Hewlett Packard Enterprise

HPE Smart Choice Purchase Program – Partner Demand Program Resources

Assets and resources to enable and drive demand

July 2025

What's inside

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

What's inside:

This resource helps HPE partners market and sell HPE ProLiant servers, storage, and services through the HPE Smart Choice purchase program. It provides the following:

- **Program information**– Program description, messaging, and sales enablement resources
- **Product sales enablement -** Solution briefs, data sheets, videos, customer presentations, and more
- **Demand generation – D**igital banners, social cards, emails, and more
- **Custom content building blocks** – Recommended brand imagery, product imagery, copy, and more

Questions?

WW Marketing: Renata Jimenez Lopes / Setsuko Sasaki

Smart Choice program overview

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Summary:
The Smart Choice purchase program offers partners a simpler, faster option for selling fully configured, ready-to-ship HPE servers, storage, and services products. The program's product SKUs include top-selling, customer-favorite configurations stocked through trusted distribution partners.

Customer Value:
- Simple to order and quick to ship from distribution partners
- Fully configured, customer-favorite HPE products
- Efficient and predictable delivery
- Simplified field integration

Recent kit updates:
- New HPE Smart Choice call guide
- New HPE Smart Choice play book
- Partner resources now include HPE Storage sales and marketing resources

Smart Choice program sales enablement

Leverage program-specific sales enablement resources to drive customer engagement and demand for HPE Smart Choice featured products. Below are links to core program resources to educate your sales teams and customers. To access documents, use the links below or **visit the HPE Smart Choice Briefcase.**

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources
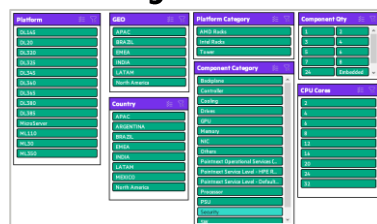
Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

SKU Listing

Download English only
- All markets (except Japan)
- Japan

Important note:
The SKU List has replaced the original Program SKU Guide. Please download the new document.
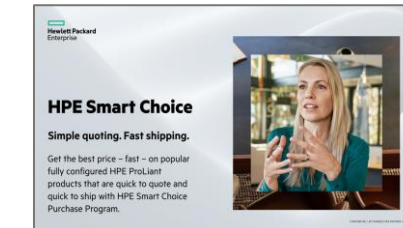
Smart Choice Sales Play

Download languages below

English

Mexico Spanish

Portuguese

HPE Smart Choice Services Overview

Download English only

Sales presentation

Download languages below
North America - English
EMEA English
French
German
Mexico Spanish
EMEA Spanish
Italian
Dutch
Portuguese
India

Smart Choice program sales enablement

Leverage program-specific sales enablement resources to drive reseller engagement and demand for HPE Smart Choice featured products. Below are links to core program resources to educate your sales teams and partners. To access documents, use the links below or **visit the HPE Smart Choice Briefcase**.

- Smart Choice program summary
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FAQs Resource Guide

Download

English only

Call Guide

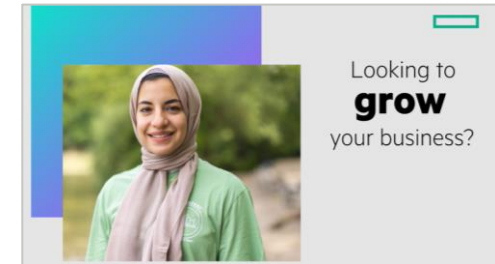**Download**

English only

Training video

Download

English only

Customer Video – Program Overview/Teaser

Download languages below

English	Dutch
German	Spanish
French	Portuguese
Italian	

Ready-to-use copy blocks for HPE partners

Below are selections of ready-to-use copy blocks for websites, marketing content, sales resources, and more.

- Smart Choice program summary
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Easy to buy. Quick to ship.

- With the HPE Smart Choice purchase program, you get the trusted security and always-on reliability your business demands, delivered at the speed you need.
- HPE Smart Choice offers fully configured, factory-tested, and ready-to-ship versions of your favorite servers, storage, and services. When you choose an HPE Smart Choice configuration, everything arrives in a single box and is ready to deploy, making on-site integration simple.
- Buying a server, storage and services can be quick and painless. With HPE Smart Choice, get the enterprise-grade performance and flexibility you need to grow – today.

