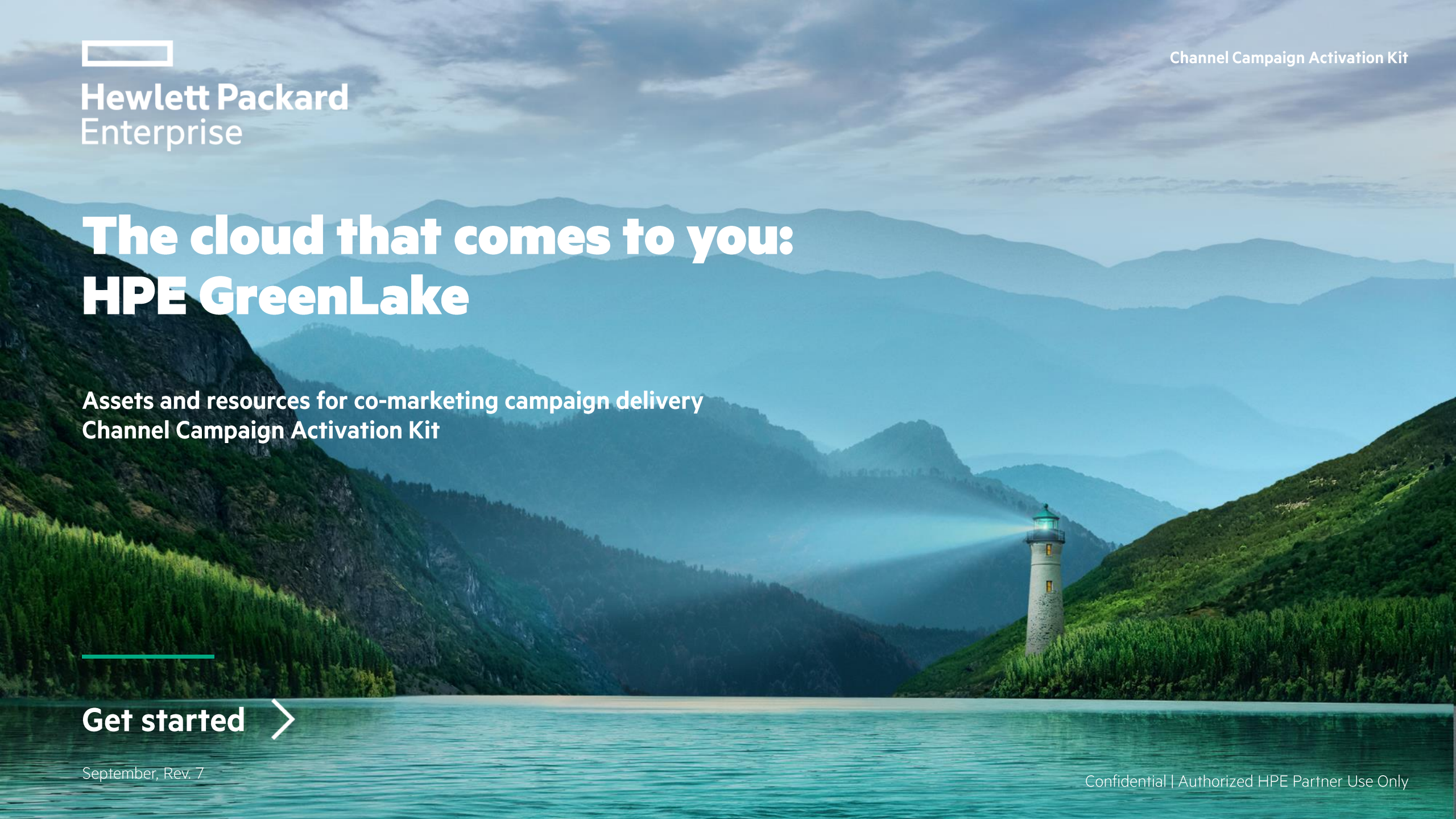
Hewlett Packard Enterprise

The cloud that comes to you: HPE GreenLake

Assets and resources for co-marketing campaign delivery
Channel Campaign Activation Kit



Get started >

September, Rev. 7

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Revision history

Date	Asset	Description	Page
September 2022	Banner ads, social, videos	Removed all assets for “Stay or Go” as usage rights expired	6-11, 15

