



News Release

HP Inc. Takes Number 1 spot for Channel Satisfaction in EMEA

Geneva, October 3, 2016 — It was announced today that HP Inc. has taken number 1 position for Channel Satisfaction according to the Canalys Vendor Benchmark of more than 22,000 votes.

Canalys runs an online channel community, Candefero and has been inviting channel partners to join the initiative since the project began in 2007, selecting senior executives and verifying their credentials to confirm they work for a channel partner, which is authorized by one of the major vendors. Candefero currently has 8,500+ members around the world, with the majority being in EMEA.

The vendor benchmark collates channel partners' experiences of working with different vendors, showing their strengths and weakness, and the improvements being made. It captures what vendors have done well recently and what they have done badly, by asking partners to rate their performance (score out of 10) on a 10-question survey. It looks at the following metrics:

- ✓ Ease of doing business
- ✓ Margin retention and overall profitability
- ✓ Generating growth through service and support opportunities
- ✓ Usefulness of portals and electronic tools
- ✓ Quality of technical support provided to channel partners and their customers
- ✓ Marketing activities and lead generation
- ✓ Product availability and supply
- ✓ Accreditation and specialization programs
- ✓ Effectiveness of their account management
- ✓ Managing conflicts with other resellers and their direct sales teams

Partners can only rate the vendors that they sell, which is confirmed when they add these vendors to their company profiles. The vendor benchmark has been live since 2010 and has collected over 22,000 benchmarks. The algorithm behind the scoring remains proprietary and its results are refreshed daily to show the latest partner feedback. As of 03 October 2016, HP ranked first in EMEA.

« We could not be more delighted with this number 1 position,» said Nick Lazaridis, EMEA President HP Inc. There is no better recognition than our channel partners voting us number 1. Over the past 12 months we have reinvented our relationship with the channel. This has come in the form of new product innovation, expanding HP's partner-led services model and most importantly, building a strong and collaborative customer engagement strategy. HP's overall commitment is to grow our global channel revenue contributions from 80% to 87%. The channel are integral part of HP's DNA, today and into the future. »



Chief Canals Analyst Alastair Edwards said: « This is an impressive endorsement of HP's continued strategic focus on the channel in EMEA since separating from Hewlett Packard Enterprise. HP has committed to increase the proportion of indirect revenue from 80% to 87% globally by the end of this year, and partners will welcome its efforts to continue simplifying and improving its partner program. HP has shown it is prepared to invest in innovation, introducing machine learning tools in its partner portal. HP was rated highest in the area of usefulness of portals and tools in the vendor benchmark. »

About HP

HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of printers, PCs, mobile devices, solutions, and services, we engineer experiences that amaze. More information about HP Inc. is available at <http://www.hp.com>.

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