Easy to order. Fast to deploy.

When looking for reliability and security in a high-performance infrastructure solution, look no further than the HPE Smart Choice purchase program. This program offers entry-level, mid-range, and enterprise HPE servers, storage and services that are fully configured, factory-tested, and ready to ship. When you choose an HPE Smart Choice configuration, everything arrives in a single box and is ready to deploy, making on-site integration faster.

Selecting and deploying the right IT is our business. Contact us today.

Smart Choice demand program overview

Below is a summary of resource provided by HPE to help partners create their own demand program for the HPE Smart Choice products and services. You will find ready-to-use content for partners and links to build your campaign resources. Use them all or pick and choose what you need to drive your business.

Smart Choice program summary

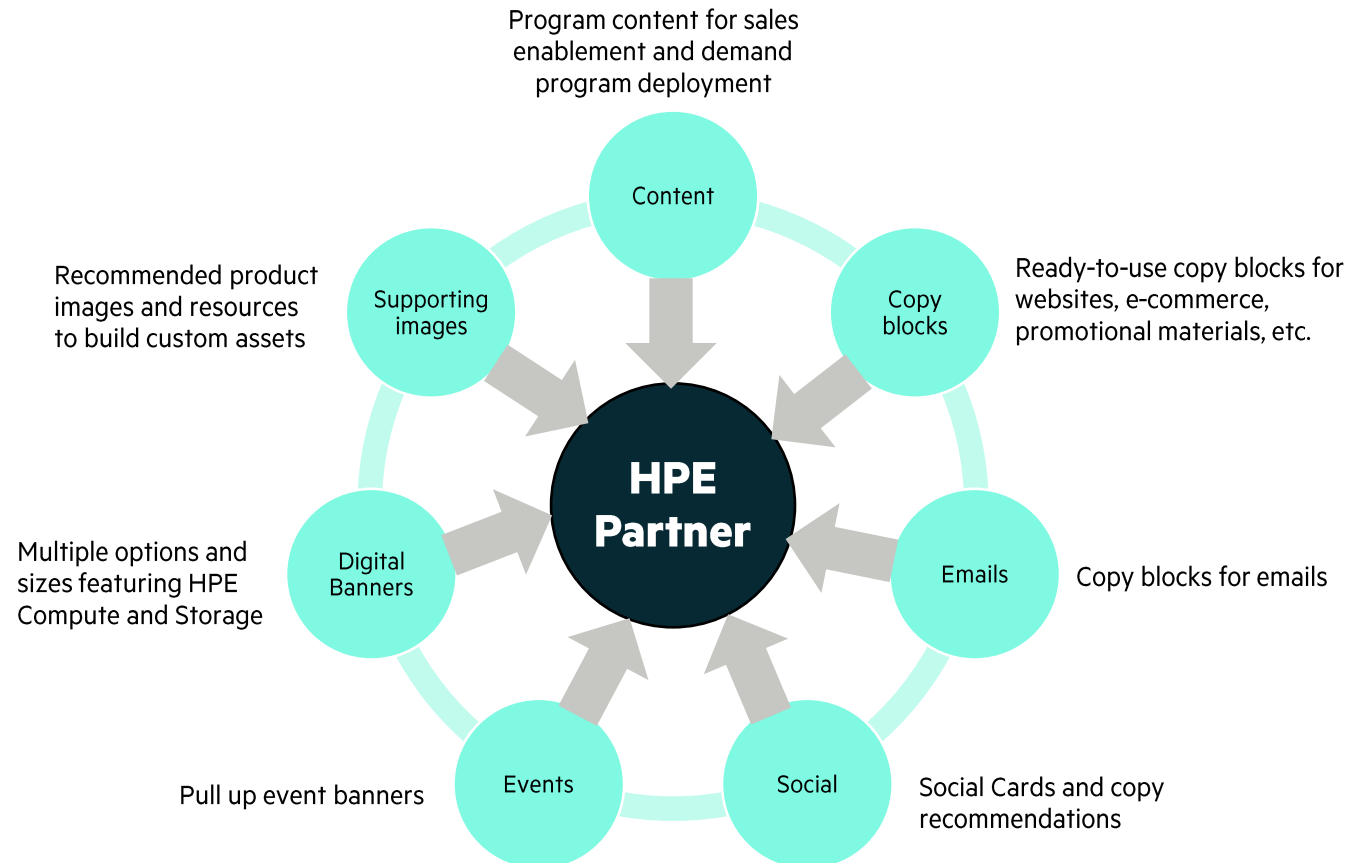Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

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COM sales and marketing resources

Building blocks for custom assets

Program content for sales enablement and demand program deployment

Recommended product images and resources to build custom assets

Ready-to-use copy blocks for websites, e-commerce, promotional materials, etc.

