

4- and 5-Year HP Care Pack Services

Battlecard



Overview

HP now offers 4- and 5-Year terms for its HP Care Pack Services. These offerings provide exactly the same options, features, and benefits as the 3-Year versions. However, they allow customers to extend the support on their HP servers and StorageWorks, and their associated software products for additional years. This can result in significant savings for the customer in both the products and services areas.

Marketplace drivers

In the current economic climate, it just makes sense for customers to extend the life of their servers and storage assets as long as possible. By doing so, they reduce disruption, plus lower acquisition and overall IT costs. However, to really benefit from keeping their current IT assets, customers must be sure that the technology will continue to deliver the levels of availability that will support business operations.

That's why it also makes sense for them to purchase 4- or 5-Year HP Care Pack Services when they buy their HP servers and StorageWorks products. These services help make sure that customers get expert support from HP to keep their IT assets operating at their very best in support of their business goals ... no matter how long they keep them.

What you can sell

4- and 5-Year HP Care Pack Services let you select from the same portfolio of services to offer your customers as the 3-Year versions, including:

- Hardware Support delivers expert, responsive on-site support with a choice of
 - Response window – Next Business Day or Same Day, 4-hour onsite
 - Coverage – 13x5 or 24x7
 - 6-hour and 24-hour Call-to-Repair also available, depending on technology
- Software Support helps address issues with OS, StorageWorks software and selected applications that have been shown to cause as much or more downtime than hardware-related issues. HP Software Services include:
 - 2-hour call-back commitment
 - Choice of coverage: 13x5 or 24x7
 - Expert telephone assistance services for Linux, VMware and ProLiant Essentials software.
 - Subscription service available for Linux, VMware, and ProLiant Essentials
- Combination Hardware/Software Services offered in a single HP Care Pack Service include:

- Support Plus: 13x5 hardware and software support with 4-hour on-site response for hardware and committed 2-hour callback for software
- Support Plus 24: 24x7 coverage with 4-hour on-site response for hardware and a committed 2-hour callback for software
- Proactive and Mission Critical Services offer further protection for critical environments and business investments
 - Proactive Select – A flexible way to buy proactive services. Includes an Account Support Manager and proactive service credits.
 - Proactive 24 – This integrated hardware/software support solution combines industry-leading technical assistance with proactive account support services.
 - Critical Service – A comprehensive support solution designed for businesses that run mission critical applications and have no tolerance for downtime.

How customers benefit

4- and 5-Year HP Care Pack Services makes sense because they deliver the expert support customers need to save \$\$\$ by keeping their IT assets longer. But they also make good financial sense in a number of other ways:

- Since they are purchased at the same time as the products, funding can come from Capital Expense vs. Operational Expense budgets, allowing operational budgets to be reduced over time
- Costs of purchasing a 5-Year HP Care Pack Service upfront are generally 5 to 15% less than purchasing a 3-Year HP Care Pack Service upfront followed by two years of contractual services. The chart below shows a specific example of what customers can save.

5-Year HP Care Pack Services savings – HP ProLiant DL380 server	
3-year, 24x7 coverage, 4-hour onsite response Fixed HP Care Pack Service	\$837
1-Year, 24x7 coverage, 4-hour onsite response contract (quantity 2)	\$1444
Total –price over 5 years	\$2281
5-year 24x7 coverage, 4-hour onsite response Fixed HP Care Pack Service	\$2019
Savings when purchasing a 5-year HP Care Pack Service upfront	13%

- Customers deal with a single purchase order for all five years, resulting in lower administration cost
- Services price protection over the 5-year term means customers pay one price upfront, thereby avoiding potential price increases later on.

Another winning proposition

Now, customers win all the way around when they purchase 4 or 5 years of coverage upfront. They get expert, consistent services coverage throughout today's longer product lifecycles. But if they decide to purchase new HP technology and HP services before the end of the 4- or 5-year term for these HP Care Pack Services, HP will provide them with a prorated credit for the unused portion.

How YOU benefit

4- and 5-Year HP Care Pack Services also deliver impressive benefits for you, including:

- Increases both top-line revenue and margin. Services transaction amount is higher when attaching 4- and 5-Year HP Care Pack Services vs. the 3-year versions
- Enhances customer loyalty. 90% of customers who purchase services uplifts above warranty are likely to repeat their purchase of HP products vs. a 69% repurchase rate from customers who do not purchase services
- Less selling effort. Multiple years are prepaid upfront and do not require resources to re-quote and re-negotiate every year

How HP benefits

- Higher margin dollars on services sales
- Higher services penetration rates
- Lower HP administrative costs (no contract quote/invoicing administrative costs)

Identifying prospects

Because of today's economic climate and the pressures it generates, just about all customers purchasing HP server and StorageWorks technology and associated software are excellent candidates for 4- and 5-Year HP Care Pack Services.

Like 3-Year HP Care Pack Services, the 4- and 5-Year versions are natural choices for customers who need to reduce risk and cost, which once again, is just about every customer you have.

Technology for better business outcomes

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Part #: 4AA2-5289ENUS. April 2009

Sales tips

- Make services an integral part of the sales presentation.
- Work with customers to understand the availability and performance needs of their IT environment and business. This will help you select the right type and level of support for each customer and achieve trusted advisor status.
- Take advantage of the customer's willingness to buy during the sales call to sell a complete solution. This will enhance customer satisfaction and maximize the total order size.
- Suggest the 4- and 5-Year option right from the start. It is appropriate for a growing number of customers who may not realize that HP offers such a choice
- Do NOT:
 - Let the discussion focus exclusively on price.
 - Present services as an add-on or afterthought.
 - Allow the customer to limit the discussion to hardware only.

Why HP?

- When your customers work with HP, they are working with one of the most trusted names in the IT industry.
 - 40+ years' experience delivering IT infrastructure support
 - Worldwide staff of 73,000 service professionals and 5,000 ITIL-certified IT professionals
 - Leaders in mission-critical services for open environments
 - The largest channel partner network in the world
 - 80+ education centers
 - Global reach that extends to more than 160 countries
- As one of the two largest IT support organizations in the world, HP has unequalled support experience and capabilities.
- HP's portfolio is both comprehensive and flexible, making it easier for customers to create a program of support that's right for them.

More information

- HP Care Pack Services Lookup Tool: www.hp.com/go/lookuptool
- HP Care Pack Reference Guide (www.hp.com/partners/us)
- ISS Attach Playbook (www.hp.com/partners/us)
- SWD Attach Playbook (www.hp.com/partners/us)
- HP Presales Services Consulting (PSC) Team at 800-289-9052, option 3. Available 5 AM – 5 PM PST (For Partners)

