solution delivery partners; who else can participate in the program?

Grant:

In addition to connecting with leading value added resellers and system integrators, other partners also include independent hardware vendors (or IHVs) and independent software vendors (or ISVs).

For IHVs, the Solution Builder Program provides a great opportunity to evaluate and build components for HP BladeSystem infrastructure.

This allows partners to enter into this rapidly growing market and grow their business around the increasing deployment of HP BladesSystem.

Renee to Mike:

It's all making sense

to me:

The program includes both technology providers as well as solution deliver providers –

with a focus on meeting customer needs.

Does the partner get anything else out of it?

I mean, what else is special about this program?

Mike:

The Solution Builder Program also goes beyond typical partner programs—providing partner-to-partner and partner-to-HP collaboration, in addition to sales enablement resources that allow our partners to more quickly and easily participate and benefit from the rapid adoption of HP BladeSystem in the mainstream marketplace.

Renee:

And, Grant, how do customers benefit from this program?

Grant:

Customers benefit by gaining access to an increasingly broad range of value-add BladeSystem components and solutions – developed with the standards they demand for their data center and delivered with the support they need and through the channel they prefer.

In short, Solution Builder is about enabling greater customer choice.

Renee to mike:

So, both customers and partners benefit from Solution Builder.

OK – let's say

I'm a partner interested in developing products for HP BladeSystem.

How do I get the information I need about HP blade products?

Mike:

Well, HP is expanding the availability of BladeSystem specifications for component vendors and software vendors to request and download.

This allows them to first evaluate the technology and their business opportunity and then to build components for HP BladeSystem c-Class customers.

Renee to grant

How is this different from other blade vendors?

Grant:

From a partner point of view - HP's approach with the program is to change and improve the underlying economics of the blades business -- making it attractive for our partners to work with HP and grow their business.

And, as Mike mentioned, we'll continue to drive value for our customers by expanding the BladeSystem portfolio with specifications available through an open process.

This process enables Solution Builder partners to build for a broadly accepted core architecture and deliver the products to meet the needs of their particular customers.

Renee to mike:

That does sound compelling.

The HP BladeSystem Solution Builder program seems to be so much more than a partnering program.

Mike:

You're right; it's a world-wide program with a focus on HP and partner collaboration and solution delivery to customers.

This has revolutionized the way HP and its partners work together in the definition, development, and delivery of a range of solutions built with the BladeSystem portfolio.

Renee to grant:

Sounds like a really interesting program.

Where can our partners go to get more information?

Grant:

To find out more

about the program,

HP has a dedicated Solution Builder website:

and - it's easy to remember -- [hp.com/go/solutionbuilder](http://hp.com/go/solutionbuilder).

Here, potential partners interested in joining can find more information about the program -- and also apply to join Solution Builder.

Renee:

Well, Thanks,

Mike and Grant.

This has been a great overview on how Solution Builder not only benefits our partners and customers but also brings useful solutions to customers deploying HP BladeSystem.

Mike and grant:

Thanks!

(camera 1 close)

Renee:

And, thanks to you,

our partners and customers, for taking a moment to learn more about this program from HP.

As mentioned earlier,  
you can get complete program information at [hp.com/go/solutionbuilder](http://hp.com/go/solutionbuilder).

Thanks for joining us today!