Multiple options and sizes featuring HPE Compute and Storage

Copy blocks for emails

Pull up event banners

Social Cards and copy recommendations

Content

Supporting images

Copy blocks

Digital Banners

HPE Partner

Emails

Events

Social

Benefits:
- No cost to download and deploy
- All co-brandable and ready to use
- Drive a complete demand program or use assets individually as needed
- Drive customers and prospects to your websites, content, and sales teams

HPE Compute – Sales and marketing resources for partners

HPE Smart Choice demand

Sales enablement – HPE Compute

Leverage the HPE Compute sales enablement resources below to drive sales of HPE Smart Choice featured products. For additional resources visit the Seismic briefcases listed below.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks
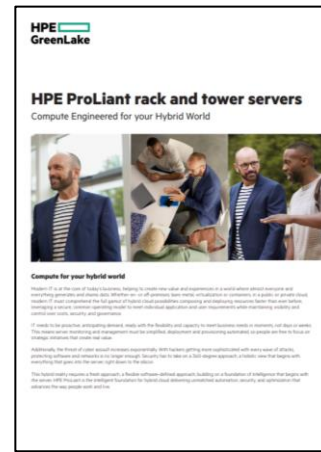
Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

HPE ProLiant Gen10 Family Guide

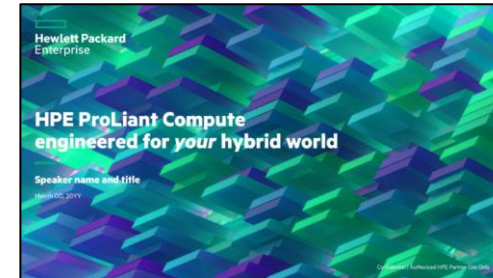**Download**

HPE ProLiant Gen11 Family Guide

Download

Customer presentation

Download

Partner Playbook

Internal/Partner only

Download

Recommended Seismic Briefcases:

- HPE Next Generation Core Compute (HPE ProLiant Gen11)
- HPE ProLiant Servers with Intel
- HPE ProLiant Servers with AMD
- HPE Small-to-Medium Business (SMB)

Digital banners – HPE Compute

Drive HPE Smart Choice awareness and product demand with co-brandable digital banners. Deliver customers and prospects to an HPE Smart Choice landing page, video, or e-commerce experience.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

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Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

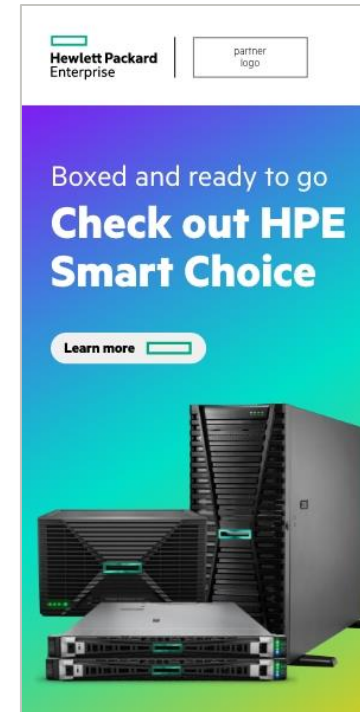**Digital Banner – Option 1**

300x250

160x600

300x600

728x90

Download all banner sizes
English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Digital banners – HPE Compute

Drive HPE Smart Choice awareness and product demand with co-brandable digital banners. Deliver customers and prospects to an HPE Smart Choice landing page, video, or e-commerce experience.