What's inside

1 Overview

2 Messaging

3 Emails

4 Social cards

5 Website content

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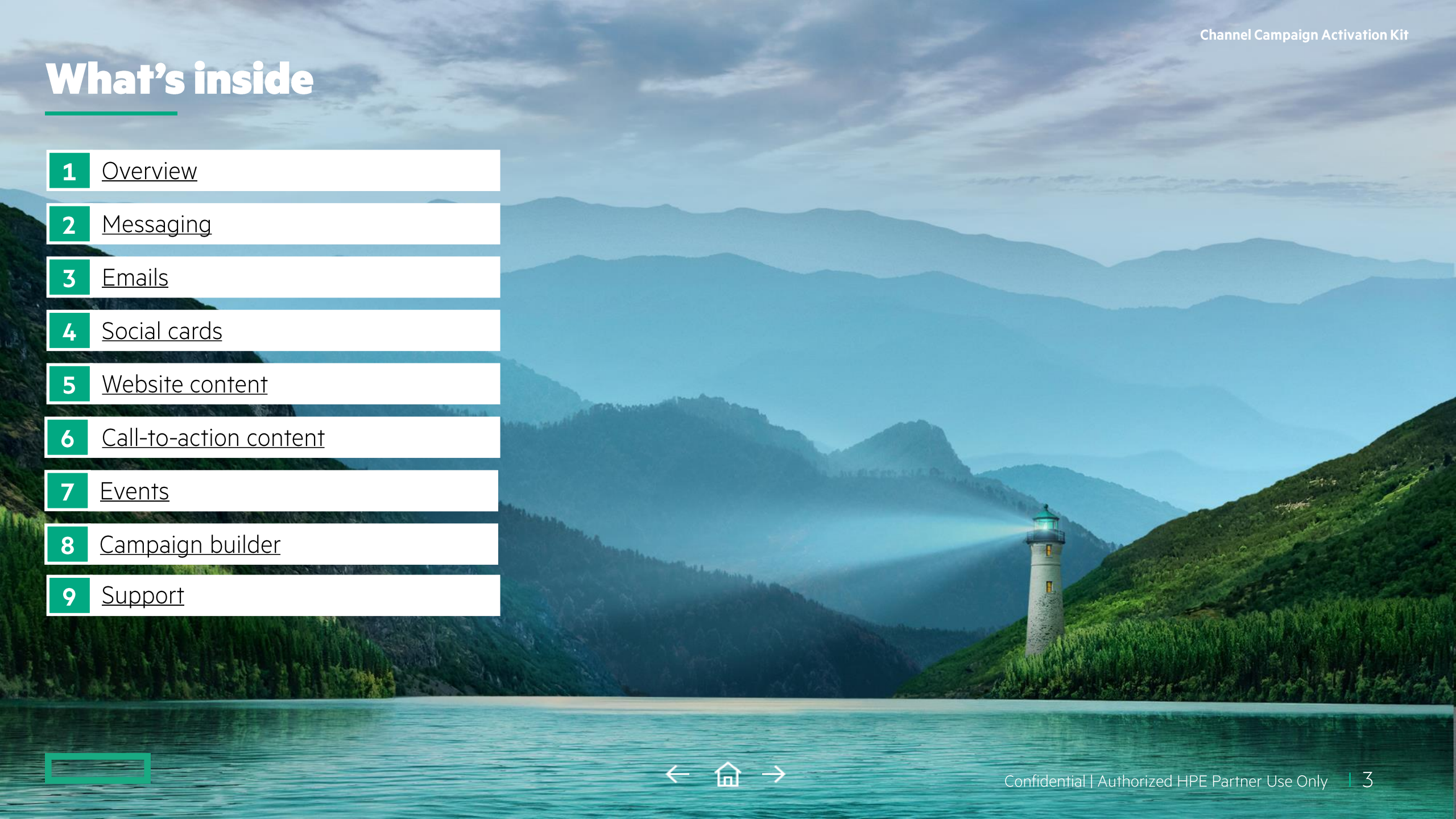

OVERVIEW

Welcome to the new Channel Campaign Activation Kit for **The cloud that comes to you: HPE GreenLake edge-to-cloud platform** campaign. This immersive, interactive kit includes everything you need to execute your own integrated demand generation campaign. The campaign sets out to position HPE GreenLake platform as an emergent, disruptive player in cloud and makes it “easy to buy” for customers.

