

CERTA – STORAGE RANGER PROGRAM

V4 19.04.2021

HPE STORAGE RANGER PROGRAM

- Geo Scope: CERTA
- Partners: HPE Channel Partners (Platinum, Gold, Silver, Business) and Distribution
- Objectives:
 - Encourage Energizer Value Partners to assign HPE-dedicated Value Storage Presales / Storage Sales Specialist to capture the growth opportunities and leveraging the Storage and G7 Initiatives in commercial market.
 - Focus on incremental Storage Rev \$ on Focus PLs
- Value Proposition
 - Reducing the risk associated with driving new business solutions into the commercial market
 - Additional ‘feet on the street’, focused on driving HPE Value Storage business
 - Incentives to give extra motivation, to push for the more complex system sales
 - Leveraging and optimizing the significantly increased compensation on Synergy, Simplivity and multiplier for Nimble, Primera
 - Increased specialization on Storage and position this as value add into the Market
 - New service concepts to be developed with Nimble and Alletra
 - Increased investment from HPE
 - Leveraging and access to the new sales campaigns of HPE
 - First address regarding enablement and knowledge transfer from HPE to Partner
 - Giving confidence with direct access to HPE Presales exclusive to Storage Rangers
 - Revenue Growth with focus in HPE Storage (Nimble, Primera, Alletra, HyperConverged) and Synergy into new

Comments

CERTA ENERGIZER PARTNER - HPE STORAGE RANGER

Program Segregation

CERTA Energizer Partner Program

- Focused to build a base of loyal, motivated and educated Channel Partners across the Geo
- Special focus on HPE Value storage
- Collaborative approach on pipeline generation, education and support

HPE Storage Ranger Program

- Single point of contact to HPE for all Value Storage matter
- HPE Storage evangelist, internal and external
- Value Storage Presales or Sales Specialist
- Structured plan for training and qualification
- Direct communication linkage to HPE (events, courses, product updates, promotions, etc...)
- Performance Metrics
- Goals:
 - facilitate '3PAR to Nimble' transition with HPE Value Storage
 - New customer or competitive account wins
 - Joint bi-weekly Funnel Review
 - Sellout target achievement (as per partner scorecard)



HPE STORAGE RANGER PROGRAM

Description

Responsibilities

- Partner has to achieve Storage Sell Out Growth measured via ScoreCard
- Tracking HPE Storage installed base, maintains and looks after this customer base.
- Build up a pipeline for storage infrastructure projects.
- Participates in the Partner Sales Team meeting and held the role of the Trusted Advisor for HPE Storage Solutions.
- Engage and have a close alignment with local HPE Storage Category and Presales.
- Ensure Tech Refresh for New Storage Solutions and leverage the 3PAR installed Base and Storage FC opportunities.
- on Nimble, HyperConverged, develop Top 3 Attack List with focus on, Nimble, Primera, Alletra and StoreOnce Solutions
- Support Sales around new opportunities (e.g. Attach StoreOnce to Primera)
- Be a HPE Storage Evangelist for local customer events & workshops
- Develop, spread and execute existing Programs like Nimble Starter Kits and local Promotions
- Bi-Weekly Review of funnel status



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HPE's Obligations

- HPE will agree on sellout targets with the Channel Partner and measure the achievement in agreed frequency and will not take influence on the way how the targets had been achieved, neither such qualitative criteria will be considered in the numeric results.
- Neither HPE will take influence on the Partners decision which accounts to approach and tackle for lead creation. Sharing such information in Funnel meetings is solely meant to collect data for business forecasting and risk management.
- Information about sales programs and tools will be shared by HPE to support business development, with exactly the same terms and conditions as for any other partner. There is no obligation for the partners to apply these programs and tools.

STORAGE RANGER SCORECARD - EXAMPLE

Fiscal Quarter, FY		QxFYxx
Partner Name		
Partner ID		
Funded Head Name		
Funded Head Type		
MDF Activity ID		
MDF planned for 120% Performance		\$18,000
Performance		30%
Incentive approved and claimed		\$5,000

