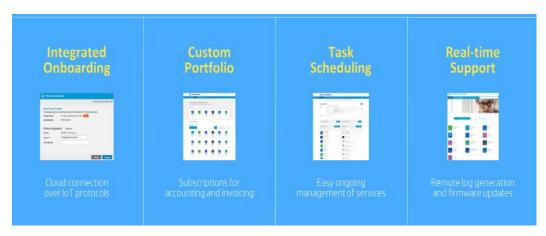
HP Command Center Description



HP Command Center is a single, modern management console for delivery and management of HP solutions though the Cloud. Command Center is the single platform that allows Resellers to discover, subscribe and deploy developer created apps directly to end customers. It is designed primarily with Resellers in mind, architected to scale. It enables HP Resellers and Direct HP Enterprise sales to deliver standard and custom cloud solutions to HP devices, providing them with the opportunity to provide solutions to end customers easily; reducing delivery costs and time to market.

- HP Command Center is a cloudbased portal enabling secure remote and outcome-based solution management. It facilitates HP channel partners and resellers to easily discover, subscribe, deploy and configure apps to customer's printing and scanning fleet with a few clicks.
- Solutions gain exposure to global customers, and if selected, an integrated payment platform allows direct purchases with a single Agreement. Once the subscription is activated the solutions can be immediately installed in customer HP devices or scheduled at a specific time.
- With developer access to HP Command Center you can test how your Solution is being exposed on the catalogue and test the installation and remote configuration.

Four Major Service Delivery Pillars



The processes that are executed within Command Center include:

- App Demo capabilities
- Selecting a portfolio of Apps to present to clients
- Subscribing to Apps

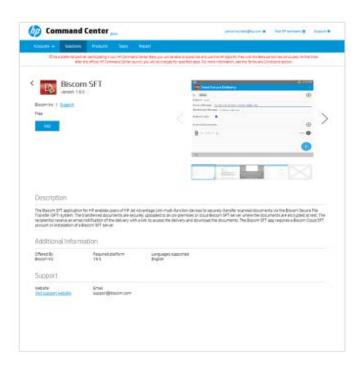
- Onboarding HP print devices
- Installing Apps for customers
- Creating monthly billing for services or Purchase Order Fulfilment

One of the key differentiators in the market is the ability of the cloud platform to enable remote configuration of the solutions to multiple devices in multiple locations at a time. The ability to remotely push the app form HP Command Center to multiple end user devices greatly reduces the need for onsite resources, saving both time and money. Resellers are notified when new app versions are available for deployment and updates can also be performed on a bulk basis using the power of HP Command Center. Additionally, the platform also contains easy to use ongoing management tools, including log retrieval.

Command Center Functionality

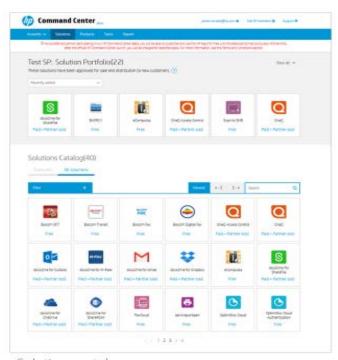
Discovery

- Resellers can search through the entire Catalog of available solutions and filter results by topics such as vertical market, business application and market need.
- Detailed product descriptions provide guidance on the solutions in order to present the most relevant solutions to each client.



Subscribe

- Resellers then put the relevant Apps into a Solutions Portfolio that is used to demonstrate the advantages of each selected application to end users. Relevant apps are then demonstrated to clients and final selections are then placed into a client folder for future deployment.
- If the App(s) are placed in the Listed Program by developers, then resellers contact the developer directly to negotiate an Agreement for the delivery of the apps to end users and set up a payment process with the developer.
- If the App(s) are placed in the Transacted Program by developers, then resellers use the universal Agreement for Terms and Conditions that is agreed to by Developers and Resellers and can avail themselves of the e-Commerce platform which is an automated payment process,



Solutions catalog

• Deploy

HP Est Fidencial For

- Command Center reduces the complexity for software deployment and management
- Workpath is enabled on each device that will have Apps deployed to them.

- New client devices are then registered and identified automatically
- Selected apps are then downloaded directly to the registered devices over the internet

