

U.S. Distributor Matrix

Disty Strategy

Unlike our competitors, HPE is committed to the Channel. We believe in the value of expanding our reach into the market through a network of Authorized Distributors in the United States to support our authorized Value Added Resellers.

This route to market ensures we maximize **the Power of One.**



The **Distribution Matrix** document is designed as a guide to understand HPE's Distribution Strategy that categorizes our Distributors in three kinds, based on the product types and categories they are authorized to sell.

General

ARROW

IN-CRAM

SYNNEX
CORPORATION

TechData

Speciality

D&H

scansource

Limited

B2X
GLOBAL

CREATIVE
BUSINESS
SOLUTIONS

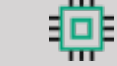
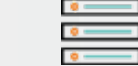
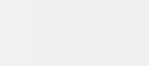
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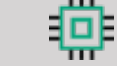
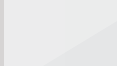
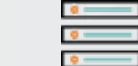
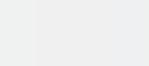
Distributor Categorization

Product Type							Business Unit				
STOCK BTO	CONFIGURABLE CTO	REPLACEMENT PARTS	OBSOLETE / EOL	HPE RENEW	AS-IS	EXCESS	COMPUTE	SPECIALIZED COMPUTE	STORAGE	NETWORKING	SERVICES
New products of standardized configuration.	New products requiring HPE factory integration.	Certified new HPE genuine replacement parts for servers, storage, and network products.	Legacy and older generation technology	HPE certified remanufactured or "refurbished" products.	Products purchased without warranty. Ineligible for returns, refunds, price protection, exchanges, and program or promotional benefits.	Products that have not been previously used but returned for the following reasons: ordering errors, shipment errors, and stock adjustments.	Industry standard Servers & Options.	Hyper-converged Systems & Mission Critical Servers.	Intelligent Data Storage.	Wireless, wired, SD-WAN, security, and management solutions.	HPE services / products to be used for the end customer, not for resale purposes.

GENERAL



SPECIALTY



LIMITED



Distributor Profile

“The ultimate complement to enhance your current channel strategy.”

Focused and specialized resource to support, upgrade and expand installed projects/systems.

Inventory data feeds, secure web portal, net credit terms, free ground shipping and same day shipping

Holds abundant inventory on current generation and end of life products through secure supply chain.

Free part number validation and pre-sales services on all HPE requests. Live person “OCA” capabilities.

Instant discounts for all HPE tiered resellers - no deal registrations required. Customizable volume rebate programs.

Making sales teams more profitable and productive.

Protect & Grow Margin

Transform run-rate business and looked over deals into high margin opportunities.

Dedicated Supply Chain

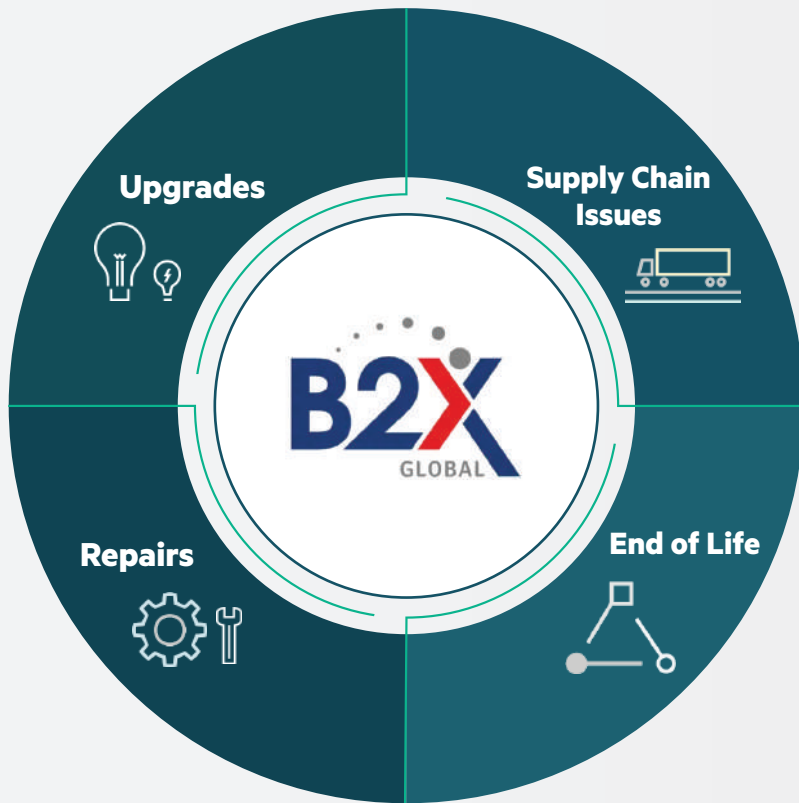
Separate supply chain with abundant stock to clear back orders and fulfill orders quickly.

Install/Deployment Services

Keep your best engineers on challenging and innovative work - outsource basic services.

Scenarios Model

Solution Focus



Business Unit Offerings

Compute

(ProLiant, Synergy, SimpliVity, Apollo, Integrity & Superdome)

- Memory (DRAM and NVMe)
- Network Adapter, Flex Fabrics and HBAs
- GPUs and Workload Accelerators
- CPUs, Intel & AMD Processors
- Storage Controllers
- Power Supplies
- Modules, Drive Cages, Bezels and Risers
- Blade Enclosures
- UPS, Rail Kits, PDUs, Rack Accessories
- SFPs, Cables, Peripherals

Storage (MSA & 3PAR)

- Hard drives and Solid State Disks
- Enclosures, Drive Shelves
- Storage Controllers
- Tape Drives and Media
- SFPs, Cables, Accessories