Sales Guide

HP Care Pack

hp

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invent

HP Services

Welcome

We have deep satisfaction making available to you the HP Services portfolio of HP Care Pack Services and packaged technical solutions.

This portfolio presents a sequence of innovations that will be streamlined and customized in line with the market needs to ensure that, together with our partners, we continue to lead the delivery of appropriate and adapted services that constantly improve our customer satisfaction.

This guide features new, simplified service levels, offering unparalleled variety, end-to-end coverage, global consistency and high quality in convenient packages designed to help our partners supplement the value of their solution, stay ahead of competitors, create new sources of income and new business opportunities.

In this new Sales Guide you will find all news and services of the HP Care Pack portfolio, which are explained in detail.

Read carefully and seize all the advantages and benefits that HP Services may offer to you and your customers.

Good Sales
HP Services

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How to use this document?

This document is intended for the Sales Representatives of our Channel partners. In it we summarize the elements required to sell Hewlett Packard support services oriented to the sales area of our service channels. It will be kept permanently updated as a means to consolidate the services sales process. For this reason, you should always refer to the version and date of the document to make sure that you are reading the last version. This document will be published permanently at (http://conecta.latinamerica.hp.com/)

In this document you will find some sections that will clarify conceptually the different types of services offered by HP, the basic rules to sell and deliver the services, and the technical information of these services, depending on the geographical regions where you intend to sell and also on the customer requirements.

The idea is to provide our business partners with updated information to ease our solutions sale and delivery process. Thus more volatile information will be published permanently in the tools of disclosure and connection of partners with HP.

What is HP Care Pack?

Purpose of HP Care Pack Services
HP Care Pack services offer to the market comprehensive solutions adapted to the business needs of each company through a broad and flexible portfolio of services.

The main purposes of these services are:
• Help companies of all sizes to protect their investments in IT Technologies and, mainly, their business.
• Offer solutions that enhance or extend for an additional period the original warranty of your HP products with many service level options enabling our customers to purchase what best suits their IT environment and budget.
• In addition, the HP Care Pack services offer product and technology installation and implementation packages ensuring ideal performance since the outset.
• HP Care Pack services are the ideal solution to extend or supplement the warranty of HP hardware.

These services may be purchased at any time within the first six months (180 days) following the purchase of HP hardware.

Upon purchasing an HP Care Pack service, the customer will receive a certificate with a description of the purchased service and its effective term.

Main advantages offered by the services:
• Hardware support for a period longer than the manufacturer's warranty.
• Significant savings on service, support and expenses with parts for HP hardware.
• Single point-of-contact for support and technical assistance requests.
• Connection with HP support specialists to solve problems with the highest quality levels.
• Service levels and response/solution times adjusted to the customer's needs.
• Broad geographical coverage with HP services network extending over a high percentage of the national territory.

Developed and implemented by teams of professionals along the most rigorous quality and certification standards, HP Care Pack services offer practical, reliable and ideal service solutions with the best cost-benefit ratio.

HP Care Pack Services Portfolio

The following table shows the list of HP Care Pack services available in the region on the publication date of this Guide.
To know in detail the scope of each of these services, you may find descriptive brochures of each service published on the Web (Conecta) and also information about new product releases.

Hardware Support Services	**Next business day HW Support** **4h, 9x5 HW Support (if applicable)** **4h, 13x5 HW Support (if applicable)** **4h, 24x7 HW Support** **6h Call-to-Repair HW Support, 24x7**
Software Support Services	**2h, 9x5 SW Support** **2h, 24x7 SW Support** **SW Updates**
Other Services	**Return to HP** **Premier Services (Argentina, Colombia, Venezuela)**
Startup Implementation Services	**Installation** **Installation & Startup** **Implementation** **Education** **Technical Services**

Combination Services

Servicio Crítico
Acct Mgmt
Preventive
Change Mgt
6 hr CTR
SW Tech Assist
SW Updates

Proactive Essentials
Account Mgmt
SW Tech Assist
SW Updates

Proactive 24
Account Mgmt
4 hr HW 24x7
SW Tech Assist
SW Updates

Support Plus 24
4 hr HW 24x7
SW Tech Assist
SW Updates

Support Plus
4 hr HW 13x5
SW Tech Assist
SW Updates

*Service availability may vary from country to country.

Target Customers of HP Care Pack

"We live in a world where almost 80% of what we buy is services rather than products."

"To position a service solution correctly, first we need to establish the fact that there is a need above the standards offered by the manufacturer's warranty of a product."

"The sale of services enables the repetition of businesses:
- With the acquisition of services, 85% of the customers repeat sales with the same manufacturer. Without the acquisition of services, hardly 62% of customers repeat sales."
Source: IDC/Dataquest 2000

"Services will drive more and more the sale of products...."
Source: Gartner Group

"Different customers have different needs. This is the reason why having the right Services and Support scheme is as important as the selection of technology."

HP Care Pack services are designed to offer customers the support level required by their companies from Hardware Installation to Reactive and Proactive Services where we support the availability and operativeness of their environment, including also Education Services and Technical Support. To spot opportunities to sell HP Care Pack services, refer to the documentation delivered in the services descriptive brochures published on the Web (http://conecta.latinamerica.hp.com/). Most of them contain a section that defines the characteristics of the target customer or public.

Positioning

Warranty versus HP Care Pack Services

Does the manufacturer's warranty meet the customer's business needs?
To position a service solution properly, we should first establish that there is a need for services beyond the standards offered by the manufacturer's warranty of a given product.
Remember that the standard warranty is a product attribute. Thus it is generic to the product and not aligned with the customer's needs. This is also common practice in the industry. Market pressures for competitive prices and shorter product lifecycles force manufacturers to reduce the number of services included in their products.
This leads us to the following question: "Does the standard warranty meet the customer's business needs?" Probably not.
The secret here is to discover the way of leading the customer to this thought, how to fill the empty space between the attributes of the warranty and the actual service needs.
When the customer needs additional and different services from those offered by the warranty, we have a portfolio of HP Care Pack services.

Required service level

x years — Different companies, areas & applications require different levels of protection, availability and services

x+1year   x+2years   x+3years

Actual Service Needs

Standard manufacturer's warranty

Expectancy of product/technology use compared to lifecycle

Standard warranty

Time

8
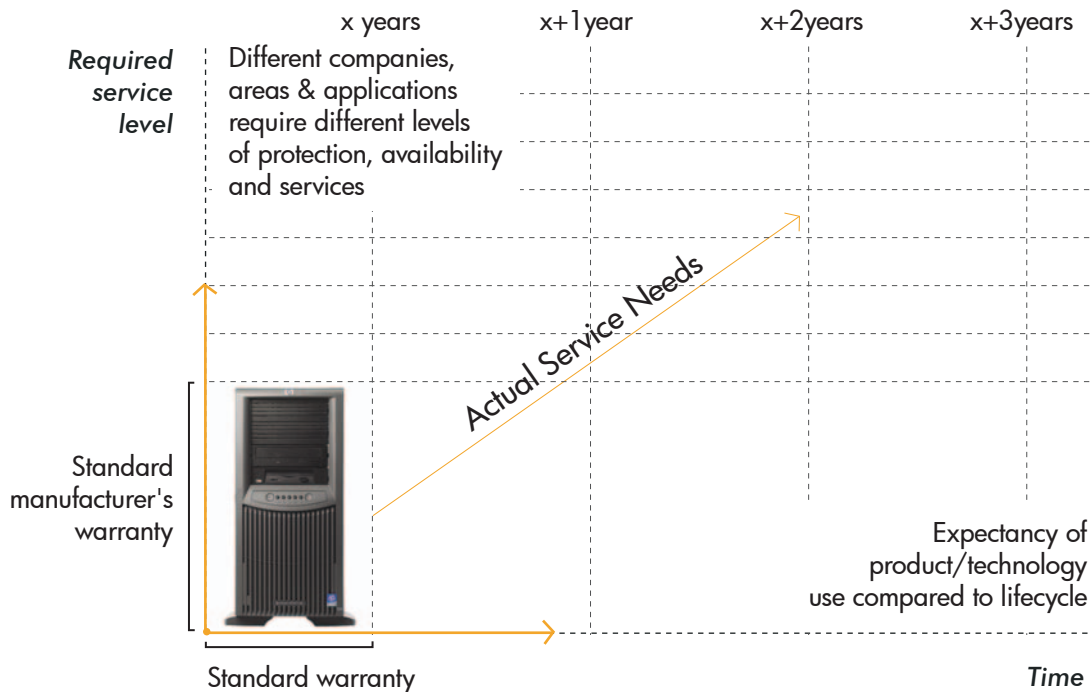
The warranty

- Protects hardware against manufacturing defects
- Provides parts and labor
- Offers a "best effort" response to replace defective components
- Does not provide support to the network or software operating system
- Does not provide installation services
- Does not consider a focal point to help you with your IT requirements

HP Care Pack Services provide

- Parts and labor for an additional period
- Response or solution time commitment = protection against non-operativeness
- Software support
- Installation support, if applicable
- Flexible support levels
- A single point of help provided by experts.