As part our campaign efforts to drive awareness and consideration of the HPE GreenLake platform, we have HPE GreenLake content available to the channel.

Visit the webpage for more details on these services.

Campaign Name
The cloud that comes to you

Campaign ID
620000107

Digital Repository
PSNow

Play Leads
Jenessa Ayache

Channel Activation
Clare Compston

For local assistance contact your PMM, PBM, or email HPE Partner Marketing Concierge

Messaging

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Campaign message

Fast-forward your digital transformation with data-first modernization and the HPE GreenLake edge-to-cloud platform

The HPE GreenLake platform powers data-first modernization to fast-forward your customers' digital transformation, across edge to data center to cloud. HPE brings a unified cloud experience to apps and data everywhere, eliminating data silos across multi-gen IT, ensuring accessibility of data wherever it resides, and unleashing data as a lifeforce for companies to create rich experiences, accelerate decision velocity, and deliver continuous innovation to move their business forward, faster.

Target audience

- C-Suite (CIO, CTO, CDO)
- Senior ITDM (VP and Directors)
- Enterprise Architect, Cloud Architect, Developers, Data Scientists, Data Engineer/Wrangler

Creative takeaway

Every business is grappling with data—how to secure it, manage it, and get as much value from it as possible. But that's not easy when data lives everywhere from edge to cloud. So, IT leaders are faced with a choice: keep their data and applications where they are, or move them all to cloud? Both come with tradeoffs, and there is no easy answer.

But what if they didn't have to choose? With HPE GreenLake edge-to-cloud platform—**the cloud that comes to you**—customers can choose not to choose and modernize without compromise.

Emails

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HPE GreenLake

eDM #1

Subject line:
[name], data at the edge is everywhere. Are you ready to capitalize on it?

Message:
Bring cloud efficiency to your data at the edge.

Offer:
"Get the cloud experience without limits" Infographic



eDM #2

Subject line:
[name], your free guide to data modernization

Message:
The CIO's guide to data application modernization

Offer:
"CIO's guide to data & application modernization" Guide



eDM #3

Subject line:
This is what on-premises cloud done right looks like

Message:
What does hybrid cloud done right look like?

Offer:
"Accelerate your hybrid transformation—HPE GreenLake" Buyers Guide



At these links you will find OFTs and call to actions
(Available translated languages are included in links*):
eDM #1
eDM #2
eDM #3

Use the eDMs to target your prospective customer or retarget customers to drive back to your website to engage and drive lead generation for your business.

Check link below for eDM instructions on how to implement:
eDM instructions

Emails

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HPE GreenLake

eDM #4

Subject line:
Most transformation projects fail due to strategy, skills, or culture - not technology choices

Message:
89% of companies will use hybrid cloud by 2025

Offer:
"A cloud that transcends business models" Whitepaper



eDM #5

Subject line:
4 essential steps to adopting IT as a service

Message:
Your go-to resource for as-a-service

Offer:
"Four essential steps to adopting it as a service" Brochure Blueprint



eDM #6

Subject line:
The CIO's guide to as-a-service done right

Message:
Your go-to resource for as-a-service IT

Offer:
"The CIO's as-a-service" Playbook



At these links you will find OFTs and call to actions
(Available translated languages are included in links*):
eDM #4
eDM #5
eDM #6

Use the eDMs to target your prospective customer or retarget customers to drive back to your website to engage and drive lead generation for your business.

Check link below for eDM instructions on how to implement:
eDM instructions

Social card

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At this link you will find PSD file and JEPG
(Available translated languages are included in link*):

Social card

Need help with your social media?

The HPE Social Media Center lets you access ready-to-post, customizable content you can integrate into your marketing campaigns to reach more customers and increase demand generation. It also includes measurement and analytics tools to help you assess the impact of your efforts and increase your effectiveness.

Visit marketingpro.hpe.com and select HPE Social Media Center.

*Check for available languages.

Website content

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Need help with your campaign landing page?

HPE Content Syndication lets you market HPE solutions within your own brand by automatically streaming the latest HPE content directly to your website or online store. This free-to-use online tool is easy to use and set-up, and lets you choose which ready-to-share content to include on your website.

