

PRI Scorecard Tour





Seller Company Level Name									
Location ID									
PartnerONE Membership	Elite								
12 Month Snapshot	Nov 08 -- Oct 09								
				Select Different Partner					

See Page 3 update

HP Services Relationship
Services Sales Elite
ASSP
ASP
APSP

PRI Scorecards will be generated monthly for the following partners

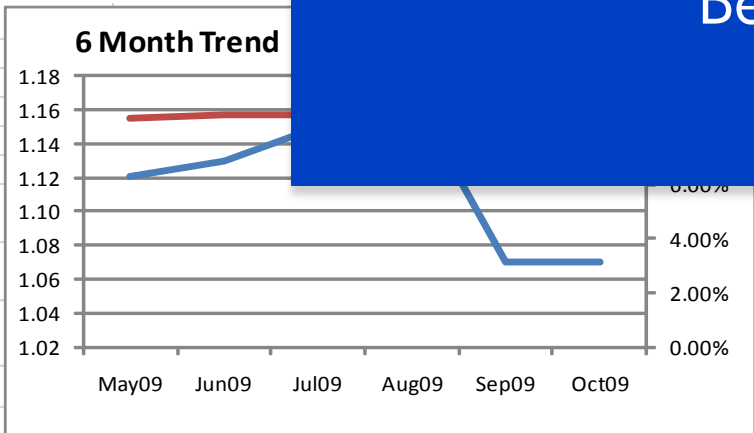
1. Preferred >\$3M
2. Elite
3. Authorized Support Partners

And posted to each partner's PartnerONE Benefit Statement

HP Business Unit / Metric [A]	Your 12 Month HP Product Sales\$ [B]
IPG	\$ 60,930
PSG	\$ 2,814,121
BCS	\$ 1,163,926
ISS	\$ 6,682,917
SWD	\$ 2,388,870
PNB	\$ 25,514
Value Svc	\$ 10,261,226
Totals	\$ 13,136,277

Scenario B: Raise
 Incentive for metrics
 Market Average
 % of HP Market
 Average (1.2PRI).
 Performance of
 other metrics

Annual Revenue B [J]
2,332
-
-
8,509
7,343
272
-
8,456



PartnerONE Compensation Benefit (% of Sales)	2.1%	2.5%	2.5%
Estimated Annual PartnerONE Compensation	\$ 20,710	\$ 29,423	\$ 32,349
HP Care Pack Delivery Rebates (ASP + APSP) ¹	\$ -	\$ -	\$ -
Total Gross Margin	\$ 169,396	\$ 208,106	\$ 228,803
Change from Current	\$ -	22.9%	35.1%



Seller Company Level Name [Redacted]
 Location ID [Redacted]
 PartnerONE Membership Elite
 12 Month Snapshot Nov 08 -- Oct 09

See Page 3 update on HP Market Average

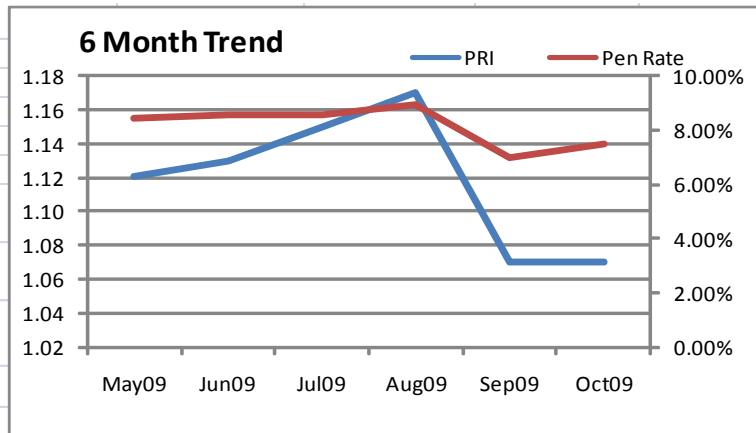
Let's take a tour of the monthly PRI Scorecard

Scenario A: Maintain performance for metrics above HP Market Average (1.2PRI). Maintain performance of other metrics

Scenario B: Raise performance for metrics below HP Market Average up to 120% of HP Market Average (1.2PRI). Maintain performance of other metrics

HP Services Relationships	
Services Sales Elite	
ASSP	
ASP	YES
APSP	YES

HP Business Unit / Metric [A]	Your 12 Month HP Product Sales\$ [B]	HP Market Average Penetration Rate [C]	Y Ser @ Av	Y Ser @ Av	Y Ser @ Av	Y Ser @ Av	Y Ser @ Av	Y Ser @ Av	Y Ser @ Av	Incremental Revenue Scenario A [I]	Incremental Revenue Scenario B [J]
IPG	\$ 60,930	4.39%	\$							\$ 1,797	\$ 2,332
PSG	\$ 2,814,121	2.08%	\$							\$ -	\$ -
BCS	\$ 1,163,926	13.65%	\$	158,833	\$ 367,430	31.57%	2.31	8.9%	\$ -	\$ -	\$ -
ISS	\$ 6,682,917	5.28%	\$	352,760	\$ 154,803	2.32%	0.44	50.9%	\$ 197,957	\$ 268,509	\$ 268,509
SWD	\$ 2,388,870	10.44%	\$	249,351	\$ 251,878	10.54%	1.01	18.2%	\$ -	\$ 47,343	\$ 47,343
PNB	\$ 25,514	0.89%	\$	227	\$ -	0.00%	0.00	0.2%	\$ 227	\$ 272	\$ 272
Value Svc	\$ 10,261,226	1.00%	\$	102,612	\$ 127,565	1.24%	1.24		\$ -	\$ -	\$ -
Totals	\$ 13,136,277		\$	924,992	\$ 991,240	7.55%		1.07	100.0%	\$ 199,981	\$ 318,456



