

Ingram Micro - HP POS

Welcome Guide

Welcome Aboard!

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HP Point of Sale – 'THE' Solution

HP has dedicated a lot of time, money, and resources on researching and developing retail hardened point of sale hardware solution at an incredible price point. This gives you the world class hardware vendor recognition of Hewlett Packard known and trusted in homes, executive offices, and the heart of corporate America, now in retail and hospitality locations across the world.

The Basics

Authorization:

While HP Smart Buys are open for anyone to purchase, the real substance of what HP has to offer is brought to its VARs through the HP Partner Program. Rebates are preloaded on HP's products so the price Ingram Micro quotes you already reflects the rebate. SPIFs and other partner programs, however, are not open to the world, and require you to have a partnership with HP. This provides HP authorized resellers a key differentiator, distinguishing themselves from mass merchandisers, allowing more margin and increased profits from reselling HP hardware.

HP's authorization process is known as the Business Development Agreement (BDA). All Resellers must go to HP.com and fill out the BDA agreement and any appropriate product addenda. Questions? – Call Jay Giron for assistance.

Website:

<https://h20375.www2.hp.com/portal/site/publicpartner-portal/>

Smart Buys? Favorable Configs? CTO?

Smart Buys are HP's cost effective product being pushed out in quantity allowing for large volumes to be moved to multiple customers at the best price point. These are limited in variety due to their larger production numbers, but compared to a 'favorable config', the Smart Buy is going to be much more cost effective and eligible for instant rebates along with SPIFs. **Favorable Configs** are HP's slightly more customized units that are meant to fit more specific needs that research says customers will be looking for. Due to the fact these are not stamped out in bulk, they will carry a higher price. **CTOs** are Custom To Order product that is built for a customer request. Due to the nature of this, the price will be higher than a CTO.

Key Ingram Micro Contacts:

Jay Giron – Market
Development Specialist

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Ryan McAllister – Vendor
Business Manager

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Technical Support – Presales
configuration specialists.

800-445-8066 ext.76342

*“HP is a major on-line retailer and a leading global supplier of consumer electronics to the retail market space. That firsthand experience gives HP insight into both the marketplace challenges and the ways that innovative business technology can drive better business outcomes.” – Mark Hurd
CEO Hewlett Packard*

Ingram Micro:



Vision

Ingram Micro will be universally regarded as the best way to deliver technology to the world.

Mission

To be an indispensable business partner – the most valued bridge between our vendors and customers.

Measurably contribute to the growth and profitability of our customers – both vendors and resellers – in a manner that is difficult to replicate or substitute.

- For vendors, create value through efficiency, demand generation, and access to markets and customers.
- For resellers, provide unique offerings that create sales and profit opportunities, including valuable vendor relationships, sales programs, access to credit, and training and development.

Guiding Principle

Ingram Micro will focus on enhancing the success of its business partners, associates and investors while embracing its values of teamwork, respect, accountability, integrity and innovation.

Ingram Micro Benefits

Ingram Micro is broken down into different departments, each of which specialized and designed to help our Value Add Resellers differentiate themselves from their competition.

Technical Support:

Our team of dedicated point of sale and data capture specialists can help you choose the proper configuration for your customer. They help ensure you are asking all of the appropriate questions to provide a complete and functioning solution. These questions can in turn lead to more sales for you and more recurring revenue from a satisfied customer set.

Sales Team:

Utilize and enjoy sales reps that are familiar with not only the point of sale products you are dealing with, but also knowledgeable on other products from server to networking. They will ensure you are taking advantage of programs and help you with the purchasing process, especially on large opportunities to get the best pricing/program they can to help you win your deals.

Value Add Services:

Want us to configure or image your products before shipping directly to a customer? How about that and then send someone on site to install it for you? We can take much of the heavy lifting off of your plate freeing your resources to provide other services to your customers.