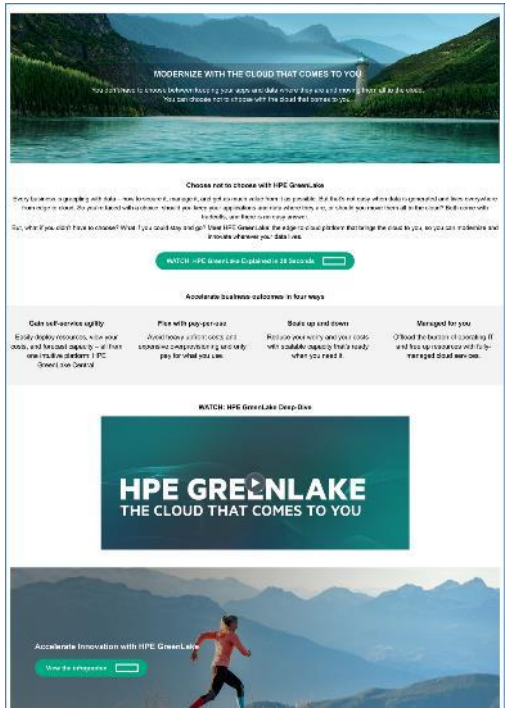
Check out the web content available for HPE GreenLake.

To get started, visit marketingpro.hpe.com and select HPE Content Syndication and then Access Dynamic Syndication.

Build your own webpage

A tailored landing page provides customers with richer content for an optimal experience. Look at the CTA Content section of this campaign kit for content you can add to your website.

Review these HPE GreenLake pages for inspiration:
HPE GreenLake Campaign Landing page
HPE GreenLake Home page



Sample campaign landing page

Call-to-action content

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Earn attention	
Infographic	Accelerate Innovation with HPE GreenLake
Guides	Building Tomorrow's Enterprise: Your Handbook for Cloud Success The As-a-Service Playbook for CIOs and CTOs CIO's Guide to Data & Application Modernization
Video	HPE GreenLake: The Cloud that Comes to You

Engage	
Analyst reports/whitepapers	Self-evaluate your cloud migration to maximize your investment A cloud that transcends business models Futurum: Why Everything-as-a-Service? Why HPE? Forrester: The Total Economic Impact of HPE GreenLake Four Essential Steps to Adopting IT-as-a-Service
Buyer's guide	Accelerate your hybrid transformation

Use banners/social to drive traffic to content (CTAs) and product information on your webpage(s) and capture customer data to use as follow up and in telemarketing. Make sure to gate assets to collect prospective customer details.

Events

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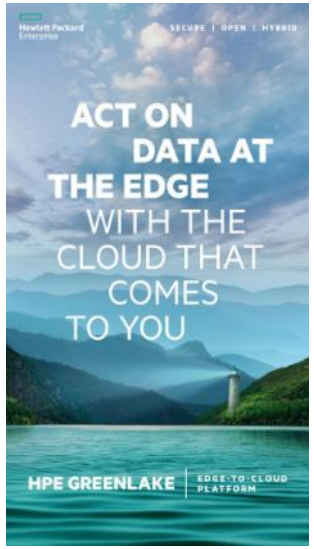
Virtual events are entirely online, interactive offerings. They can include online meetings, webinars, webcasts, podcasts, training, trade shows, and virtual conferences. Virtual events provide a resource to engage and share information with customers in real time. The following webinar will help you run virtual events, including suggestions on platform options, process, timeline, and more.

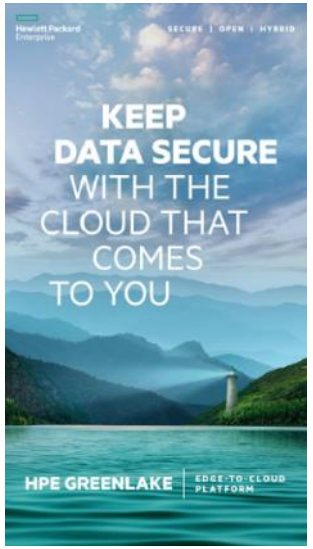
Watch the webinar to learn more:
Optimizing Partner-Led Webinars