Annual Financial Simulation			
	Current	Scenario A	Scenario B
Partner Actual Sales	\$ 991,240	\$ 991,240	\$ 991,240
Incremental Sales		\$ 199,981	\$ 318,456
Total Sales	\$ 991,240	\$ 1,191,221	\$ 1,309,696
Estimated Margin at 15%	\$ 148,686	\$ 178,683	\$ 196,454
PartnerONE Compensation Benefit (% of Sales)	2.1%	2.5%	2.5%
Estimated Annual PartnerONE Compensation	\$ 20,710	\$ 29,423	\$ 32,349
HP Care Pack Delivery Rebates (ASP + APSP) ¹	\$ -	\$ -	\$ -
Total Gross Margin	\$ 169,396	\$ 208,106	\$ 228,803
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 Location ID [Redacted]

PartnerONE Membership Elite
 12 Month Snapshot Nov 08 -- Oct 09

Select Different Partner

See Page 3 update on HP Market Averages

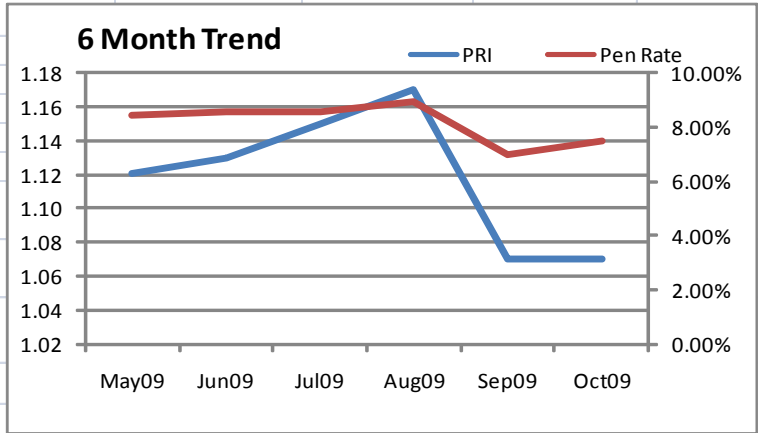
Scenario A : Raise performance for metrics above HP Market Average

Scenario B: Raise performance for metrics below HP Market Average up to 120% of HP Market Average (1.2PRI). Maintain performance of other metrics

Partner Name
 Location ID
 HP PartnerONE Membership
 12 month snapshot date range

HP Services Relationships	
Services Sales Elite	
ASSP	
ASP	YES
APSP	YES

HP Business Unit / Metric [A]	Your 12 Month HP Product Sales\$ [B]	HP Market Average Penetration Rate [C]	Your Est. Services Sales @ HP Market Average [D]	Actual Sales [E]	Market Share [F]	Penetration Rate [G]	Market Share % [H]	Incremental Revenue Scenario A [I]	Incremental Revenue Scenario B [J]
IPG	\$ 60,930	4.39%	\$ 2,675					\$ 1,797	\$ 2,332
PSG	\$ 2,814,121	2.08%	\$ 58,534					\$ -	\$ -
BCS	\$ 1,163,926	13.65%	\$ 158,833	\$ 367,430	31.57%	2.31	8.9%	\$ -	\$ -
ISS	\$ 6,682,917	5.28%	\$ 352,760	\$ 154,803	2.32%	0.44	50.9%	\$ 197,957	\$ 268,509
SWD	\$ 2,388,870	10.44%	\$ 249,351	\$ 251,878	10.54%	1.01	18.2%	\$ -	\$ 47,343
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See Page 3 update on HP Market Averages

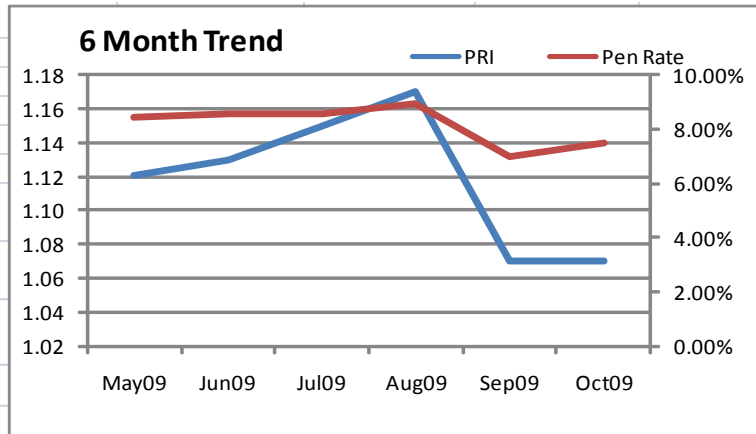
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 Maintain performance of other metrics

