

U.S. Distributor Matrix

Distribution Matrix Strategy

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 **Distributor 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



Specialty



Limited



This document is stored in
our [Partner Ready Portal](#):

Get help -> Partner quick start -> Contracts and Compliance -> Contract
Information -> Documents referenced in Contracts -> Distributor Matrix

Categorization Description

Product Type

Stock BTO

New products of standarized configuration.

Configurable CTO

New products requiring HPE factory integration.

Replacement Parts

Certified new HPE genuine replacement parts for servers, storage, and networks products.

HPE Renew

HPE certified remanufactured products.

As - Is

Products purchased without warranty, ineligible for returns, refunds, exchanges and program or promotional benefits.

Excess

Products that have not been previously used but returned for ordering errors, shipment errors, and stock adjustments.

Business Unit

Compute

Industry standard Servers & Options.

HPC and AI

Hyperconverged Systems & Mission Critical Servers.

Storage

Intelligent Data Storage.

Networking

Wireless, wired, SD-WAN, Security, and management solutions.

Services

HPE Services / products to be used for the end customer, not for resale purposes.

The following slides contain categorization tables, the boxes marked with a indicate that the Distributor is authorized to sell that specific product type / business unit.

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
General	TD SYNNEX	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	INGRAM MICRO	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	D&H	✓	✓			✓		✓	✓	✓	✓	✓	✓
	Arrow	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
Specialty	scansource	✓			✓	✓		✓	✓		✓	✓	✓
	carahsoft Only authorized for Public Sector		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓

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
Limited				✓	✓	✓	✓	✓		✓	✓	✓
				✓	✓	✓	✓	✓		✓	✓	✓
				✓	✓	✓	✓	✓		✓	✓	✓
					✓	✓	✓	✓		✓	✓	
				✓			✓	✓		✓	✓	

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
Limited				✓					✓		✓	✓	
				✓					✓		✓	✓	
				✓					✓		✓	✓	
							✓		✓		✓		
							✓		✓		✓		

General & Specialty Distributor Contacts

General

TD SYNNEX

www.tdsynnex.com/na/us/ /
Phone: (800)756-9888
hpe.us@tdsynnex.com

Ingram Micro

Worldwide: www.IngramMicro.com
US Site: <https://usa.ingrammicro.com/>
gohybrid@ingrammicro.com /
Phone: 716 633 3600

D&H

www.DandH.com
HPE@dandh.com / Phone: (800)877-1200
Casey Woodlock cwoodlock@dandh.com

Arrow

<http://ecs.arrow.com>
hpeisrteam@arrow.com /
Phone: (855) 326-4757



Specialty

**ScanSource**

www.ScanSource.com
hpe@scansource.com /
Phone: (800)944-2432

**Carahsoft**

11493 Sunset Hills Road | Suite 100
Reston, VA 20190
<https://www.carahsoft.com>
T: 703 889 9728 / 888 66-CARAH /
F: 703 871-8505
hpe@carahsoft.com /
hpeconfig@carahsoft.com

Limited Distributor Contacts



Limited

B2X Global

Costa Mesa, CA

<https://b2xglobal.com/>

hpe@b2xglobal.com / Phone: 949-464-5900

Tergum Technologies

Austin, TX

<http://www.tergumit.com/>

Phone: (512)710-8374

Synergy Associates LLC

Trail Medina, MN

<https://synllc.com>

HPERenew@synllc.com /

Phone: 763-383-9920

Depot International

Hoffman Estates, IL

<https://www.depotintl.com/>

Phone: (866) 734-6548



Limited

Creative Business Solutions

Plainview, NY

<http://www.creativebusinesssolutions.com>

hpespares@creativebusinesssolutions.com

Phone: (516) 942 4888



Procurri US

Atlanta, GA

<http://procurri.com>

HPEParts.US@Procurri.com /

Phone: 877-543-1073

V3 Distribution

Kentwood, MI

<https://v3distribution.com/hpe-spares>

Phone: (616) 656-2039

Distributor Profile



"We empower our global partners to achieve great outcomes with technology."

Offerings:

- Proactive approach to partnering with HPE business partners and building a joint HPE GTMs.
- Free pre-sales technical support with unmatched SLAs.
- Free BTO Integration Program.
- Certified Business Development Team supports HPE programs, including Deal Registration as a service (for price protection).
- Demo labs: Proof-of-concept lab experiences by appointment.
- Flexible financing programs.

