

Tech Data and HP

# Working together

## Tech Data and HP Working together

**This pack has been designed to provide you with all the information you need to sell HP PC Systems. In this brochure we will provide you with information and tools provided by HP and Tech Data to help you get the best offers and help out there.**

Inside this pack you will find product files on a range of HP devices. These product files will provide you with all the information you need to sell the varied range HP have to offer. There is an HP PC device out there to suit every individual's needs and requirements; this pack is here to help you find this.

Keeping together is progress, working together is success

# Tech Data and HP Contents

Tech Data & HP working together	4-5
Working with Tech Data	6-7
Working with HP	8-9
HP and the environment	10-11
HP product range overview	12
HP Desktop overview	13
HP's Desktop Forms	14
Meet the HP and Tech Data Team	15

## Tech Data and HP United for efficiency

**The PC market is in a constant state of flux and being able to adapt to the changing desires and demands of customers is crucial. This is why it pays to make Tech Data your first choice for HP PC Systems; we have worked hard to create the perfect partnership and provide you with top HP expertise and services to better aid your IT purchasing, including demo's, special bids, and fully comprehensive product configurators.**

Tech Data and HP work together to bring you demo products when needed. Our evaluation team will help you establish suitability for an end user or for use in marketing events. This is a great way to allow your customers to try before they buy.

We also offer special bid units, if you buy 5 or more HP PC products for a named end user deal. This means it is possible we may be able to help you achieve discounts of up to 30% off our standard pricing via The HP Bid Desk. Simply email your required part code along with the end user to [hpbiddesk@techdata.co.uk](mailto:hpbiddesk@techdata.co.uk).

HP and Tech Data have worked together to select some of our most experienced sales account managers from across the business and put them through specialist training in HP PPS products and processes, they are strategically placed to offer both our staff and customers support when choosing and purchasing HP Print or Personal System products.

HP Champions can also help you with attach options; branded HP mice, keyboards, docking stations, cases and other accessories are all available from Tech Data, so you can work with us to provide a complete professional HP solution to your customers.

Receive regular offers on HP mobility solutions, so whether it's a notebook refresh a new tablet or a two-in-one implementation, we can help you find the very best deal – for you and your customer. Selected HP workstation and thin-client devices are also often available under special promotions, sometimes with as much as a third off the usual price – so if you have opportunities, it's always worth checking.

If you can't find the specification you require at Tech Data then we may be able to have a machine built to order as you require. We will also offer a host of in-house configuration services with a faster turnaround than ordering a built to order solution straight from the vendor. For more information on configuration at Tech Data visit the link below.

<http://topconfig.techdata.eu/TopConfig/>

For further information call **01256 788 333** or email **Christian.Cox@techdata.co.uk**.

# Tech Data and HP

## Why work with Tech Data?

**Tech Data is one of the leading distributors of digital technology, communications and consumer electronics products and services in the UK and Ireland. With over 30,000 stock items, customers can be sure they have the best range of quality products right at their fingertips when buying from Tech Data. Our great partnership with HP is underpinned by exceptional specialist support from our staff, enabling us to provide all the sales and technical support required to meet every need and requirement.**

With over 40 years in the IT industry, Tech Data understands the importance of time and efficiency being key for successful partnerships. Therefore we have many factors within our business to support resellers every step of the way.

## Delivery & Stock

Tech Data's industry leading warehouse is located in the centre of England, within 4 hours of 85% of the population. Our 46,000m<sup>3</sup> fulfils 20,000 orders a day.

We offer flexible delivery options with next working day delivery on all orders placed before 4pm, end user drop shipments and custom labelling. Tech Data also provide additional timing options, special delivery's and secure bulk deliveries. Contact your account manager today for more information.

## Customer Services & After Sales

Here at Tech Data we have a customer service team dedicated to providing assistance with delivery queries, website issues and returns. To ensure you get the best products for your customers we also offer configuration and imaging of most devices, including PC, server and mobile. We offer added asset security tagging, laser engraving and customised text and logos to the products you order.

