



# SYNNEX Reseller Webinar

# *HP SUPPLIES*

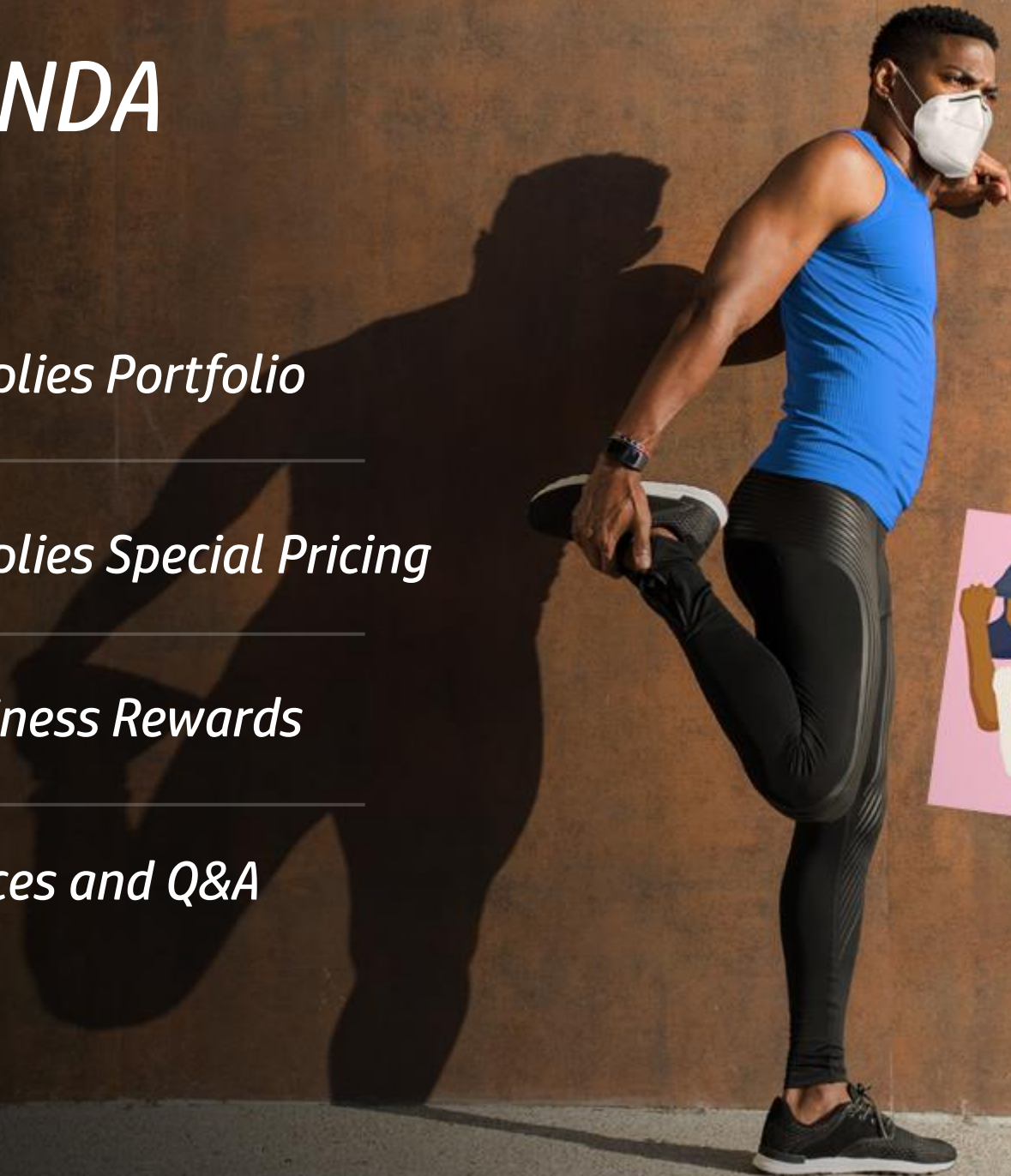
January 29, 2021

Note: Imagery is from HP's Windows of Hope campaign to fuel creativity during COVID-19



# AGENDA

- 01 *HP Supplies Portfolio*
- 02 *HP Supplies Special Pricing*
- 03 *HP Business Rewards*
- 04 *Resources and Q&A*