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 Maintain performance of other metrics

HP Services Relationships	
Services Sales Elite	
ASSP	
ASP	YES
APSP	YES

HP Services Relationships

HP Business Unit / Metric [A]	Your 12 Month HP Product Sales\$ [B]	HP Market Average Penetration Rate [C]	Your Est. Services Sales @ HP Market Average [D]	Current Sales [E]	Current Penetration Rate [F]	Current Ratio [G]	Scenario A [H]	Scenario B [I]	Incremental Revenue Scenario B [J]
IPG	\$ 60,930	4.39%	\$ 2,675						\$ 2,332
PSG	\$ 2,814,121	2.08%	\$ 58,534						\$ -
BCS	\$ 1,163,926	13.65%	\$ 158,833	\$ 367,430	31.57%	2.31	8.9%	\$ -	\$ -
ISS	\$ 6,682,917	5.28%	\$ 352,760	\$ 154,803	2.32%	0.44	50.9%	\$ 197,957	\$ 268,509
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12 Month Snapshot	Nov 08 -- Oct 09

Select Different Partner

See Page 3 update on HP Market Averages

PRI Compares your HP Services Sales to HP Market Average Sales
 PRI = 1.2 20% Above Average
 PRI = 1.0 at Average
 PRI = 0.75 25% Below Average

Scenario A : Raise performance for metrics below HP Market Average up to HP Market Average (1.0 PRI). Maintain performance of other metrics

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HP Business Unit / Metric [A]	Your 12 Month HP Product Sales\$ [B]	HP Market Average Penetration Rate [C]	Your Est. Services Sales @ HP Market Average [D]	Your 12 Month Actual HP Services Sales\$ [E]	Your Actual HP Services Penetration Rate [F]	Your Penetration Rate Index (PRI) [G]	% of Total HP Product Sales\$ [H]	Incremental Revenue Scenario A [I]	Incremental Revenue Scenario B [J]
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PSG	\$ 2,814,121	2.08%	\$ 58,534	\$ 88,686	3.15%	1.52	21.4%	\$ -	\$ -
BCS	\$ 1,163,926	13.65%	\$ 158,833	\$ 367,430	31.57%	2.31	8.9%	\$ -	\$ -
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FY10 HP Market Average penetration rates

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HP Business Unit / Metric [A]	Your 12 Month HP Product Sales\$ [B]	HP Market Average Penetration Rate [C]	Your Est. Services Sales @ HP Market Average [D]	Your 12 Month Actual HP Services Sales\$ [E]	Your Actual HP Services Penetration Rate [F]	Your Penetration Rate Index (PRI) [G]	% of Total HP Product Sales\$ [H]	Incremental Revenue Scenario A [I]	Incremental Revenue Scenario B [J]
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Penetration Rate and PRI Metric calculations

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12 Month Snapshot	Nov 08 -- Oct 09

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Top three product sales areas
 Typically the biggest opportunity areas.

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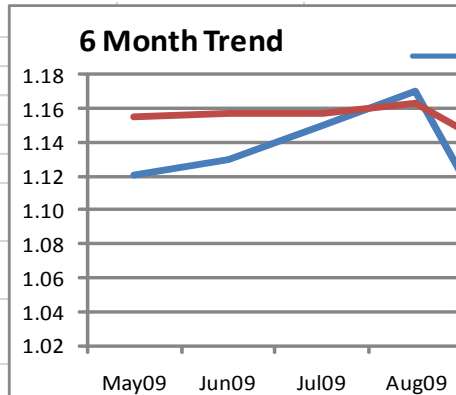
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Simulation of additional revenue opportunity scenarios

Simulation	Scenario A	Scenario B
	991,240	\$ 991,240
	199,981	\$ 318,456
	1,191,221	\$ 1,309,696
	178,683	\$ 196,454
	2.5%	2.5%
	29,423	\$ 32,349
	-	\$ -
	208,106	\$ 228,803
Change from Current		\$ -
		22.9%
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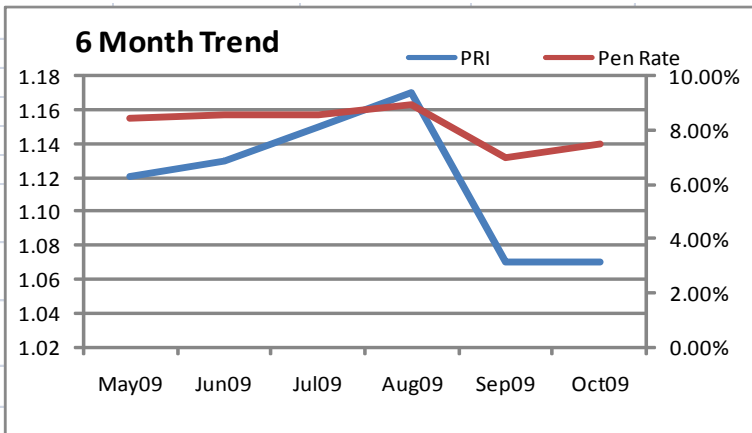
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Penetration Rate and PRI Trend chart showing six twelve month snapshots

