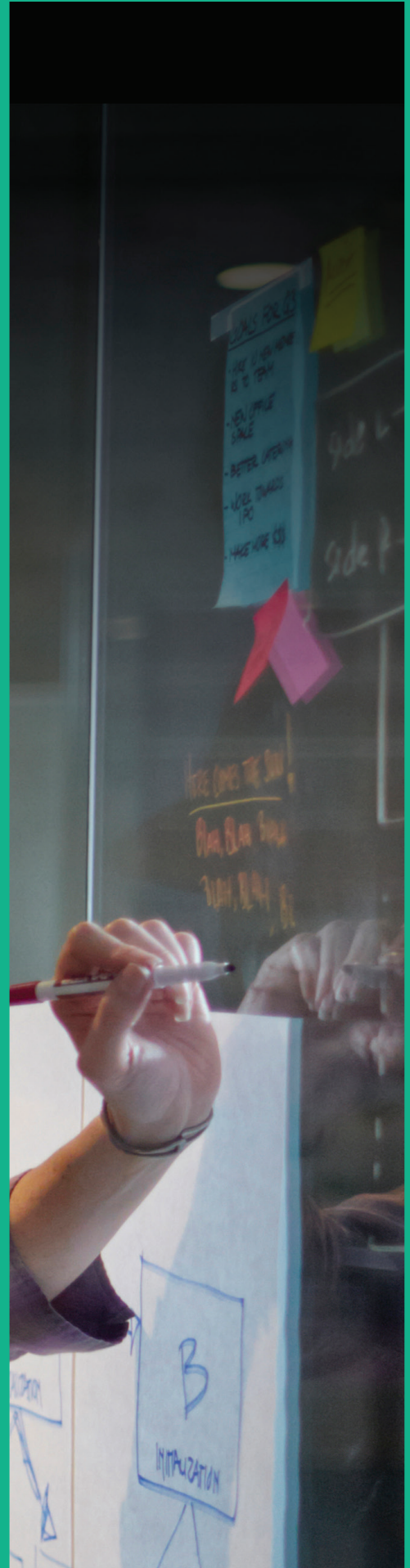# Hewlett Packard Enterprise

U.S. Channel Marketing

Playbook Q2FY17

Hewlett Packard
Enterprise

Dear HPE Partner,

Welcome to the latest edition of the Hewlett Packard Enterprise U.S. Channel Marketing Playbook. This Q2 guide provides an overview of the campaigns and promotions you need to go to market with HPE solutions and services.

Since the start of the Fiscal Year, we have seen strong momentum behind the Q1 campaigns and promotions. As a result, we have decided to keep these same programs with minor changes for Q2 to allow you to capitalize on the momentum and achieve even stronger results. It is definitely true that you can get the most from your marketing spend when you allocate your investments and activities to focus on these lucrative areas and combine HPE marketing campaigns with aggressive HPE promotions and SPIFs.

HPE Marketing Services Agencies (MSAs) continue to be available to assist you with aspects of campaign planning and demand generation. Their expertise and knowledge of HPE products and marketing initiatives can help you get to market faster and enjoy a solid ROI on every campaign. Page 30 in this guide shows a list of Marketing Services Agencies and their contact information.

Q2 is typically a great time for selling. Use this guide and the resources on the HPE Partner Ready Portal to drive sales now and accelerate your FY17 success.

Good selling!

Jeremiah Jenson
Vice President, North America Channel
Business, Planning and Programs
Hewlett Packard Enterprise

Cheri Wesinger
Director, North America and Latin America Channel
Marketing
Hewlett Packard Enterprise

How to use this guide

This Playbook highlights HPE's key Q2FY17 sales initiatives and marketing campaigns, along with the top promotions and lucrative SPIFs to drive your marketing and sales activity. Each campaign has a robust set of assets, customizable for your digital marketing, telemarketing, demand generation, events, advertising, and much more.

Table of Contents

HPE Partner Showcase Wall

HPE partners achieve success every day. Click here to view this quarter's HPE Partner Showcase Wall and see how partners like you have leveraged HPE marketing and partnering tools to build sales, revenue, and success. To earn a place on the wall, engage with an HPE Marketing Services Agency and create a results-driven marketing campaign for Q2. We'll be happy to shine the spotlight on your accomplishments.

HPE's got the right marketing services for you

Social Media Center

Today, customers often make purchasing decisions through communities and social media, and make vendor selection decisions earlier in the purchasing process. This type of market disruption creates new opportunities; companies that quickly adapt to the new digital realities can gain market share.

Use the HPE Partner Ready Social Media Center to search, customize and share "ready-to-post" HPE content on your company's social media pages in just a few clicks. This full-service tool provides "snackable" content that ties to HPE campaigns and offers ways to measure the performance on your social media channels.

The HPE Partner Ready Social Media Center makes digital and social seamless so partners can use hard-hitting social content to drive tangible results.

Learn more

Partner Concierge Service

Fast track to top marketing assets and our most popular images and copy. Partner Marketing Concierge is a new service that helps partners locate the precise marketing materials they need quickly and easily. Support is via email today and chat coming soon.

Learn more

HPE Marketing Services Agencies

HPE's network of Marketing Services Agencies (MSAs) can help you implement and manage your campaigns. Use your MSA to help you get to market quickly, save time and money, increase market share, and boost your bottom line.

Learn more

Find out how to make the best use of the HPE marketing resources available to you! Register for the HPE Marketing Resources Deep Dive partner webinar on February 14 at 3:00 p.m. ET. Watch the replay using the same link after the live event.

Featured Channel Favorites

Drive more business now! Campaigns and promotions for HPE's top-performing solutions

Images featured on this page have been formatted for Social Media and are available on Co-Marketing Zone

HPE Hyper Converged Systems

Accelerate your market position in the fast-growing hyper-converged market. Whether you're helping your customer streamline IT for their branch office across the street or deploying a new system for a remote office across the world, HPE is the clear choice for hyper-convergence. Learn more

HPE Servers Compute 2.0

Your customers are looking to catapult their competitiveness in the Idea Economy. As an HPE Partner, you can provide exactly what they are looking for. HPE's comprehensive portfolio of Compute capabilities enable data center modernization, as they also optimize the performance of all types of application workloads. Learn more

HPE Storage Leading with Flash

Accelerating advantage. For data storage leaders who need to ensure application & data availability, the HPE All Flash data center enables access to a virtually unlimited pool of capacity and performance to assure service levels and productivity to meet the demands of their business. As an HPE partner, you help deliver the solutions, while you build your reputation as a go-to solution provider. Learn more
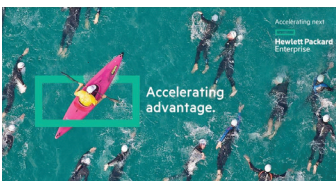
HPE Aruba

We are in the middle of a massive transition with the convergence of Mobile, Cloud and IoT that is disrupting traditional businesses, changing the way people work and learn, and new winners will be declared. Aruba, a Hewlett Packard Enterprise company is redefining the IT Edge with IoT and Campus Mobility solutions that transform the GenMobile experience and drive intelligence into everything. Aruba is leading the mobile-first market in growth and innovation. Learn more

HPE Hybrid IT

The transformation to hybrid continues to be one of your customers' top priorities. They understand that this transformation is the best way for them to compete and thrive in today's idea economy. But transformation isn't a "one size fits all process." To deliver the best results, it must provide the solution that's right for each app, workload and service ... as well as for the company itself. This is where you and HPE can help. Learn more

Path to Composable - HPE Synergy

With products like Synergy and OneView, HPE offers a clear path for your customers to start their move to a Composable Infrastructure. In fact, Synergy is the first platform designed from the ground up for composability. HPE makes it easy for your customers to enjoy the benefits of composability, while we create new opportunities to build revenue, enhance customer satisfaction, and increase your presence in your accounts with this new environment-wide "infrastructure of the future." Learn more

Featured Channel Favorites (continued)

Images featured on this page have been formatted for Social Media and are available on Co-Marketing Zone

Infrastructure Modernization – HPE Automate and Orchestrate Campaign

Partner with HPE to offer the combination of advanced A&O technology, expert consulting, and proven processes that allows customers to have a unified strategy across vendors and platforms in their multigenerational data center. Your customers can then unleash their IT potential going from ideas to execution to business results at breakneck speed. Learn more

HPE TS Flexible Capacity

HPE Flexible Capacity delivers a public cloud experience with the benefits of on-premise IT. This pay-as-you-grow solution allows your customers to instantly scale up or down without the usual procurement process, preparing them for the changes in demand. HPE will bill capacity every month and add additional capacity at a price/server/GB/port/month as the customer grows. Learn more

