

# HP PurchasEdge

## Reseller Fact Sheet

### BUILD CUSTOMER LOYALTY AND INCREASE YOUR SALES WITH HP PURCHASEEDGE.

#### What is PurchasEdge?

HP PurchasEdge is a rewards program in which members earn points for the qualifying HP printing supplies they buy from you. They can then redeem those points for free HP products, such as the latest HP printers, scanners, PDAs and more.

#### Key benefits:

- PurchasEdge builds customer loyalty by helping your customers earn free HP products (99% of PurchasEdge members are loyal to the reseller who first invited them to join the program\*.)
- On average, resellers experience a 40% compound annual growth rate (CAGR) on HP supplies sales from PurchasEdge customers.
- Co-branded marketing materials help you promote yourself alongside HP.
- Automated customer reports help you track enrollment, purchases and product redemptions.

#### What's in it for your customers?

- Free HP products for continuing to purchase HP supplies through you
- Access to account information, program news and exclusive quarterly promotions
- 150 welcome points the first time they log in to the website

#### Which of your customers are eligible?

PurchasEdge is designed for business customers in the U.S. or Canada who purchase \$500 USD\*\* or more in qualifying HP supplies per year.

#### How are PurchasEdge points awarded?

Members earn one point for every \$4 USD\*\* they spend in qualifying purchases.

#### What products qualify for points?

Almost all HP supplies purchases qualify. Your customers can earn points for purchasing everything from toner and paper to storage media. For a complete list of qualifying supplies, go to [www.purchasedge.com/reseller](http://www.purchasedge.com/reseller).

#### How will your customer information be used?

Your customer data is safe with PurchasEdge. The program is entirely channel-neutral and will not supply personally identifying information to any competing channel, including HP.com and the HP Home & Home Office Store.

#### How can you get started?

- Contact the PurchasEdge Reseller Support Center at [resellersupport@purchasedge.com](mailto:resellersupport@purchasedge.com) to find out if your organization is already enrolled in PurchasEdge. If not, we'll set you up as a reseller and show you how to use the easy invoice-submission process.
- Go to [www.purchasedge.com/reseller](http://www.purchasedge.com/reseller) and complete the reseller rep registration form.
- Determine the best invoice-submission method for your business.
- Use the resources on the reseller website to train your sales force to use PurchasEdge.
- Start inviting your customers to enroll in PurchasEdge using the materials provided on the reseller website.

#### Frequently asked questions

**Q:** Should resellers be concerned about providing HP with customer information when submitting invoice data?

**A:** No. HP is committed to the success of the reseller channel and to ensuring data privacy and protection. All information submitted as part of the PurchasEdge program is used in strict accordance with HP's privacy statement, as provided on the PurchasEdge and HP websites.

**Q:** How much effort is required to submit invoice data to HP on behalf of customers?

**A:** Reseller effort is minimal. When customer invoice data is submitted using the required electronic invoice-submission process, submissions are smooth and efficient.

**Q:** How should resellers deal with any issues related to PurchasEdge?

**A:** PurchasEdge has member-specific and reseller-specific support staff to research and resolve any program issues that resellers or their customers may have.

#### Learn more online.

To find out more about PurchasEdge or view our program demo, visit [www.purchasedge.com/reseller](http://www.purchasedge.com/reseller).

#### Contact us.

HP PurchasEdge Support Center  
Web: [www.purchasedge.com/reseller](http://www.purchasedge.com/reseller)  
E-mail: [resellersupport@purchasedge.com](mailto:resellersupport@purchasedge.com)  
Phone: 1-800-879-6633  
Fax: 1-888-264-6598

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\*Source: HP PurchasEdge database metrics; members enrolled in 2008

\*\*Canadian-dollar equivalent changes; see posted quarterly exchange rate at [www.purchasedge.com](http://www.purchasedge.com).

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