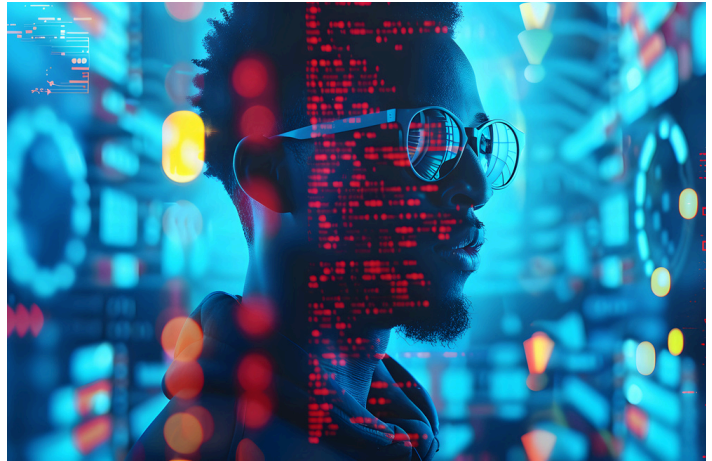# HP Amplify Elevate

Amplify Elevate Virtual Event

Session Topics

Driving the Future Together at Amplify Elevate 2025

During this virtual event, we will present a comprehensive agenda filled with engaging content and the opportunity to hear from HP leadership and our valued alliance partners. See below for the full list of session topics and descriptions to assist you in selecting which ones to attend. Together, we aim to amplify our growth and create new possibilities to drive the future of work.

Corporate Strategy

Welcome to Amplify Elevate - Driving the Future Together Opening Plenary	Welcome to Amplify Elevate 2025! We are thrilled to have you, our valued partners, join us for this exciting event. This session will provide an overview of the information shared at Amplify Conference, discuss our channel strategy, and highlight our key priorities for the upcoming year. Let's drive the future together and elevate our joint success!
HP Amplify AI – Grow Your AI Sales Now Amplify AI	Grow your business with HP's Channel AI program and sales tools. Artificial Intelligence brings along the business opportunity of the decade. Join this session to get updated and inspired on how you can maximize your sales with HP's AI channel enablement offering that includes thought leadership content, trainings, certifications, customer use cases, market insights, seed units and much more.
HP Amplify Commercial: Aligning to Partner Success Partner Success	Explore how we're aligning investments with key growth drivers to enhance your experience and drive partner profitability in this session. We'll discuss how we're simplifying operations, leveraging AI advancements, and rewarding partners who invest in critical areas. Learn how to maximize your earnings and take immediate next steps for growth.
Partnering for Growth: From Joint Planning to Optimized Compensation Partner Compensation	Discover how to leverage the new Comp Optimizer features for enhanced predictability and transparency of your benefits. Discover next innovation to come. Understand how Partner Compensation evolves to address new business opportunities and to maximize your benefits with HP.

Grow Your Business: Win with Sustainability

Sustainability

In today's world, sustainability is not just a buzzword—it's a critical component in Request For Proposals (RFPs) due to evolving legislation, stringent government requirements, and increasing customer demands. Many countries now mandate sustainability criteria in RFPs, underscoring the urgent need to address environmental challenges. Join the session and learn how to leverage Amplify Impact and HP's long standing sustainability leadership to help you grow your business and win with sustainability.

HP Amplify Data Insights: Drive Growth with AI-Enhanced Insights

Data Insights

Maximize sales with AI-powered Amplify Data Insights. This essential tool helps channel partners enhance sales productivity, improve marketing response rates, and drive service refreshes and upgrades. Additionally, as a core part of HP's LEAD to WIN program, Data Insights empowers Amplify partners to execute high-impact Windows 11 refresh and upgrade campaigns with data-driven precision.

Personal Systems

Transform your workday with HP Commercial PCs

Business Personal Systems (BPS)

Join us for an exciting session where we unveil the revolutionary capabilities of the 2025 HP Commercial PCs. These cutting-edge devices, equipped with advanced AI processors, are designed to deliver unparalleled power, performance, and security, transforming the way you work.

Discover how HP's innovative experiences can elevate productivity and streamline workflows, Explore AI-enabled usage journeys, such as enhanced data analysis, personalized assistance, and intelligent automation and see how HP's Next Gen AI PCs support these use cases with exceptional features that optimize performance and provide actionable insights.

Whether you're a business leader, IT professional, or tech enthusiast, this session will offer valuable insights into how HP Commercial PCs can revolutionize your workday. Don't miss this opportunity to stay ahead of the curve and embrace the future of AI-powered computing.

