



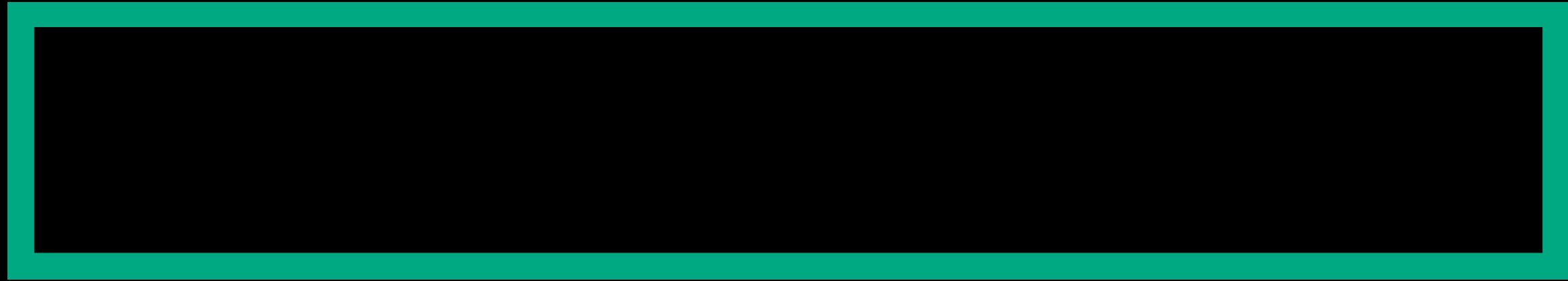
**Hewlett Packard  
Enterprise**

# The Intelligent Transformation

Terry Richardson  
Vice President, North America  
Channels and Alliances

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**HPE Purpose video plays here**

Terry tees up video

# HPE—Consistent strategy



# SUPER 2019

**Redefine  
Experiences  
at the Edge**

**Competitive Weapon**

**Right Mix of  
Hybrid IT**

**Game changing**

**Storage to  
Intelligent Flash**

**The Smart Choice**

**Unlock  
Data with AI**

**Tap the Power**

**Transform IT with  
Software-Defined**

**Automate. Simplify**

**Everything  
as-a-Service**

**The Gold Standard**

# “HPE has built up trust with partners as a “partner-first, channel-centric” company. We are a company that you can bet on.”

Terry Richardson, HPE VP, North America Channel and Alliances

## CRN



“**GreenLake** is a killer opportunity for partners,”

- Joe Vaught  
PCPC Direct



“**HPE made big steps forward** in innovation here that are going to allow us to really grow our business.”

- Jeff Smith  
International Integrated Solutions Ltd.



“...the SMB server **price cut** is a “**big deal**” for Synnex and its partners.”,”

- Peter Larocque,  
Synnex



# The Power of 5 ...designed for SMB

1. 100% channel-led
2. Unveiled new products and solutions
  - GreenLake Flex Capacity for mid-market
  - New turnkey SMB Bundles
3. Robust Marketing Campaign - Just Right IT (JRIT)
4. Ultra-aggressive pricing
5. ‘Don’t Miss’ promotions and SPIFs



# Visit our distribution partners in the Exhibit Hall



- **Game-changing** opportunities
- **Better rewards** for you
- **HPE GreenLake**...a recurring revenue stream

... Simple and Lucrative

**Let's partner today!**







**Hewlett Packard  
Enterprise**

**Thank you**