# PORTFOLIO

Michelle Cushman  
Supplies – North America Category



# Original HP supplies



## Quality

Precision output,  
page after page<sup>1,2</sup>

Designed to work  
the first time,  
every time<sup>1,2</sup>

## Sustainability

Designed with the  
planet in mind

Free and easy recycling to  
help reduce waste<sup>3</sup>

## Indoor air quality

Meets eco-label  
emission criteria<sup>4</sup>

To help maintain the  
indoor air quality where  
you live and work

## Security

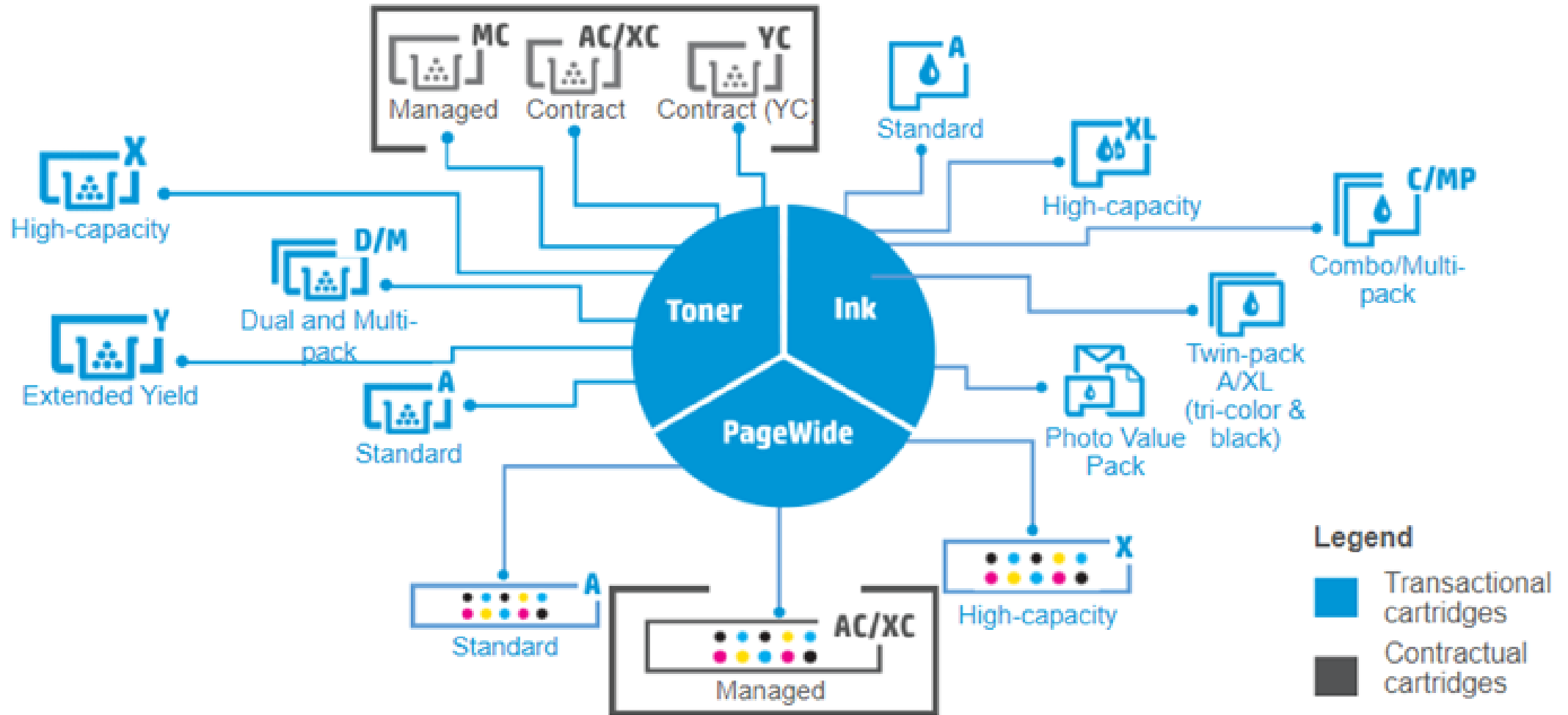
Engineered for  
security

Protect your printer  
and your data<sup>5</sup>

1. Based on a SpencerLab 2018 study commissioned by HP for the on-average performance of 12 brands of remanufactured cartridges, refilled cartridges from leading refill service providers, and refill kits compared to Original HP Ink Cartridges (61XL, 62XL, 63XL, 564XL, 950XL, 951XL, 970XL & 971XL) sold in North America. See [spencerlab.com/reports/HPInkReliability-NA-2018.pdf](https://www.spencerlab.com/reports/HPInkReliability-NA-2018.pdf). 2. North America results based on 2018 SpencerLab Color and 2019 SpencerLab Monochrome Reliability studies for North America, both commissioned by HP. Color study compared Original HP color cartridges with six brands of non-HP cartridges for the HP LaserJet Pro color 400 M451dn; CE410A/X, CE411A/412A/413A cartridges. See [spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf](https://www.spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf). Monochrome study compared Original HP Cartridges with seven brands of non-HP cartridges for the HP LaserJet Pro M402 and Pro M521 printers; HP 26A and 55A cartridges. See [spencerlab.com/reports/HPReliability-NA-2019.pdf](https://www.spencerlab.com/reports/HPReliability-NA-2019.pdf). 3. Program availability varies. See [hp.com/go/recycle](https://www.hp.com/go/recycle). 4. An HP printing system consists of HP printer, paper and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions of criteria applicable when printing system launched. 