

Sales Brochure

HPE Renew

Same quality, same warranty, lower price



Hewlett Packard
Enterprise



With the current cost conscious economy, customers are looking for more cost-effective solutions to meet their technology needs. HPE Renew can help your customers purchase high quality Hewlett Packard Enterprise (HPE) technology at significant discounts with the peace-of-mind of a new equipment purchase. HPE Renew products are at least 15-30% below new list price, in addition to promotional and discounted pricing to help meet customer requirements.

A big opportunity for you

HPE Renew is designed specifically to complement new product sales. It offers you an extensive portfolio of quality HPE server, storage and networking products, fully remanufactured by HPE and backed by the original same-as-new factory warranty, service and support options. Only products that have been through the rigorous HPE remanufacturing process can be part of HPE Renew.

Products are sourced from the HPE Demo pool, factory loaner equipment, factory excess and customer returns. More than 80% of the equipment is less than 12 months old. The latest HPE technology is also available, as product returns often begin shortly after their initial introduction.

“We sell everything—new and Renew, and try to give customers exactly what they want. Either way, we know we are delivering HPE quality and reliability. HPE Renew products have made a noticeable difference in our ability to compete aggressively.”

– President, Elantech, HPE authorized reseller

1. What products are included in the HPE Renew portfolio?

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

2. Am I compensated for selling HPE Renew products?

All enterprise products in the HPE Renew Program contribute to quota retirement, and compensation is based upon the same criteria as is extended to new product sales. Rest assured that you are compensated for the sale of enterprise products in the HPE Renew portfolio.

3. Why is selling HPE Renew compelling and how should we sell it to our customers?

If your customer's IT budget is lean, then HPE Renew remanufactured products can offer a high quality, fully warranted solution at a low cost. For some applications, the latest, greatest technology is a must. In other cases, a remanufactured product is simply a better choice.

The following scenarios are ideal opportunities to lead with HPE Renew:

- Companies may not always require the very latest technology or want to keep pace with short technology lifecycles
- Organizations have a need to maintain or extend a proven, stable environment and “new” production on that platform has been discontinued
- Customer's application and operating environment specific hardware requirements cannot be met by new products
- A new product that is out of stock or constrained may be immediately available from the extensive worldwide inventory of HPE Renew enterprise products
- Mixing and matching new products with remanufactured products optimizes IT budgets while ensuring HPE quality, reliability and performance for future growth
- Remanufactured equipment may offer the best performance for the dollar for training and customer demo rooms
- Software testing may be performed just as effectively using remanufactured products as with new

For more information

To learn more about HPE Renew, visit hpe.com/us/hpe-renew

To contact an HPE Renew representative in your area, visit hpe.com/us/hpe-renew/contacts

Find additional information and sales tools at intranet.hp.com/eg/ams/renew/Pages/index.aspx

4. How does HPE Renew fit into the overall HPE offering?

The HPE Renew Program is positioned to help you increase sales, win new customers and retain existing ones by expanding your portfolio with remanufactured, fully warranted HPE product. Not only can we help HPE sales reps reach new customers whose IT budgets do not stretch as far as they need to, HPE Renew also offers a positive impact to HPE's gross margin.

Because we remanufacture and sell millions of dollars worth of product that flows back into Hewlett Packard Enterprise, we help HPE avoid the negative impact from inventory write-offs of returned equipment and convert this to revenue and increase recoveries for the business.

5. What questions should you be asking your customers to begin a dialog that includes HPE Renew?

- Are your customers asking for aggressive discounts?
 - HPE Renew products have a lower list price than new products so it is easier to meet the pricing required by the customer. In addition, it makes more sense to aggressively discount Renew products so that HPE can maintain better margins on new product.
- Does your customer need to upgrade or expand an existing environment?
 - Often customers are not ready or able to invest in upgrading platforms. We can assist in helping them manage through the transition on their own timeline.
- Does your customer need a low cost solution with original same-as-new HPE warranty?
 - At times customers have unplanned and unbudgeted IT equipment needs. HPE Renew can help.
- Is your customer trying to mirror or build upon an existing environment?
 - Disaster Recovery solutions, software testing and development and training rooms are great candidates for HPE Renew solutions.
- Are there constraints on new HPE equipment?
 - Sometimes HPE Renew can help during times when new products are not available or have long factory fulfillment cycles.
- Are you competing against a broker?
 - Or worse, are your customers buying from a broker? Ask them.

6. Why is HPE Renew better than similar programs our competitors offer? What can we do better than our competitors and how do we differentiate?

- HPE Renew products are the same as new products in every way, both inside and out. They include all applicable licensing, software and OS.
- All HPE Renew products are certified to have passed HPE's rigorous remanufacturing and quality inspection processes, ensuring they are fully restored to meet HPE certified standards. The comprehensive building and testing processes verify that all HPE Renew products meet equivalent to new standards. It is only then that they qualify for same-as-new factory warranty – guaranteeing HPE quality and reliability.
- HPE Renew products are sold and backed by Hewlett Packard Enterprise.
- Guaranteed by HPE with same-as-new warranty – the HPE Renew product warranty starts with the date of purchase and refreshes the full original factory warranty. It is important to note that this is not a remaining warranty policy.