Accelerators

Create growth opportunities using HPE integrated campaigns and tools

Small and Medium Business

Currently, 95% of HPE's Small and Medium Business (SMB) revenue is channel fulfilled. Combine that with the fact that SMB is one of the fastest-growing market segments and you have amazing opportunities to grow your business with HPE. To help you capitalize on SMB opportunities, HPE has developed a set of solutions that include a range of HPE technologies and are designed to help your SMB customers achieve their business goals. For Q1, we are featuring four Just Right IT campaigns that address SMB priorities and open the door to sales success for you. Learn more

State and Local Education (SLED)

Modernization, optimization, transformation: these are all critical initiatives for SLED partners who are facing increased demand for accountability and the need to deliver enhanced services to the communities they serve. As an HPE partner, you can offer these clients exactly what they need to reach their goals. From the industry's #1 servers to innovative ways to acquire and consume technology, you deliver solutions that are performance proven for SLED. At the same time, these same solutions help you build your success in the opportunity-rich SLED market. Learn more
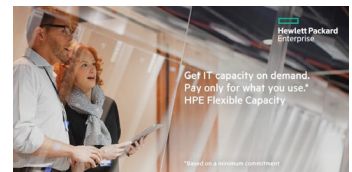
HPE Hyper Converged

Hyper-convergence delivers exactly what your customers are looking for: an easy-to-manage and highly scalable appliance that dramatically simplifies deployment and management while also supporting virtualized IT infrastructure. The Hewlett Packard Enterprise Hyper Converged portfolio also delivers exactly what you are looking for: a proven way to respond to customer needs while also helping you boost revenue and position yourself as a valued solutions provider. Utilize the tools below to take full advantage of the fastest-growing infrastructure segment.

Next steps:

Contact an HPE Marketing Services Agency to implement an integrated demand generation campaign. Drive additional sales using applicable promotions and SPIFs below and see the Hyper-Converged campaign overview on the next page.

Top promotions

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
Introducing Hyper Converged 380 Preconfigured Bundles	• Simplify • Improve time to quote • Target select segments/workloads • Easy ordering	N/A	April 30, 2017	STEP 1 – Choose Your Bundle and Quantity. STEP 2 – Choose Your Proactive Care Support (US List). STEP 3 – Choose Your Options (if applicable)	Rapid Bundle Play Card and Brainshark Training – Highlights 3 step ordering process **Play card link:** PRP: here **SABA training:** Partner ID#01083023

Lucrative SPIFs

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
U.S. HPE Hyper Converged HC250 & HC380 Sales SPIF	HPE HIT SPIF is targeting channel distribution partners for growth of HC250 & HC380 sales. $600 SPIF applies per node (2-node minimum configuration) up to 16 nodes per appliance. Node SKUs = M0T04A, M0T04B, or P9D74A.	N/A	April 30, 2017	Register with HPE Engage&Grow.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"

HPE Hyper Converged (Storage & CDI)

Hyper Converged FY17-Q1 170805*

Campaign ID	170805
Channel tactics available	Available now
Type	*Extension*

HPE Hyper Converged Systems enable partners to improve private and hybrid cloud capabilities for their customers and improve customer loyalty. At the same time, converged infrastructure enables partners to block competitor SAN or networking vendors from securing a piece of the infrastructure investment.

* *Campaign now eligible for Intel IIP reimbursement.*

Access this campaign

From HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) -> All Assets -> Enterprise Group (EG) -> Hyper-Converged (Storage & CDI) -> Hyper-Converged FY17

Solution overview

For IT decision makers who need to meet business demands fast but have limited IT staff and budgets, HPE Hyper Converged Systems - built on the world's best-selling server. The HPE ProLiant DL380*- provides an all-in-one virtualization solution that integrates compute power, software-defined storage and software-defined intelligence.

A radically simplified user interface deploys VMs in just 5 clicks and management tasks such as firmware updates in only 3 clicks. By eliminating the complexity and VM sprawl of traditional IT environments, IT can focus on delivering more innovation and value to their business. In addition, it's now available at a lower entry price point with 2-node options.

Description

Target audience:

- Small to mid size enterprise customers for Hybrid IT/Private Cloud, midsized enterprise customers for ROBO, LOB apps
- IT Infrastructure job titles who plan, procure, deploy and manage the hardware infrastructure, inclusive of data centers, campus and branch offices

Products and services:

- HPE Hyper Converged 380

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• eDMs and SREs • Online flash banners, registration & download page • GUI demo video (ungated) • Channel prep kit	• IDG Tech Dossier "Navigating IT Transformation: Tales from the Front Lines (gated) • Interactive infographic (ungated) • Robo video (ungated) • VDI use case video (ungated) • Porter Consulting HPE Hyper Converged 380 Business Value Analysis • SoMe kit & Twitter cards • Telemarketing script • Call guide • Event in a box	• Alinean Calculator to measure detailed ROI by switching to HPE HC (gated) • Copy blocks

HPE Servers

Servers are at the heart of your customers' IT environments... and HPE has a robust portfolio of servers to meet your customers' business goals. From a complete line of Gen9 servers to Intel-based mission-critical servers to servers that deliver exceptional performance for specialized applications, HPE provides what it takes to deliver results and enhance customer satisfaction.

Next steps:

Contact an HPE Marketing Services Agency to implement an integrated demand generation campaign. Drive additional sales using applicable promotions and SPIFs below and see the HPE Servers campaign overview on the next page.

Top promotions

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
Synergy Early Adoption Incentive	Up to 10% on Synergy Gear plus 5% off for 3PAR on top of all other special pricing.	3.B070v1	April 30, 2017	Sell an HPE Synergy and 3PAR solutions to early adopters to receive temporary additional discounts	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers
HPE ProLiant Trade-In Promotion	Reduce your customers' total cost of refresh by trading in their old equipment! Additional $400 rebate through 04/30 on new Intel server purchases when combined with trade in.	N/A	April 30, 2017	Request a quote, refresh your customers' aged infrastructure, send in old equipment, and receive a trade-in cash back.	www.hpe.com/us/ ProLianttradein
HPE Infrastructure Software Partner Program	Get an incremental 2% discount on ALL qualifying products: servers, storage, system software, and application software	3.B063v3	April 30, 2017	Sell qualifying HPE Servers, Storage, Systems Software, and Application Software on same deal.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers
Free Up	Free OneView Licenses when migrating from Insight Advanced Lights Out	N/A	April 30, 2017	Reach into your ILO customer base. Assess and plan for migration to OneView	HPE OneView page on the HPE Partner Ready Portal https://partner.hpe.com/ group/upp-na/OneView

Lucrative SPIFs

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
HPE New Logo Bonus	Up to 4,000 HPE Engage&Grow points. SPIF is paid on New Server, Storage, Networking and TS Customers	N/A	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
Learn and Earn with HPE DCHC via Engage & Grow	Earn Engage&Grow points when you educated yourself on the basics of HPEs Storage and Servers	N/A	April 30, 2017	Register with HPE E&G and view the quick and easy learning modules	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
Hyper Converged SPIF	Earn up to 600 Engage&Grow points per Hyper Converged Node	N/A	April 30, 2017	Register with HPE E&G and Sell HPE HC380 & HC250 solutions	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"

HPE Servers Compute

Compute - Servers - Gen9 Intel FY17-Q1 (160202)*

Campaign ID	160202
Channel tactics available	Available now
Type	*Extension*

In order to transform towards a truly Hybrid Infrastructure vision, IT needs to modernize their aging datacenter. HPE offers a comprehensive portfolio of optimized Compute capabilities to enable IT to modernize their datacenter in myriad ways, right now.

HPE uniquely provides the most comprehensive portfolio of Compute capabilities including hardware, software, solutions, services, and partner ecosystem, to modernize the datacenter across the broadest set of application workloads redefining compute economics, accelerating service delivery, boosting business performance, and securing business transactions.

* Campaign now eligible for Intel IIP reimbursement.

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing-> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) -> All Assets-> Enterprise Group (EG) -> Compute-Servers

Solution overview

Partner can apply this campaign when they have customers with the following business drivers:

- Reduce cost in an Oracle Database Environment
- Improve performance and TCO with SQL Server and the Right Compute
- Speed innovation with ANSYS and High-Performance Computing

This campaign applies to businesses of all sizes. It opens the door to the HPE Gen9 portfolio. Partners can assist customers to enable modernization and ensure future growth.

Generate demand for Hewlett Packard Enterprise (HPE) ProLiant Servers, Integrity Servers, and Apollo Systems within the installed base as well as by gaining market share from the competition.