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HPE Global Distributor of the Year 2022

RENEWSolv:

TD SYNNEX exclusive tool to help partners manage, quote and invoice their HPE services renewal contracts.

TD SYNNEX Public Sector:

Provides access to procurement contracts, including TD SYNNEX exclusive Fed & SLED contracts, consulting and bid desk/proposal support.



Partner enablement program aimed at driving business growth and revenue through dedicated resources, exclusive trainings and events.

Start the journey now!

Distributor Profile



Offerings:

- Exclusive HPE roadshows/training events.
- Access to HPE-certified training center.
- Access to world-class, HPE-certified technical Pre-sales Support.
- Business transformation center Access.
- iQuote configuration & Deal Registration training.
- Dedicated Ingram Micro/HPE resources.
- Financial solutions and discounts.
- Faster, more flexible and completely built-to-order, Ingram Micro's Configuration Services are now available to reseller partners at no cost.

[Go to website](#)

Together,
HPE + Ingram + you

HPE Presales Team:

362 configurations/day = \$27M daily opportunities.

Ingram HybridIT Highway:

A step by step plan to help you obtain your Silver membership certification.

Technical & Sales Enablement:

92 solution center events & 87 end customer engagements.



Platform that provides a roadmap to become a successful HPE business partner.

Distributor Profile



Offerings:

- Employee owned Forbes top 100 Private Company also voted one of the Best Places to Work 105 year history with Headquarters in Harrisburg, PA.
- 100% NA Support with 6 National Warehouses delivering to 98.6% of the nation in 1-2 days
- Financial Services with flexible credit options from direct financing to assignment of fund, to flooring, leasing and As-A-Service
- We offer the complete HPE portfolio including in-stock and CTO:
 - Servers & Options
 - MSA Storage and Supplies
 - Aruba Networking
 - Fixed PointNext Services
 - HPE GreenLake Everything As-A-Service Offering

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Built For Growth

Hewlett Packard Enterprise



- Personalized engagement with Dedicated account and credit representative.
- Virtual and Live Event Conference, Seminars and Hands on Solutions Lab / Demos.
- Team of Solution Experts from Sales Engineers, Subject Matter Experts & Operational Support.
- Partner Services: Access to Marketing, Agency Consultants and Online Tools.
- D&H Automation and integration of pricing files into Partners' systems.

**As the BFG Distributor
our success is your success!**

- Earn \$100 AMEX Gift card for your first purchase of \$1,000 or more.

D&H is the de-facto SMB focused Distributor for HPE

Distributor Profile



"If your channel strategy relies upon value-added distribution,
your choice just became much easier"

Offerings:

- Enterprise Class Team driven to extend your value proposition by augmenting your strategy and supporting all phases of the solution lifecycle, from Sensor to Sunset.
- Dedicated HPE and ARUBA certified Field Sales and Inside Sales teams that provide configuration and technical support with a SLA of under 4 hours.
- Technical Engineers with HPE MASE Certifications, Triple MASE Certifications and Product Certification spanning over 25 years plus of HPE Technical Experience.
- BTO Inventory available and competitive pricing through the HPE iQuote Tool in MyArrow.
- Dedicated HPE Marketing team to design and execute digital marketing programs aligned with your strategies.

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Technology Solutions Aggregator

PowerStart / ACE / MVP:

Best in class industry programs to help you jumpstart your business.

Deal Structure Consultation:

Dedicated Partner Specialist Team providing expert support on all HPE Programs, systems and quoting tools.

ArrowSphere + Greenlake:

Simplify all aspects of Consumption based hybrid cloud compute for your customers - ordering, maintaining and billing with GreenLake and Arrowsphere.

Distributor Profile

carahsoft[®]

“Lead Generation / Webcasts / Events”

Offerings:

- Named 2020 Top Disty for Red Hat, Veritas, Arista & NVIDIA
- Specialized in Public Sector: 200+ State/Local/Education Contracts.
- NASPO, OMNIA, VITA
50+ US Gov Prime Contracts
- 1500+ Employees that will help you Minimize conflict with existing HPE distributors.
- Privately held | Revenue: 6.5B in FY19 & 8.0B in FY20

SEWP, GSA, ARMY CHESS

Go to website

Public Sector
Specialists

We can offer Nutanix w/HPE

Hewlett Packard
Enterprise

+ NUTANIX[™]

Master Aggregator

- Distributor
- Reseller
- Prime Government Contractor

Specialized in Public Sector

Carahsoft has unique “Prime Contracts” in SLED.