“Technology products go a long way toward helping an end user realize their true potential. As a trusted advisor, solution providers need to offer complete end-to-end solutions, take their successes and market them to existing and potential customers, and leverage all the funding, programs, education, and resources available through manufacturer and distribution partners like Ingram Micro's Data Capture/POS Division.”
– Justin Scopaz VP and GM
Ingram Micro DC/POS Division

Ingram Micro Benefits cont'd

Marketing Assistance:

Use our 'Agency Express' program to help build your customer base with HP point of sale. We can help with trade shows, flyers, email blasts, demo units, and more. We are doing what it takes and more to help you increase your sales.

Dedicate HP POS Team:

Jay Giron – Sr. Market Development Specialist HP POS

Jay can help you understand the programs that HP has to offer and ensure you are claiming all of the SPIFs and rebate money due to you that HP is offering. With over 11 years of experience in Point of Sale he can help you understand how to position HP and speak with your customer together to better understand the value of purchasing HP products. 800-876-4629 ext.67215

Ryan McAllister -

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HP POS:

Dedicated POS Territory Managers:

HP has dedicated Territory Managers to help Partners win those important deals or who just need help understanding the product. Whether it is loaners, marketing, promotions, or just that personal touch from a meeting, the HP POS Partner Business Management Team is there to help.

Partner Portal Support:

Have questions on trying to claim SPIFs or how exactly you go about getting to the proper information on a New Business Opportunity? HP Partner Portal Support can help ensure you don't miss a beat while navigating the resources available to make you and HP POS more successful.

HPPartnerPortalSupport@hp.com or 888-629-6914

ISV Program:

Get your program verified with HP Hardware and there are some good benefits. Along with Ingram Micro we can help you promote your product to new and existing customers, including space on Ingram Micro's web site and HP's! Check out both ISV programs and receive the benefits of both!

Ingram ISV Link:

http://www.ingrammicro.com/ext/0,,20468_20467_20469_20465,00.html#2

HP ISV Link:

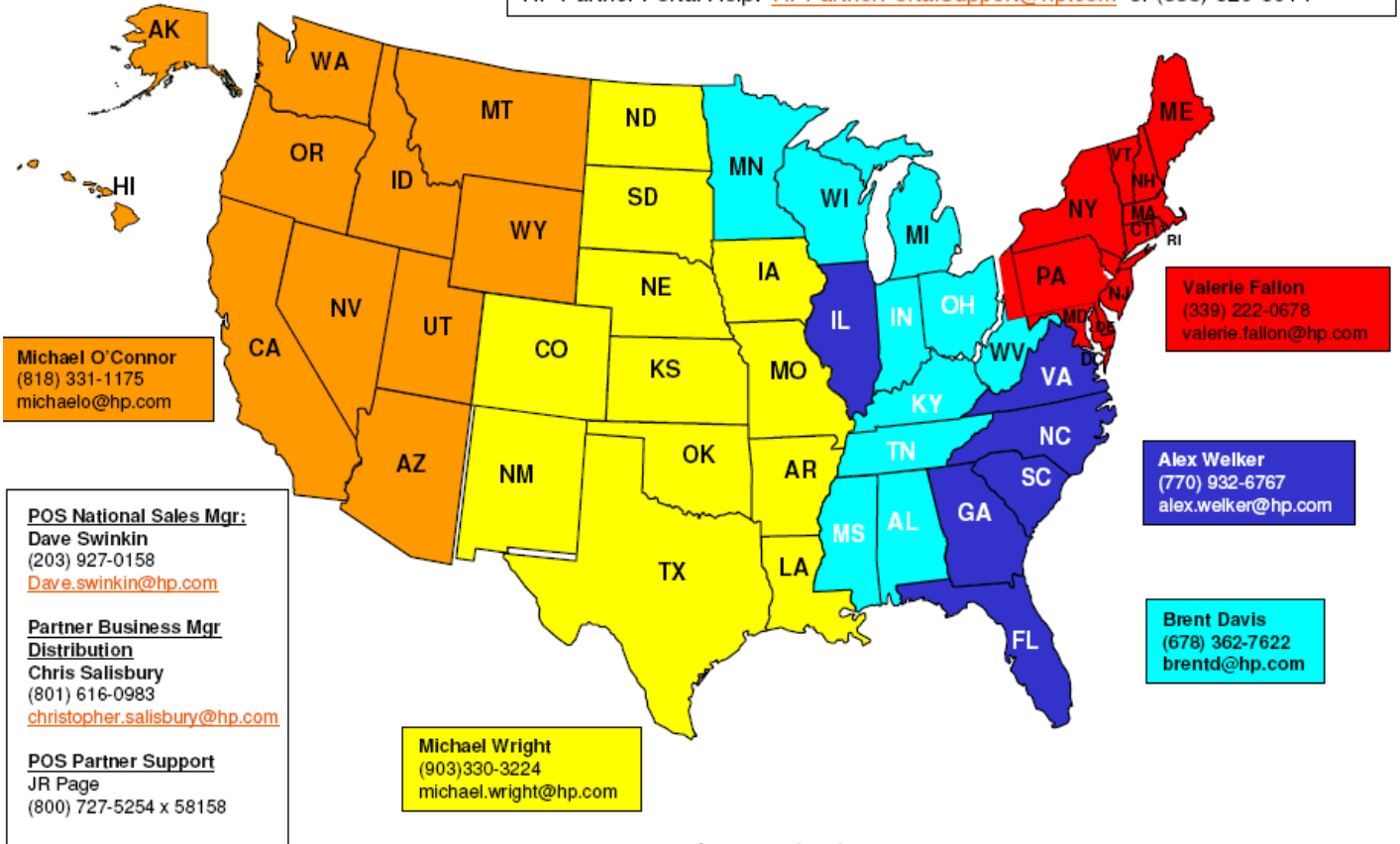
www.hp.com/go/pospartners





POS Channel Resources Coverage Map

HP Pre Sales Support: Email: PartnerTech@hp.com or (800) 633-3600
 HP Post Sales Support: Tel: (866) 852-4865 option 3 for POS
 HP Partner Portal Help: HPPartnerPortalSupport@hp.com or (888) 629-6914



Links:

- Ingram Micro <http://www.ingrammicro.com/dcpos>
- Ingram Micro HP POS <http://www.ingrammicro.com/hppos>
- Agency Express <http://ingrammicro.marketingbridge.com/mb.home>
- ISV Program http://www.ingrammicro.com/ext/0,,20468_20467_20469_20465,00.html#2
- POS Landing Page www.hp.com/go/pos
- rp5700 Product Page <http://h10010.www1.hp.com/wwpc/us/en/sm/WF25a/12454-12454-359465-338958-359467-3375926.html>
- rp3000 Product Page <http://h10010.www1.hp.com/wwpc/us/en/sm/WF25a/12454-12454-359465-338958-359467-3791663.html>
- Quickspecs - Systems http://h18000.www1.hp.com/products/quickspecs/North_America/North_America.html#12811
- Quickspecs - Peripherals http://h18000.www1.hp.com/products/quickspecs/North_America/North_America.html#12530
- Partner Portal <http://h20375.www2.hp.com/portal/site/publicpartner-portal/?lang=en-us>
- HP Store Accessories <http://h30094.www3.hp.com/cadefault.asp>
- ISV Sign-up www.hp.com/go/pospartners
- HP TOTAL CARE http://www.hp.com/sbso/services/access/info.html?jumpid=ex_r295_go/totalcareaccess

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Who fits into an HP POS Solution?



- Ma's & Pa's one terminal store
- Customer still using ECR (Electronic Cash Register) like Sharp. (no inventory control or user sign on)
- C-Stores (Convenience Stores), Groceries, Kiosk Solution, Liquor Stores.



- Schools – Lunch (Cafés), School Fees
- Healthcare – Patient Co-pay, Cafés, Gift Shops



- Military – Cafés, Retail Outlets, Inventory Control and personnel information (ID Cards)



- Hospitality – Restaurants, Pizza Shops, Cafés, Bars



REGIS SALONS

- Specialty Retail – Clothing, Hair Salons



YOU!



Data Capture/
POS Division