Description

Target audience:

- Enterprise/mid market (>500-1000 employees) customers

Products and services:

- HPE ProLiant Gen9 Rack and Tower (Enterprise/High-end Mid-Market)
- HPE OneView – (for virtually all rack and tower servers) and HPE iLO
- HPE's integrated service portfolio

Tactics and call to action content

Earn attention	Engage & persuade
• Infographics	• Online Banners
• Videos	• Call Guide
• Exec Overveiew Brochures	• Solution Briefs
• Copy Deck	• Best Practices Guide
• Print Ads	• EIAB eDMs
• Posters	• EIAB Roll-Up Banner
• Twitter Cards	• EIAB Agenda
• Video Pop-Up Card	• EIAB Questionnaire
• eDMs	
• **NEW!** 451 whitepaper, EN-US only (gated) and promoted via SoMe.	

HPE Storage

HPE Storage is **Leading with Flash**. Flash provides a generational opportunity to win more business right now as you help customers navigate to the Converged, Composable, Cloud-optimized future. The HPE portfolio of Flash arrays, Disk backup, and Storage Networking Infrastructure solutions will help you secure your installed base, win new accounts, and build out the Road to Composable. When we **Lead with Flash** together, we win today and own the future.

Next steps:
Contact an HPE Marketing Services Agency to implement an integrated demand generation campaign. Drive additional sales using applicable promotions and SPIFs below and see the 3PAR All-Flash campaign overview on the next page.

Top promotions

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
Synergy Early Adoption Incentive	Up to 10% on Synergy Gear plus 5% off for 3PAR on top of all other special pricing.	3.B070v1	April 30, 2017	Sell an HPE Synergy and 3PAR solutions to early adopters to receive temporary additional discounts	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers
Lead with Flash	5% incremental Discount on all Storage when Flash is on the order. 7% when StoreOnce or Storage Infrastructure is attached.	3.B064v2	April 30, 2017	Lead with Flash. Add value with great BURA and Storage Networking solutions. Win the deal and harvest best-in-class margins.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers

Lucrative SPIFs

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
Learn and Earn with HPE Storage	Take great online training. Partner reps earn points and knowledge credits, which count toward certifications!	N/A	April 30, 2017	Register with HPE Engage&Grow and set aside 4 hours in Q1. Tell your teammates to follow you.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
Backup Assessment SPIF	Conduct a Ninja Backup Assessment and earn 500 Engage&Grow points.	N/A	April 30, 2017	Assessments make deals bigger, and make them close faster! Ask your PBM to pair you up with HPE field reps on your next BURA opportunity.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE New Logo Bonus	Up to 4,000 HPE Engage&Grow points. SPIF is paid on New Server, Storage, Networking and TS Customers	N/A	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
Strategic Sales SPIF Program	Sell great storage arrays, backup solutions, and storage networking infrastructure. Earn points.	N/A	April 30, 2017	Register with HPE Engage&Grow and ensure you are steering demand to the SKUs that represent value to you.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"

HPE Storage

All-Flash 3PAR FY17-Q1 (170401)*

Campaign ID	160401
Channel tactics available	Available now
Type	*Extension*

This campaign targets IT leaders and application owners who need to accelerate business transformation projects. With 3PAR, resellers can offer a virtually unlimited pool of capacity and performance with built-in resiliency to assure service levels and productivity.

3PAR delivers leading performance, scale, and density at a cost point unmatched by any other infrastructure supplier. By promoting 3PAR StoreServ Flash and StoreOnce, partners can eliminate the complexity of legacy storage. Customers can then focus on application delivery and value.

* *Campaign now eligible for Intel IIP reimbursement.*

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources-> Co-Marketing Zone (CMZ) -> All Assets -> Enterprise Group (EG) -> Storage -> 3PAR All- Flash FY16-Q3

Solution overview

For partners, flash represents a growing market opportunity. With this campaign, our partners can offer IT leaders and application owners an affordable solution for accelerating business transformation projects. Enterprise-class HPE 3PAR StoreServ All-Flash Storage gives Tier 1 features, guaranteed storage availability, zero RPO and a minimum of 4.5x more capacity scalability than competing flash offerings.

Description

Target audience:

- Primary persona: Technology infrastructure leader
- Secondary persona: Apps and software leader

Products and services:

- HPE 3PAR StoreServ All-Flash Storage: 8000 series
- StoreOnce, RMC and Catalyst
- Consulting and Support Services
- SW: Data Protector

Tactics and call to action content

Earn attention	Engage & persuade
• Print ad	• Twitter card
• Advertorial	• EIAB
• Banner	• eDMs
• Flash Consumer Survey (3rd party)	• Non-competitive eDM
• **NEW!** Frost & Sullivan: Assessing the Business Value of Flash: A Practical Guide for IT Decision Makers (3rd party)(gated)	• Call guide
	• All flash application performance eBook
• **NEW!** On-Demand Webinar: Frost & Sullivan on the business value of flash – (Gated, in progress. Available mid-Q2)	• **NEW!** ActualTech Media Flash Survey Report: Insights and Revelations from 1000 Storage
	• **NEW!** Users (gated) SoMe Kit
	• **NEW!** Call Guide

HPE Aruba

Organizations see business benefits—recruiting and retaining top millennials, lowering operating costs, boosting productivity—in the move to the digital workplace. Aruba's mobile-first approach optimizes for the digital workplace. With an integrated wired and wireless access layer portfolio, secure IoT support, and advancements in network management and security solutions, Aruba is ready for your mobile-cloud world.

Next steps:

Contact an HPE Marketing Services Agency to implement an integrated demand generation campaign. Drive additional sales using applicable promotions and SPIFs below and see the Digital Workplace campaign overview on the next page.

Top promotions

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
HPE Aruba 5 for 3 Bundle Promotion (Indirect)	Get 2 free Instant Access Points when you buy 3. Instant rebate will be applied across all five units each bundle, total of all five rebates is equal to the cost of two free units. Limit 2 bundles per deal, per customer	94667551v1	April 30, 2017	Contact your HPE Aruba Representative for additional details and to confirm product availability.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers
HPE Aruba Competitive BOM Flip Promotion (Indirect)	If you are working on a networking deal and have a competitive (non-Aruba) BOM, here's an opportunity to make extra margin. For a limited time, we are offering an additional 15% discount on networking products when you replace a competitor (non-Aruba) BOM with Aruba products. When combined with deal registration, that is and additional 27% off of list pricing!	N/A	April 30, 2017	Contact your HPE Aruba Representative for additional details and to confirm product availability.	Contact your HPE Aruba Representative
HPE Aruba Switch and Instant Access Point SMB Promo	Customers get discounts up to 5% off MSRP on eligible switches and Instant Access Points	94581860	Ongoing	Contact your HPE Aruba Representative for additional details and to confirm product availability.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers
HPE Aruba Competitive Trade In Promotion	Aruba Wired and Wireless Competitive Trade In Promotion. Promotion allows for additional discounting when customer rips and replaces competitive wired and wireless product with Aruba product	TBD	April 30, 2017	Contact your HPE Aruba Representative for additional details and to confirm product availability.	Contact your HPE Aruba Representative
HPE Renew "Unlock Your Savings" Networking Promotion (Indirect)	Exceptional pricing with discounts up to 59% on Renew networking products including switches, routers, wireless LAN, and accessories. Promotion targeted at value sales motion.	3.B043v6	April 30, 2017	Contact your HPE Renew representative for additional details and to confirm product availability.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers

Lucrative SPIFs

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
HPE Aruba SPIFs	Earn great reward points on select HPE Aruba products suited for the small business all the way up to large enterprise data centers.	N/A	April 30, 2017	Register with HPE E&G and contact your HPE Aruba CSS for details on qualifying products.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE Aruba SPIFs Monthly Featured SPIFS	Check out our monthly featured SPIFs.	N/A	April 30, 2017	Contact your HPE Aruba CSS for details on qualifying products.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE New Logo Bonus	Up to 4,000 HPE Engage&Grow points. SPIF is paid on new Server, Storage, Networking, and TS Customers.	N/A	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"

HPE Aruba

Networking—Digital Workplace Q117 (170503)

Campaign ID	170503
Channel tactics available	Available now
Type	*Origination*

Partners can employ HPE Aruba solutions in their offering to enterprise customers to increase their networking share of wallet and displace competitors in the marketplace.

The campaign also offers a migration path to intelligent edge technology for the existing HPE Aruba switching install base.

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) -> All Assets -> Enterprise Group (EG) -> Networking -> Digital Workplace

Solution overview

HPE Aruba's mobile-first approach optimizes mobility for the digital workplace. With an integrated wired and wireless access layer portfolio, secure IoT support, and advancements in network management and security solutions, HPE Aruba products are ready for a mobile-cloud world.