Partner Ac			
Incremental			
Total Sales			
PartnerONE			
Benefit (%)			
Estimated			
PartnerONE			
HP Care P			
Rebates (A			
Total Gross			
Change from Current	\$ -	22.9%	35.1%



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IPG	\$ 60,930	4.39%	\$ 2,675	\$ 878	1.44%	0.33	0.5%	\$ 1,797	\$ 2,332
PSG	\$ 2,814,121	2.08%	\$ 58,534	\$ 88,686	3.15%	1.52	21.4%	\$ -	\$ -
BCS	\$ 1,163,926	13.65%	\$ 158,833	\$ 367,430	31.57%	2.31	8.9%	\$ -	\$ -
ISS	\$ 6,682,917	5.28%	\$ 352,760	\$ 154,803	2.32%	0.44	50.9%	\$ 197,957	\$ 268,509
SWD	\$ 2,388,870	10.44%	\$ 249,351	\$ 251,878	10.54%	1.01	18.2%	\$ -	\$ 47,343
PNB	\$ 25,514	0.89%	\$ 227	\$ -	0.00%	0.00	0.2%	\$ 227	\$ 272
Value Svc	\$ 10,261,226	1.00%	\$ 102,612	\$ 127,565	1.24%	1.24		\$ -	\$ -
Totals	\$ 13,136,277		\$ 924,992	\$ 991,240	7.55%	1.07	100.0%	\$ 199,981	\$ 318,456

Annual Financial Simulation including the Additional Revenue Scenarios

Annual Financial Simulation			
	Current	Scenario A	Scenario B
Partner Actual Sales	\$ 991,240	\$ 991,240	\$ 991,240
Incremental Sales		\$ 199,981	\$ 318,456
Total Sales	\$ 991,240	\$ 1,191,221	\$ 1,309,696
Estimated Margin at 15%	\$ 148,686	\$ 178,683	\$ 196,454
PartnerONE Compensation Benefit (% of Sales)	2.1%	2.5%	2.5%
Estimated Annual PartnerONE Compensation	\$ 20,710	\$ 29,423	\$ 32,349
HP Care Pack Delivery Rebates (ASP + APSP) ¹	\$ -	\$ -	\$ -
Total Gross Margin	\$ 169,396	\$ 208,106	\$ 228,803
Change from Current	\$ -	22.9%	35.1%



Projected Benefit Rates with PRI of 0.04		Technology Service PartnerONE			ASP Care Pack Non-Event based payment		
		Compensation Rates			Compensation Rates		
		MDF Accrual % Rate*	Growth Rebate (\$1 to 100% Goal)	Growth Rebate (> Goal to Cap)	PSG	IPG	TSG
PRI Level 3	(PRI >= 1.2)	1.00%	0.50%	7.50%	15.00%	13-63%	13-66%
PRI Level 2	(PRI >=1 & < 1.2)	1.00%	0.35%	4.50%	10.00%	7-58%	10-63%
PRI Level 1	(PRI >=.75 & < 1)	1.00%	N/A	N/A	Entry Level	Entry Level	Entry Level
PRI Level 0	(PRI < .75)	1.00%	N/A	N/A	N/A	N/A	N/A
PartnerONE Eligible				YES	PS&D Eligible		

* PL-MG MDF Rate = 0.25% for PRI Levels 1, 2 and 3

HP Services Sales Elite Eligibility	PRI >= 1.2	NO	Value SVC PRI >=2	NO	---
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Is this partner eligible for PartnerONE compensation

Is this partner eligible for ASP delivery benefits?

Understanding PRI Ca

Your 12 Month HP Pro
 HP Market Average Pe
 Your Estimated Service
 Your 12 Month Actual
 Your Actual HP Service
 Your Penetration Rate I
 Incremental Revenue S
 Incremental Revenue S

6 Month Trend Chart:

Annual Financial Simulation table: Estimate of your annual HP Services financial performance based upon scenario A and B.

Compensation Table (page 2) displays your projected TS PartnerONE and ASP compensation rates based upon your current PRI performance and your eligibility for PartnerONE compensation and Partner Sell & Deliver (PS&D) compensation.

¹ Your Actual HP Care Pack Delivery Rebates (ASP + APSP) for the 12 month snapshot period reported (displayed upper left of page)

This PRI Scorecard simulates your HP Technology Services PartnerONE and ASP compensation level based upon your PartnerONE membership, Services relationships, and standard scenarios utilizing sales out information and compensation performance based upon a twelve month historical snapshot. Your actual compensation going forward will vary based upon your actual performance. Please refer to your PartnerONE benefit statement for your actual performance against the various PartnerONE compensation benefits. For more information on PRI please refer to the PRI page on the HP Partner Portal at www.hp.com/partners/us/PRI.