The 2025 Refresh: Why Windows 11 and Why HP

LEAD to Win (Windows 11 Refresh)

Join us to explore the benefits of upgrading to Windows 11 and HP's latest devices. With the end-of-support deadline for Windows 10 and M365 apps approaching, it's crucial to modernize your IT infrastructure. Discover how HP's future-ready devices enhance collaboration, productivity, and security, and learn about successful use cases and partner value propositions. Don't miss this opportunity to stay ahead in the fast-paced business environment.

Lead the Future of Work with HP Displays, Docks, and Peripherals

Displays, Docks & Peripherals

As our work landscapes evolve, so do our expectations for technology. Providing professionals with the right tools for their unique work experiences is essential for companies competing in today's dynamic market. Join our session to explore how attaching HP displays, docks, and peripherals with our latest HP PCs provides customers with the future-ready solutions they need to maximize employee productivity, enhance personalized work experiences, and foster professional fulfillment. Discover firsthand how delivering these better-together solutions to your customers will improve your margins and increase customer loyalty.

Elevate your Spaces – Enhance the Conference Experience with HP Hybrid Systems

Hybrid Systems (Poly Overview)

Unlock the secrets to supercharging your conference experience and maximizing productivity. In this session, we will explore how delivering a seamless user experience across all your workspaces will ensure your organization's productivity never skips a beat -- whether your employees are on the go, at home, or in the office.

Discover end to end solutions from HP, powered by AI innovation, with outstanding user experiences and insights-driven proactive services for easy management in hybrid environments.

Don't miss this opportunity to revolutionize your workspaces. Attend this session and learn how HP | Poly solutions can help you build outstanding collaboration experiences to drive productivity across your organization.

Print

Winning Together in Consumer Printing

Home Print

The future of printing is rapidly evolving, driven by changing consumer preferences and expectations. Join us to discover how HP is simplifying life for busy families and small businesses by making printing stress-free, convenient, and sustainable. We will showcase our best portfolio of traditional and tank printers, a multitude of ink options tailored to customer needs and preferences and discuss our expansion in service offerings by building on Instant Ink's success. This is an exciting time for print! HP is at the forefront of innovation with Print AI - learn how we plan to introduce new AI solutions across our portfolio to transform the printing experience to be easier and more intuitive than ever.

Accelerate your Managed Print Business with HP

Office Print Contractual

Attend this session to delve into the innovative enhancements for the Managed Print Portfolio. Our experts will cover crucial areas such as Workflow Serviceability and Security, including the latest updates on AI & FutureSmart. Join us to gain valuable insights and stay ahead with the latest advancements in print.

Elevate the Print Office Experience with HP

Office Print Transactional

This session is focused on HP's next-generation printing and imaging solutions for the unmanaged transactional business. It will provide a deep dive into key new products launching in FY25 including new HP ScanJet products and the HP LaserJet Enterprise 8000 series. This is a unique opportunity to gain valuable insights and stay ahead of the curve with the latest advancements. Join us to explore how these innovations can drive growth and success for your business.

Supplies

Original HP Supplies - Reliable, Recyclable, Responsible

Supplies

Leading the future of work through Original HP Supplies. Discover how Original HP Supplies deliver exceptional experiences to our customers. We will focus on the latest updates to the value proposition and invite you into Print Labs. Take a walk through the customer journey in supplies sustainability and see how HP is the partner you trust with strategy updates and programmatic updates from the ACF team.

HP Solutions and Security

The Ultimate Work From Anywhere Desk – Help Your Customers Unlock Hybrid Work Success with HP

Hybrid Systems (Poly Peripherals)

Explore the dynamic concept of hybrid work, which seamlessly blends the freedom of working from anywhere with the structure of office environments. Join this session to learn more about the unique challenges of hybrid and how HP Solutions can equip employees for productivity in any environment. Help your customers build the "anywhere desk" with the HP | Poly broad range of premium wireless and wired headsets as well as the wide variety of peripherals including keyboards, mice, combos, and bags. Join this session to discover how you can leverage HP Hybrid Systems to grow revenue and help your customers thrive!

Unlocking the Future of High-Performance Work with Z Workstations & Solutions

Workstations

While the increasing complexity of advanced workflows requires more powerful compute, HP Z Workstations and Solutions help you deliver ultimate performance to your customers, in fast-moving industries including manufacturing, media and entertainment, architecture, product development, and many more. In this session, learn about our latest AI-enhanced offerings, enabling users to power through their heaviest workloads.

HP Retail and Industry Solutions – Powering the Future of Engagement

Retail and Industry Solutions (RIS)

Increased competition, acceleration in innovation, supply chain complexity and a surge in customer expectations post pandemic are transforming engagement in a range of industries. Technology can assist organizations in meeting these challenges and unlock opportunity for HP partners. Whether AI for surveillance or predictive maintenance, self-service for virtual assistance and self-ordering, soft payment solutions, or RFID for enhanced supply chain transparency, HP Retail & Industry solutions have the performance, flexibility, and reliability to power the future of engagement.