How to read a factory warranty?

Time stated in years		
Parts	Labor	Site
1	1	0
1	1	1
3	3	0
3	3	1
3	3	3

Parts

This service is covered during the years stated in the first column. The standard warranty provides one-year parts warranty at the workshop. Once installed in a HP CPU, this option offers one-year warranty or the remainder of the warranty period of the equipment where it is installed, whichever is longer.

Labor

This service is covered during the years stated in the first column. HP warrants that the Hardware Product you have purchased from HP or an HP authorized distributor contains no defective material or workmanship under normal use conditions as specified in the instructions for use of your product during the warranty period specified in the second column.

The warranty starts on the purchase date. Your receipt stating the hardware purchase date shall serve as proof of purchase.

Site

Onsite warranty service. Your HP limited warranty may include labor services to repair hardware onsite.

HP provides onsite services during office hours. Normally, office hours shall mean from 8.00 am to 5.00 pm or 9.00 am to 6.00 pm (depending on the country), Monday to Friday, although this window may vary depending on local usages.

If your location is outside the service zone (normally 50 km or 60 miles), response time may be longer or there may be an additional charge. This service is covered during the years stated in the third column.

With HP Care Pack, we extend the product warranty to:

- 3-3-0
- 3-3-3
- 4-4-4
- 5-5-5 and more….

Response times, solution times, etc.

Coverage period of HP Care Pack services

Coverage windows offered at each service level

The following tables show the coverage windows offered at each HP Care Pack service level (they will vary depending on the country).

Argentina, Bolivia, Chile, Paraguay, Peru and Uruguay.
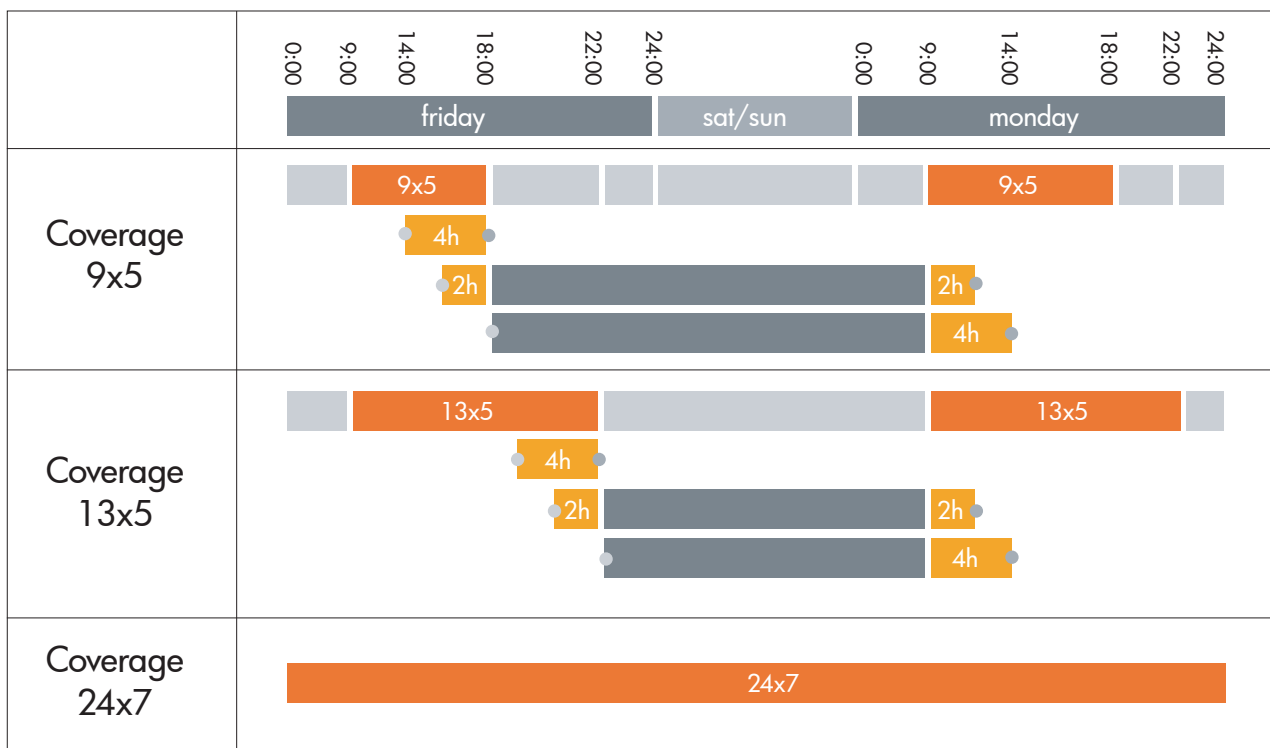
Legend:
- Coverage Window
- Response Time
- Customer´s Call
- Period without Coverage
- Uninterrupted Response Time
- Last possible response

Caribbean, Central America, Colombia, Ecuador, Puerto Rico and Venezuela.
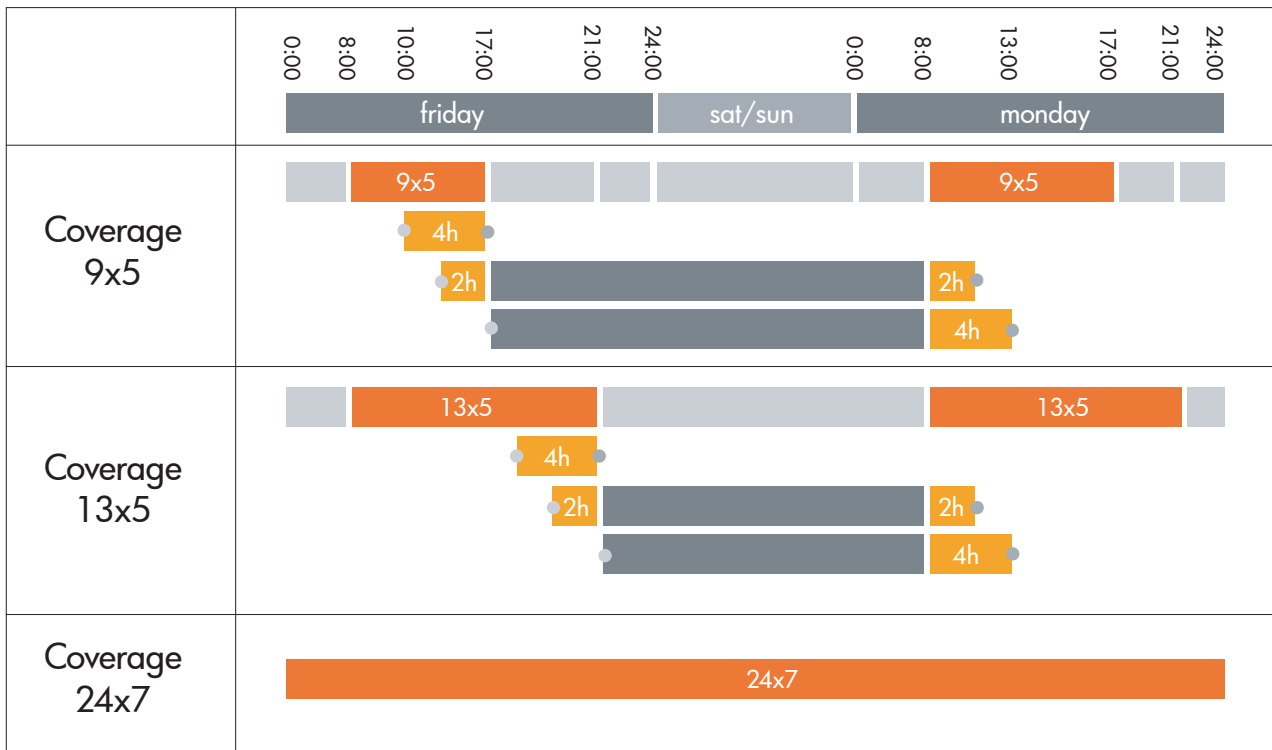
	Coverage Window		Response Time		Customer´s Call
	Period without Coverage		Uninterrupted Response Time		Last possible response

Geographical Availability of HP Care Pack

HP Care Pack services have been designed to offer the country wide onsite support coverage extending over a high percentage of the national territory.