Hero message



Rotating hero messages

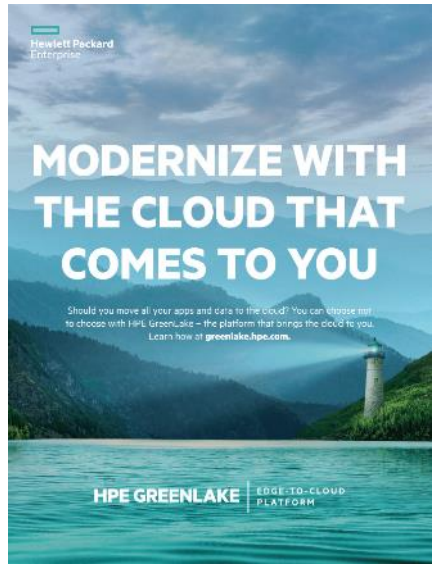






At this link you will find a PDF of the poster:
US PDF

Print ad



At this link you will find a PDF of the print ad:
US PDF

Please note that the out-of-home, event signage and print ad are available in English only. If you have need to localized a version, please submit a Zendesk ticket via Brand Central. Channel version can be created upon Zendesk request.

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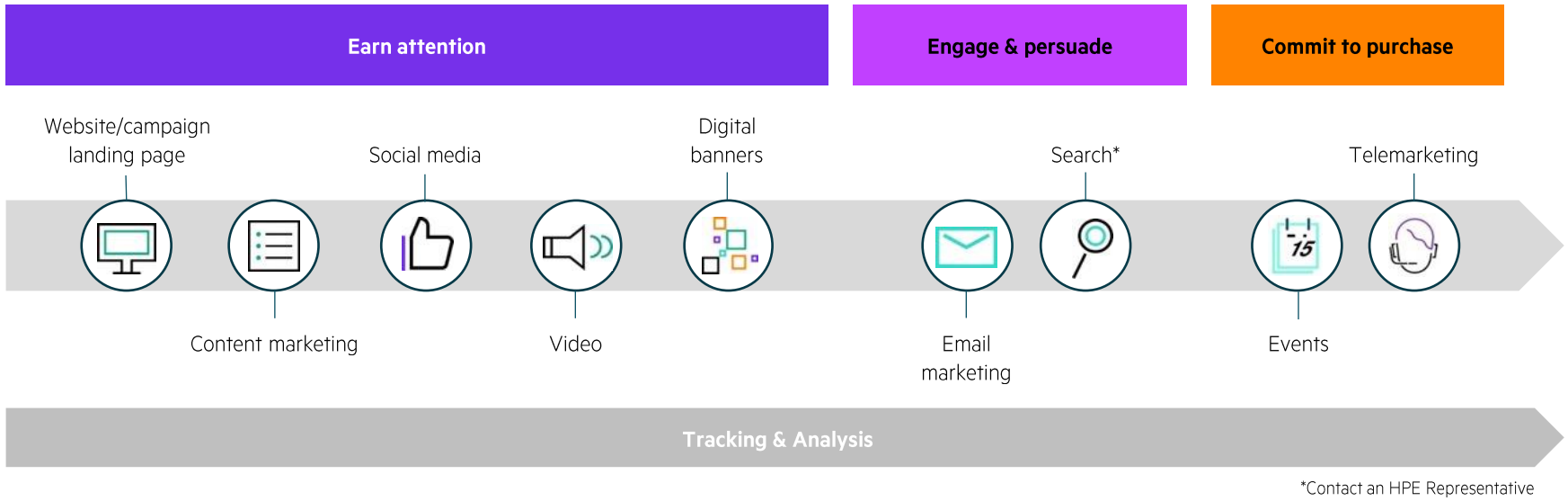
Overall guidance for building your digital marketing campaign
All HPE campaigns are built with defined integrated marketing bundles aligned to address your three most common marketing objectives: gaining visibility, selling new products to your installed base, and advancing prospects.

The illustration below provides a visual overview of how you can get started in building your co-marketing campaign, utilizing multiple online and offline tactics to reinforce a consistent brand story across all channels throughout the buyer's journey. The campaign is designed so you can deliver content in a meaningful and consistent manner along the buyer's journey to create a superior, well-rounded, and valuable customer experience.

Clicking on the tactics below will bring you to the assets available within this campaign.



The Campaign builder section of this HPE Channel Campaign Activation Kit on the following pages shares the available HPE resources, tools, and direction on how you can deploy and customize campaign assets to fit your needs. Links to these tools and resources are included for fast, easy access.