InTouch can also be used for 24/7 after sales services including delivery tracking, returns, short-shipments, advance replacement requests and more.

## Credit Services

We have a specialist credit team to help you grow your business, providing extensive credit options to enable better cash flow in your business. We can also help accelerate your credit limit from £5k to £300k in just 8 months, through developing your credit line, increasing working capital and managing your growth strategy. For a credit assessment contact us via phone on **01256 864 244** or email at **[limitreviews@techdata.co.uk](mailto:limitreviews@techdata.co.uk)**

## Intouch 24/7 access

**Techdata.co.uk** also referred to as InTouch, is where you can check prices and stock levels, place orders directly, automate order processes, electronic invoicing, receive delivery information and more. InTouch can be used any time of the day, helps reduce errors and cuts admin costs.

## Get in Touch

### **Sales**

Tel: 01256 788 333

Quotes [smbdevquotes@techdata.co.uk](mailto:smbdevquotes@techdata.co.uk)

Orders [smbdevorders@techdata.co.uk](mailto:smbdevorders@techdata.co.uk)

## Tech Data and HP

# HP – The world's largest IT company

**HP is the market-leading brand and the one that every customer knows and trusts. They have the right products, technology and tools designed to help small and medium-size businesses as well as large organisations to improve productivity and increase connectivity.**

Selling HP PC's, laptops and tablets brings millions of pounds of revenues into reseller and retail business every day. As a reseller selling HP you will also enhance your credibility with customers for selling the most trusted and established brand in the IT world. And with those sales come the opportunity to take advantage of the HP brand even more by attach-selling more products and services.

## Get connected to HP Attach

Attach selling with HP is one of the easiest ways to boost your revenues and your profits – and it's something that you can do with every sale you make of HP servers, PC's, laptops or tablets.

- Increase your revenues – and profits – on every sale
- Ensure you have a satisfied customer
- Make sure YOU get the revenue from attach sales
- Add more value and increase prestige with customers

## Earn Rewards & Grow – Become an HP Partner

Partner One is the IT industry's longest-running channel programme. As an HP channel partner, you are authorised to resell and add value to the vast portfolio of HP technologies and services through your membership.

Partner One is a rewards-based programme. Your rewards increase as you improve your level of skill, specialisation and sales success. Associating with HP's worldwide prestige allows you to build your own brand. And your membership in Partner One comes with a built-in roadmap for expanding your business and growing with HP.

Marketing collateral is also available to you through a dedicated portal, offering account management plus sales incentives.

## Bring more value to your customers with HP Services

Visit [www.hp.com/uk/en/business-services](http://www.hp.com/uk/en/business-services) for top services to optimise your business results with consulting, outsourcing and support services. Tap into HP's knowledge, expertise innovation and world-class services to achieve better results for your business. Access and apply technology in new ways and optimise your operations – with HP's leading services for the cloud, security, mobility and big data analytics for guaranteed success!

## Promotions

HP brings you regular promotions including price drops and cash back. HP regularly sells and bundles enabling you to get more for your money. **Get up to £250 for your old device.** When HP customers trade-in their current PC system device for one of HP's excellent new notebook or desktop models you can offer them between £100 and £250 off the usual price.

Visit [www.tradeuptohp.com](http://www.tradeuptohp.com)

**Don't forget with HP you can configure to order!**

**Get the exact products your customers want.**

## Tech Data and HP

# HP Environmental Progress

### Making the environment stronger as we grow.

Most of our environmental footprint occurs in our supply chain and when customers use our products and solutions. Together, these phases account for 95% of our carbon footprint and 93% of our water footprint. Product use impacts come mostly from energy consumption, associated water use, and paper manufacturing. HP reduce these impacts through how they design their products, this is the single greatest lever they use to improve overall environmental performance.