Description

Target audience:

- Cisco enterprise customers
- Ruckus/Brocade customers
- Existing HPE Aruba switching install base customers

Products and services:

- HPE Aruba's portfolio of 802.11ac Access Points and Controllers
- HPE Aruba's portfolio of Smart Rate multi-gigabit Ethernet Switches
- HPE Aruba Airwave for multi-vendor management

Tactics and call to action content

Earn attention	Engage & persuade	Commit to Purchase
• eDM • Direct-mailer • Banner • Telemarketing script • **NEW!** Forrester: Eight Toxic Networking Vendor Selection Philosophies • **NEW!** 5x blogs • **NEW!** 4x case studies	• Aruba Access Point giveaway promotion • 2016 Gartner Magic Quadrant report • Aruba report: Getting Your IT Infrastructure Ready for the Digital Workplace • 2016 Economist Intelligence Unit (EIU) global study • Call guide • **NEW!** Solution Brief - Increase Bandwidth and Future proof your Mobile-First campus • **NEW!** 451 Research: For HPE, Aruba is more than wireless LANs • **NEW!** Aruba Blueprint • **NEW!** Ruckus Battlecard, Positioning Deck, Competive Primer, Competive Arubapedia page • **NEW!** Aruba Instant vs Ruckus Unleashed • **NEW!** Brocade Analyst Day 2016 Summary • **NEW!** Aruba Wave 2 Access Points Arubapedia Page • **NEW!** AP 300 and 207 Presentation • **NEW!** Hospitality page, presentation, sales play and Customer Name Drop	• HPE Aruba 3810M Switch Series Competitive Performance, Power Consumption and TCO Evaluation versus Cisco Catalyst 3850 • Switching Promotion Flyer - Free HPE Aruba Central

HPE Hybrid IT

Most vendors offer piecemeal IT solutions. By partnering with HPE, you can deliver all the infrastructure services, software and systems that customers need to complete the transformation to a hybrid IT environment that's right for them ... one that delivers cloud agility with traditional IT predictability.

Our complete Hybrid IT solutions include:

- **Integrated Systems –** Compute, storage, networking, and software in one converged IT system that leverage new and existing technology investments, reduce system integration costs, and improve cloud storage capabilities.

- **Cloud Software –** Solutions that deliver IT services and apps quickly on a proven, open-source platform, allowing customers to respond to fast-changing business demands.

- **Cloud Services –** Offering the expertise needed to deploy a robust, open architecture, along with a hybrid environment that scales with business needs and boosts ROI.

- **Powerful management tools –** Customers enjoy new levels of control, simplicity and flexibility in how they manage their IT environment

- **Innovative services –** New, flexible ways to provide support for the environment, plus unique new approaches to acquiring and consuming technology

Next steps:

Lean how to leverage HPE's clear advantage in hybrid IT and turn it into sales for you. Remember: customers want and need to make the transformation to hybrid. With HPE, you can deliver the hybrid solution that right for the, Check out the Hybrid IT Channel Marketing Guide that contains new digital/social assets, content, and practical, insightful tips on how to best leverage all the campaign components. Contact an HPE Marketing Services Agency to implement an integrated demand generation CloudSystem 10 campaign. Incorporate Right Mix and CloudSystem assets into your joint marketing planning.

Resources

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
Right Mix and HPE Helion CloudSystem 10 Channel Marketing Guide	A comprehensive guide that contains new digital/social assets, content and practical, insightful tips on how to best leverage all components of Right Mix and CloudSystem 10.	N/A	April 30, 2017	Lead with the cloud conversation with the Right Mix. Position CloudSystem 10 for your customers' private cloud needs.	**Access the Guide via the CMZ:** NA, LAR **CS10 Folder Navigation:** PRP homepage>Sales & Marketing->Co-Branded Materials-> Co-Marketing Zone->Click on the link for the Q117 Campaigns-> Click on the link to the Helion Cloud -CloudSystem10 Q117 campaign

HPE CloudSystem

Cloud WW FY17 CloudSystem 10

Channel tactics available	Available now
Type	*Origination*

Partners can assist their customers in deploying robust cloud environments by promoting HPE CloudSystem 10 (CS10) as the management framework. The architected flexibility of CS10 protects customers as their choices for infrastructure and virtualization solutions evolve. Partners can start with Right Mix messaging to lead customers through HPE's hybrid approach, leveraging use case content to identify their key IT priorities. Partners can then tie everything together with HPE Helion CloudSystem, HPE's comprehensive hardware, software, and services solution for hybrid IT.

Access this campaign

From [HPE Partner Ready Portal](#) -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) -> All Assets -> Enterprise Group (EG) -> Helion Cloud

Solution overview

The modern enterprise is built on a mix of workloads that enable business outcomes, including traditional IT, cloud native applications, and everything in between. This variety of workloads can make true insight and management across a customer's entire ecosystem immensely time consuming, inefficient, and expensive.

CloudSystem is a comprehensive solution for quickly provisioning a private or hybrid cloud encompassing hardware, cloud infrastructure, application platforms, and management. CloudSystem manages across multiple hypervisors and IaaS providers to build a unified hybrid IT ecosystem. It exposes those resources to developers through a self-service portal or API. Operators can reinvest their efficiencies in innovation, and developers can release more features faster. The result is a reliable, agile, and scalable ecosystem that allows businesses to focus on the only outcome that matters- the satisfaction of their customers.

Description

Target audience:

- Primary: Top 15,000 global enterprises, service providers, partners
- Secondary: Public sector, government
- CxO, VP of IT Ops, VP of Enterprise Applications, Application Architect, Developer

Products and services:

- Helion CloudSystem 10
- HPE Helion CloudSystem Foundation and Enterprise
- HPE Cloud Service Automation
- HPE Operations Orchestration
- Integrates with products such as HPE OneView, HPE Helion Converged Systems, HPE Hyperconverged, HPE Helion Eucalyptus

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• Social card • Podcast • Banner • eDM	• **Webinar:** Navigating the Private Cloud with CloudSystem • Solution Brief • Case Study • Demo video	• Call Guide

Path to Composable - HPE Synergy

Today, most organizations must support two operating environments: (1) traditional apps designed to support and automate existing business processes and (2) a new breed of apps that leverage mobility, Big Data, and cloud-native technologies. HPE offers a new approach to architecture called HPE Composable Infrastructure, and the Path to Composable is designed to bridge the gap between these two worlds. Use the Path to Composable to deliver a new breed of apps and services to drive additional sales.

Next steps:
Composable infrastructure is the future, but it is creating opportunities NOW. Work with your HPE Marketing Services Agency to capitalize on this market opportunity using these campaigns. Boost your success using the Synergy Early Adoption Incentive.

- **HPE BladeSystem Campaign:** Generate marketing opportunities to fill your pipeline with HPE BladeSystems and increase your HPE OneView adoption.

- **HPE Synergy Campaign:** Grow awareness and sales with the first platform built from the ground up for Composable Infrastructure. Guide your customers' IT to create and deliver new value instantly and continuously.

Top promotions

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
Synergy Early Adoption Incentive	Up to 10% on Synergy Gear plus 5% off for 3PAR on top of all other special pricing.	3.B070v1	April 30, 2017	Sell an HPE Synergy and 3PAR solutions to early adopters to receive temporary additional discounts	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers

HPE BladeSystem (CDI)

Path to Composable FY16-Q4 (160101)*

Campaign ID	160101
Channel tactics available	Available now
Type	*Extension*

This campaign enables partners in generating marketing opportunities to fill their pipeline with HPE BladeSystems. It can also help them increase HPE OneView adoption and win back competitive market share from Cisco, Dell and IBM.

This solution addresses customer challenges of data center inefficiency and the need to reduce IT costs. HPE BladeSystem enables them to redefine datacenter TCO, and defend against slow product and service delivery by accelerating IT service implementation.

HPE BladeSystem plus OneView delivers leadership, compute capability optimized for visualization, cloud and core business applications with the Power of One – one infrastructure and one management system.

*   *Campaign now eligible for Intel IIP reimbursement.*

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing-> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) -> All Assets-> Enterprise Group (EG) -> BladeSystem -> Path to Composable FY17

Solution overview

HPE BladeSystem with HPE OneView delivers operational simplification and tools to move customers to Composable Infrastructure. Partners can employ the Power of One messaging to facilitate discussion of infrastructure convergence, availability, and agility through datacenter automation, providing significant cost savings.

Partners can drive change in customers, by transitioning them from costly investments in operations to innovation. This can speed time to service by up to 66x faster.