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Sales tools

Access additional product and solution information below to arm your sales team with content they can share during customer engagements:

Seismic briefcases

HPE GreenLake

HPE GreenLake cloud services

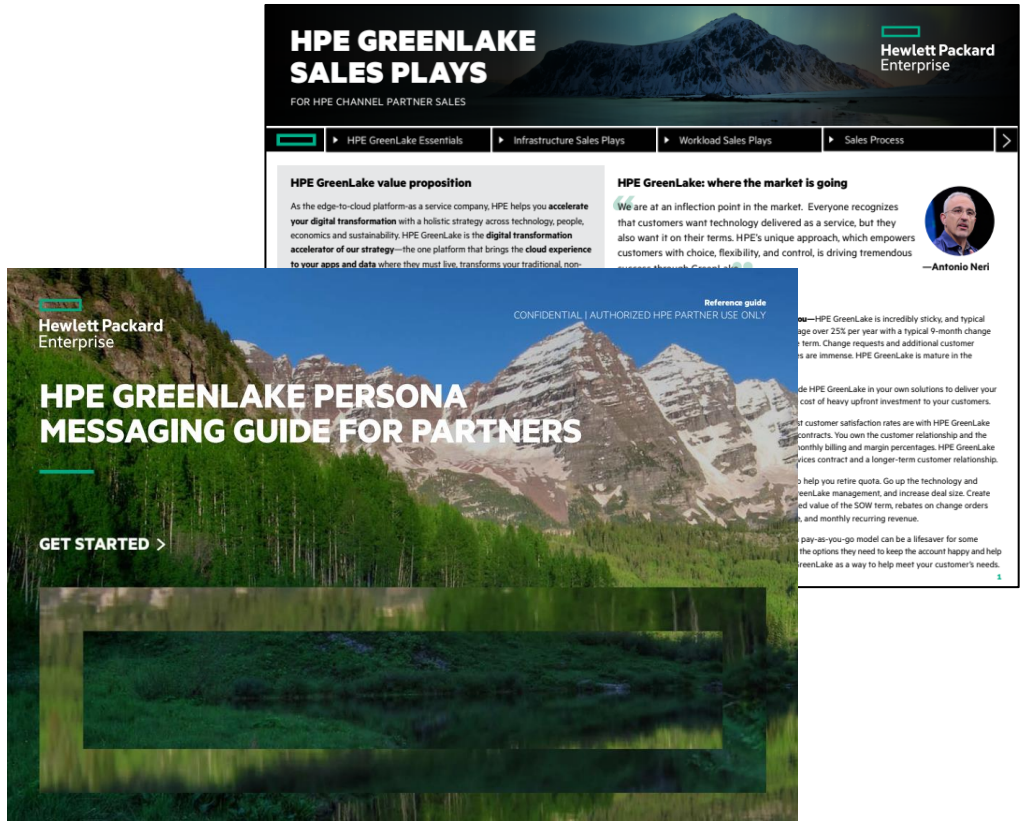
Customer presentation

Customer Presentation With Speaker Notes—HPE GreenLake - the Cloud that Comes to You

Sales/product information

Sales playbook

Persona Messaging Guide for Partners



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Digital marketing campaign blueprints, available through HPE PSNow, provide guidance about which tactics and deliverables to use along each phase of the buyer's journey so you can address your specific marketing objectives.
Download HPE Campaign Blueprint Guide

Accurately activate your integrated marketing campaign (blueprint supplement), provides detailed information for each of the most common digital marketing channels and assets used in digital marketing campaigns.
Download Supplement to HPE Blueprint

Intergrated campaign terms, partners, and platforms (blueprint supplement), provides the definitions and details for key terms and partner platforms.
Download guide to integrated campaign terms, partners, and platforms

Activate your social media
Leverage the powerful yet easy-to-use **HPE Social Media Center** to access and customize ready-to-post social media content to your social media channels.

Visit marketingpro.hpe.com and select HPE Social Media Center.

Setting up your landing page
A tailored landing page provides customers with richer content for an optimal experience. You can use **HPE Content Syndication** to get your HPE Campaign webpage designed.

Visit marketingpro.hpe.com and select HPE Content Syndication.