5. HP office-class printing systems are select Enterprise and Managed devices with FutureSmart firmware 4.5 and up, Pro devices, LaserJet models 200 and up, with respective Original HP Toner, PageWide, and Ink Cartridges. Does not include HP integrated printhead cartridges. Digital supply-chain tracking, hardware, and packaging security features vary locally by SKU. See [hp.com/go/SuppliesThatProtect](https://www.hp.com/go/SuppliesThatProtect) and [hp.com/go/SuppliesSecurityClaims](https://www.hp.com/go/SuppliesSecurityClaims).



# HP SUPPLIES PORTFOLIO



# HP Toner & PageWide Supplies Portfolio

## Transactional portfolio



## Supplies Big Deal (SBD) portfolio



## Contractual (MPS) portfolio



## US Gov't portfolio



### A (Standard):    X (High Yield):    Y (Optimized):    D/M (multi-pack):

- A (Standard):** Low purchase price and longevity for the typical user.
- X (High Yield):** For high volume use
  - Up to 2x the number of pages than A
  - Lower cost-per-page than the A
- Y (Optimized):** Available for selected platforms, more pages vs X,
  - % of savings vary by platform.
- D/M (multi-pack):** Two or three cartridges bundled.
  - Same yield as transactional A/X
  - Savings vs individual cartridge purchase.

These SKUs (A, X, Y) could appear on a Supplies Big Deal (SBD) when an AC/XC/YC is not available

### AC/XC/YC (C-SKU)

- Used in transactional qualified big deals only. Partner must be eligible for SBD Program.
  - AC/XC have same yields as transactional A/X
  - YC yields between 13%-64% more pages vs A or X alternative as available
  - For sale at special pricing under authorized end user contract only
  - Might be used in the MPS space when no managed nor JC option is available

### JC (Jumbo Cartridges):

- Introduced during FY18
- For managed component space only.
  - Up to 30% more pages than XC/YC
  - Priced at contractual benchmarks
  - Selected legacy platforms with dedicated SKU

### Managed cartridge

- For managed devices only. Ends in MC if toner. Ends in AC/XC/YC if PageWide
  - Priced at contractual benchmarks
- Brown box for toner.
- White box for PageWide.