CERTA Storage Ranger ScoreCard Fyxx

grace period granted

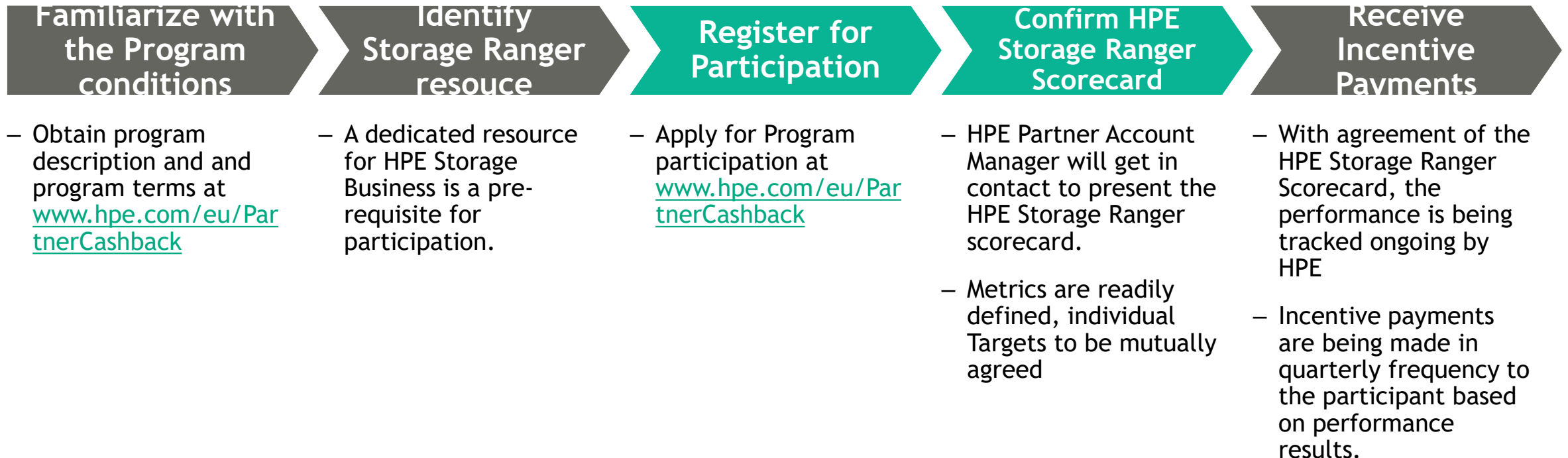
KPI	QyFYyy Sell Out	QxFYxx Achievement	QxFYxx Target	Weight	Qx % Achievement	Qx Weighted Achievement
Bi weekly Funnel Review	0	6	6	3%	100%	3%
Number of dHCI Deals won (shipped and sold)	0	0	1	3%	0%	0%
Number of Greenlake Deals (shipped and sold)	0	0	1	3%	0%	0%
Attending HPE Partner TekTalk or monthly Power Hour	0	3	3	3%	100%	3%
providing internal or external Ranger Workshop for Customer or Partners	0	3	3	3%	100%	3%
Nimble, dHCI & Primera Sell Out \$ (H5, H6, H7, N1, N2, N3, N4, N5, QS, QI)	-	-	70,000	30%	0%	0%
Simplivity Sell Out \$ (S8,V6)	10,289	10,743	85,000	20%	13%	3%
Apollo (TN, S4), Software defined Storage via HPE complete (Veeam, Scality, Cohesity, Qumulo (1T)), StoreOnce (3S), Blue Data (RM) Sell Out \$	126,256	-	44,000	10%	0%	0%
Traditional Storage Sell Out \$ (3PAR: 43,4A,4F,3Z) and Storage Others: LM, LN, W0, 10, 3C, 7A, LJ, LK, SD, 1Y, 3V, LI, LL, V1, V2, OY)	29,508	9,236	30,000	5%	31%	2%
Total	166,053	19,978	229,000			

Synergy sell Out \$ (S6,S7) + One View (FS)	-	1,674	2,000	20%	84%	17%
				100%	427%	30%

Target 1 is capped at 300% Achievement per line per sub-target of Target 1
 <60% Performance Ok Funding
 60% - 100% Performance Linear Target Measurement
 >100% Performance for each 1% - xxx\$, capped at 120%
 Demo and NFR Orders will be accounted 2x for Sell Out

HPE STORAGE RANGER PROGRAM – APPLICATION PROCESS

Accelerate your HPE Storage Business with HPE supporting your effort. Register for Participation between May 1, 2021 and July 31, 2021 to have your Storage Ranger set up and receive incentive for your success!



Visit the Program site at www.hpe.com/eu/PartnerCashback to find the program terms and to start the application process.



HPE STORAGE RANGER PROGRAM – COUNTRIES

Countries (alphabetical order)

Azerbaijan

Kazakhstan

Mauritius

Namibia

Romania