The purchase of an HP Care Pack services package ensures the customer that it will receive support in a high percentage of the country wide territory without paying additional charges for distance or transportation to its location.

The new support structure anticipates the delivery of hardware support, installation and maintenance services by HP Services or its authorized service network.

	Contract service level		
	6-hour Call-to-repair (CTR) HW Support 24x7	4-hour CTR HW Support 9x5 / 13x5 / 24x7	HW Support 9x5, response on next business day
Distance*	**Response/solution time depending on location of equipment**		
0-60 km**	6-hour CTR	4-hour CTR	Next business day
61-160 km	8-hour CTR	4-hour CTR	Next business day
161-320 km	**	8-hour CTR	2nd business day
321-480 km	**	**	3rd business day
Over 480 km	**	**	**

* Distance from equipment location to HP Support Center.
** Kilometers may vary from one country to another. Please consult your pre-sales point of contact or the Conecta price lists.

Consult your pre-sales or sales contact for HP Care Pack availability in your region; you may also find such information in the price lists published on the Conecta website at **http://www.conecta.latinamerica.hp.com/**

Commercial Information

Marketing

The portfolio of services of both HP Care Pack and specialized packaged technical services is marketed directly by HP authorized distributors and resellers. It is an easy, agile process that supplements the warranty during the sale of hardware at extremely competitive prices with the support of the HP brand. In addition, it is an excellent opportunity to increase profit margins.

The sales processes described below apply only to Hewlett Packard business partners having direct contracts with HP.

Purchase Term

HP Care Pack Portfolio (except Post-Warranty Service)
Customer has up to 180 days to purchase an HP Care Pack service package counted from the equipment purchase date shown on the hardware invoice.

	1° year	2° year	3° year	4° year	5° year
Standard Warranty					
Standard Warranty					
HP Care Pack					

180 days
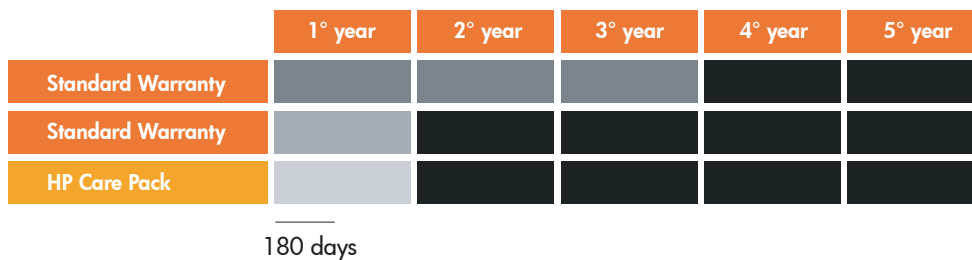
HP Care Pack Post-Warranty Service
Customer has up to 90 days to purchase the HP Care Pack Post-Warranty service package counted as from the expiration date of the original manufacturer's warranty of the hardware or HP Care Pack support/extended warranty service previously acquired.

	1° year	2° year	3° year	4° year	5° year
Standard Warranty					
Standard Warranty					
HP Care Pack					

90 days   90 days

14
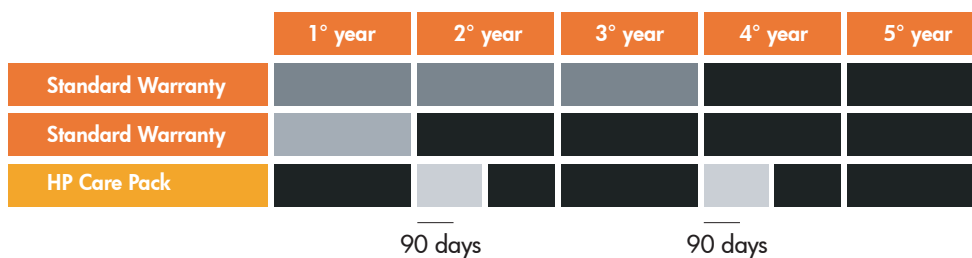
Price List, Brochures and Descriptions of HP Care Pack Services

All the prices, brochures and descriptions both of HP Care Pack and of Technical Services, will be published permanently at: http://www.conecta.latinamerica.hp.com.

Important:
• The prices indicated in the price lists published in Conecta may change and are provided for reference purposes only.
• HP Care Pack's quotations are valid for 30 days. Once such period has expired, please verify price in Conecta.
• The discount applicable to each channel as stipulated in the commercial agreement shall apply to the prices indicated.

Part Number Structure

HP Care Pack is a packaged electronic service without any physical form that handles two structures: fixed and flexible.

Fixed structure

Refers to a fixed-price service, whose purchase order must be placed and registered by the Channel. It is identified by an HP part number that serves to designate the service since there is a standard nomenclature. For example, in part number "UxxxxE", the last character "E" indicates that it is an extended warranty, in part number "UxxxxPE", the last two characters "PE" show that the part is covered by a post-warranty service.

Flexible structure

Refers to a service that may be shaped through options of services involved at the time of configuring it. Thus the help and support of the HP Sales Contact Center is required at the time of defining this structure. The part number identifies the type of service. Below we will see an example to define the Proactive 24 service.

Flexible Structure

Optional services: 0NYs, SAP, technical services, etc

Parts coverage to solve problems reactively. Purchase of the exact amount required.

Covers proactive elements for each environment and technology. Purchase of the exact amount required.

Covers proactive elements. Purchase of the exact amount required for each environment.

	Optional HA 11 1A1 opt XXX	
	Reactive HA 11 A1 opt XXX	

Networks 800	SAN 400	Storage 300	Servers 100

Environment HA 111A1 opt 900	
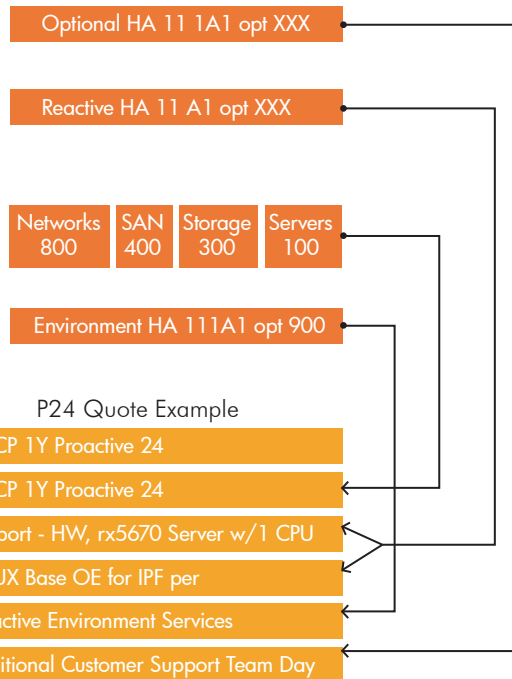
P24 Quote Example

1	HA111A1	HP CP 1Y Proactive 24
1	Opt. 100	HP CP 1Y Proactive 24
1	Opt. 6BO	Support - HW, rx5670 Server w/1 CPU
1	Opt. 6BQ	HP-UX Base OE for IPF per
1	Opt. 900	Proactive Environment Services
3	Opt. ONY	Additional Customer Support Team Day

Flexible part number structure

The first part with the format HA###A# describes the service
The second part with the format XXX describes the product to which the service applies

HA### A# - XXX

HA	###	Service description	A#	Service period	XXX
HA	101	Next Day HW			
HA	103	4h 13x5 HW			
HA	104	4h 24x7 HW			
HA	105	6h CTR HW			
HA	106	SW Support		A1 - 1Y	
HA	107	24x7 SW 5pt		A3 - 3Y	
HA	108	SW Updates		A4 - 4Y	range = product description
HA	109	Support Plus		A5 - 5Y	
HA	110	Support Plus 24			
HA	111	Proactive 24		(Y: year)	
HA	112	Critical Service			
HA	288	Software Advantage Service			
HA	324	Proactive Essentials 24x7 Unlim.			
HA	325	Proactive Essentials 3x5 Unlimit.			
HA	113	Installation			
HA	114	Installation & Startup		Combinable only with A1, this indicates that they only have one occurrence	
HA	115	Implementation			
HA	124	Tech Installation and Startup			
HA	287	Software Premier Service		Only available for one year (A1)	

Examples:

HA   110   A5   8VE   HP Proliant ML350 Storage Server Support   5Y   HP CP Support Plus 24

HA   103   A3   8PN   HP MSA 1500 Support   3Y   HP CP 4h 13x5 HW

• Remember that these part numbers are generated automatically by hp configuration systems sales builder and watson.
• Do not indicate these part numbers to customers or channels if they had not been generated by the configurator without prior confirmation of pre-sales engineers.

