

HP ADVANCE PARTNER TRAINING

EVENT OVERVIEW:

DATES: MARCH 23 - 24, 2026

Location: HP UK Head Office, Suite B, 3rd Floor, St James House, St James Square, Cheltenham, Gloucestershire, GL50 3PR

Purpose: Two-day visit for basic lab training and HP Advance sales/technical training

AGENDA (SUBJECT TO CHANGE):

DAY 1 – MARCH 23RD

Time	Details
09:15 – 10:00	Business Alignment Meeting's <ul style="list-style-type: none"> • Account Mapping • Commitment of Pipeline • Lab Development – Requirements and Commitment
10:00	<ul style="list-style-type: none"> • Overview of HP Advance Platform (HPA) • Differentiation: EOM vs Standard MPS Requirements • Module Overview of HPA
11:00	Coffee Break (20 min)
11:20	<ul style="list-style-type: none"> • Thinking Beyond MPS – Push Printing (Non-MPS) • HPA and SAP (Mission-Critical Printing)
13:00	Lunch Break (60 min, buffet, includes prayer time)
14:00	<ul style="list-style-type: none"> • HPA and Zero Trust • Example: Recent Software-Only HP Success • Sales Enablement: Who to address EOM topics to & relevant questions
17:30	Networking Dinner

DAY 2 – MARCH 24TH

Time	Details
09:15 – 10:00	Business Alignment Meeting's <ul style="list-style-type: none"> • Account Mapping • Commitment of Pipeline • Lab Development – Requirements and Commitment
10:00	Overview: General Architecture and Modules of HPA
11:00	Coffee Break (20 min)
11:20	Technical Deep Dive: <ul style="list-style-type: none"> • Authentication Methods • Internet Printing • Affiliate Printing
13:00	Lunch Break (60 min, buffet, includes prayer time)
14:00	Technical Deep Dive: <ul style="list-style-type: none"> • Mobile Printing • SAP Printing • Scanning Workflows
16:15	Wrap-Up & Certificate Presentation

KEY INFORMATION FOR ATTENDEES

- **Lab Requirement:** All partners must have their own fully built and operational labs prior to attending the training.
- **Certificates:** Completion certificates will be awarded at the end of the training program.
- **EMEA Leadership Presence:** The EMEA Management Team and Directors will be in the office during the event week.
- **Visa Reminder:** Please allow adequate time for Schengen visa processing. Invitation letters are being issued promptly to assist with this.
- **Agenda:** The current agenda is a preliminary outline and may be subject to change. A finalized agenda will be shared one week before the event.