Description

Target audience:

*   Enterprise/mid-market (>500 employees) customers looking to increase optimization of core IT workloads through virtualization
*   Existing customers running older generation of blades should be encouraged to upgrade to improve operational efficiency

Products and services:

*   HPE OneView
*   HPE Proliant BL660c Gen9 server blade
*   HPE ProLiant BL460c Gen9 server blade
*   HPE BladeSystem c7000 Platinum enclosure – BladeSystem chassis with ProLiant Gen8 intelligence

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• HPE OneView video (gated) • HPE OneView on- demand webinar (gated) • 2016 Gartner Magic Quadrant for Modular Servers (ungated) • Print ad • Workload use case video series (ungated)	• Subsea 7 case study (ungated) • eDM (IT Central Station use case whitepaper) (gated) • Online banners • Call guide	• Copy blocks

HPE Composable Infrastructure (CDI)

PtoC Synergy FY16-Q4 (160102)*

Campaign ID	160102
Channel tactics available	Available now
Type	*Extension*

Channel partners with larger accounts can now effectively promote HPE Synergy. It is the first platform built from the ground up for Composable Infrastructure. With it partners can guide IT to create and deliver new value instantly and continuously.

As an extensible platform, it easily enables a broad range of applications and operational models such as virtualization, hybrid cloud, and DevOps. This opens a very wide range of opportunities for partners. They can help IT to become more than an internal service provider and build trusted advisor status in the process.

*   Campaign now eligible for Intel IIP reimbursement.

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co- Marketing Zone (CMZ) -> All Assets-> Enterprise Group (EG) -> Synergy -> PtoC Synergy FY16-Q4

Solution overview

In larger accounts, IT must now be able to support two operating environments. Partners can help them deploy both on a single set of infrastructure with simplified management.

*   Traditional applications that are designed to support and automate existing business processes such as collaboration, data processing and analytics, supply chain, and web infrastructure.
*   A new breed of applications and services which drive revenue and new customer experiences by leveraging Mobility, Big Data, and Cloud Native technologies.

Description

Target audience:

*   Enterprise/mid-market (>500 employees) customers looking to optimize core IT workloads with virtualization while looking to building a strategy for a cloud either now or in the future
*   Personas: Technology infrastructure leader, specifically VP of IT Infrastructure

Products and services:

*   HPE Synergy

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• IDG Tech Dossier (gated) • Forrester On-Demand Discovery Experience (gated) • Video pop-up card • Print ad • eDMs • Frost and Sullivan How the Right Infrastructure Can Prepare Your Data Center for Business Disruptors Paper or Video (ungated) • Want to be like the Cloud Giants Video/Infrastructure that DevOps have been waiting for Video (ungated) • HPE Synergy Discover London Product Launch Video (ungated) • **NEW!** Synergy for Dummies (gated)	• Online and Static banners • Animated Twitter Gif • Call guide • Event in a Box • eDM series • Agenda • Questionnaire • Posters • Customer presentation • Moor Insights Composable Thought Leadership Paper (gated)	10 Reasons to move to Composable/HPE Synergy (gated)

Infrastructure Modernization – HPE Automate and Orchestrate

Technology is evolving rapidly, as are the business realities and challenges your customers face. So it's easy for a gap to develop between the IT capabilities customers need and what the IT environment actually delivers. HPE modernization solutions close that gap, ensuring that the IT environment constantly provides exactly what the business needs to achieve its goals—no matter how quickly they may change.

The campaign below will help you address your customers' modernization challenges, boost revenue, and increase your presence and influence in the customer's environment.

Next steps:
Contact an HPE Marketing Services Agency to implement an Automate and Orchestrate campaign today.

HPE Infrastructure & Business Insights

Automate and Orchestrate (161002)*

Campaign ID	161002
Channel tactics available	Available now
Type	*Extension*

Channel partners can help customers move to private on-premise or hybrid cloud. This campaign builds on today's evolving "everything as a service" IT landscape.

This responds to the need for businesses to release applications faster and create new services rapidly. IT must speed up its response to issues, improve user experiences, mitigate risk. Customers need help to meet the demand for continuous service through automation and orchestration to IT operations.

The campaign emphasizes the credibility of HPE and our partners as a trusted adviser in helping them make the transformation to accelerated application workflows

* *Campaign now eligible for Intel IIP reimbursement.*

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) -> All Assets -> EG & SW Solutions Segments Campaigns -> Infrastructure & Business Insights -> Automate & Orchestrate FY16-Q4

Solution overview

Partners can leverage HPE infrastructure and software solutions, as well as TS services. With partner services, this enables customers to automate and orchestrate IT services across functional silos. This lets operations and business teams seamlessly carry out their tasks, thereby accelerating service delivery, increasing efficiency. For the business, this means lower cost, reduced risk, and improved end customer satisfaction. As a result, customers can free up time and resources to invest in future innovation.

Description

Target audience:

- Personas include VP of Infrastructure or Operations

Products and services:

- HPE OneView
- Composable Solutions (Synergy)
- Hyper-Converged (CS)
- ITOM
- ADM
- SW Professional Services
- Technology Services
- Compute

Tactics and call to action content

Earn attention	Engage & persuade
• Print ad	• **NEW!** Forrester Maturity Model Teaser Video
• Banner ads	• **NEW!** Forrester Report: Web-based Maturity Model Assessment (gated)
• eDMs for each CTA	• NEW! Automate & Orchestrate Executive Solution Brief/Infographic
• Nurturing strategy will consist of leveraging Transformation Areas and Business Unit content for a full nurture flow	• SoMe kit
• Partner Driven Templates	• Automate and Orchestrate executive solution brief and infographic
• LRW Customer Insight Report (content brief and discussion guide)	• Event presentation
• HPE POV interactive Infographic	• Events / Event Modules – EIAB
• Dreamworks customer testimonial blog	

HPE Technology Services

As business models become increasingly services oriented, you can leverage HPE's cutting-edge technology services' programs and tools to meet your customers' latest business challenges and stand out from your competitors. Remember to lead with HPE services and offer your customers superior value with HPE Technology Services Consulting, Flexible Capacity, and Datacenter Care services. Attach and Support services remain an important revenue opportunity as well. Protect your customers and ensure their satisfaction by always attaching Installation and Start-up, and Foundation Care or Proactive Services.

We are also looking to establish an Advisory Practice so that HPE can be the trusted advisor to your customers as they transform their businesses and IT.

Next steps:
Contact an HPE Marketing Services Agency to implement an integrated demand generation campaign. Drive additional sales using applicable promotions and SPIFs below and see the Datacenter Care Flexible Capacity campaign overview on page 23.

Top promotions

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
Free Education Services Training	Sell 10k of Education Services and receive a free seat of training.	ATTACH_EDU	April 30, 2017	Attach/Sell $10K in Education Services, receive a free seat for your consumption or your customer consumption	Contact your HPE TS Representative

Lucrative SPIFs

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
HPE New Logo Bonus	Up to 4,000 HPE Engage&Grow points. SPIF is paid on New Server, Storage, Networking and TS customers	N/A	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE Big Data Consulting 5 Day Service	Earn 200 points for selling this service that provides the customer with the ability to engage HPE consultants in the most effective manner on agreed consulting and integration activities.	H1XG7A1	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE Aruba Network Consulting Services— ClearPass Deployment & Integration Service	Earn 200 points from selling this service, which provides initial deployment and integration of Aruba ClearPass Policy Manager and helps prepare it for operation on your network.	H0JT0A1 H1TH5A1 H1TH6A1 H1TH7A1 H1TH8A1	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE Aruba Network Consulting Services— Predictive Wireless Site Survey	Earn 200 points for selling this service, which uses your provided floor plan drawings and site-specific information related to the intended use of the WLAN, the building construction materials, location of potential obstacles, and any high-density user areas that can affect the propagation and performance of a WLAN.	HL017A1 H4W60E HL016A14 H4W59E	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE Storage Consulting – 40 Hour Block	Earn 200 points by selling this storage consulting service. With HPE Storage Consulting 5 Days Onsite Service, you have the flexibility to choose from a variety of service activities, ranging from storage assessments, planning and design, modernization, data migration, storage configuration, integration into existing environments, backup, restore and disaster recovery services.	H7B28A1	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"

HPE Technology Services (continued)

Lucrative SPIFs

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
HPE Foundation and Proactive Care for Storage	Discount plus ability to earn 50 points by selling the new 5 year storage offering	H2TQ7E H2TR8E U8YZ1E U8ZA3E	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
HPE Foundation and Proactive Care for Servers	Discount plus ability to earn 50 points by selling the new 5 year server offering	U7AQ5E U7AJ1E U7AJ1E	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
Networking Foundation Care and Proactive Care support services	Discount plus ability to Earn 20 points by attaching these support services.	U3GC2E H2SH4E U4VF3E U3GD7E U3GC5E	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"
Learn and Earn with HPE Technology Services – 3 courses – Servers, Storage and Networking	Take great online training. Partner reps earn points and knowledge credits. Earn 10 points per passed exam per course.	N/A	April 30, 2017	Register with HPE E&G.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"

HPE Technology Services

EG TS WW FY17 Datacenter Care FC (170901)

Campaign ID	170503
Channel tactics available	Available now
Type	*Origination*

Customers are seeking to optimize their current IT while evolving to a New Style of Business. This campaign enables partners to promote HPE's ability to make this happen with HPE Datacenter Care. It provides a flexible, relationship-based approach to the management/support and evolution of heterogeneous datacenters. Customers are equipped to more efficiently support and operate their changing IT environments at peak performance with the delivery of more agile and innovative IT. This enables them to deliver faster time to value and an overall better experience for customers, while supporting innovation that drives new business opportunities.