Projected Benefit Rates with PRI of 0.04		Technology Service PartnerONE			ASP Care Pack Non-Event based payment		
		Compensation Rates			Compensation Rates		
		MDF Accrual % Rate*	Growth Rebate (\$1 to 100% Goal)	Growth Rebate (> Goal to Cap)	PSG	IPG	TSG
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PRI Level 1	(PRI >=.75 & < 1)	1.00%	N/A	N/A	Entry Level	Entry Level	Entry Level
PRI Level 0	(PRI < .75)	1.00%	N/A	N/A	N/A	N/A	N/A
			PartnerONE Eligible	YES		PS&D Eligible	

* PL-MG MDF Rate = 0.25% for PRI Levels 1, 2 and 3
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HP Services Sales Elite Eligibility	PRI >= 1.2	NO	Value SVC PRI >=2	NO
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Projected May FY10 PartnerONE Compensation based upon this partner's current PRI performance

Projected May FY10 ASP Compensation based upon this partner's current PRI performance

Compensation Table (page 2) displays your projected TS PartnerONE and ASP compensation rates based upon your current PRI performance and your eligibility for PartnerONE compensation and Partner Sell & Deliver (PS&D) compensation.

¹ Your Actual HP Care Pack Delivery Rebates (ASP + APSP) for the 12 month snapshot period reported (displayed upper left of page)

This PRI Scorecard simulates your HP Technology Services PartnerONE and ASP compensation level based upon your PartnerONE membership, Services relationships, and standard scenarios utilizing sales out information and compensation performance based upon a twelve month historical snapshot. Your actual compensation going forward will vary based upon your actual performance. Please refer to your PartnerONE benefit statement for your actual performance against the various PartnerONE compensation benefits. For more information on PRI please refer to the PRI page on the HP Partner Portal at www.hp.com/partners/us/PRI.



Projected Benefit Rates with PRI of 0.04		Technology Service PartnerONE			ASP Care Pack Non-Event based payment		
		Compensation Rates			Compensation Rates		
		MDF Accrual % Rate*	Growth Rebate (\$1 to 100% Goal)	Growth Rebate (> Goal to Cap)	PSG	IPG	TSG
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PRI Level 1	(PRI >=.75 & < 1)	1.00%	N/A	N/A	Entry Level	Entry Level	Entry Level
PRI Level 0	(PRI < .75)	1.00%	N/A	N/A	N/A	N/A	N/A
PartnerONE Eligible				YES	PS&D Eligible		

* PL-MG MDF Rate = 0.25% for PRI Levels 1, 2 and 3

HP Services Sales Elite Eligibility	PRI >= 1.2	NO	Value SVC PRI >=2	NO	---
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Understanding PRI Calculations on page 1

Your 12 Month HP Product Sales\$ (B) = Resale + Agent Sales for the 12 month snapshot period (displayed upper left of page)

HP Market Average Penetration Rate (displayed upper right of page)

Your Estimated Services @ Penetration Rate (displayed upper left of page)

Your 12 Month Actual HP Services Penetration Rate (displayed upper left of page)

Your Actual HP Services Penetration Rate (displayed upper left of page)

Your Penetration Rate Index (displayed upper left of page)

Incremental Revenue Scenario (displayed upper left of page)

Incremental Revenue Scenario (displayed upper left of page)

6 Month Trend Chart: PRI (displayed upper left of page)

Annual Financial Simulation (displayed upper left of page)

Compensation Table (page 2) (displayed upper left of page)

and your eligibility for PartnerONE compensation and Partner Sell & Deliver (PS&D) compensation.

1 Your Actual HP Care Pack Delivery Rebates (ASP + APSP) for the 12 month snapshot period reported (displayed upper left of page)

Is this partner meeting the new Services Sales Elite PRI requirements?

This PRI Scorecard simulates your HP Technology Services PartnerONE and ASP compensation level based upon your PartnerONE membership, Services relationships, and standard scenarios utilizing sales out information and compensation performance based upon a twelve month historical snapshot. Your actual compensation going forward will vary based upon your actual performance. Please refer to your PartnerONE benefit statement for your actual performance against the various PartnerONE compensation benefits. For more information on PRI please refer to the PRI page on the HP Partner Portal at www.hp.com/partners/us/PRI.



Explanations of how calculations are performed Disclaimers

Project							used payment
							es
							TSG
							13-66%
							10-63%
							Entry Level
							N/A
		PartnerONE Eligible	YES			PS&D Eligible	
* PL-MG MDF Rate = 0.25% for PRI Levels 1, 2 and 3							
HP Services Sales Elite Eligibility	PRI >= 1.2	NO	Value SVC PRI >=2	NO	---		



Understanding PRI Calculations on page 1

- Your 12 Month HP Product Sales\$ (B) = Resale + Agent Sales for the 12 month snapshot period (displayed upper left of page)
- HP Market Average Penetration Rate (C) = 12 month average measured across HP's US Partners (Resale + Agent sales)
- Your Estimated Services @ HP Market Average (D) = $B \times C$
- Your 12 Month Actual HP Services Sales\$ (E) = Resale + Agent Sales for the 12 month snapshot period (displayed upper left of page)
- Your Actual HP Services Penetration Rate(F) = E / B
- Your Penetration Rate Index (G) = E / D
- Incremental Revenue Scenario A (I) = IF $D > E$ Then $D - E$
- Incremental Revenue Scenario B (J) = IF $(D \times 1.2) > E$ Then $(D \times 1.2) - E$

6 Month Trend Chart: PRI and Penetration Rate Trend of six 12 month snapshots of information

Annual Financial Simulation Table: Estimate of Your annual HP Services financial performance based upon scenario A and B.

