



## HP Client Automation Standard Edition Software



Earn profits and customer loyalty the easy way

### Learn how to kick start your solution sales strategy with HP's easy-to-sell, easy-to-use Client Automation solution

Increased security threats, availability requirements and growing mobility needs are making client management more complex and more critical. But IT resources are finding it hard to manage change with labour-intensive manual processes. Through HP's Client Automation Standard Edition Enablement programme hosted by NATOLI, you can quickly resolve your customers' issues and offer an affordable, easy-to-use, quick time-to-value client management solution.

### How can we lower the threshold and help you start selling HP Client Automation Standard Edition Software fast?

HP's Client Automation Standard Edition Enablement programme hosted by NATOLI gives you the tools and support you need to sell quickly and confidently. HP has teamed up with NATOLI Consulting to create a training methodology that provides Partners the expertise to sell, plan and implement the HP Client Automation Standard Edition solution. Based on NATOLI's best practices learned over ten years of client automation experience, this training makes it easy to sell HP Client Automation Standard Edition Software:

- By giving you access to the experience of people who've been there and successfully sold the solution
- By providing access to tools, techniques, templates and others to create predictable, affordable and profitable prices for implementation
- Because trained technical implementation resources come with the package

In short, the Enablement Programme makes it quick to get started.

### HP Client Automation Standard Edition Software delivers what your customers want ...

HP Client Automation Standard Edition Software automates the lifecycle management of client devices regardless of their physical location. With maximum out-of-the-box functionality, it helps customers of 500 – 2,000 employees reduce the cost, time and risk associated with PC configuration management, in spite of growing complexity. HP Client Automation Standard Edition Software provides key management capabilities for both HP and non-HP client devices:

- Software deployment
- Application usage metering
- Patch management and compliance
- Settings migration
- OS deployment
- Migration path to Enterprise Edition

### ... and strengthens your relationship with your customers

By selling and implementing HP Client Automation Standard Edition Software, you position yourself as a trusted partner who is able to provide the IT automation solutions in demand today. It helps you earn higher profit margins fast. It opens the door to future sales and lays the foundation for a stronger, more lucrative relationship. As you assist your customer through the constantly changing client environment, you can tap into additional services you can offer, such as discovery services for migrations, OS migrations and device provisioning.

"Being able to offer a fixed price implementation to my customer really made a big difference. The risk issue in the customer's mind, which usually delays closing business, simply became a non-issue. A solid proposal combined with excellent implementation skills made the day."

Paul Turley, Regional Sales Manager, HP Software

# HP Client Automation Standard Edition Enablement Programme hosted by NATOLI empowers fast results

## What does the HP Enablement Programme hosted by NATOLI provide?

Overall, the enablement programme provides you with a proven approach to sell and implement the HP Client Automation Standard Edition solution combined with an ongoing supportive environment by HP-certified engineers.

### An initial programme membership fee provides you:

- Sales
  - Streamlined sales training for fast start-up
  - 1-day programme with as outcome your ability to confidently present the value proposal and understand the functions and features of the solution
  - Architect-led Bid Support
  - Hot-line support for creating and structuring bids
  - Assistance in creating fixed price proposals
  - Telephone support whereby an experienced architect walks you through the process and questionnaire and trains you in becoming self-sufficient in creating fixed price implementation proposals
  - Reliable methodology for quoting fixed-price implementations to ensure smooth sales cycle
- Technical
  - Hands-on configuration and implementation training
  - 4-day technical training for two engineers
  - Virtual appliances including working demo environments to help illustrate benefits to customers
  - Documented implementation methodologies including design templates and process documentation

### An annual subscription fee provides you:

- Tools for ongoing training (e-alerts, webinars, updates)
- Ongoing sharing of best practices
- Scheduled webinars for updated product features (min 2 per year)
- Priority access to certified NATOLI engineers

## What's in it for you?

- Being equipped to bring an easy-to-sell, affordable solution quickly to the market
- A complete solution enablement that moves you beyond transactional sales towards a closer relationship with your customer
- Earnings from licences
- Earnings from implementation services
- Opportunity to sell repackaging services
- Chance to gain more customer involvement and insight for cross-selling and upselling larger BTO products and services

## How do you get started?

To find out more about the benefits available to you, please call our Administrative offices on +44 1308 488 995 and ask for details of the CA SE enablement program.

Alternatively you can send an email to [case.program@natoli.co.uk](mailto:case.program@natoli.co.uk) for more detailed information.

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