SELLING CERTIFIED HPE GENUINE REPLACEMENT PARTS PLAY CARD

For more information

SYNERGY ASSOCIATES
Authorized HPE Distributor
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PLAY DESCRIPTION

The spare parts offering is a value-added service for HPE Pointnext Complete Care customers who require spare parts for a variety of scenarios, which are described in this document.

CUSTOMER NEEDS AND TRIGGERS

The HPE customers with complex IT infrastructures where their HPE assets are in different phases of their lifecycle very often face the need for Certified HPE Genuine Replacement parts for maintenance, repairs, or upgrades.

If your customer's needs fall into any of the following scenarios, your safe choice is adding HPE parts to their solution:

- Maintain HPE infrastructure where it is end of support life (EOSL) or not covered by an existing HPE service entitlement
- Upgrade projects for aging HPE infrastructure
- Engage public sector customers with specific security or regulatory requirements such as parts origin and secure supply chain

KEY ROLES AND QUALIFYING QUESTIONS

IT operations: System maintenance

CXO: ROI, TCO, brand protection

QUALIFYING QUESTIONS

Q1: Do you plan any upgrades on older HPE systems in your IT infrastructure?

Q2: Do you plan any infrastructure projects that require spare parts in bulk?

Q3: Do you need spare parts for EOSL HPE systems for immediate availability and on-site stock?

Q4: Are you in an industry that is closely regulated for the country of origin of your IT systems?

VALUE PROPOSITION AND ELEVATOR PITCH

- Customers benefit from HPE's compatibility testing, revision updates, and quality management to every part that flows through the spare parts supply chain from HPE Pointnext Services
- Customers get the HPE Pointnext Services inventory of HPE parts, which is proactively planned and managed to ensure consistent availability throughout the product and part lifecycle
- Customers gain access to an economical upgrade solution for their aging HPE infrastructure
- Customers are protected from having to resort to third-party maintainers or unauthorized distribution channels for sourcing HPE parts for their IT infrastructure

RESOURCES

Selling Certified HPE Genuine Replacement Parts is a value-added service component. The parts offering sales motion for existing HPE accounts is enabled by purchase orders after a quotation has been obtained from the replacement parts business organization or an authorized Distributor e.g., Synergy Associates.

PROOF POINTS AND DIFFERENTIATION

Claim	Substantiation
Certified HPE Genuine Replacement Parts with spare quality standard	HPE spare parts go through rigorous reliability testing and quality control at our kitting facilities. Let's take our drives as an example: HPE tests drives under a variety of real-world conditions and quality audits. In addition, HPE performs testing to verify compliance with many industry standards, which enables drives to perform correctly when integrated with other industry-standard components.
HPE 1 year warranty	HPE provides a full warranty on our parts offerings with a straightforward return process.
Proactively planned portfolio	The HPE replacement parts portfolio consists of tens of thousands of spare parts, which are part of a proactively planned inventory. From a broad portfolio of workload-optimized solutions that include HDDs, SSDs, and HPE Smart Array controllers to a large selection of memory types and capacities to support a variety of price points for your current and future compute needs.
Consistent availability	HPE is proactively planning the supplies of a part to ensure sustaining consistent availability even through the period of the product's EOSL. Careful planning and lifecycle management with HPE's suppliers and OEMs ensure that HPE customers can purchase the right part for maintenance, repair, or upgrade anytime they need it.
Secure parts with malware and spyware free firmware	HPE relies on a secure supply chain where holistic, 360-degree security begins with corruption-free manufacture and auditing the integrity of every component and supplier. By using Certified HPE Genuine Replacement Parts, our customers get completely secure, malware-, and spyware-free equipment, which has a guaranteed country of origin. Our HDD and SSD ship with digitally signed firmware, which prevents data loss from malicious attacks by assuring that the drive firmware comes from a trusted source.[1]
Full range of genuine, certified parts available for older generation products	Every spare part's lifecycle is planned in a way that HPE maintains the support of the original product for 3 to 12 years.[2] If the spare part the customer needs has already been discontinued, HPE Functional Equivalent parts have direct form, fit function, and compliance equivalence to the original part, so will work and fit in the product without loss of function or performance.
Economical upgrade solutions	With HPE replacement parts, customers can choose an economical upgrade path to increase their system performance at a lower cost compared to purchasing a new system.[3]
Easy authenticity check **hpe.com/us/en/validate.html**	HPE Parts Validation mobile application from either Apple App or Google™ Play Store helps the customer validate the HPE parts when they scan the security label.

[1] Applicable for parts introduced after 2017

[2] Varies between products

[3] Comparison between purchasing a new HPE ProLiant DL380 Gen10 servers vs. upgrading an HPE ProLiant DL380 Gen8; results depend on workload and compute needs

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