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) -> All Assets -> Enterprise Group (EG) -> Technology Services -> Flexible Capacity FY17

Solution overview

HPE's Flexible Capacity offers a better choice to enterprises who may view public cloud as a one-size-fits-all-apps solution, yet who need the control, security and latency available only with their on-premise datacenters. HPE Flexible Capacity brings the speed, flexibility and quick scalability of the public cloud to the data center, but with all the confidence and control of operating the right mix of IT in-house. This pay-as-you-go service enables customers to act as the broker of IT services to the business, provisioning capacity in minutes as they retain full control over privacy, compliance, latency and security.

- Unlike a public cloud service, Flexible Capacity delivers on-premises capacity, enabling your customer to maintain control of IT for reasons of privacy, compliance, latency, and security.
- Unlike leasing arrangements, Flexible Capacity is a service with variable payments based on actual metered usage, likely qualifying as OPEX.
- Unlike other "utility" offers from point product vendors such as server or storage manufacturers, Flexible Capacity can include all of the components needed to bring agility to your workloads: servers, storage, networking, software, converged systems; even non-HPE equipment.

Flexible Capacity enables IT to deliver the fast, easily scalable compute consumption of a public cloud but with the security, latency and control of on-premise IT, enabling IT leaders to better utilize their resources and become recognized as a service-provider to the business.

Description

Target audience:

- Segment: Global and Commercial, medium-to-large enterprises
- CIOs and IT Infrastructure (VP of IT & Operations), CFO

Products and services:

- HPE Flexible Capacity

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• Print • Banner Ads • SoMe Kit • eDM • Poster • Sales Letters • Static Banner • Twitter Cards • Poster • EiaB Invite • ElaB Pull-up banner • Call Guide	• HPE Flexible Capacity on-demand webinar with Frost & Sullivan • IDC Technology Spotlight: Flexible Capacity – A Scalable, On-Premise Datacenter Platform with Public Cloud Advantages • IDC white paper September 2016: "As-a-Service" IT Consumption Model for Digital Business Innovation • **NEW!** On-demand Webinar (coming in late January, will be localised into standard 10 with subtitles) • Video: Remain Competitive in Your Marketplace	• Copy deck • Copy blocks

Small and Medium Business

Your SMB customers have different demands during different phases of their development and growth. HPE Just Right IT (JRIT) solutions align with those needs as they evolve over time. Just Right IT solutions go to the heart of the biggest problems and opportunities that SMB businesses face and you can use JRIT solutions and marketing campaigns to help your SMB customers reach critical goals while you drive sales and revenue.

- **SMB Productivity: Increase IT Flexibility Campaign**
- **SMB Productivity: Keep Your Business Running Campaign**
- **SMB Productivity: Boost Productivity Campaign**
- **SMB Productivity: Deliver a Better Customer Experience Campaign**

Next steps:
Contact an HPE Marketing Services Agency to implement an HPE Just Right IT integrated demand generation campaign. Drive additional sales using the HPE New Logo Bonus SPIF below and see the SMB campaign overviews on the following pages.

Top SMB promotions

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
HPE ProLiant Trade-In Promotion	Reduce your customers' total cost of refresh by trading in their old equipment! Additional $400 rebate through 04/30 on new Intel server purchases when combined with trade in.	N/A	April 30, 2017	Request a quote, refresh your customers' aged infrastructure, send in old equipment, and receive a trade-in cash back.	www.hpe.com/us/ ProLianttradein
HPE Aruba Switch and Instant Access Point SMB Promo	Customers get discounts up to 5% off MSRP on eligible switches and Instant Access Points	94581860	Ongoing	Contact your HPE Aruba Representative for additional details and to confirm product availability.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers
HPE Infrastructure Software Partner Program	**Get an incremental 2% discount on ALL qualifying products:** servers, storage, system software, and application software.	3.B063v3	April 30, 2017	Sell qualifying HPE Servers, Storage, Systems Software, and Application Software on same deal.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers
Lead with Flash	5% incremental Discount on all Storage when Flash is on the order. 7% when StoreOnce or Storage Infrastructure is attached.	3.B064v2	April 30, 2017	Lead with Flash. Add value with great BURA and Storage Networking solutions. Win the deal and harvest best-in class margins.	From the HPE Partner Ready Portal go to Current Offers Page. PRP Home -> Products -> Promotions & Pricing -> Current Offers

Lucrative SMB SPIFs

Title	Description	Promo ID	Valid through	Call to action	More info/navigation
HPE New Logo Bonus	Up to 4,000 HPE Engage&Grow points. SPIF is paid on new Server, Storage, Networking and TS customers.	N/A	April 30, 2017	Register with HPE Engage&Grow.	Access HPE Engage&Grow via the HPE Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go"

Just Right IT (JRIT) for SMBs

Increase IT Flexibility Q117 (170301)

Campaign ID	170301
Channel tactics available	Available now
Type	*Origination*

This helps SMB customers gain operational efficiencies with technology for their hybrid IT environment. HPE Just Right IT products and solutions are sized right for SMB business to handle many workloads for both on premises and hybrid IT environments. With HPE Just Right IT, businesses can find success with limited resources, staff and budget. Whether they are just getting started, building momentum or planning expansions, HPE has feature rich products, solutions, and services right sized and affordable for their business, designed with IT generalists in mind.

* *Campaign now eligible for Intel IIP reimbursement.*

Access this campaign

From the **HPE Partner Ready Portal** -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) ->All Assets -> EG & SW Solutions Segments Campaigns -> Just Right IT (SMB)

Solution overview

HPE JRIT products and solutions are sized and configured for SMB customers so that they can gain operational efficiencies for both on-premise and hybrid IT environments. Whether a customer is just getting started, building momentum or planning expansions, HPE channel partners can offer them rich products, solutions, and services right-sized and affordable for their business, designed with IT generalists in mind.

Description

Target audience:

- Small to medium businesses
- IT Manager/CIO/owner/founder

Products and services:

- ProLiant Gen9 servers (10, 100, 300 series)
- Insight Online
- HPE Essentials embedded management products (iLO), HPE OneView
- HPE ProLiant EC200a
- Storage: Store Virtual / StoreVirtual VSA, MSA
- HC250, HC380
- Networking: Aruba 2900, 3800 Switch series, Aruba ClearPass, Aruba Airwave
- HPE TS: HPE Foundation Care / HPE Proactive Care

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• Print ad • Banners • Twitter card • eDM with registration page • Call guide • Telemarketing script	Aberdeen Group whitepaper - The Best of Both Worlds: Using a Hybrid Approach to Boost IT Agility	• Substantiation document • Copy Deck

Just Right IT (JRIT) for SMBs

Keep Business Running Q117 (170302)

Campaign ID	170302
Channel tactics available	Available now
Type	*Origination*

This campaign promotes HPE Just Right IT (JRIT) solutions so small and midsize businesses can be more secure. With growth and greater mobility come increased security threats, both internal and external. Help SMBs protect their data and business information with HPE technology and solutions designed and sized for their business.

* *Campaign now eligible for Intel IIP reimbursement.*

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) ->All Assets -> EG & SW Solutions Segments Campaigns -> Just Right IT (SMB)

Solution overview

Minimize business disruption with HPE Just Right IT products, services, and solutions. Your customers can protect their digital assets with HPE products designed with built-in resiliency, proactive security management, efficient backup and recovery solutions, and receive world class service and support.