Process to Enter an HP Care Pack Order

Process starts

Channel accesses Elf-Pack system to order the HP Care Pack

Order for HP Care Pack flows into HP internal order entry systems

Credit approval — No / Yes

Order is released

Invoice sent to the Channel

Channel receives Invoice

Registration of the HP Care Pack

Generation of Electronic Certificate and delivery to customer

Process ends

Type of Order	Order Logging		
	Order Management	HPS (BO)	Channel
Standalone service (list price)			X Elf-Pack (order entered with all data of end ctm)
Standalone hardware (list price/special discount/promotions)	✓		
HW + Service "HP's invoice to end-customer"	✓		
HW + Service (HP's invoice to Channel) Always specify identity of end-customer	✓		
Service + HW with special discount (HP's invoice to end customer)	✓		
Service + HW with special discount (HP's invoice to Channel)	✓		
Service at a promotional discount			X Elf-Pack (order entered with all data of end ctm)
Service with special discount			X Elf-Pack (order entered with all data of end ctm)
Post-warranty Service			X Elf-Pack (order entered with all data of end ctm) Check-list
Non-conventional orders		✓	

Type of Order	Order Entry	
	Channel	HPS
Standalone service (list price)	✓	
Hardware + service "HP's invoice to end customer"		✓
Hardware + service (HP's invoice to Channel). Always specify identity of end-customer	✓	
Service + hardware with special discount (HP's invoice to end customer)		✓
Service + Hardware with special discount (HP's invoice to Channel)	✓	
Service at a promotional discount	✓	
Service with special discount	✓	
Post-warranty service	✓	
Non-conventional orders		✓

How to register and activate the services?
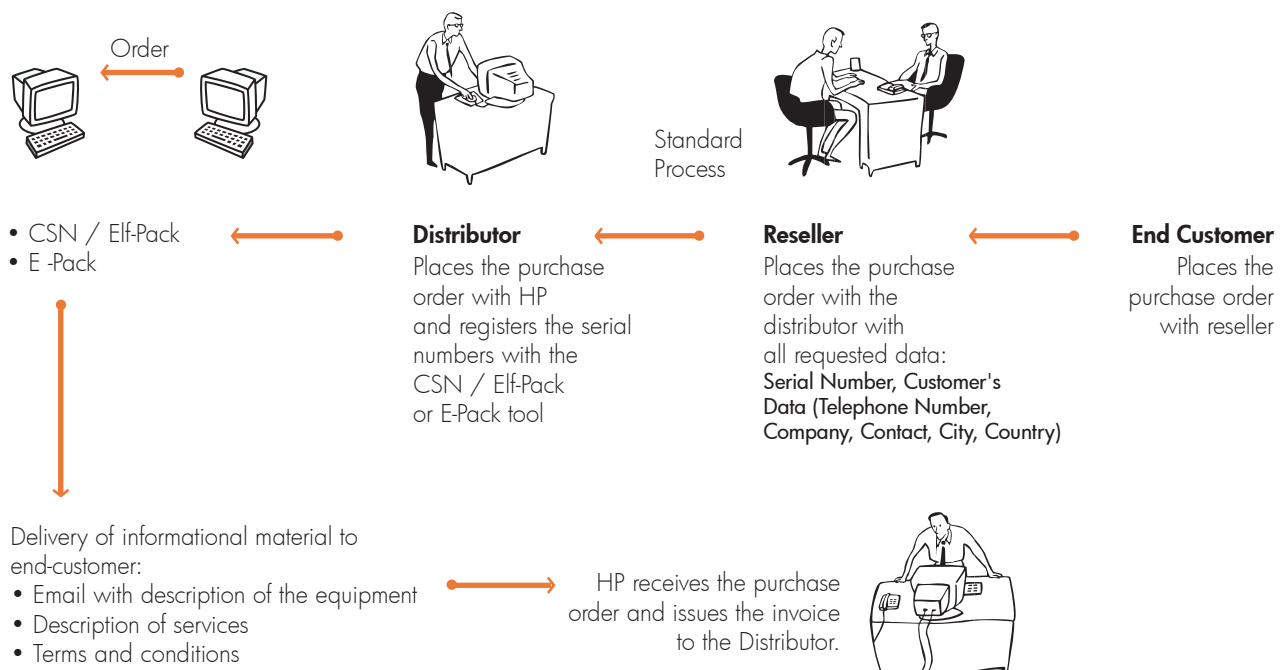
Why registering the services?

Activation of the purchased service is vital to guarantee its availability. This contributes to our prompt response to the customers' service requests and ensures that the necessary support resources are available when and where your customer needs them.

Whenever the service is marketed directly by the Distributors (i.e., the distributor issues the invoice to the customer), the Distributors will have to process the activation of the service for their end-customers. It is advisable that the necessary data for registration be gathered first, such as customer's subscription data (name, address, telephone, email, etc.), serial number of the equipment, hardware purchase date (as stated in the invoice for the product).

Once the service is activated, the distributor must print and send the Service Registration Certificate to the customer. Below we illustrate the registration process.

Purchase and Registration Process: HP Care Pack

Order

Standard Process

• CSN / Elf-Pack
• E -Pack

Distributor
Places the purchase order with HP and registers the serial numbers with the CSN / Elf-Pack or E-Pack tool

Reseller
Places the purchase order with the distributor with all requested data:
Serial Number, Customer's Data (Telephone Number, Company, Contact, City, Country)

End Customer
Places the purchase order with reseller

Delivery of informational material to end-customer:
• Email with description of the equipment
• Description of services
• Terms and conditions

HP receives the purchase order and issues the invoice to the Distributor.

Services Activation Processes

Activation Option 1
Internet: CSN/Elf-pack or E-Pack Web site
Distributors with access to Elf-Pack must enter at the Web site: http://www.HP.com/partners/csn to proceed to register and activate services with PN under the format HxxxE, UxxxxE, HxxxxPE, UxxxxPE.
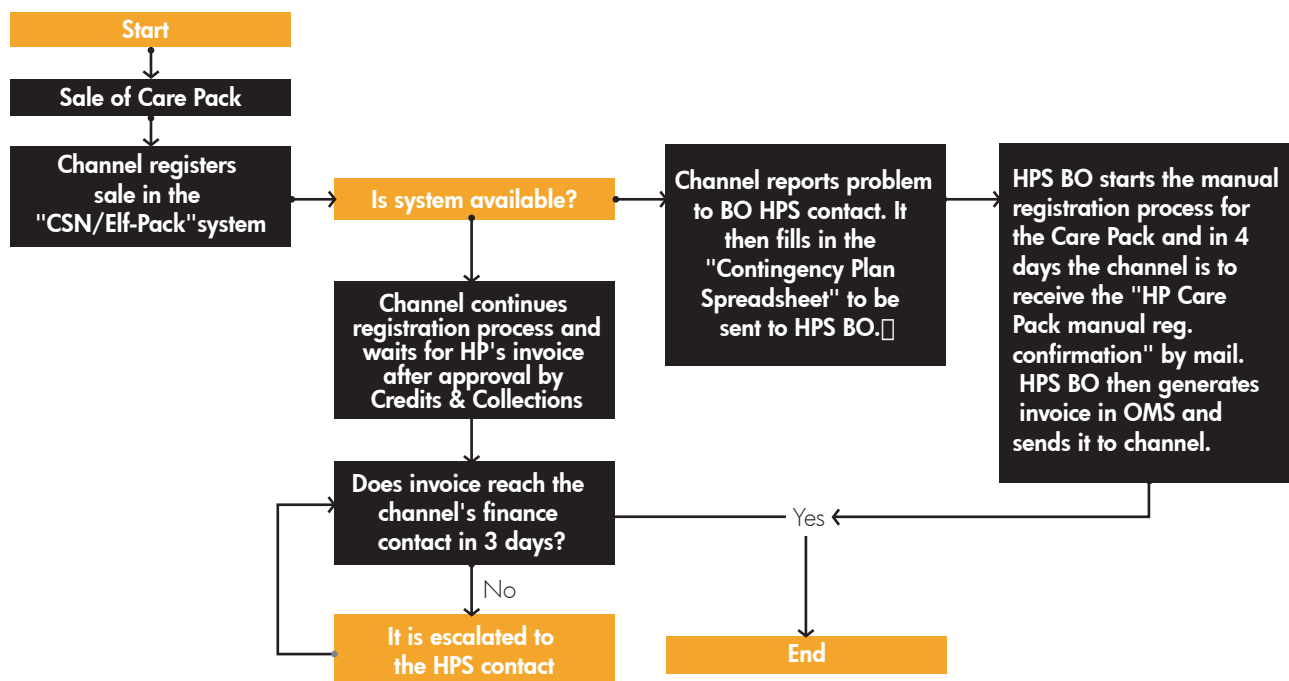
Activation Option 2
E-mail
Distributors with no access to CSN/Elf-Pack or E-Pack must process activation by sending the purchase order in the format shown in Exhibit A to the e-mail address of the BO contact of the country. The purchase order must include the necessary registration data such as
• name of distributor
• number of HP Care Pack order
• customer's subscription data (name, address, telephone, e-mail, etc.)
• serial number of the equipment
• hardware purchase date (as stated in the invoice for the product)
Invoicing and activation shall be processed internally and the Invoice and the Registration Certificate shall be sent to the address of origin.