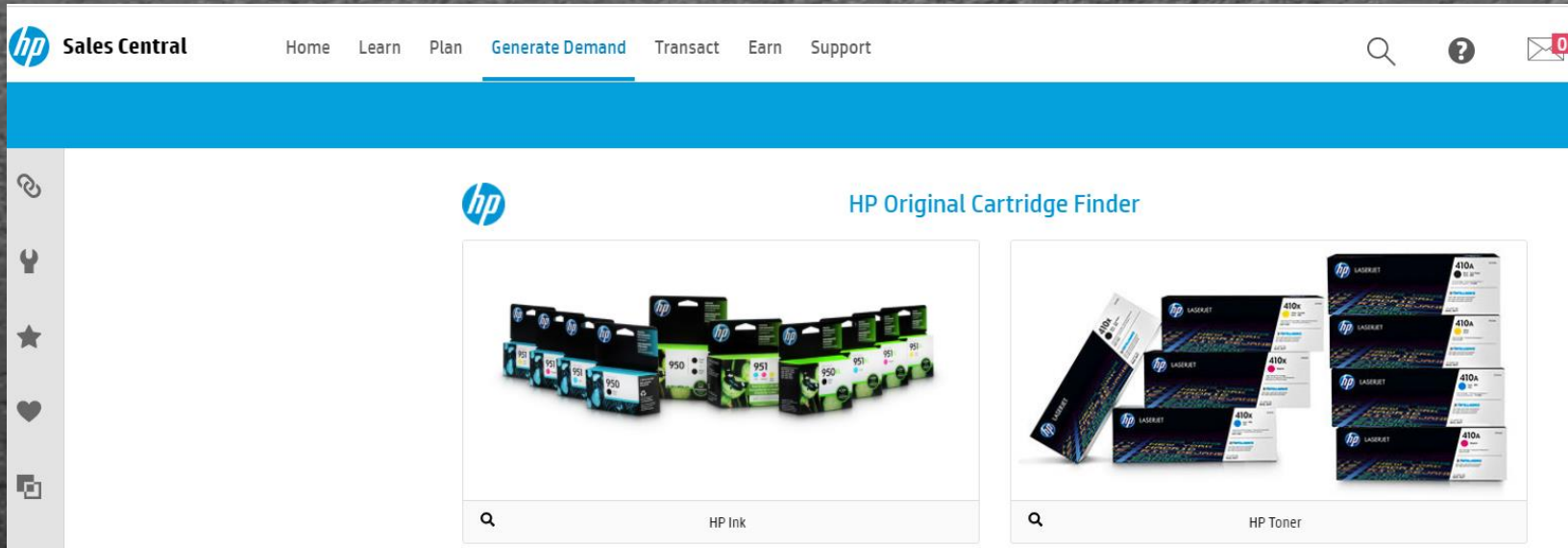
### AG/XG/YG (G SKUs)

- US government dedicated SKUs
- AG/XG/YG have same yields as transactional A/X/Y
- A separate Gov portfolio permits more flexibility on pricing