HPE Campaign Blueprint Guide



Sample HPE landing page

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Creating your own digital campaign tactics
Partners can leverage the HPE logo, campaign messaging, copy decks, and campaign imagery to create their own digital campaign tactics in their own identity including banners, eDMs, and social. Partners need to follow the HPE co-branding guidelines and should submit all new cobranded creative for review by opening a support ticket within HPE Brand Central.

Visit Brand Central

HPE Brand Guidance
Please visit www.hpe.com/brandcentral for all brand guidance and submit all inquiries through the online submission tool (Zendesk)

Campaign image disclaimer
Stock images within the HPE image library have been licensed for use by HPE from Getty, Stocksy or AdobeStock (all filenames start with the stock house name followed by the image number). These images can only be used by HPE employees and approved agencies in the production of assets developed on behalf of HPE. These images cannot be used by agencies, channel partners, MSA partners, or any other third parties in their own communications.

Images owned by HPE are available to partners and this has been noted within the image copyright data and campaign specific images are shared within the channel campaign activation kits.

Partners can leverage the HPE logo, program messaging, copy decks and HPE owned program imagery to create their own digital campaign tactics in their own identity including banners, eDMs, and social. Partners need to follow the HPE co-branding guidelines and should submit all new cobranded creative for review by opening a support ticket within HPE Brand Central.

Creating animated and static banners
Animated banners
HTML5 Banner files consists of 6 separate folders:
Each of these folders provides a different function for the banner:

- **CSS**—The plain text file format used for formatting the banner content. The CSS file can help define font, size, color, spacing, border, and location of HTML information. This folder is editable via HTML5 coding software.
- **Images**—This is where the product shots and other design elements are stored within the banner. Here you will replace the logo placement with your logo, products, and other design elements with your own selections.
- **JS**—This folder defines the animation of the banner and should remain untouched.

Once you have updated all elements, be sure to generate a static back-up image of the banner, as this is required for paid media.

Static banners
We often find that static banners can perform just as well as animated banners if placed on a site to best reach your target audience. We provided a PSD end frame and jpegs for the static banner that can run in display advertising.

Link banners through to your web page/contact us/chat online/online store and or promotional page.

Note: Assets are translated into the following languages: English, French, German, Spanish (Castilian), Portuguese (Brazilian), Italian, Japanese, Korean, Chinese (Traditional), Polish, Swedish, and Turkish. However, translations may not be available immediately. Please check the link regularly for updates.

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Customize your eDMs

- **Step 1**—Save the Outlook file to your computer—if you have received a .zip file, first extract file and then save it to your computer.
- **Step 2**—Double click on the file to open it.
- **Step 3**—Update partner logo and insignia. CTAs as required to link to partner web page, contact us and call details. Include partner privacy details in footnote.
- **Step 4**—You can modify the subject line as needed and add the recipients from your contact list.
- **Step 5**—Click "Send" to have the email delivered to your contacts.

Note: We recommend you send a test of the file to yourself before sending it to external contacts.

Customize your poster for events/in-store

- **Step 1**—Refer to the HPE generic poster template for guidance on copy, image, and logo layout.
- **Step 2**—Refer to the campaign messaging and translated campaign banner headlines for inspiration on copy.
- **Step 3**—Use a graphics application to include copy, HPE logo, your logo, and update your URL or call to action. Alternatively, you can ask your HPE Marketing Services Agency to help with this.

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HPE Marketing Services Agencies (MSA)
HPE Marketing Services Agencies deliver a full range of B2B marketing services to our partners enabling you to drive effective demand and lead generation marketing programs.

Visit marketingpro.hpe.com and select HPE Marketing Services Agencies.

HPE Marketing Pro Academy
The HPE Marketing Pro Academy makes it easier than ever to improve your digital marketing expertise. Learn about search, content marketing, marketing analytics, social, and how to develop more impactful digital marketing campaigns. HPE is making it easier for you to enhance your digital marketing capabilities with online resources and trainings.

Visit marketingpro.hpe.com and select HPE Marketing Pro Academy.

HPE Partner Marketing Concierge
A dedicated service, tailored to help HPE partners find the marketing content they need to promote HPE products and services to our customers. Reach out to Partner Marketing Concierge team through Chat, email or the 'Get Support' button of any page within the Partner Ready Portal.

Visit marketingpro.hpe.com and select HPE Partner Marketing Concierge.

Thank you

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