CONTINGENCY REGISTRATION PROCESS
"HP CARE PACK" Contingency Process. HPS Business Operations (BO)

```
┌─────────────────┐
│      Start      │
└─────────────────┘
         │
┌─────────────────┐
│ Sale of Care Pack│
└─────────────────┘
         │
┌─────────────────┐       ┌──────────────────┐      ┌──────────────────────┐      ┌─────────────────────────┐
│ Channel registers│──────│Is system available?│─────│Channel reports problem│─────│HPS BO starts the manual │
│   sale in the   │       └──────────────────┘      │ to BO HPS contact. It │      │registration process for │
│"CSN/Elf-Pack"system│             │               │  then fills in the    │      │the Care Pack and in 4   │
└─────────────────┘                │               │ "Contingency Plan     │      │days the channel is to   │
                                   │               │  Spreadsheet" to be   │      │receive the "HP Care     │
                          ┌──────────────────┐     │  sent to HPS BO.      │      │Pack manual reg.         │
                          │ Channel continues │     └──────────────────┘      │confirmation" by mail.   │
                          │registration process and│                          │ HPS BO then generates   │
                          │waits for HP's invoice│                            │ invoice in OMS and      │
                          │ after approval by │                               │sends it to channel.     │
                          │Credits & Collections│                             └─────────────────────────┘
                          └──────────────────┘
                                   │
                          ┌──────────────────┐
                          │Does invoice reach the│─────────── Yes ◄──────
                          │ channel's finance │
                          │contact in 3 days? │
                          └──────────────────┘
                                   │ No
                          ┌──────────────────┐                       ┌─────────────────┐
                          │ It is escalated to│                       │       End       │
                          │  the HPS contact  │                       └─────────────────┘
                          └──────────────────┘
```

Rules for Sales of HP Services

Below we describe the rules governing HP Services sales processes:

• HP's associated channel may sell HP-branded services to any account designated, depending on the geographical availability of the solution.

• The channel may sell services to HP's accounts designated T2 and above, as long as the services offered by the channel are HP-branded.

• If the channel offers non-HP services which are in any way in competition with HP services to any of the designated accounts, HP will be entitled to sell directly to such accounts and to be in direct competition with its channel or either transfer such sales to another channel.

• The channel shall keep its services sales representative (CSSR) informed about the accounts to which it is selling under the co-sales model and, additionally, it shall submit a monthly sales projection forecast.

• Prior to any sale of HP Services, the Distributor shall check with HP the availability of Services and confirm the prices, payment and delivery terms then in force.

Compensation to the channel on the sale of HP services

On the sale of HP Care Pack
The following table details the level of discounts offered to our service partners:

	Proliant /PCs Printers Work Stations Storage Low	Storage High	Servers (High/Low)	Carepacks Enhanced Services
Reseller	18%	34%	38% / 23%	38%
Distributor	22%	38%	40% / 26%	38%

Note: The sale of HP Care Pack generates additional benefits under the PartnerONE program. Contact your HP Services Sales Representative for additional information.
To learn more about any additional discounts, contact your HP Services Sales Representative.

On delivery of HP Services
Depending on the type of service channel, HP and the Business Partner will have previously negotiated payment agreements.
However, in relation to the supply of packaged technical services, there are pre-established values in accordance with the scope and duration of the service, the Business Partner's participation and the role it played in the project.

Rules for Delivery of HP Services

We have included this section as a supplement to the "Service Sales" guide. It summarizes the Rules and Policies established by HP for service delivery.
This section is solely and exclusively oriented to those channels authorized to deliver services, having an "Authorized Service Provider" contract in place.
This section does not supersede or amend the processes established by the Channel Development area. To learn more about such processes, please refer to the notices and training provided by that area.

1. The sale of an HP-Branded (HPB) product or service does not automatically entitle the channel to deliver such service or warranty.
2. To be able to deliver HP-Branded services, the channel shall have in place a contract of "Authorized Service Provider", also known as ASP, in any of the following categories:
• Authorized Warranty Delivery Partner (AWDP)
• Authorized Services Delivery Partner (ASDP)
• Authorized Business Solutions Partner (ABSP)
3. The HP services that the channel may deliver according to its category of "Authorized Service Provider", as specified in the contract, are:
• AWDP - Delivers Warranty Services on HP hardware.
• ASDP - Delivers HPB services defined as HP Care Pack under any modality and warranty.
• ABSP - Delivers services included in the Professional Services portfolio -also called Technical Services Units (TSUs) - in addition to the HP Care Pack services (Servers, Storage, Mobility, Networking, Printing Services, etc.) and services included in the Managed Services (MS) portfolio.
4. Additionally, in order to be able to deliver a service on a specific product, the channel shall have obtained the relevant authorizations and/or certifications for that family of products. For delivery of TSU services, the channel shall also comply with the training and/or certification path for the specific service involved.
5. The channel should sell an HP-Branded service while relying on an appropriate delivery certification/authorization in good standing, it shall be considered as the "first choice" for delivery of such service.
6. Service delivery authorizations and certifications as well as their effectiveness are the direct responsibility of the "Channel Development" organization of HP Services. If you have any query in this regard, please contact the representative of "Service Channel Development" of your country.

Strategy to Deliver HP Care Pack Services for Commercial Equipment

Figure 1 features a simplified process to deliver services intended for Volume products.
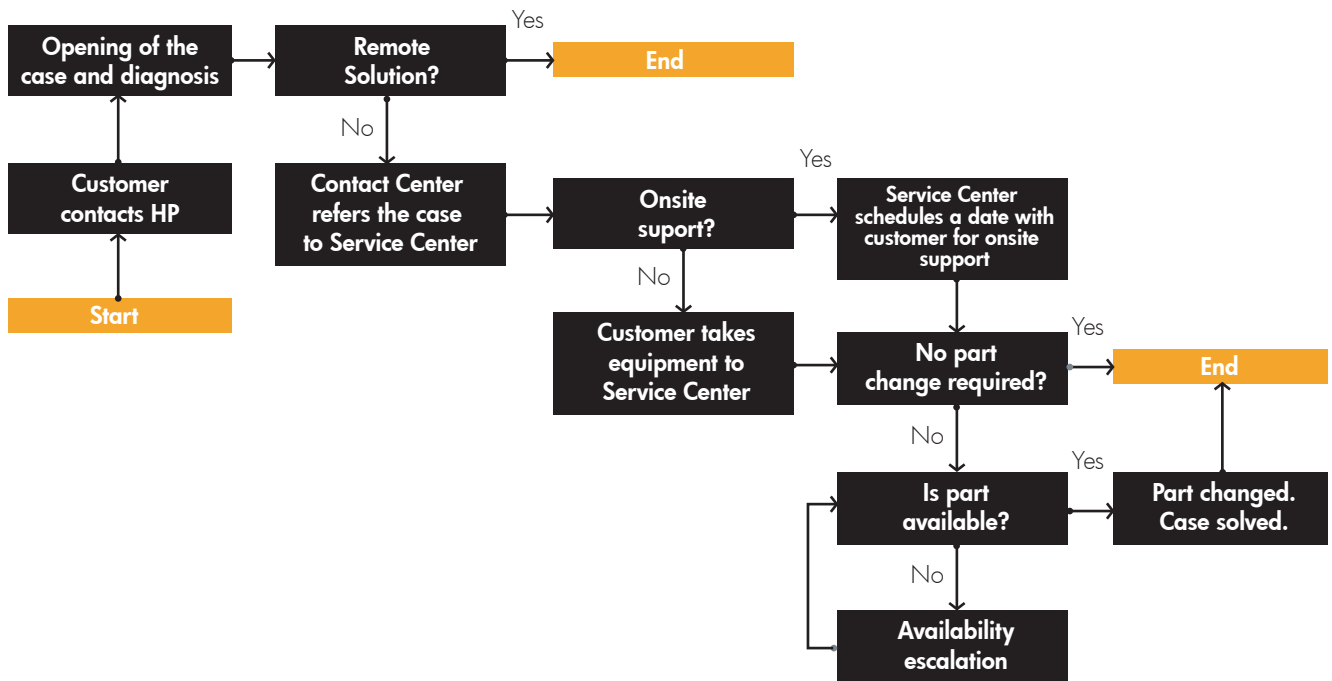
Description of the process