Since 1992, HP have focused on specific environmental impacts through their Design for Environment (DfE) programme. DfE is an engineering perspective in which the environmentally related characteristics of a product, process or facility are optimised. Through this programme, they consider environmental impact in the design of every HP product and solution. This programme has led to numerous innovations.

HP DfE programme focuses on:

- **Energy efficiency.** Reducing the energy required to manufacture and use HP products
- **Materials innovation.** Using less material, increasing recycled and recyclable content, and using materials with lower environmental impact
- **Services.** Designing service models to reduce environmental impacts and increase product longevity through support (for example, care packs and upgrades) and new business models
- **End-of-life options.** Making responsible return and recycling easier

## Eco solutions

HP produces low-carbon solutions and energy-efficient products, using safer materials and greener packaging to lower customers' environmental footprints.

HP design leadership and technical innovations reducing the environmental impact of technology have been widely recognised.

## Did you know?

- The HP EliteDesk 800 Business Desktop is ENERGY STAR® qualified, consuming 22% less energy per year and 11% reduction in carbon footprint compared with its predecessor.
- HP have a free online HP carbon footprint calculator to help determine estimated energy use, associated greenhouse gas emissions and the total cost of computing and printing.

# Tech Data and HP

## HP's Product Range

**HP have a range of mobile and desktop PC devices, all of which have been designed after extensive customer research to ensure HP deliver the most innovative and relevant devices to ensure there is a product to meet every individual's needs.**

### Elite

With the Elite family work with confidence thanks to proven technologies, security, performance, and management features that will meet all enterprise needs. HP Elite PC's are powered by Intel® Core™ processors like the Intel® Core™ i7 vPro processor to ensure that even the most demanding jobs can be handled with intuitive simplicity.

### Pro

Pro devices are packed with productivity features to make work faster and easier. Plus, reliable security solutions keep data out of the wrong hands. Tackle tasks in the office and on the road thanks to the Pro's thin, light and durable design.

Protect existing IT investments with support for existing legacy features such as an optical drive, optional serial ports, VGA and RJ45 connectors.

### Spectre

Any way you bend it, the Spectre delivers. With four modes, lightning-fast performance, and impressive battery life, this convertible notebook has the best of all worlds and the shortcomings of none.

## Stream

Stylish convertible x360 Windows-based PC. Store content in the cloud for easy access from anywhere you have internet. HP Stream will not slow you down – or take your wallet down. It's the breezy, beautiful, portable notebook that's light on price, but heavy on features.

## Chrome

With an HP Chrome device, get an easy to use computer. No clutter, no waiting and no nagging. It starts up in seconds and automatically stays up to date without interrupting you. Virus protection is built in guarding you against viruses and malware.

## Z Workstations

Equipped to handle the most complex data, designs and information, our family of HP Workstations are fitted with industry-leading technology, and are reinventing the way the world's top creators and filmmakers work, bringing their bold visions to life.

Strong devices allow for strong results

# Tech Data and HP

## HP's Desktop Forms

**HP sell their varied range of products in a number of desktop forms, to ensure they cater and suit the needs for each individual and business.**

HP's Tower Desktop has revolutionised the Desktop Tower category, a user can expect magnified performance and reliability all in a stylish re-design, making HP Tower Desktops stand out from the rest.

The desktop desired by most business users is the Small Form Factor (SFF). This desktop is a lot smaller than a Tower Desktop allowing for more flexibility and space in the office, however its computer power has not been compromised. Users will still expect a high level of computing power at an affordable price.

If a customer wants a desktop even smaller than the Small Form Factor then HP have designed an Ultra Small Form Factor Desktop, perfect for space saving, and with three video ports this desktop is the best to choose for users that require multiple displays.