Description

Target audience:

- Small to midsized businesses
- IT Manager/CIO/owner/founder

Products and services:

HPE Servers

- HPE ProLiant DL20 Gen9 Server
- HPE ProLiant ML30 Gen9 Server
- HPE ProLiant DL80 Gen9 Server
- HPE ProLiant ML150 Gen9 Server
- HPE ProLiant DL380 Gen9 Server

HPE Hyper Converged Systems

- HPE Hyper Converged 250
- HPE Hyper Converged 380

HPE Storage

- HPE MSA
- HPE StoreOnce
- HPE StoreEver
- HPE StoreVirtual

HPE Networking

- Aruba 205/210/220 series 802.11ac Wave 1 Instant Access Points
- Aruba 310/320/330 series 802.11ac Wave 2 Instant Access Points
- Aruba 2530 Switch Series
- Aruba 2900 Switch Series
- Aruba 3810 Switch Series
- Aruba Central
- Aruba Airwave
- Aruba ClearPass

HPE Software

- VM explorer

HPE Technology Services

- HPE Foundation Care
- HPE Proactive Care
- HPE Proactive Care Advanced
- HPE Installation and Deployment

HPE Services

- HPE TS Support credits

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• Print ad • Banners • Twitter card • eDM with registration page • Call guide • Telemarketing script	**AMI whitepaper:** Protecting Your Business in the Digital Transformation Journey	• Substantiation document • Copy Deck

Just Right IT (JRIT) for SMBs

Boost Productivity Q117 (170303)

Campaign ID	170303
Channel tactics available	Available now
Type	*Origination*

Partners can help their SMB customers improve productivity by leveraging the complete Just Right IT (JRIT) server, storage and network product portfolio offered by HPE. This provides a long-term path for SMB growth and increases productivity, while delivering immediate ROI.

With simplicity, affordability, and reliability, HPE Just Right IT solutions for SMB help channel partners simplify the sales process, and give big returns in productivity to their customers.

* Campaign now eligible for Intel IIP reimbursement.

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) ->All Assets -> EG & SW Solutions Segments Campaigns -> Just Right IT (SMB)

Solution overview

HPE JRIT products, solutions and services are designed to help small and midsize business customers gain the performance and access needed to enable workforce productivity. These solutions help them compete more effectively – even disruptively.

Description

Target audience:

- Small to midsized businesses
- IT Manager/CIO/owner/founder

Products and services:

- ProLiant Gen9 servers (10, 100, 300 series)
- Insight Online
- HPE Essentials embedded management products (iLO)
- HPE ProLiant EC200a
- Storage: Store Virtual / StoreVirtual VSA, MSA
- HC250, HC380
- Networking: Aruba 2900, 3800 Switch series, Aruba ClearPass, Aruba Airwave
- HPE TS: HPE Foundation Care / HPE Proactive Care

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• Print ad • Banners • Twitter card • eDM with registration page • Call guide • Telemarketing script	**ESG whitepaper:** Five Simple Strategies to Help Enable a More Productive Mobile Workforce	• Substantiation document • Copy Deck

Just Right IT (JRIT) for SMBs

Deliver Better Customer Experience Q117 (170304)

Campaign ID	170304
Channel tactics available	Available now
Type	*Origination*

With HPE, SMBs can be confident that Just Right IT servers, storage, networking, services will provide a foundation that delivers optimal performance, availability, and compatibility so they can deliver tailored and personal experiences to their customers, and increase the productivity of their employees.

Customers can meet a wide range of analytic requirements by taking advantage of the full HPE portfolio.

* *Campaign now eligible for Intel IIP reimbursement.*

Access this campaign

From the HPE Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ) ->All Assets -> EG & SW Solutions Segments Campaigns -> Just Right IT (SMB)

Solution overview

Technology that empowers small to midsize businesses to become data driven organizations, sized right for their business. Customers can store and analyze vast amounts of data in real time with HPE Just Right IT products, solutions, and services.

Description

Target audience:

- Small to midsized businesses
- IT Manager/CIO/owner/founder

Products and services:

HPE Servers

- ProLiant DL360, ProLiant DL380
- ProLiant Gen9 Servers 10, 100, 300 series

HPE Storage

- MSA 1040/2040/2042
- Store Virtual
- Store Once

HPE Networking

- Aruba 205/210/220 series 802.11ac Wave 1 Instant Access Points
- Aruba 310/320/330 series 802.11ac Wave 2 Instant Access Points
- Aruba 2530 Switch Series
- Aruba 2900 Switch Series
- Aruba 3810 Switch Series
- Aruba Central

HPE Technology Services

- HPE Remote Support Tools
- Foundation & Proactive support services
- Installation services

Tactics and call to action content

Earn attention	Engage & persuade	Commit to purchase
• Print ad • Banners • Twitter card • eDM with registration page • Call guide • Telemarketing script	**ESG whitepaper:** How to Leverage Data to Improve Business Outcomes: Acquiring and Retaining Customers	• Substantiation document • Copy Deck

SLED

SLED is committed to HPEasy—making HPE easy to do business with! Our desire is to reward our SLED partners who go to market with HPE by ensuring they have adequate advantages that allow them to win and to win profitably.

We are expanding on the solid core we deployed for you last year—with a consistent mission to reduce any friction in your HPE engagement, create a SLED solutions focus, and provide tools to increase your traction with customers. We will also be focusing on nationwide SLED partner summits, monthly SLED Partner webinars, and other SLED-specific activities that will help partners be successful and profitable within the SLED market. Please take advantage of some of the resources that will help drive strong revenue for you FY17. Good selling!

HPE EG SLED Market Guide

This online playbook combines the knowledge of eRepublic with the HPE Transformation Areas for SLED markets. Find everything you need to build your EG business in SLED—all in one place! First-time users should contact their **SLED Channel Specialist for registration**.

- Market-specific research and analysis for State & Local, Higher Ed, K-12
- Industry assessments and research delivered by eRepublic and HPE
- Market drivers, challenges, and technology trends
- Trend fit recommendations
- Critical success factors and solution requirements for key industry needs
- Sample questions to guide sales rep conversations with customers
- Hewlett Packard Enterprise Group solutions
- Descriptions, value propositions, key products, positioning recommendations, case studies, and sales/support materials

Access the SLED Market Guide

New E-Rate customer website, brochure, and quick facts sheet (customers, partners)

The new E-Rate customer website is now live. New assets are also available to start conversations with your customers and partners! Click here for the solution brochure and here for the quick facts sheet.

Please contact your channel partner representative, or email us at erate@hpe.com if you have questions. For E-rate pricing help, please contact hperatespecialpricing@hpe.com. To access the E-rate program, please visit usac.org/sl/

SLED Ready Solutions

SLED Ready Solutions was developed specifically for SLED partners to help you engage with customers and address their top priorities. Access the SLED Ready Solutions and SLED Transformation Areas in the Products & Solutions Now Portal.

SLED Event Kits

Our Hewlett Packard Enterprise Partner Event Kit program enables you to order SLED-specific event materials featuring the Hewlett Packard Enterprise brand. Use the items to spread awareness among your employees or have them on hand for your next customer event or tradeshow.

- Request a kit on the event kit website: http://partnerkits.hpe-registration.com/
- Receive a kit to use at your event and return afterward at no charge to you
- Pull-up banner – various options available
- Office supplies with container – also includes power strip, extension cord, and storage bin
- Branded tablecloth
- Giveaways—up to 150 giveaways provided per event

HPE Marketing Services Agencies

Get to market faster... Use your Marketing Services Agency (MSA) to execute campaigns, co-funded with HPE MDF, to generate demand.

- Improve your co-marketing campaign execution.
- Save time and money.
- Increase market share and boost your bottom line.

HPE Partner Ready Program	Marketing Services Agency	Your Contact	Email
U.S. Platinum Partners, Distributors, and National Solution Providers	**Partner Demand**	Mary Ashton	partnerdemand@thechannelco.com mashton@thechannelcompany.com
U.S. Gold, Silver Business Partners	**Channel Marketing Advisors**	Scott Rackham	rackham@channelmarketingadvisors.com
Canada Partners and Distributors	**Starshot**	Jennifer Waters	Jennifer.waters@starshot.com
Mexico	**Matchcode**	Mario Antonio Arce	aarce@matchcode.com
Brazil	**ITM**	Fred Lunardini	fredl@itmchannelmarketing.com

EG Channel Resources

Featured

HPE Financial Services

HPE Financial Services can help customers find new ways to acquire, consume, and pay for new IT systems needed for business transformation. Let us help you identify opportunities that can be expanded and accelerated by including HPEFS solutions early in the conversation. Review the full list of HPE Financial Services programs here.

Q2 Featured HPE Financial Services:

Accelerate your Refresh promotion**:** Modernize and scale IT infrastructure with 0% financing on HPE servers, storage and networking hardware.

