



FY'21 Market Development Funds (MDF)

Partner Program Manager

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FY'21 MDF Guidelines

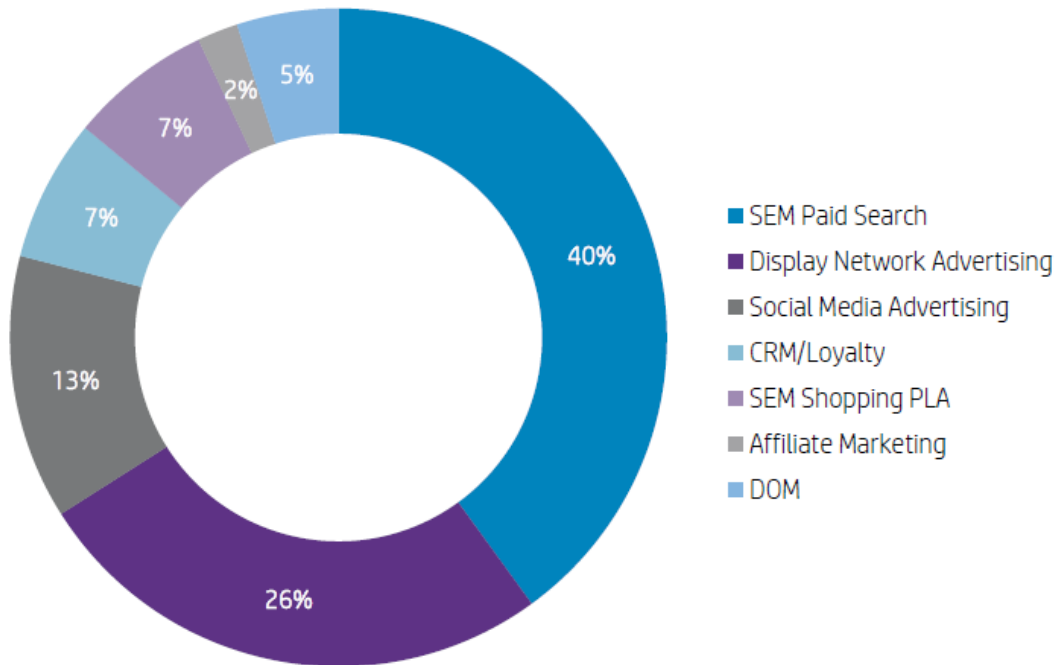
- Only partners with a **Joint Business Plan (JBP)** can receive MDF
- Minimum \$ threshold - **\$3k per partner & per activity line item**
- Sales incentives
 - **HP HW MDF <10% by BU** and must be run through PSA
 - Pre-approval form to be completed by local sales team
 - No sales incentives for Supplies
- All activities must be run through PSA with the exception of HP Champions and e-Commerce digital activities
- **Rate cards** (Champions, TM, customer assessment + **Events and training**)
- For HP Champions – No variable pay, targets with PL details to be included for HW champions
- Digital Paid Media & Broadcast – Digital sub-activity type ranges
- Digital Owned Media – now Digital Amplifier
- No face-to-face events until otherwise advised

#	MDF Global Activity	H2 2020	H1 2021
1	Digital Paid Media & Broadcast	Yes	No Change
2	Printed Marketing	Yes	No Change
3	Sales Incentive (SPIFF)	Yes	No Change
4	Events and Training	Yes	Rate Card
5	HP Champion (funded head)	Yes	Rate Card
6	Telemarketing	Yes	Rate Card
7	Customer Assessment	Yes	Rate Card