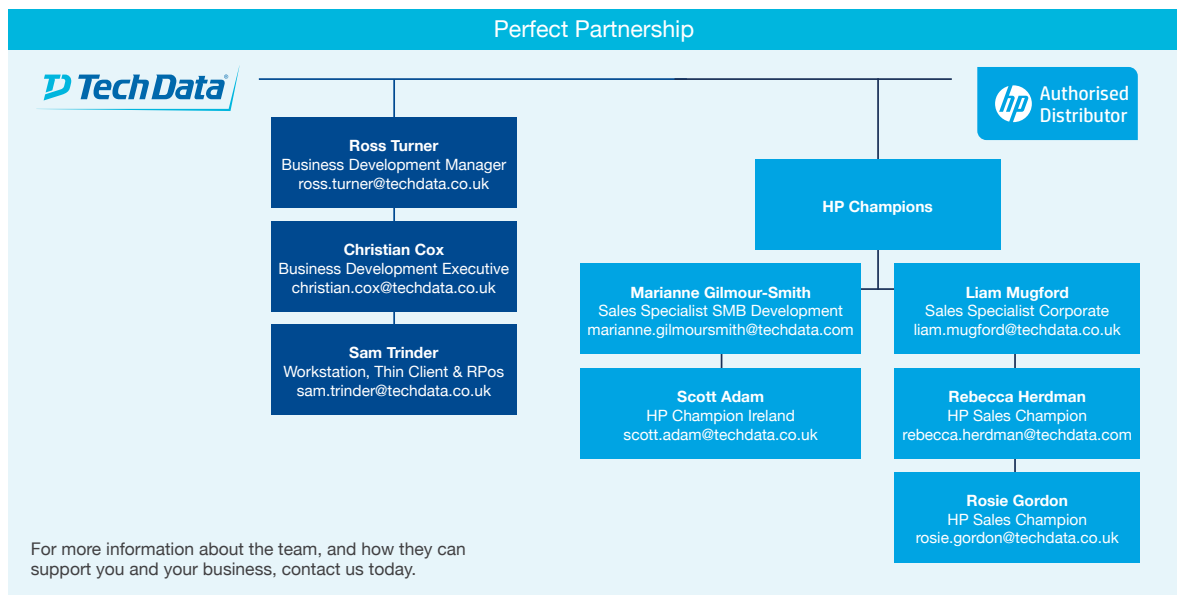
HP have evolved their desktops even further, with the HP Desktop Mini. This is the smallest desktop HP have to offer and has been efficiently crafted to fit in almost any workspace.

For end users that want the complete desktop solution HP have their All-in-one device, a device seeking a distinctive look through its fashionable design combined with HP's trusted performance making for an unforgettable experience.

Whatever your requirements, we can help

## Tech Data and HP Meet the team

We have a dedicated team of HP Champions, who can assist you with everything you need, from simple product queries to detailed bids and quotations.



## Get in touch

### Sales

Tel: 01256 788 333

### Quotes

[smbdevquotes@techdata.co.uk](mailto:smbdevquotes@techdata.co.uk)

### Orders

[smbdevorders@techdata.co.uk](mailto:smbdevorders@techdata.co.uk)

### Public Sector

Tel: 01256 788 770

### Customer Services

[techdata.co.uk/ASM](http://techdata.co.uk/ASM) Tel: 01256 864 344

### Credit Services Team

[credit@techdata.co.uk](mailto:credit@techdata.co.uk) Tel: 01256 880 4244

 [@techdata.co.uk](https://twitter.com/techdata.co.uk)

**Linked in** [techdata.co.uk/linkedin](http://techdata.co.uk/linkedin)

**Linked in** [linkedin.com/company/HP](http://linkedin.com/company/HP)



This guide is published by the Marketing Department of Tech Data. © Tech Data. Information sent on Fax-Backs to Tech Data may be held on database for future mailings. All orders that you place will be subject to acceptance in accordance with Tech Data's Standard Terms and Conditions of Supply available on its website ([www.techdata.co.uk](http://www.techdata.co.uk)) or available on request.