1. Opening of the case. If the customer spots any problem with its equipment, it shall contact "HP Solution Center." A specialized agent will assist customer online to start the support process.

The agent will request and/or validate the following information:
• Serial number of the equipment
• Model of the equipment
• Name of caller
• Company's name
• Company's address
• Telephone
• E-mail
• Description of the problem

Then the agent will provide the customer with a "Case Number" with which it will be identified in the system. Such case number shall be used for any subsequent tracking and/or communication with the Solution Center.

2. The agent will verify the status of the warranty and/or HP Care Pack of the hardware, taking as a reference the serial number of the equipment, and validate the service level applicable to the equipment.

• If the warranty and/or HP Care Pack for the equipment has expired, the customer will be informed of the relevant status and also that, if the services of a Service Provider are required, it will be charged for such services.

• If the customer states that the warranty and/or HP Care Pack is in force, then the agent shall request the customer to deliver evidence of the purchase of the equipment and/or the relevant HP Care Pack certificate. Simultaneously therewith, the agent will open an administrative case for the Service Operation organization to validate internally the status of the equipment.

> **Note: If the channel failed to properly register the "serial number" and the "product number" of the equipment through the "Registration of HP Care Pack" option via Elfpack, the equipment will appear as non-registered and the customer will not receive the requested service or, in the best case, it will obtain the service level of the standard product warranty if it were still in force.**

3. Then, the agent will diagnose the failure reported by the customer. During this stage, the agent may request the customer to provide additional information and run any diagnosis software and/or BIOS or Firmware update. Depending on the significance of the diagnosis test, the process may be suspended until the customer contacts once again the Solution Center upon completion of the requested tests and/or sends such information by e-mail.

4. Once the diagnosis is completed, the agent will assess the need to resort or not to an "Authorized Service Provider". If a remote solution is available, then the customer will be required to apply such solution.

5. If the need to resort to an "Authorized Service Provider" is ascertained, the agent shall select the "Authorized Service Provider" to be used. The following criteria shall apply for such selection:

• **Preferred Service Provider.** The system will show the agent the Authorized Service Provider that sold the HP Care Pack, always provided that:

• The channel that sold the HP Care Pack is an "Authorized Service Provider".
• It is authorized to service the customer's equipment model.
• It has been selected as Preferred Service Provider (PSP) at the time the HP Care Pack was registered.

• **Geographical location of the equipment.** Preferably, the agent will assign an Authorized Service Provider located within the customer's geographical area.

• **Service Level.** Depending on the service level applicable to the customer's equipment, an AWDP, ASDP or ABSP channel may be selected. To deliver services with "response time" commitments assumed with customer, the channel to be chosen shall be an ASDP or ABSP.

• **Authorizations of the ASP.** The "Authorized Service Provider" shall have authorization to repair the customer's equipment model.

• **Customer's preferences.** When selecting the ASP to be assigned, the agent shall also take into account the customer's preferences.

On the basis of the above criteria, the agent will recommend a "Preferred Service Provider" or some other ASP meeting the above requirements. If a preferred ASP does not appear in the system, the customer will ultimately decide if it is satisfied with the chosen ASP or if it will request some other.
If there is an ASP exclusively devoted to technical service (not selling products) within the customer's geographical area, it will chosen by the agent and shall have preference over any other ASP that also sells products. Lastly, the ASP will be chosen taking into account the following order of priority:
• ASP chosen by the customer
• Preferred Service Provider (i.e. the one registered in the Elf-pack system)
• ASP providing technical service exclusively (it does not sell products)
• ASP selling products.

6. Once the ASP has been chosen, the agent shall assign the service order to that ASP. Such order shall be received by the ASP through PWA (tool currently in place to interact with the Solution Center). If, as a result of the diagnosis process run by the customer, the presence of a potentially defective part or parts is ascertained, then the part codes shall be included in the assigned order as "a recommendation to the Service Provider."

> NOTE: The above procedure to open a case is the only means accepted by HP. The ASP is not authorized to open cases in the Solution Center or to receive at its offices equipment under warranty to which no case number has been previously assigned.

7. Depending on the service level of the equipment, which shall be stated in the service order sent to the ASP, the latter shall contact the customer and schedule a date and time for the onsite visit of the technical representative who shall start repairing the equipment. In order to define the time for the visit, the ASP shall take into account the committed service levels set forth in the order:
• Response time
• Coverage window
• Solution time (if any)

8. If the equipment is under a Carry-In service warranty (service at laboratory or repair center), the ASP shall wait up to five days until the customer ships the equipment. If the customer fails to do so within the stated term, the ASP shall contact the customer to define the date on which it will be delivered. If the customer does not take the equipment as agreed, then the ASP shall close the service order and record in it the reason why it closed such order.

9. The ASP shall order the relevant parts following the process in place and shall repair the equipment registering in PWA all activities related to the case until the order is definitively closed.

> NOTE: The above procedure provides an overview of the current strategy to manage service orders.
> • To obtain specific data and updates of the procedures, the ASP shall refer to the training and bulletins provided by each country's Channel Development group.
> • For any clarification concerning the policy and/or process, the ASP shall contact the "Channel Support" area of its country.

10. Channel's and HP's responsibilities in relation to the service delivery process are defined on the basis of the processes described above, as shown in the following table:

	AWDP	ASDP	ABSP
Call management	HP	HP	HP
Problem identification / routing	HP	HP	HP/Partner
First-level remote support	HP	HP	HP/Partner
Onsite HW support	Partner	Partner	HP/Partner
Exchange of HW units	Partner	Partner	HP/Partner
Second-level support	HP	HP	HP/Partner
Customer satisfaction	HP/Partner	HP/Partner	HP/Partner
Technical services delivery (TSU)	N/A	N/A	HP/Partner

Payment for services

Services delivered by a channel on a warranty and/or fixed HP Care Pack will be compensated on the basis of a fee per event, as defined in the relevant ASP contract.