Smart Choice program summary

Smart Choice sales enablement

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Digital Banner – Option 2

300x250
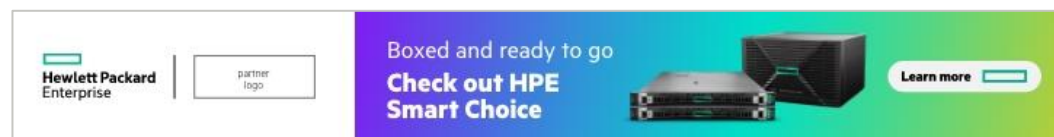
160x600
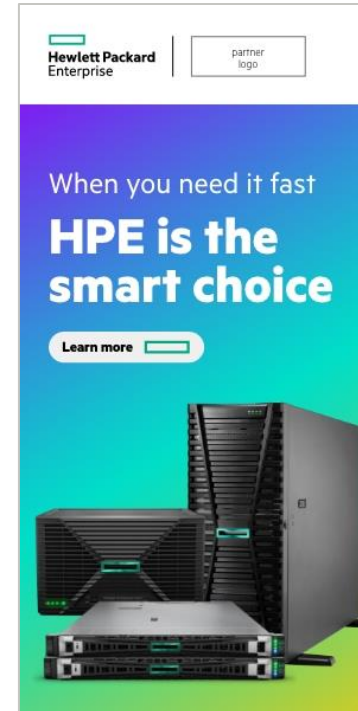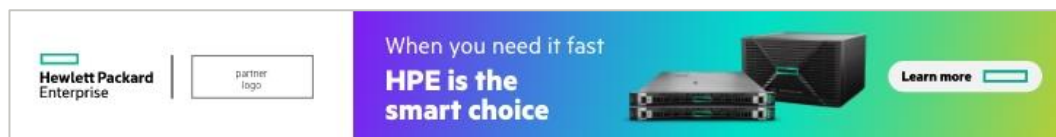
300x600

728x90

Download all banner sizes
English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Social cards and copy – HPE Compute

Drive HPE Smart Choice awareness and product demand with co-brandable social banners and copy. Deliver customers and prospects to an HPE Smart Choice landing page, video, or e-commerce experience.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

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Storage sales and marketing resources

VME sales and marketing resources

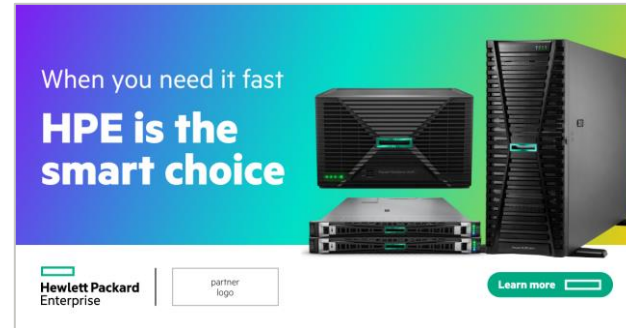COM sales and marketing resources

Building blocks for custom assets

Social Cards option 1

When you need it fast
HPE is the smart choice
Hewlett Packard Enterprise | partner logo
Learn more

Social Card option2

Boxed and ready to go
Check out HPE Smart Choice
Hewlett Packard Enterprise | partner logo
Learn more

Download both social cards

English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Social copy options:

Recommendation 1 – Do you need your favorite server fast? HPE Smart Choice offers top configurations that are simple to order, quick to ship, and easy to integrate.

Recommendation 2 - HPE ProLiant servers are easy to order and quick to ship using the HPE Smart Choice purchase program. They are fully configured, factory-tested, and ready to ship in a single box, making integration fast and easy.

Pro tip!
Follow HPE Engage&Grow on LinkedIn and share HPE posts with your comments and call to action.

Customizable event banner and flyer – HPE Compute

Drive awareness and demand for HPE Smart Choice products with ready-to-use email copy and pull-up event banners for customer events and sales training.

