

# 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 23<sup>RD</sup>

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

## DAY 2 – MARCH 24<sup>TH</sup>

Time	Details
09:15 – 10:00	Business Alignment Meeting's <ul style="list-style-type: none"> <li>Account Mapping</li> <li>Commitment of Pipeline</li> <li>Lab Development – Requirements and Commitment</li> </ul>
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"> <li>Authentication Methods</li> <li>Internet Printing</li> <li>Affiliate Printing</li> </ul>
13:00	Lunch Break (60 min, buffet, includes prayer time)
14:00	Technical Deep Dive: <ul style="list-style-type: none"> <li>Mobile Printing</li> <li>SAP Printing</li> <li>Scanning Workflows</li> </ul>
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.