Storage Flash Now: Choose your storage consumption model to optimize customer resources by aligning payments to their deployment and use. Pre-provisioning, Storage Return Option and Flexible Capacity allow you to choose what best fits your customers' needs.

Servers Technology Refresh: Increase customers' financial capacity to modernize and maintain their server infrastructure through an efficient and regular refresh program, Technology Refresh for Computing.

HPE Renew

HPE Renew provides fully remanufactured EG products backed by same-as-new factory warranty, service, and support options. Renew products are offered at substantial discounts as a complement to new and are eligible for Partner Ready benefits. Contact your HPE Renew representative to confirm product availability or go to HPE Renew from the Partner Ready Portal.

HPE OnePath Digest

By popular demand, we've put the hottest news about pricing, promotions, and SPIFs into one document: the One Path Digest.

- Check out the "best sellers" to find top products that are priced right for low-touch transactions and are in stock today. And don't forget the options that will enhance the solutions for your customers.
- Then, review the promotions and SPIFs that can help close the deal and put more dollars in your pocket
- And learn about the HPE campaigns you can leverage to drive awareness and interest by tuning in to the HPE webinars and reviewing the Channel Campaigns Guide.

Name	Description	Web address	Additional contact information
HPE Partner Ready Portal (PRP)	Partner Ready Portal is the central hub for partners selling HPE products, services, and solutions.	partner.hpe.com	
HPE Partner Ready Portal Support	Partner Portal technical support—location ID required. The Partner Support Center (PSC) provides technical support for the Partner Ready Portal and information about sales coverage and business planning, as well as general assistance for HPE programs and products.	Contact HPE (under Get Support on top right-hand corner of the page)	Click on the "Get Support" icon on the right-hand side of each page to access a range of support options. Once you have registered, you no longer need to log in to get support as the icon will be accessible on the log-in page. Call: 1-888-629-6914, 8 a.m.–8 p.m. ET, Mon.-Fri.
Partner Chat Live	Partner Chat Live is available to help answer questions live on the Partner Portal.	Chat live online at the bottom of every page	8 a.m.–8 p.m. ET, Mon.-Fri.
Co-Marketing Zone (CMZ)	Find campaigns for your region.	Partner Ready Portal -> Sales & Marketing -> Marketing Resources -> Digital Media & Other Resources -> Co-Marketing Zone (CMZ)	cmz_support@HPE.com
Products & Solutions Now	Access essential selling information from any device. The Products & Solutions Now portal offers access to >15,000 documents, images and videos including presentations, success stories, competitive information, Partner Ready solutions , QuickSpecs and many other content types.	Products & Solutions Now	

EG Channel Resources

Name	Description	Web address	Additional contact information
Intel Inside Program (IIP) Reimbursement Opportunity	This program can be applied to end-user focused demand generation tactics that promote either Intel-based products or solutions. There are specific program requirements and processes to follow resulting in balanced brand/logo presence between HPE, Intel, and channel partner in market.	Contact an HPE Marketing Services Agency	Eligible channel partners can leverage IIP to match channel MDF. You must connect with one of HPE's Marketing Services Agencies for program details and funding specifics.
Partner Ready Enterprise Product Authorization Requirements	See details in the current Partner Ready Program Guide, or view the presentation on the latest enterprise authorization requirements.	Programs/Competency	**Partner Training:** Train and certify / Learning Center HPE Certification Look-up tool: Train and certify / HPE Certification Look-up Tool Partner Learner setup or access issues: learnerprofilesupport@HPE.com.
HPE Certification and Learning	Transforming technology through certification, learning, and community.	MyLearningHPE.com	Contact HPE Certification and Learning.
Deal Registration	Online tool to register specific end-user customer opportunities with HPE for various pricing and promotional programs and claiming Partner Ready benefits.	Access Deal Registration via the Partner Ready Portal via MyDashboard on the home page by adding the Deal Registration widget.	Click on "GET SUPPORT" on the right-hand side of any Partner Ready web page for information on submitting a case, live chat, or to initiate a phone call.
Smart Quote	Request a New Volume Big Deal or revise an existing deal. Must be PPA or have your PPA profile and your HPE Partner Portal user account for Smart Quote access.	Access Smart Quote via the Partner Ready Portal via MyDashboard on the home page by adding the Smart Quote widget.	Click on "GET SUPPORT" on the right-hand side of any Partner Ready web page for information on submitting a case, live chat, or to initiate a phone call.
Standard Pricing Viewer	Pricing and product lifecycle status, including availability.	Access Standard Pricing Viewer via the Partner Ready Portal via MyDashboard on the home page by adding the Standard Pricing Viewer widget.	Click on "GET SUPPORT" on the right-hand side of any Partner Ready web page for information on submitting a case, live chat, or to initiate a phone call.
Big Deals/ Special Pricing	**New:** Escalated Special Pricing **Retired*:** Value Indirect Big Deal, Value Express Pricing (VEP) and Volume Indirect Big Deal * Existing registration of retired pricing vehicles will remain active until natural expiration date without extensions.	Access Big Deals/ Special Pricing via the Partner Ready Portal via MyDashboard on the home page by adding the Big Deals/Special Pricing widget.	Click on "GET SUPPORT" on the right-hand side of any Partner Ready web page for information on submitting a case, live chat, or to initiate a phone call.
Proposal Builder	Online workspace automates customer proposals, RFIs, RFPs, and RFQs.	Access support via Help & Feedback on HPE Proposal Web. Access Proposal Builder via the Partner Ready Portal using [MyDashboard] on the home page by adding the Proposal Builder widget.	Click on "GET SUPPORT" on the right-hand side of any Partner Ready web page for information on submitting a case, live chat, or to initiate a phone call.
HPE Engage&Grow	Engage&Grow is to engage, educate, and reward partner sales representatives on a quarterly basis.	hpeengageandgrow.com	Access HPE Engage&Grow via the Partner Ready Portal -> Programs -> Engage&Grow -> Scroll down and click "Go" U.S. email support is Support@HPEEngageandgrow.com CA email support is CustomerService@HPEEngageandgrow.com
OMNI+ Program	The OMNI+ Program provides funding to channel partners to offset costs for presales consulting services at their customer sites.		Contact your PBM.
HPE Partner Ready Demonstration Equipment Benefit Program	Reduce your sales cycle by purchasing HPE equipment for training centers, demo centers, and proof-of-concept testing at your location.	Access the Demonstration Equipment Program via the Partner Ready Portal home page. Use MyDashboard to add the Demonstration Equipment Program widget.	Click on "GET SUPPORT" on the right-hand side of any Partner Ready web page for information on submitting a case, live chat, or to initiate a phone call.

Glossary

BURA	Backup Recovery Archive		**PBS**	Proactive blade service
CDI	Converged Datacenter Infrastructure		**PMM**	Partner marketing manager
CI	Converged infrastructure		**POC**	Proof of concept
CMZ	Co-marketing zone		**POP**	Proof of performance
CS	Converged systems		**POR**	Partner of record
CSP	Channel service partner (distributes predominantly commercial product)		**PRP**	Partner Ready Portal
CTA	Call to action		**R&D**	Research and development
CTO	Configure to order		**ROI**	Return on investment
CTR	Call to repair		**RSO**	Reseller sales out
DM	Direct mail		**RTD**	Return to depot
E&G	Engage&Grow		**RTT**	Reseller take title
EAM	Enterprise account manager		**SAID**	Service agreement ID
ECP	Enterprise channel partner (distributes predominantly enterprise product)		**SIM**	System insight manager
eDM	Electronic direct mail		**SKU**	Stock keeping unit
EG	Enterprise group		**SLED**	State, local and education
EGA	Emerging growth accounts		**SoMe**	Social media
ERP	Enterprise resource planning		**SPIF**	Sales personal incentive funds
Gated	Login required		**SSIT**	Simply Store Information Technology
GEO	Sales territory, non-named accounts		**TBD**	To be determined
ISR	Inside sales rep		**TCE**	Total customer experience
ISS	Industry standard servers		**TCO**	Total cost of ownership
LoB	Line of business		**TM**	Telemarketing
MDF	Market development funds		**TSC**	Technology services consulting
MGO	Marketing generated opportunity		**TS**	Technology Services
MSA	Modular system array		**TSG**	Technical services group
NAS	Network attached storage		**VBD**	Value big deal
NBD	Next business day		**VC**	Virtual connect
NBO	New business opportunity		**VDI**	Virtual desktop infrastructure
NDP	Net distributor pricing		**VEP**	Value express pricing
OV	Open view		**WW**	Worldwide
PBM	Partner business manager			

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