HP - Trezi Alliance Partnership - Way Forward (DRAFT)

Channel Workflow and Communication

The process is mainly based on Trezi becoming alliance partner to HP (not Channel Partner). HP sales persons will offer Trezi via offer / standard partner price route to end-customers - either directly by HP or their CP's (channel partners). CP's will maintain hardware stock (desktop / laptop / headset) based on funnel projections given by Trezi. CP's salespersons will offer Trezi as a bundled product with their VR hardware to defined and agree customer segments.

On its part, Trezi will recommend and advocate HP hardware through its own sales process, with the expectation that the orders for hardware will be placed directly on HP/ HP's CPs, unless the prospect / customer prefers a single source procurement. The following steps will be required for effective product knowledge and understanding of typical procurement workflow.

Product Familiarisation to HP / HP nominated CP/s and sales team.

A two hour session by the Trezi team will be undertaken for HP salespersons / CPs / tech-support / inside salespersons, to cover the following. The premise for product familiarisation and training will be on a 'train the trainer' approach.
> a) Company and Product overview
> b) Customer segments
> c) Product demo
> d) Calling and funnel building - prospect qualification, emailing, call guidelines, examples
> e) Troubleshooting / handling questions and objections

HP and HP CP's will invest in VR compatible hardware and headsets for any future product demos.

Joint Prospecting / GTM and Funnel Building
A joint go-to-market plan will be created by HP and Trezi teams focusing on specific segments, with necessary collaterals, regular updates and monitoring mechanisms. This will also dovetail with expected hardware stock holding by distributors. Prospect overlaps, conflicts and/or past Trezi customers will be discussed as a 'white-list' beforehand and/or on a case-to-case basis.

Procurement and Activation Workflow
A suggested workflow based on HP including Trezi in their VR hardware sales process is given below.

Customer deal closed → HP CP PO to HP India for hardware → HP CP PO to Trezi for software → Trezi invoices HP CP→ payment received → licences started within 7 days of PO / receipt of Payment, as agreed → end-customer licence management.

Support and escalation matrix

The HP team will integrate with Trezi's current product support and escalation matrix with appropriate in-bound and out-bound touch-points for support levels. Trezi's support mechanism will be shared with suggested integration points. Annual license holders will be supported with training, online support and dedicated whatsapp group for immediate resolution. Once HP and HP's CP's number of Trezi licenses goes to 100 licenses, dedicated support group will be created for its customers.

Suggested Trezi offers to HP online Sales

Additional incentive over the current pricing available on Trezi website - via a promo code/s e.g., which gives the following added benefits :

    a) Commercial licences : 2nd year renewal at 10% off when bundled with HP hardware

    b) Education : 1 month support for bonafide final year students during each semester (max 2 semesters) for final design presentation if done using VR, included in the agreed annual educational licence fee.