Compensation Table (page 2) displays your projected TS PartnerONE and ASP compensation rates based upon your current PRI performance and your eligibility for PartnerONE compensation and Partner Sell & Deliver (PS&D) compensation.

¹ Your Actual HP Care Pack Delivery Rebates (ASP + APSP) for the 12 month snapshot period reported (displayed upper left of page)

This PRI Scorecard simulates your HP Technology Services PartnerONE and ASP compensation level based upon your PartnerONE membership, Services relationships, and standard scenarios utilizing sales out information and compensation performance based upon a twelve month historical snapshot. Your actual compensation going forward will vary based upon your actual performance. Please refer to your PartnerONE benefit statement for your actual performance against the various PartnerONE compensation benefits. For more information on PRI please refer to the PRI page on the HP Partner Portal at www.hp.com/partners/us/PRI.

Q & A





U.S. Penetration Rate Index

Frequently Asked Questions (FAQ)

Introduction to Penetration Rate Index (PRI)

Q. What is PRI?

A. PRI (Penetration Rate Index) is a single measure that compares an HP partner's services penetration rate (ratio of HP Services dollars sold to HP Product dollars sold) to the HP Market Average penetration rate. PRI is made up of seven services penetration sub-metrics aligned with HP product businesses. Each eligible partner has a unique PRI "score" that is weighted by their HP product sales in each area and rolled up into one index measurement. Each partner's PRI score can be compared to another partner's PRI score regardless of the product mix of the partner.

Q. What are the HP objectives for introducing PRI as a performance metric?

A. There are four primary goals for the PRI Metric:

1. Create a fair and balanced metric to compare HP Services sales performance by partner across the U.S. geography.
2. Allow HP to understand if a partner is investing in increasing their HP services sales relative to their HP product sales and relative to other HP partners.
3. Report to the partner their performance as well as identify possibilities for increased margin with HP Services sales.
4. Create one simple metric to structure pay for performance benefits for partners in both services sales and delivery programs.

Q. What partners will be measured on PRI starting in FY10?

A. All PartnerONE Preferred Partners with > \$3M in annual HP total sales and Elite partners. Note: PRI is used as a prerequisite for the Services Sales Elite program. PRI is also used as a prerequisite for the Authorized Support Partner (ASP) program. All Authorized Support Partners (ASP) and Authorized Professional Services Partners (APSP) will be measured based on their PRI performance.

Q. How does the PRI scoring work?

A. A PRI score equal to 1 indicates a partner is performing exactly at the HP Market Average. A PRI score of 1.2 indicates a partner is performing twenty percent above the HP Market Average. A PRI score below 1 indicates a partner is performing below the HP Market Average.



Q. What are the PRI sub-metrics?

A. ISS, BCS, SWD, IPG, PSG, ProCurve, and a Value Services metric). The PLs included in each sub-metric calculation are listed in the program guide. Please note that two new PLs for FY10 -- PLK3 (software support) and PLK2 (IPG) -- are included.

Metric Acronym	Description
IPG	Imaging and Printing Group
PSG	Personal Systems Group
BCS	Business Critical Servers
ISS	Industry Standard Servers
SWD	Storage Products
PNB	ProCurve Networking Business
Value Services	Mission Critical, Data Center, Education, Consulting Services

Q. How is PRI calculated?

A. To determine a partner's PRI score, we first look at that partner's HP product sales by PRI sub-metric for the most recent twelve month period. Next, we look at the HP Market Average penetration rate for each PRI sub-metric category. By multiplying this partner's twelve month product sales by the related HP Market Average penetration rate, you see what this partner would be selling if they were performing exactly at market average. Then, we look at the partner's actual services sales for the most recent 12 months in each of the seven categories. When you divide the actual HP Services sales by the HP Market Average Services sales, you get the PRI score. A PRI score of 1.0 is exactly market average, anything above 1.0 is above average, and anything below 1.0 is below average. There is a good illustration of how PRI works in the program guide.

Q. How was the U.S. market average penetration rate determined?

A. The formula for penetration rate is Total Services sales dollars divided by Total Product sales dollars. The HP Market Average penetration rates are set by PRI sub-metric and are measured across HP's US PartnerONE eligible partners. HP Market Average penetration rates are set for a one year period providing HP partners with a consistent target and the ability to over-perform against the HP Market Averages throughout the year. The FY10 HP Market Averages were set based upon the Aug 2008 – July 2009 twelve month period. The HP Market Averages include partners that resell HP Services and partners that do not sell any HP Services with the HP products they sell.

Q. Why is a 12 month rolling view used for PRI measurement?

A. Each partner's PRI score will be measured on a twelve month snapshot because HP is looking for consistent performance by partners towards increasing their HP Services sales. The twelve month view indicates consistent performance, removes seasonality and mitigates other deal specific impacts that may affect a shorter time horizon.

