



HP BladeSystem Solution Builder Program

A global IT community dedicated to designing and deploying customer solutions for HP BladeSystem



The HP BladeSystem Solution Builder Program is building the broadest offering of blade-based solutions by connecting the leading IHVs, ISVs, SIs and VARs. Together we are extending the opportunities for blade architectures across the datacenter as part of the goal to "blade everything"—desktop to datacenter.

So if you are looking to expand your business and find new sources of revenue, then consider working with HP in the fastest growing segment of the server industry—server blades. Together with your expertise and technology, and HP BladeSystem, we can deliver the right solutions to a ready market today.

By joining the HP BladeSystem Solution Builder Program, you benefit by gaining access to HP BladeSystem equipment, technical support, plus HP marketing resources—all at no cost. It only takes a few minutes to get started.

Overview

The HP BladeSystem Solution Builder Program is a global community of technology and service delivery providers who collaborate with HP and one another to define, deliver, and deploy customer solutions built for HP BladeSystem.

Solution Builder Program members earn access to HP's team of BladeSystem experts and resources, including product training, online sizing and configuration guides, demand generation opportunities, marketing collateral, and more.

If you're looking for access to the rapidly growing blades market, and a community of partners ready to help sell, deploy and support solutions on HP BladeSystem, here's your chance.

Access to BladeSystem specifications create new business opportunities

HP's process for making BladeSystem specifications available is changing the underlying economics of the blade market. By removing costs and barriers of entry and giving more vendors freedom to develop new blade products faster, together we can accelerate the growth of the market and offer more value and choices to customers.

As a member of the HP BladeSystem Solution Builder Program, you have the opportunity to request access to HP BladeSystem technical specifications. Approved members can use these specifications to quickly evaluate their business opportunities and then design and build add-on components for HP BladeSystem customers.

Join the HP BladeSystem Solution Builder Program

Solution Builder Program membership is free of charge to independent software vendors (ISVs), independent hardware vendors (IHVs), and service-oriented resellers (VARs) and System Integrators (SIs). HP encourages development of a range of products, services, and products that appeal to the blade market.

To enroll in the HP BladeSystem Solution Builder Program:

- Ensure you are already a member of HP's DSPP program (Developer and Solution Partner Program).
- Visit www.hp.com/go/bladepartners and click on the "apply for membership" link.
- Enter your company's classification (IHV, ISV, SI, or VAR).

Solution Builder Program members earn the right to use the HP BladeSystem Solution Builder Program insignia:



HP BladeSystem Solution Blueprints

At HP's discretion, select ISV members of the HP BladeSystem Solution Builder Program will be invited to verify their application on HP BladeSystem. Allowing ISVs to demonstrate the operation of their application with HP BladeSystem is the first step to creating an HP BladeSystem Solution Blueprint.

The Solution Blueprint brings together the complete value proposition of a solution into a single document—providing a functional and architectural view of the solution as well as a list of recommended hardware, software, and services. The Solution Blueprint also directs the customer to engage with appropriate VAR or SI members.

Behind each Solution Blueprint is an extensive collection of engineering, marketing, and sales tools to equip resellers and integrators with the knowledge needed to tailor, sell, and deliver the complete solution.

Member Benefits*

Development Enablement

Access to specifications
Access HP support resources
Product verification / validation on HP BladeSystem
Technical white papers
Education and training discounts
Aggressive equipment discounts

Marketing Enablement

Solution Builder Program marketing toolkit
Product/service/solution description on HP.COM DSPP website
Partner-specific BladeSystem solution briefs and blueprints
Use of HP Solution Builder insignia
HP ActiveAnswers online presence
Press releases on HP website
Online sales and technical presentations
Success stories, case studies and other references
HP quotes for partner-led press releases
Customer beta programs
Solution and deployment guides

Sales Enablement

Lead generation program
Sales training
Configuration and sizing tools
Sales incentive programs
Partner community access
Joint sales engagement
Customer financing and leasing options
Sales tools and collateral
Priority sales support

*The availability of benefits depends on the type of partner and is based on criteria determined exclusively by HP.

Learn more

Learn more about the HP BladeSystem Solution Builder Program, BladeSystem specifications, and how your organization can benefit today.

HP BladeSystem Solution Builder Program
www.hp.com/go/solutionbuilder

HP BladeSystem Solution Builder Program – Partner Registration
www.hp.com/go/bladepartners

HP BladeSystem Technical Specifications
www.hp.com/go/bladspecs

HP BladeSystem
www.hp.com/go/bladesystem

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To learn more, www.hp.com/go/solutionbuilder

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