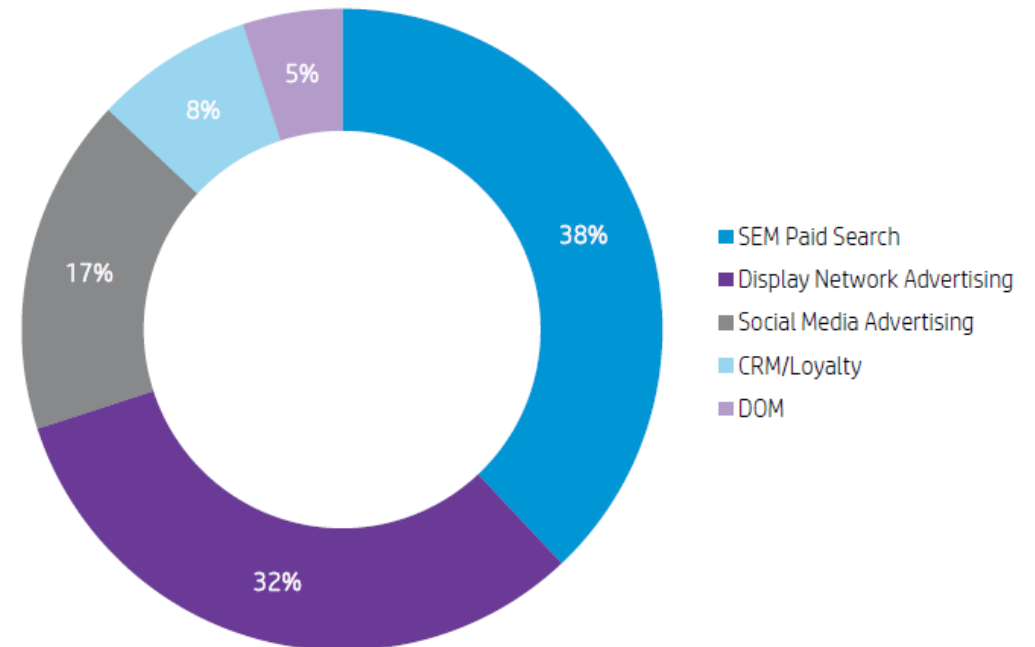


MDF Digital Sub-activities Split

Partners with Ecommerce capabilities



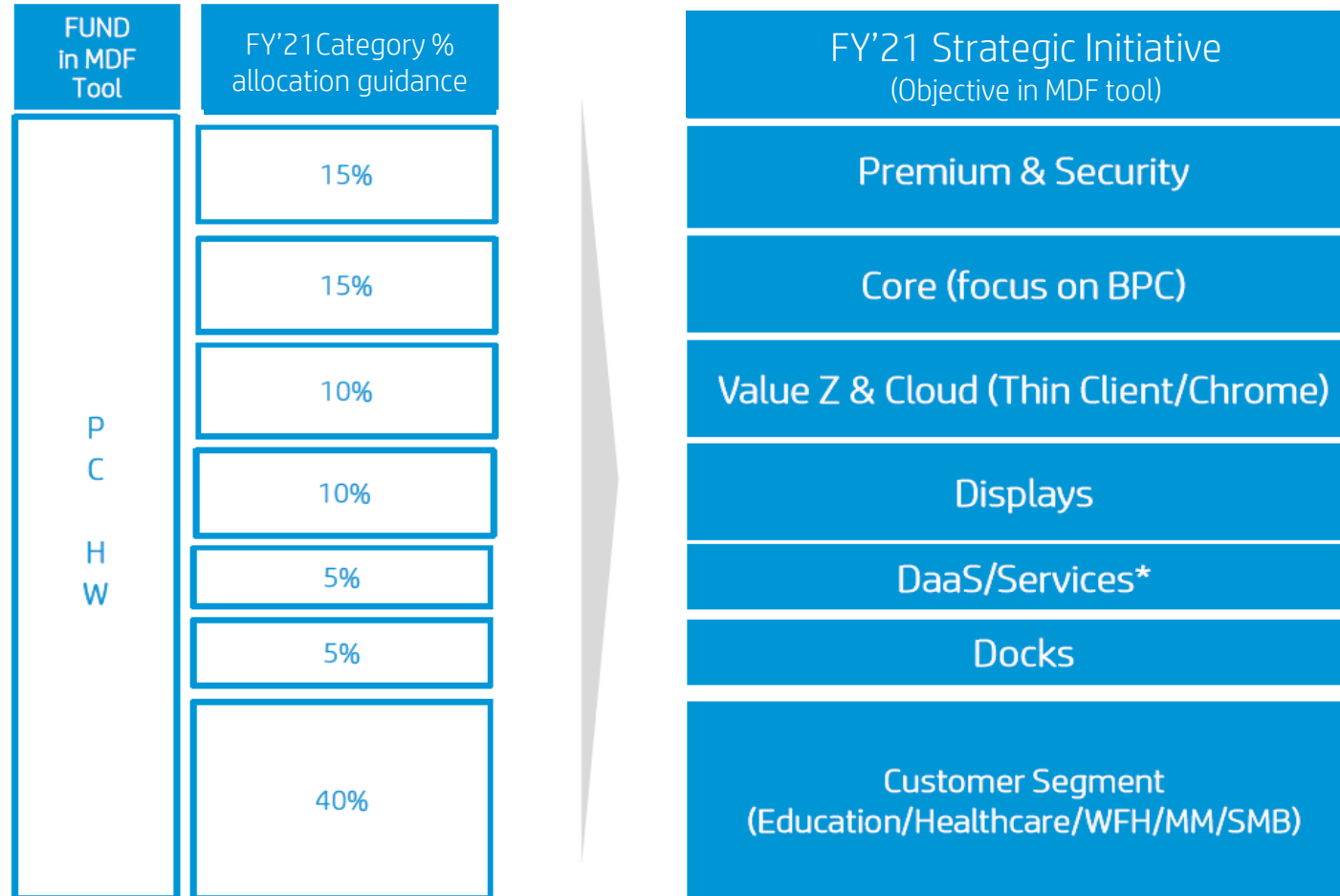
Partners w/o Ecommerce capabilities



Planned ROI or POI in the tool will be tracked



FY'21 Strategic Initiatives – PC HW & DaaS



* Investment guidance :