Q. What data is used to measure PRI performance?

A. HP utilizes Sales Out information that is reported to HP by HP partners to generate the PRI measurements. To recognize partner sales efforts regardless of the sales channel, HP includes both resale and agent sales in all the PRI measurements. For definitions of Sales Out reporting, resale and agent sales, please refer to the PartnerONE program guide on the HP Partner Portal.



Q. What services are counted in the PRI calculation?

A. HP Services sales include:

- HP Care Pack Services
- New or Day 1 Service Agreements and Custom Statement of Work sales reported using FM-LIST1-xx part numbers are counted towards a partner's PRI score. These sales types flow into PL 72 and show up in the BCS metric performance as well as the Total PRI performance.
- HP Post Warranty Care Pack services

PartnerONE Compensation Changes

Q. How is HP Technology Services PartnerONE compensation impacted by the PRI metric?

A. HP Technology Services PartnerONE compensation in the U.S. will be reshaped around the Penetration Rate Index (PRI) as a core metric. Beginning May 1, 2010, TS Growth Accelerator rebates will now be based on PRI scores for all targeted partners. HP will be measuring four levels of PRI performance. Only level 2 and level 3 performing partners will be eligible for the TS Growth Accelerator Rebate. Level 0 or Level 1 performers are not eligible to participate in the TS Growth Accelerator rebate. Reference the Program Guide for more details. At Level 2, Growth rebates apply – and increase significantly once the partner meets 100% of their growth target. At Level 3, the benefits increase again significantly. So this is truly an implementation of pay for results, and rewarding and investing in partners who are performing well on HP Services penetration rate. Note: beginning May 1, 2010, IPG Services (PL R4), Graphics Services (PL K2), and PSG Services (PL MG) will participate in the TS Growth Accelerator Rebate. Their inclusion further enhances an HP partner's ability to earn more with the TS Growth Accelerator.

Q. What changes will be made for Services Sales Elite?

A. Services Sales Elite has been updated to include the following requirements:

- Eligible partners must have a PRI Score of ≥ 1.2
- Eligible partners must have a PRI Value Services sub-metric score of 2.0

The former replaces the penetration rate metric that Services Elite partners had to meet in FY09, and the latter replaces the \$300K Value Services sales requirement. This change is implemented November 1, 2009. Partners have until May 1, 2010 to meet the new requirements. Eligible Services Sales Elite Partners earn a 6% rebate on all "Value" Services sales, such as HP Mission Critical, Data Center, Education and Implementation Services. For details on the Services Sales Elite, please refer to the PartnerONE program guide on the HP Partner Portal.

Q. Is Accrued MDF impacted by the PRI measurement?

A. Technology Services Accrued MDF benefit is not impacted by PRI. For details on PartnerONE benefits such as Accrued MDF (and Growth Accelerator and Services Sales Elite), please refer to the PartnerONE Demand and Compensation matrix. See the FY10 PartnerONE Demand and Compensation matrix for the current percentage.



Q. How will the PRI metric impact Authorized Support Partner (ASP) partners?

A. ASP requirements have been updated to include the following:

- Eligible Partners must have a PRI Score of $\geq .75$ to participate in the ASP program.
- The \$10k in Services and \$50k in Hardware Sales will still be in force.

The new PRI requirement replaces the penetration requirement by business unit November 1, 2009. Partners who have met the entry goals that were established for 2009 will earn program entry in 2010. HP will not terminate partners in 2010 based upon the .75 PRI metric, as termination in 2010 will be based on previously communicated ASP performance goals.

Q. What is the ASP compensation changes related to PRI?

A. Beginning May 1, 2010, ASP HP Care Pack Services Non-Event-based payments will now be based on PRI scores for all targeted partners. HP will be measuring four levels of PRI performance. Only level 2 and level 3 will be eligible for the ASP HP Care Pack Services Non-Event-based payments. Please reference the chart in the program guide for more details. You'll see that for PRI Level 0 or Level 1 performance, the partner is not eligible to participate in the ASP HP Care Pack Services Non-Event-based payments. At PRI Level 1, an ASP partner is eligible to participate in warranty repairs on HP's behalf at the entry level. At PRI Level 2, ASP HP Care Pack Services Non-Event-based payments apply. At PRI Level 3, the ASP HP Care Pack Services Non-Event-based payments increase significantly. So this is truly an implementation of pay for results, and rewarding and investing in partners who are performing well on HP services penetration and HP delivery.

Q. What is the timeline for implementing the changes in compensation?

A. Beginning November 2009, HP will measure and report PRI performance to targeted partners on a monthly basis. HP will measure partner performance through on the twelve month period of January 2009 through December 2009 and will assign the partner to a one of four performance groups based upon their PRI performance. The partner's second half FY2010 PartnerONE compensation will be set at that level for the next six months. PartnerONE compensation for Technology Services will not be based upon PRI performance until May 1, 2010.

