

Channel Partner Brochure

# HPE Renew

Same quality, same warranty, lower price



**Hewlett Packard**  
Enterprise



Today, more than ever, companies are looking for additional ways to cut costs without compromising quality and reliability. The HPE Renew Program offers fully remanufactured Hewlett Packard Enterprise (HPE) products backed by the original same-as-new factory warranty at very competitive prices. All HPE Renew products undergo complete remanufacturing and testing processes, fully restoring them to meet HPE certified standards.

### **HPE Renew helps you grow your business**

Look at the big picture. You want to increase sales; you are faced with the challenge of finding new customers and retaining existing ones. In a tough competitive environment, the HPE Renew Program offers you an opportunity to increase your sales significantly and improve your margins.

### **A whole new sales opportunity**

Perhaps your customer has a limited budget but wants to benefit from all of HPE services. Maybe they want to maintain homogeneity on an existing platform, or there is a need for products that are no longer available as new HPE products. Fast delivery is essential, and you're faced with strong competition to close a sale. HPE Renew is a great complement to new products for customers seeking cost-effective solutions that are HPE certified.



#### The HPE Renew portfolio

- Enterprise Servers
- Enterprise and Commercial Storage
- ProLiant Servers and Options
- Networking Products

### Your benefits at a glance

- Eligible for Partner Ready benefits
- Expand your market reach and increase your business potential
- Meet customers' needs with an extended HPE portfolio
- Close price sensitive deals with very competitive prices
- Opportunity to increase margins
- Combine Renew and new to come in under budget
- Additional sales weapon to counter the competition
- Dedicated support from a specialized HPE Renew team

### Benefits to your customer

#### • Quality and reliability

Reassurance of the HPE brand backed by the original same-as-new factory warranty.

#### • Available solutions

HPE Renew can often deliver if new products are not available or have long factory fulfillment cycles.

#### • Realize the value

Products are at least 15-30% below new list price, in addition to aggressive promotional discounts.

## When to lead with HPE Renew

- Your customer has a lean IT budget
- You are competing against a broker
- Customer's business application does not require the very latest technology
- When organizations want to build upon or mirror existing infrastructure
- When there are inventory constraints on new product
- Ideal for Disaster Recovery solutions, software testing and development, and training rooms

## Simple methods of purchasing

HPE Renew offers a straightforward process for purchasing quality remanufactured equipment and all HPE Renew products are eligible for Partner Ready benefits.

### Enterprise Servers, Storage and Networking

If you are an HPE Enterprise Account Partner, follow the same process as when purchasing new HPE products by contacting your Distributor or Enterprise Channel Partner Inside Sales Representative for quotes and for placing any orders for your customers.

### ProLiant Servers, Commercial Storage and Networking

HPE Commercial Partners with a signed Business Development Agreement and appropriate addenda on file with Hewlett Packard Enterprise can contact one of our HPE Renew Sales Specialists for quotes and order fulfillment.

## For more information

To learn more about HPE Renew, visit [hpe.com/us/hpe-renew](http://hpe.com/us/hpe-renew)

To contact an HPE Renew representative in your area, visit [hpe.com/us/hpe-renew/contacts](http://hpe.com/us/hpe-renew/contacts)

Visit the [HPE Partner Ready Portal](#) for additional information and sales tools.