- 40% on Core services
- 60% on DaaS initiatives

FY'21 Strategic Initiatives – Print HW

FUND in MDF Tool	FY'21 Category % Allocation Guidance		FY'21 STRATEGIC INITIATIVE (Objective in MDF Tool)	
H P S H W	100 %	100 %	Core Growth / Transactional	CTSS
		0 %		CISS
O P S H W	100 %	60 %		OJ Pro
		40 %	Core Growth / Transactional	OPS HW
			Contractual	Work Path Solutions
				Security
				PW Benefits
				Sustainability



FY'21 Strategic Initiatives – Supplies

Original HP Supplies – **Value Proposition**

- 1 QUALITY**
Precision output, page after page¹ –
To keep your business running smoothly

36% of non-HP toner cartridges tested failed.¹
3 times as likely to make a service call due to use of non-HP toner cartridges.²
- 2 SUSTAINABILITY**
Free and easy recycling to help close the loop³ –
To accelerate your sustainability goals

100% of Original HP toner cartridges contain recycled content.⁴
Nearly 90% of non-HP toner cartridges end up in landfills.⁵
- 3 INDOOR AIR QUALITY**
Meets eco-label emission criteria –
To help maintain office air quality for the comfort of your employees

Non-HP toner cartridges:
96% failed eco-label guidelines⁶ and could be harmful for your health.⁷
emitted up to 191% over the allowed limit of total volatile organic compounds.⁸
- 4 SECURITY**
Designed for security you can trust –
To protect your printer and your data⁸

Many imitation cartridges have chips that can be reprogrammed to add malicious code.
Original HP toner cartridges are designed for security with tamper-resistant chips, firmware and packaging.⁹



- \$3K threshold pr activity line item
- No longer supporting incentives due to HP Loyalty Program
- Partner contribution is 20%
- Supplies & HW joint activities – Supplies funding cannot exceed more than 50%



Alliance Funding

- All MDF activities co-funded via alliances must comply with alliance partner's terms.
- Alliance activities are **100% PSA led**.

Alliance Fund Type	Matching	Activity Examples
Intel		
CCF	50%	<ul style="list-style-type: none"> • Broadcast – Television and Radio • Events – Demo Days, Lunch and learn • Online – Display, Social, SEM, Landing Page • Print – Collateral, Newspaper, Billboard • Lead Management – Lead Nurturing, Lead Generation No Sales Incentives
Core iMDF	Non	<ul style="list-style-type: none"> • Sales Incentives • Digital Media • Events • Sponsorship • Sales readiness programs
Microsoft		
JMA	50%	<ul style="list-style-type: none"> • Sales Programs focused at End User HP Reps, and the Channel • Quarterly SPIFFs • POS • Events • Marketing programs – demand gen • Digital Paid Media • Training and Telemarketing
Jumpstart Pro	Non	<ul style="list-style-type: none"> • Print • Online • Broadcast Advertising • Events • Marketing programs
AMD		
Core AMD MDF	Non 50%	SPIFFs, Deals, incentive programs, Print, Events, POS, E-Marketing, Sales Enablement
CMF – 1	Non	Print, Events, Advertising, Outdoor/Broadcast, POS, E-Marketing, Sales Enablement, Marketing Services
CMF – 2	Non	Print, Events, Advertising, Outdoor/Broadcast, POS, E-Marketing, Sales Enablement, Marketing Services





Thank You!

SALES INCENTIVE FORM – TO BE COMPLETED BY PBM'S & DBM'S

MDF - Partner Sales Incentive

drop menu input
input
output

Click here to
access form



Partner	Data	Guidance	Check
Partner Name	Redington		
Partner Type	Distributor		
Country in Scope	Saudi		
Requester Name	Nader	DBM or PBM	
MSA	Y	This is a Must	
Partner Formal approval	Y	email from partner management	
Submission Date	23/03/20	5 days prior start date	
Business	BPS		
Fund	Alliance		
Activity Description		from MDF Tool	
Incentive Amount \$	\$ 80 000	from MDF Tool	
Incentive per Unit	\$ 62		
Sellout #Units Generated	1 300		
Sellout \$ Generated	\$ 1 000 000	in line with the MDF tool	
Sellout Generated calculated AUP	\$ 769		
Incentive Type	Voucher	No Money / Cash	
Start Date	01/04/20		
End Date	30/04/20		
Incentive duration (days)	29	Min 15 days	
Targeted Audience in scope	Reseller Sales		
# Sales Rep in Audience in scope	50		
Average Incentive \$ per Sales Rep	\$ 1 600	<1000\$	Too High
ROI	8%	<10%	