Monthly Reporting

Q. How often will I get a progress update on my PRI performance?

A. Each eligible partner will have a monthly PRI Scorecard (refer to program guide Appendix A: PRI Scorecard Reporting) posted on their HP PartnerONE Benefit Statement beginning November 2, 2009. The scorecard will display their performance and how they are tracking for TS PartnerONE Growth Accelerator, Services Sales Elite, and ASP Delivery compensation. Updated PRI Scorecards will be posted at the beginning of the month going forward. Partners can access their benefits statement by logging into the HP Partner Portal at www.hp.com/partners/us and then selecting "Programs", then selecting "Benefit Statement".



Q. When will measurements be taken to determine my PRI-related compensation level?

A. In March 2010, HP will measure the partner's performance using a 12 month snapshot through December 2009. The partner will then be placed in one of the four levels based upon their PRI score and HP will assign their PartnerONE and ASP Delivery compensation for the 2H FY 2010 based upon these levels. Once placed, the Partner's compensation is predictable for the next six months, and will not change based upon the partner's PRI performance in 2H 2010. Basically, their 2H PRI performance is now setting the stage for their 1H FY 2011 TS compensation.

Q. What information will be provided in the monthly scorecards?

A. PRI scorecards will be posted to each Partner's PartnerONE Benefit Statement approximately the first week of each month – and each scorecard will represent a 12 month snapshot of partner information. The program guide contains a list of the scorecard contents and an example scorecard. Please refer to the program guide for these details.

Q. What is the source for monthly reporting information, and how can I be confident that it's accurate?

A. SPO Operations provides monthly reporting using Sales Out information that reporting partners or their HP Distributor (if they are not a reporting partner) reports back to HP. The PRI Scorecards will always be approximately 60 days old due to the fact that partners can report daily, weekly or monthly. HP Technology Services will not pull the data for the scorecard until 45 days after it has been reported to HP to allow for data to be captured for all the participating partners..

Q. What process should I follow if I have questions about the information on my monthly scorecard?

A. Please discuss questions with your HP Channel Services Sales contact. You can also send questions on your PRI Scorecard to USpartnerPRI@hp.com.

Q. If my PRI performance improves during a six-month measurement window (e.g. moves from <1.0 PRI to >1.2 PRI), will it change my performance level (and related PartnerONE compensation) during that same window?

A. PRI performance during one six-month period determines Growth compensation for the following six months. If a partner shows significant improvement during a six-month measurement window, it will not move from Level 2 to Level 3 for example during that six month period, but rather will be rewarded in the subsequent six month period. A chart illustrating the timeline is included in the program guide

Q. Are there any "exception" rules for PRI calculations?

A. Yes, there are two exceptions that are taken into consideration for PRI calculation adjustments: major hardware reseller (MHR), and Services Non-Attachable (SNA). See below for additional information on each.



Q. What is the Major Hardware Reseller (MHR) exception?

A. There are a few partners in the U.S. that are so large that they contribute significantly to the U.S. market average penetration rate and so it would be difficult for them to exceed the average. For these partners, HP will make a “Major Hardware Reseller Exception and adjust their PRI Score based upon their size. This will be applied to partners with greater than 1% of total U.S. partner product sales. The adjustment to their PRI score will allow them to compete with other partners to be 20% greater than the average. The MHR exception will be displayed on the Partner’s PRI Scorecard. The adjustment is designed to level the playing field allowing these larger partners to improve their PRI score. The MHR exception will be calculated monthly. If a partner is eligible for both the Services Not Attachable (see below) and a Major Hardware Reseller exception, the Services Not Attachable will be calculated first. If the partner is still eligible for the Major Hardware Reseller exception, then it will be calculated second.

Q. What is the Services Non-Attachable (SNA) exception?

A. HP recognizes that there are some circumstances when a partner is not able to sell HP services – for example when all the products sold into a particular customer are put on a direct HP Services agreement. If these types of deals make up a significant portion of a partner’s business, the partner’s PRI score would be disadvantaged. Their unadjusted PRI score would not be a fair assessment of their efforts to sell services. However, the HP Market Averages already account for much of this type of activity as they include all of these situations in an unadjusted fashion. This partner’s unadjusted performances as well as the performance of all other partners who have some level of this type of situation are included in the HP Market Averages. For an SNA exception to be granted, the level of product sales in a Services Not Attachable situation must be greater than or equal to 25% of the partner total product sales in a twelve month measurement period. If an exception is granted, the value of the HP product and services sales in the SNA Exception Account or Deal are removed from their PRI calculation for a set period of time.

Q. If I’ve been granted the Major Hardware Reseller (MHR) exception, how will I know if the adjustment (premium) to my PRI score has been included in the monthly reports?

A. Adjustments will be highlighted on your monthly scorecard.

Q. If I’ve been granted the Services Non Attachable (SNA) exception, how will I know that this adjustment has been included in my scorecard?

A. Adjustments will be highlighted on your scorecard.

Q. What should I do to improve my PRI score?

A. Look for areas of opportunity – where you are below the market average PRI, and where an improvement would make a significant impact on your PRI score based on your hardware sales mix. Talk with your HP Channel Services Sales representative about what could be done to improve in these areas, and agree on an improvement plan of action to be implemented.