

Leverage the New Style of IT to drive more revenue

HP Moonshot Partner Program



What's in it for me?

- Open more doors for your application
- Make your solution more valuable
- Use effective, co-branded sales tools
- Get access to HP technical resources
- Address your customers' needs for tightly-aligned solutions

And yes, it's free.

Cloud, security, mobility, Big Data are transforming what the business expects from IT, resulting in a "New Style of IT."

The HP Moonshot System is like nothing else that exists today. It's a huge leap forward in infrastructure design that addresses the speed, scale, and specialization needed for a "New Style of IT." Optimized for specific workloads, HP Moonshot cartridges utilize low power server technology from multiple vendors delivering unrivaled density and energy savings. These low power servers share management, power, cooling, networking, and storage. This architecture is key to achieving significantly improved efficiency at scale, and enabling faster innovation cycles.

This HP infrastructure is backed by the HP worldwide sales, support, and services organizations.

The HP Moonshot Partner Program, a specialized program under the over-arching HP AllianceOne Partner Program, is designed to help selected independent hardware vendors (IHVs), systems integrators (SIs), and independent software vendors (ISVs) leverage this New Style of IT to open up new revenue opportunities and bring differentiated value to your customers.

HP is looking to partner with IHVs to support new workloads that align with our joint value proposition. Our SI partners can close more sales by helping their customers realize the value from the HP Moonshot System.

HP can help selected ISVs break into this specialized workload market by validating applications with a mutual market opportunity for HP Moonshot System. If your application is well-aligned with an HP Moonshot System target workload, HP will help create a joint customer value proposition and provide visibility for your solution with our sales teams to help you open new relationships and drive more revenue.

Why partner with HP?

The HP AllianceOne program provides an integrated set of technical, marketing, sales, and collaboration services to help ISV, IHV, and SI partners develop market-leading solutions running on key HP technologies. In addition, regional defined discounts are available for HP hardware, including Moonshot systems.

For selected AllianceOne partners the HP Moonshot Partner Program additionally provides access to HP Moonshot specific technical resources to help you identify, develop, and prove value propositions that leverage the unique capabilities an HP Moonshot System delivers. And that's not all.

Jump ahead of the trends

Customers are demanding radically improved total cost of ownership (TCO) for core processing. They also need to significantly reduce data center power consumption and floor space while delivering optimal performance. HP Moonshot System helps them do both.



Maximize application revenue: go big

Your application, showcased on HP Moonshot System, joins the big leagues. You get quick implementation for users, a simplified ecosystem for IT, and stunning TCO for CFOs. Best of all, large specialized workload solutions mean big application revenue and annuity customers.

Get performance metrics to prove it; instantly inherit HP advantages

Customers increasingly demand clear performance and TCO metrics before they buy. One of the key features of the program is application validation, which gives you solid data to accelerate your sales cycle.

And yes, it's free.

Engagement with the HP Moonshot Partner Program is free to qualified partners. We don't want funding concerns to get in the way of joint revenue. You will only need to commit resources to help test your solution and create a joint sales message. Partners joining the HP Moonshot Partner Program are awarded the HP Moonshot Partner Program insignia, allowing you to demonstrate to your market that you are aligned with HP Moonshot System.

How does it work?

The process is simple, fast-tracked, and thorough. If you qualify, steps include:

Market opportunity—First we share information about the HP Moonshot System so you can determine if the potential advantages gained by deploying on HP Moonshot would help you create a differentiated value proposition and positively influence your market dynamics.

Solution validation—HP Lab experts engage with your technical team to understand your application or hardware design, its underlying technologies, and how it operates. A test plan is developed to identify areas that can provide differentiated customer value. With support from HP technical resources, you test your solution on the HP Moonshot System to validate performance. You gain confidence that your solution delivers added customer value when running on HP Moonshot System.

Promote results—Publishing an HP approved white paper on the positive results and customer value of your solution on HP Moonshot demonstrates a more tightly aligned alliance with HP, provides greater visibility for your solution, and gives you access to additional tools and training to help drive your business success.

HP Moonshot System benefits

Density and power efficiency—HP Moonshot cartridges utilize low power server technology from multiple vendors delivering unrivaled density and energy savings.

Stunning TCO—HP Moonshot gives your customers the ability to redefine their server economics as a result of smaller footprint and lower operational costs. Calculate for yourself with our [TCO Calculator](#).

Innovation with you at the center—HP Moonshot System brings together a number of premier silicon and software partners. This gives you access to the latest hardware, middleware, and infrastructure at a brisk time-to-market cadence.

Open standards—HP Moonshot System leverages industry-standard open technology so it can be easily and quickly deployed.

What's in it for you?

HP opens doors for your application

Your application will be featured as one of the key business solutions for the HP Moonshot System. HP sales teams can match their customer needs with your solution value—and when there is a match, they reach out to you—and help advance the opportunity to mutual revenue recognition.

Your solution, instantly more valuable

Customers hate spiraling data center costs and solutions with limited capacity. When your solution runs on the HP Moonshot System you inherit industry-leading TCO and scale, right out of the box. When your solution is more scalable and less expensive, it is more valuable.

Get effective sales tools

You can leverage the HP Moonshot Partner Program insignia to demonstrate your tight alignment with HP in your go-to-market plans.

Extended access to HP benefits

As part of the program you get remote (and potentially onsite) access to HP Labs to test your application on the HP Moonshot System. You also gain access to a technical support team to streamline and speed needed assistance during your engagement.

Customers see a unified team

Customers often buy technology components from multiple vendors and integrate themselves. When their business application vendor and hardware vendor align to address their business needs, it's just easier for them.

Next steps

If the HP Moonshot Partner Program sounds like a fit, contact us. We're excited to talk. Let's rev the engines to help build new revenue streams and customer value with joint solutions on the exciting new HP Moonshot System.

If you are an ISV and your application is designed to scale and can take advantage of the massive processing power of HP Moonshot System, then you have a winner. Let's demonstrate it, document it, and get it into the hands of the sales force.

If you have history with HP, contact your HP Partner Business Manager. Otherwise, start at hp.com/go/allianceone where your membership gives you access to apply to the HP Moonshot Partner Program.

If you have questions, please contact us at hpmoonshotpartnerprogram@hp.com.

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