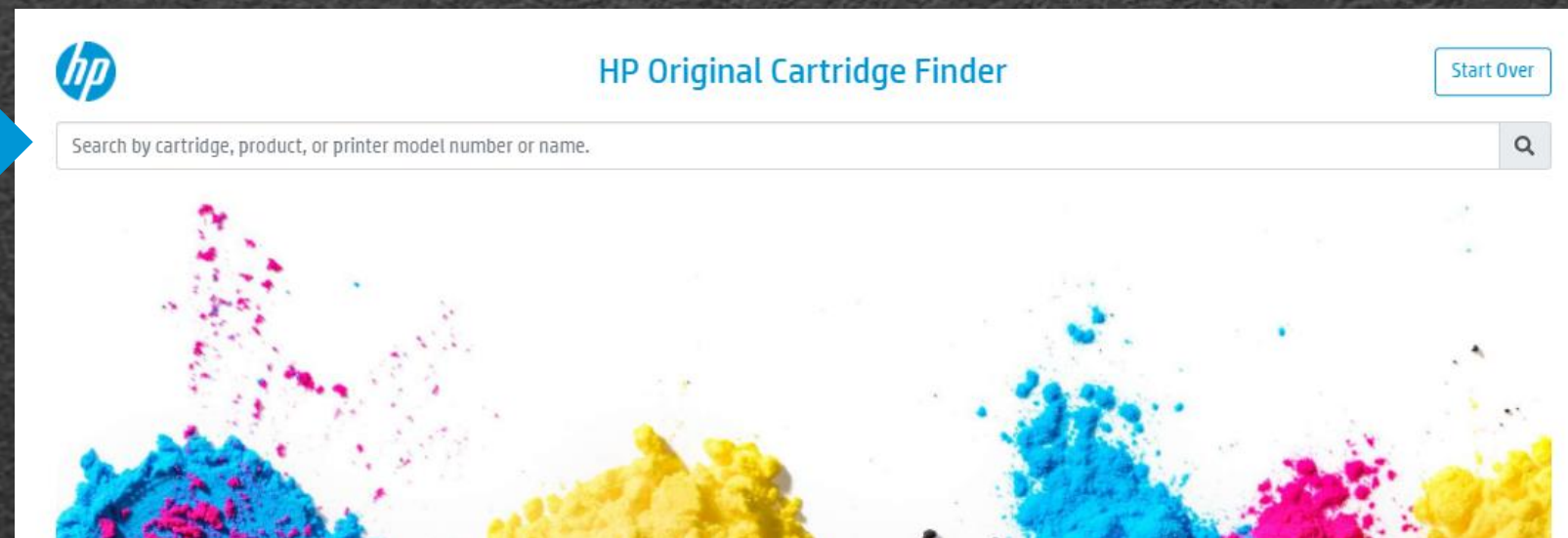


# LOCATING COMPATIBLE SUPPLIES FOR HP PRINTERS

Bookmark <https://www.hpsalescentral.com/#/generate/originalhpcartridgefinder>



Enter Printer, Toner or Ink





# SPECIAL PRICING PROCESS

Jenny Kalbfleisch  
Commercial Strategy Lead  
Supplies – North America Category

Note: Imagery is from HP's Windows of Hope campaign to fuel creativity during COVID-19





# HP SUPPLIES SPECIAL PRICING



- HP Supplies offers special pricing to select Resellers
  - Valid HP Partner Agreement (PA)
  - Resellers must be an HP Supplies Qualified Partner
  - HP Amplify: Resellers must be Synergy, Power, Power Services status and agree to data sharing
- How do Resellers request special pricing?
  - Engage HP Supplies End User Sales Rep or HP Supplies Partner Business Manager
  - If an HP Rep is not assigned, engage your HP SYNEX Business Development Team for help
  - *Smart Quote tool does not work for HP Supplies*

- Send to SYNNEX HP Supplies Business Development Team
  - Reseller Name, HP Location ID
  - End User Business Name, Contact Name & Phone, Street Address, City & State and RFQ details
- Timing Expectation: Minimum 5 business days to complete the Supplies Big Deal process

## SYNNEX HP Supplies Business Development Team



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# HP SUPPLIES SPECIAL PRICING PROGRAMS

|   | TRANSACTIONAL<br><i>Buy a Cartridge</i>  |                                 | HYBRID                     | CONTRACTUAL<br><i>Buy a Click</i> |                           |
|---|--|---------------------------------|----------------------------|-----------------------------------|---------------------------|
| Program Feature                                   | SMB Advantage  | Supplies Big Deal               | T1 ARS                     | Tier 1 MPS                        | Power Services            |
| Eligible Partners                                 | All HP Qualified Resellers   | All HP Qualified Resellers      | All HP Qualified Resellers | All HP Qualified Resellers        | Power Services Resellers  |
| Usage Report/Data Collection Agent (DCA) Required | Yes - Usage Report   | Yes - Usage Report              | Yes - DCA                  | Yes - DCA                         | Yes - DCA                 |
| Contract Required and Length                      | Customer Commitment - 1 year   | Customer Commitment - 1 year    | Contract - 1-5 years       | Contract - 1-5 years              | Contract - 1-5 years      |
| Break Fix & Maintenance Service Required?         | No   | No                              | No                         | Yes                               | Yes                       |
| Replenishment of Supplies                         | Customer places order  | Customer places order           | Auto, through partner DCA  | Auto, through partner DCA         | Auto, through partner DCA |
| CPP Billing Required                              | No   | No                              | No                         | Yes                               | Yes                       |
| End User Share Requirements                       | Defend > 75% / Win-Back < 75%  | Varies                          | N/A                        | N/A                               | N/A                       |
| Discounts: Toner (Color & Mono)                   | Win-Back: 19% / 9% Multi Packs<br>Public Sector: 4.5% for Win-Back only<br>Defend: 7% / 6% Multi Packs | Varies                          | 15% (Samsung & HP Toner)   | >33% Average                      | >33% Average              |
| Discounts: Ink                                    | Win-Back / Defend: 5%<br>Public Sector: 3% (when ink is included in toner Win-Back deal)               | Varies                          | 5% LLC & Select Ink        | Varies                            | Varies                    |
| Minimum Deal Size                                 | >\$15k and <\$75K  | \$75K+ or HP Named Account      | N/A                        | N/A                               | N/A                       |
| Target Market                                     | Micro, SMB & Public Sector   | SMB, Enterprise & Public Sector | Micro & SMB                | SMB                               | SMB & Enterprise          |
| HP Business Rewards Eligible                      | Yes  | Yes                             | Yes                        | No                                | No                        |



# FRONT-END END USER VERIFICATION

- Front-end End User Verification (FE EUV) is to ensure an end customer is legitimate and the deal is consistent with the size of the end user company, number of employees and project requirements
- FE EUV is required for any channel deal where HP Supplies are present, regardless of quantity or value
- FE EUV is needed before a Big Deal is marked “won”
- HP Rep completes the FE EUV
  - HP Supplies End User Sales Reps or HP Supplies Partner Business Manager