Wolf Security – Your Best Route to Differentiation, Margin, and Partner Value-Add

Security (Personal Systems and Print)

This session will focus on the following:

- Top three Wolf PC and Print use cases and how to easily incorporate them into your deals
  - Protect and Trace with Wolf Connect (PC Find/Lock/Erase)
  - Wolf Pro Security Edition PCs (anti-ransomware & phishing)
  - World's first quantum-resistant printers, Protected Access with Microsoft® Entra ID, and HP Authentication Suite for Workpath apps
- What's new for 2025
- Marketing and enablement assets and security certification.

Maximize High Value Services Revenue with HP Managed Solutions

Managed Solutions

Join us to explore how HP Managed Solutions can position you as a key strategic partner in the Future of Work by effectively managing customer endpoints ("Edge IT"). Learn about existing and new HP Managed Service portfolio offerings to enable you to move from a reactive to a proactive engagement, improving customer experience and productivity, and making you a strategic partner for IT. In addition, you will be provided with details on the tools, processes, and programs to help you maximize your sales and build your recurring revenue business.

Boost Customer Satisfaction and Loyalty with Lifecycle Services Innovation

Lifecycle Services

The HP Workforce Relationship Index revealed that less than a third of employees report having a healthy relationship with work. This fact is reframing the role of IT departments to focus not only on driving growth for the business, but also enabling employees to thrive at the intersection of life and work. To set employees (and their companies) up for greater success, IT leaders are looking to harness the power of personalized work experiences to drive greater employee uptime, productivity, and overall work satisfaction. In this session, learn how you can expand your offerings with HP Lifecycle Services innovation to deliver personalized devices with immediate out-of-box productivity, reduce digital friction and work interruptions, and leverage powerful insights to help you foresee and manage hardware and application issues before they disrupt business.

Unlock New Revenue Streams with AI-Enhanced Scanning

Print Software and Digital Services

Harness the most advanced, scalable, and customized ecosystem to empower your team to achieve success and drive profitable growth while enhancing client trust. Additionally, elevate your capabilities to lead your client's digital transformation through industry-leading AI and a future-ready portfolio. Lastly, evolve your business to unlock new profit opportunities with comprehensive services and hardware solutions. This can be achieved by utilizing HP's extensive product and service training, sales and technical expertise, and professional support for both deployment and post-sales phases.

Empower Your Growth with the Workforce Experience Platform

Personal Systems Software and Digital Services

Discover the HP Workforce Experience Platform (WXP), a comprehensive solution designed to transform workforce management, enhance employee engagement, and streamline operations with AI. Build new services or enhance existing ones, positioning you for success in today's market. What you'll learn in this session:

- Digital Experience (DEX) Market and Trends: Gain insights into trends shaping workforce management and engagement with AI

- Explore how HP WXP's AI-driven capabilities can revolutionize workforce management and deliver exceptional employee and customer experiences.

Building a Stronger Value Proposition with Renew Solutions

Renew Solutions

Unlock new value by helping customers achieve it all. This session explores how the Renew Solutions portfolio empowers you to address budget, productivity, and sustainability goals holistically. We will examine practical applications and examples, demonstrating how partnering with customers through Renew Solutions creates win-win outcomes. Discover how to position this comprehensive approach to strengthen your value proposition and drive customer success.

Alliance Sponsors

Intel: AI Inside for a New Era

Alliance: Intel

Explore the transformative power of AI and discover how Intel's balanced approach to AI optimizes AI tasks, ensuring efficient, scalable, and future-ready solutions to enhance productivity, security, and innovation – while driving real business value for your customers.

AMD's Leadership and Innovation: Transforming High-Performance Computing

Alliance: AMD

Join us for an exciting presentation on AMD's latest advancements! Learn about AMD's deep partnership, explore innovative AI ecosystems and get insights into the cutting-edge performance of the new AMD Ryzen™ AI Max PRO Series Processors, designed to enhance CPU, memory, and graphics capabilities. See why AMD is recognized as a leader in performance and total cost of ownership with award-winning products. Don't miss this opportunity to stay ahead in the world of high-performance computing.

Alliance: Act Now: Drive Business Growth with Microsoft Windows 11 Migratione Partner

Alliance: Microsoft

As we approach the final days of Windows 10 support, this session explores how you can engage customers to check their real-world readiness and plans for Windows 11 migration. It will look at how HP partners can drive business growth and enhance customer engagement by positioning Copilot+PCs and associated services to help customers shape their strategies for the coming AI wave and the future of Modern Workplace.