Service Channel Development Organization

This group is in charge of supervising the technical and process development in the service channel. Main duties:

Channel Development:
• Service Authorizations and Certifications
• HardSkill
• Softskill

Channel Support:
• Training in order processing tools
• Training in processes and systems
• Technical support in the use of order processing tools
• Service Channel Audits
• Channel performance monitoring

Service Channel Development Organization

COUNTRY	DUTY	NAME	TELEPHONE	E-MAIL
Argentina Paraguay Uruguay	Development	Gabriel Fenos	+54(11)4778-8308	Gabriel.fenos@hp.com
	Support	Annabella Dorrego	+54(11)4778-8304	Annabella.dorrego@hp.com
	Manager	Matías Wainstein	+54(11)4778-8201	Matias.wainstein@hp.com
Chile	Development	Patricia Labra	+56(2)290-3433	Patricia.labra@hp.com
	Support	Miguel Bravo	+56(2)290-6503	Miguel.bravo@hp.com
	Manager	Alfonso Moreno	+56(2)290-3912	Alfonso.moreno@hp.com
Bolivia Ecuador Perú	Development	Franco Olcese	+51(1)211-2878	Franco.olceso.gonzales@hp.com
	Support	Marco Barrena	+51(1)211-2851	Marco.barrena@hp.com
	Manager	Raúl Guichard	+51(1)211-2872	Raul.guichard@hp.com
Colombia	Development	Luis Castillo	+57(1)639-0165	Luis.castillo2@hp.com
	Support	Sandra Segura	+57(1)639-0177	Sandra.segura@hp.com
	Manager	TBD		
Venezuela	Development	Mónica Sommers	+58(212)278-8351	Monica.sommers@hp.com
	Support	Randolf Ramos	+58(212)278-8598	Randolf.ramos@hp.com
	Manager	Alvaro Otero	+58(212)278-8399	Alvaro.otero@hp.com
Caribbean Puerto Rico	Development	Mercedes González	+1(787)474-8502	Mercedes.gonzalez@hp.com
	Support	Ajaisha Rodríguez	+1(787)474-8946	Ajaisha.rodriguez@hp.com
	Manager	Héctor Bartolomei	+1(787)474-8597	Hector.bartolomei@hp.com
Central America	Development	Mónica Sommers	+58(212)278-8351	Monica.sommers@hp.com
	Support	Gabriela Rojas	+58(212)278-8653	Gabriela.rojas@hp.com
	Manager	Alvaro Otero	+58(212)278-8399	Alvaro.otero@hp.com
Caribbean	Development	Mercedes González	+1(787)474-8502	Mercedes.gonzalez@hp.com
	Support	Gabriela Rojas	+58(212)278-8653	Gabriela.rojas@hp.com
	Manager	Héctor Bartolomei	+1(787)474-8597	Hector.bartolomei@hp.com

Contact Persons for Delivery of Services

This group is responsible for delivery of services to customers for equipment under warranty and HP Care Pack. It is in charge of monitoring open orders assigned to the service channel and providing support to the channel to ease customer service.

Channel Operation Supervisor:
• Direct supervision of open orders assigned by the Solution Center to the Service Channel.
• Supports the channel in managing the solution to the customer's problem together with the second-level support of the Solution Center.
• Contact for non-technical escalations related to the solution of a service order.
• Coordinates HP Care Pack installation services assigned to Service Channel.

Delivery Organization

COUNTRY	DUTY	NAME	TELEPHONE	E-MAIL
Argentina Paraguay Uruguay	Operation Supervisor	Hernan Cardella	+54 (11) 4778-8285	Channeloperationargentina@hp.com
		Mariela Eckl	+54 (11) 4778-8216	Channeloperationargentina@hp.com
	Manager	Hernan Barruso	+54 (11) 4778-8329	Hernan.barruso@hp.com
Chile	Channel Operation	José Daniel Morales	+56 (2) 290-3864	Jose.morales2@hp.com
	Manager	Bernardo Torres	+56 (2) 290-3348	Bernardo.torres@hp.com
Bolivia Peru	Channel Operation	Alejandro Tabini	+51 (1) 411 2049	Alejandro.tabini@hp.com
	Manager	Julio Cabrejos	+51 (1) 211 2860	Julio.cabrejos@hp.com
Ecuador	Operation Supervisor	Pablo Maldonado	+59(3) 22-990531	Pablo.maldonado@hp.com
	Manager	Juan Carlos Quiroga	+593 2 299 0563	juan.quiroga@hp.com
Colombia	Channel Operation	Diego Uribe	+571 639 0154	diego.uribe@hp.com
	Manager	Miguel Benavides	+571 639 0134	miguel.benavides@hp.com
Venezuela	Channel Operation	Juan José Carrillo	+58-212-278-8024	juan.carrillo@hp.com
	Manager	Gustavo Osorio	+57-212-278-8156	gustavo.osorio@hp.com
Puerto Rico	Channel Operation	William Rosario	+1(787)474-8532	Asp.escalation@hp.com
	Manager	Fernando Martinez	+1(787)474-8939	f.martinez@hp.com
Central America	Channel Operation	Carlos Orta	+58-212-278-8477	carlos.orta@hp.com
		Anibal Arvelaez	+58-212-278-8724	anibal.arvelaez@hp.com
		Miguel Tortolano	+58-212-278-8622	miguel.tortolano@hp.com
	Manager	Franklin Nuñez	+58 212 2788019	franklin.nunez@hp.com
Caribbean	Channel Operation	Carlos Orta	+58-212-278-8477	carlos.orta@hp.com
		Anibal Arvelaez	+58-212-278-8724	anibal.arvelaez@hp.com
		Miguel Tortolano	+58-212-278-8622	miguel.tortolano@hp.com
	Manager	Armando García	+1 305 265 5568	armando.garcia@hp.com

Process of registration and dispatch of Delivery for HP Care Pack Installation Services

Sale of HP Care Pack Installation Services

Via CSN/Elf-Pack: a report is run using installation filters and a report is sent every day to Service Delivery Manager for him to coordinate installation.

HP Solution Center: Phone Numbers

COUNTRY	800 WARRANTIES	800 CONTRACTS
Argentina	0-800-555-5000	0800-444-7867
Uruguay	0004-054-177	0004-054-177
Paraguay	(009) 800-541-0006	(009) 800-541-0006
Chile	800-360-999	800-362-365
Peru	0-800-10-111	0-800-51-050
Bolivia	800-100-193	800-100-293
Ecuador	Andinatel: 1-999-119 ✦ 800-711-2884	
	Pacifitel: 1-800-225-528 ✦ 800-711-2884	
Colombia	01-8000-51- HP INVENT (474-68368)	01-8000-51-4747
Venezuela	0-800-HP INVENT (474-68368)	0-800 CONTRAC (2668722)
Puerto Rico	1-877-232-0589	1-800-810-5133

✦ Await second dial tone.

Central America	800 WARRANTIES	800 CONTRACTS
Costa Rica	0-800-011-0524	
El Salvador	800-6160	
Guatemala	1-800-999-5105	
Honduras	800-0-123 ✦ 800-711-2884	
Panama	1-800-711-2884	
Nicaragua	1-800-0164 ✦ 800-711-2884	

✦ Await second dial tone.

The numbers previously indicated can undergo variations and they will be notified opportunely.

HP Solution Center: Phone Numbers

Caribbean	800 WARRANTIES	800 CONTRACTS
Anguila	1-800-3722881 ◄ 1-800-711-2884	
Antigua	1-800-3722881 ◄ 1-800-711-2884	
Aruba	800-8000 ◄ 800 711 2884	
Bahamas	1-800-711-2884	
Barbados	1-800-3722881 ◄ 1-800-711-2884	
Belize	811 ◄ 1-800-711-2884	
Bermuda	1-800-711-2884	
British Virgin Island	154+1-800-711-2884	
Cayman Island	1-800-711-2884	
Curacao	001-800-872-2881 ◄ 800-711-2884	
Dominica	1-800-3722881 ◄ 1-800-711-2884	
French Antilles	0-800-990-11 ◄ 800-711-2884	
French Guiana	0-800-990-11 ◄ 800-711-2884	
Grenada	1-800-3722881 ◄ 1-800-711-2884	
Guadalupe	0-800-990-11 ◄ 800-711-2884	
Guyana	165 ◄ 800-711-2884	
Haiti	183 ◄ 1-800-711-2884	
Jamaica	1-800-711-2884	
Martinica	0-800-99-00 ◄ 877-219-8671	
Montserrat	1-800-711-2884	
Netherlands Antilles	1-800-711-2884	
República Dominicana	1-800-711-2884	
St. Kitts & Nevis	1-800-3722881 ◄ 1-800-711-2884	
St. Lucia	1-800-478-4602	
St. Marteen	1-800-711-2884	
St. Vincent	1-800-3722881 ◄ 1-800-711-2884	
Suriname	156 ◄ 1-800-711-2884	
Trinidad y Tobago	1-800-711-2884	
Turks & Caicos	1-800-3722881 ◄ 1-800-711-2884	

◄ Await second dial tone.

Find updated information at: http://welcome.hp.com/country/us/en/wwcontact.html

Answers to Frequently Asked Questions

Quotation

Q: Where can I find information indicating which HP Care Pack services are available for an HP product?
A: In the price list published in Conecta.