# HP SUPPLIES BIG DEAL PROTOCOLS

- Reseller must reference the HP Big Deal number (a.k.a. Eclipse Deal ID) that they are named on when ordering
- HP Supplies MUST be drop shipped directly to the end user listed on the Big Deal
  - Exception: A3 Supplies & LLCs to Power Services MPS Partners
- HP routinely conducts audits to ensure our Resellers are compliant
- *For complete Ts & Cs, see HP Big Deal Operating Policy located on Partner Portal*
- **YOUR ROLE – Must do the following:**
  - ❑ Provide Distributor a valid Big Deal number for end user sale
  - ❑ Provide deal discounts only to the approved end user and are forbidden to leverage discounts to any other end user
  - ❑ Provide Distributor the end user “Ship To” address



# HP BUSINESS REWARDS

Monica Leal  
Channel Business Manager Supplies


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# HP BUSINESS REWARDS

Partner Fact Sheet

## Meet HP Business Rewards



PurchasEdge is becoming more rewarding.



- **HP Business Rewards Program** is designed to help you build more loyalty and increase sales. When customers buy qualifying Original HP Supplies from you, they earn points redeemable for a wide selection of HP printers, scanners, and more. The goal? Turning everyday customers into loyal, happy buyers.

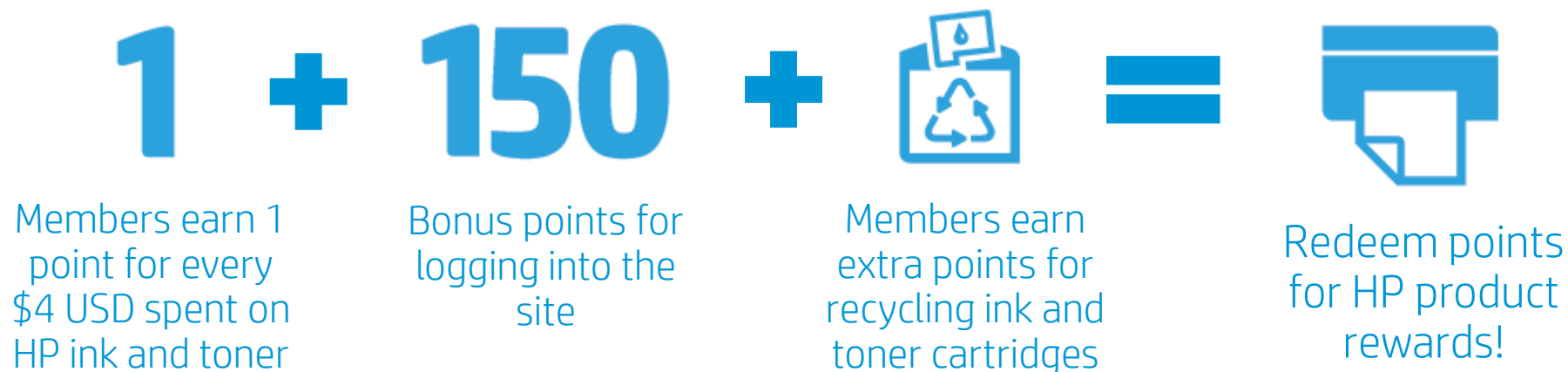
# HP Business Rewards

HP's B2B supplies loyalty program, formerly known as PurchasEdge

Your **commercial customers** can earn HP Business Rewards points for purchasing HP ink and toner from you. Customers redeem their points for product rewards which means more HP Supplies sales for you.

*How it works*

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*Learn more*

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Partners can get started at [hpbusinessrewards.com/partner](https://hpbusinessrewards.com/partner)

Eligible customers can enroll at [hpbusinessrewards.com/join](https://hpbusinessrewards.com/join)

Business Rewards Support Center email [partnersupport@hpbusinessrewards.com](mailto:partnersupport@hpbusinessrewards.com) or call 1-888-264-6599







# RESOURCES

HP Partner Portal [partner.hp.com](https://partner.hp.com)

- HP Sales Central: Sales & Marketing > Sales Resources
- HP University: Training & Certification > HP University
- HP Blue Carpet: Programs > Membership Benefits



# Q&A

# THANK YOU