Q: What shall I do if I have an HP Care Pack part number being requested by the customer and I cannot find it in the price list as published?
A: You should contact your HP Sales Representative or send a message to mcatelesupport@hp.com. The Care Pack codes may vary from one geography to the next. It may also be the case that the codes provided are too old and are already obsolete or it may be the case that the services are not available in the country.

Q: What happens if the price in the list published does not match the price informed in the portal in which HP orders are to be entered?
A: The prices in the system are the correct prices because they are continuously updated, whereas the list published in Conecta is updated on a monthly basis and it might lag behind. Should you have any doubt, please contact your HP Sales Representative.

Q: Where may I obtain the descriptions of the deliverables for HP Care Pack?
A. In Conecta or in the files delivered along with this sales guide. In addition, all prices, both of Care Pack and of Technical Services will be permanently published on:
http://www.conecta.latinamerica.hp.com/
If there are doubts, please contact your HP Sales Representative.

Q: Is it possible to obtain special discounts?
A: HP grants standardized discounts for the related Care Pack services at competitive prices so as to cause the quotation process for your channel to be autonomous and fast. In those special cases requiring a proposal tailored to the needs of the customer, with additional discounts, please contact your HP Sales Representative.

Q: How long does it take to communicate the answer to requests of special discounts?
A: The time estimated to communicate an answer to the requests is 48 hours.

Order Entry

Q: What happens if upon entering an order for an HP Care Pack in the HP portal the system rejects the code?
A: You should contact your HP Sales Representative. The HP Sales Representative may verify if the code is not correct or take any action necessary to solve any potential system problem.

Q: What steps should I take to enter an order for which a special discount has been approved?
A: HP Care Pack orders for which special discounts have been approved should email to the operations area of HP the PDF of the OPG for such area to assign a code so that the order may be entered

Q: What shall I do if I cannot access the portal to enter the orders or if I assume there are technical problems?
A: Report the problem to the HP Business Operation (BO) team or to your Sales Representative.

Answers to Frequently Asked Questions

Q: What shall I do if I am notified that the HP Care Pack order is on "credit hold"?
A: Contact HP's operations area.

HP Care Pack Registration

Q: When should I proceed to register the HP Care Pack sold to my customers?
A: For all fixed HP Care Pack orders entered and invoiced to the Channel, the registration must be made directly through the Elf-Pack application. Registration must be made once the order was invoiced by HP.

Q: Who is responsible for registering the HP Care Pack sold by re-sellers of wholesale operations?
A: The wholesale operator must take care of the registration. The wholesale operator may enable its resellers so that they may proceed with the registration directly in CSN/Elf-Pack.

Q: What shall I do if the description appearing in the Certificate issued after registration has problems related to the description or the expiration date?
A: Report the problem to the HP Business Operation (BO) team or to your HP Sales Representative.

Q: Who is responsible for sending the copies of the Certificates and Terms & Conditions to the customer?
A: That is the responsibility of the channel.

Invoicing

Q: What shall I do if I spot an error in HP's invoice?
A: Report the problem to the HP Business Operation team.

HP Contacts

Q: Who are my contacts in HP?
A: See table below.

HP Contacts

	Colombia Venezuela	Caribbean, Central America, Puerto Rico	Argentina, Chile, Peru, Ecuador, Paraguay, Uruguay, Bolivia
Pre-sales HP Care Pack Sales Contact Center	Jenny Perez jenny.perez@hp.com 571-6390000 ext 2615	Nataly Moreno nataly.moreno@hp.com 571-6390000 ext 2665	Luis Traversaro luis.traversaro@hp.com 5411-4708-1289

	Argentina, Uruguay Paraguay	Chile	Peru, Bolivia, Ecuador	Colombia
HPS Sales-Channels	Maria Laura Solla maria.solla@hp.com 5411-4787-7258	Ricardo Rodriguez ricardo.rodriguez2@hp.com 57-1 6390291	Maria Laura Solla maria.solla@hp.com 5411-4787-7258	Ricardo Rodriguez ricardo.rodriguez2@hp.com 57-1 6390291
Business Manager HP Care Pack	Karina Di Grigoli karina.digrigoli@hp.com 5411-4787-7269	Karina Di Grigoli karina.digrigoli@hp.com 5411-4787-7269	Karina Di Grigoli karina.digrigoli@hp.com 5411-4787-7269	Raquel García raquel.garcia@hp.com 57-1-639-0110
Order entry, registration and electronic tools	Susana Artola susana.artola@hp.com 5411-4787-8449	Evelyn Cabrera evelyn.cabrera@hp.com 562-2903406	Sandra Alva sandra.alva@hp.com 511- 440-3181	Jhona Retavizca jhona.retavizca@hp.com 57-1- 6390221

	Venezuela	Puerto Rico	Ecuador	Caribbean, Central America
HPS Sales-Channels	Ricardo Rodriguez ricardo.rodriguez2@hp.com 57-1 6390291	Marianela Archila marianela.archila@hp.com 1-305-267-4632	Maria Laura Solla maria.solla@hp.com 5411-4787-7258	Marianela Archila marianela.archila@hp.com 1-305-267-4632
Business Manager HP Care Pack	Raquel García raquel.garcia@hp.com 57-1-639-0110	Raquel García raquel.garcia@hp.com 57-1-639-0110	Karina Di Grigoli karina.digrigoli@hp.com 5411-4787-7269	Raquel García raquel.garcia@hp.com 57-1-639-0110
Order entry, registration and electronic tools	Tahira Torrealba tahira.torrealba-martos@hp.com 58-212-2788214	Luisanna Arismendi luisanna.arismendi@hp.com 1-787-474-8524	Sandra Alva sandra.alva@hp.com 511- 440-3181	Ruth Prado ruth.prado@hp.com 1-305-2655591

	Multi Country Area - MCA
Business Manager HP Care Pack	Christian Inza christian.inza@hp.com 5411-4787-7201
Order entry, registration and electronic tools	Susana Artola susana.artola@hp.com 5411-4787-8449

hp

Exhibit A: Purchase Order | Spanish Version

Orden de Compra HP Care Pack

Fecha: _____

Información del Canal

Dealer: _____
PO #: _____
Contacto: _____
Telefono: _____
Dealer #: 1800-_____
E-mail: _____
HP Sales Rep: _____

Información del Usuario Final

Cliente Final: _____
Direccion: _____
_____
Ciudad: _____
Pais: _____
Contacto: _____
E-mail: _____
Fecha de Compra de los equipos: _____

Por medio de la presente confirmamos nuestra intención de compra de los suguientes productos:

Cantidad	Nro. de Parte Support-Pack	Número de Equipo	Descripción del Equipo	Número de Serie	Precio de Lista US $	Descuent o Adicional %	Descuento Standard %	Precio Unitario US $	Precio Total a facturar US $
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -

Total a Facturar US $ [$ -]

De ser necesario HP podra solicitar la factura o prueba de compra de los equipos que estarán cubiertos por dichas extensiones de garantía, en donde se aprecien claramente todos los datos. Una información incorrecta o incompleta puede resultar en una demora en los servicios de soporte o lo peor, no ser reconocido como cliente con derecho a servicio de soporte en estos productos, por lo tanto no se procesaran ordenes de compra que no cumplan con todos los requisitos solicitados.

Enviar orden de Compra por e-mail: **Contacto Ingreso Ordenes Pais**

hp

Exhibit A: Purchase Order | English Version

HP Care Pack Purchase Order

Date: _____

Channel Information

Dealer: _____
PO #: _____
Contact: _____
Phone: _____ _____
Dealer # 1800- _____
E-mail: _____
HP Sales Rep: _____

End User Information

Customer: _____
Address: _____
_____
City: _____
Country: _____
Contact Person: _____
E-mail: _____
Hardware Purchase date: _____

This purchase order confirms our intention to buy the following products:

Quantity	Support-Pack Product N°	Hardware Model N°	Hardware Description	Serial N°	List Price US $	Aditional Discount %	Discount Applied %	Unit Price US $	Total Price US $
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -
								$ -	$ -

Total Invoice US $ [$ -]

If necessary HP could request to add the invoice or prove of purchase with all the information regarding the hardware product, which will be covered by the warranty extension. Incorrect or incomplete information could result in service delay, not to be recognized as a customer or not receiving the support acquired. No purchase order will be processed if it does not contain the information requested.

Enviar orden de Compra por e-mail: **Contacto Ingreso Ordenes Pais**

For more information, please contact your HP Sales Representative or visit www.hp.com/hps

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i n v e n t