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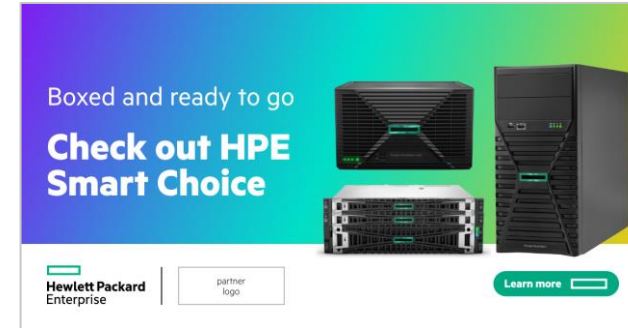- Storage sales and marketing resources
- VME sales and marketing resources
- COM sales and marketing resources
- Building blocks for custom assets

Event pull-up banner

Download pull-up banner

English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Customizable flyer
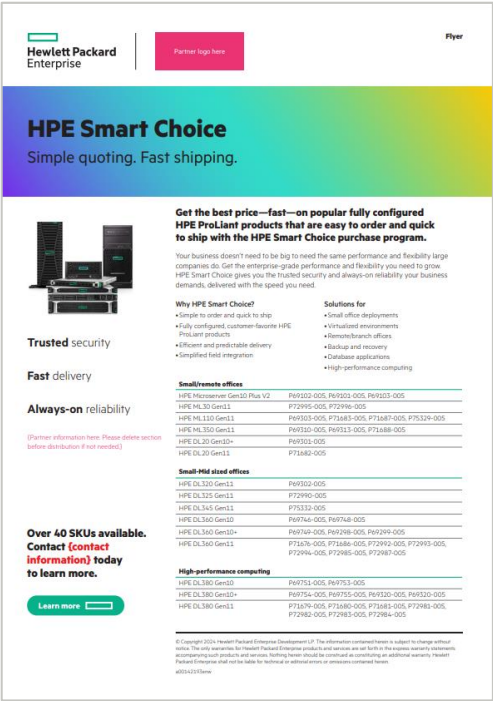
Download files to customize

Drive customers and prospects to customized flyers using digital banners, social cards/copy, emails, and more.

Email copy – HPE Compute

Drive awareness and demand for HPE Smart Choice products with ready-to-use email copy. Deliver customers and prospects to an HPE Smart Choice landing page, video, or e-commerce experience.

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- Smart Choice sales enablement
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Subject Line: Looking for an easy-to-integrate server solution?

Hewlett Packard Enterprise

Partner logo 184x101

Boxed and ready to go

Check out HPE Smart Choice for servers

Boxed and ready to go. HPE Smart Choice.

Are you tired of waiting to integrate your new server because components arrive in multiple boxes at different times? You won't need to delay server deployment when buying SKUs featured through the HPE Smart Choice purchase program.

You can select from fully configured, factory-tested, and ready-to-ship SKUs that arrive in a single box, making your life easier and integration faster.
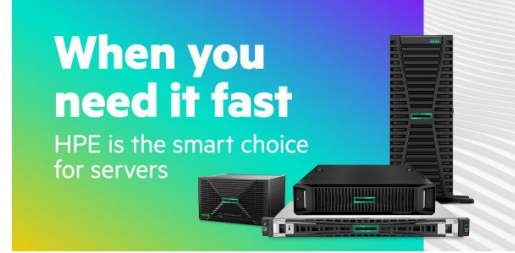
As an authorized HPE Partner, we can help you quickly select, order, receive, integrate, and manage your new server solution regardless of the complexity of your IT environment.

Learn more

Download

Subject Line: Searching for the best server to meet your needs?

Hewlett Packard Enterprise

Partner logo 184x101

When you need it fast

HPE is the smart choice for servers

When you need it now. Ask for HPE Smart Choice.

HPE ProLiant servers are easy to order and quick to ship using the HPE Smart Choice purchase program. They feature popular server configurations that are fully configured, factory-tested, and ready to ship in a single box, making integration fast and easy.

If you're looking for your first server or expanding your high-performance computing environment, HPE Smart Choice has the solution to meet your needs. All configurations feature the enterprise-grade performance, security, and scalability businesses demand.

As an authorized HPE Partner, we can help you select, integrate, and manage the right solution.

Learn more

Download

Download email template and email graphics in one file.

Email and social cards – HPE Compute & HPE Storage: Better together

Drive awareness and demand for HPE Smart Choice products with co-brandable social banners and copy and ready-to-use email copy. Deliver customers and prospects to an HPE Smart Choice landing page, video, or e-commerce experience.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

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Building blocks for custom assets

Social Media

Topic: Simple to quote.

Copy	Get fast pricing and quick shipping with the HPE Smart Choice offer.
CTA copy	Learn more
HPE + co-branded	1080x1080

Download: all tactics
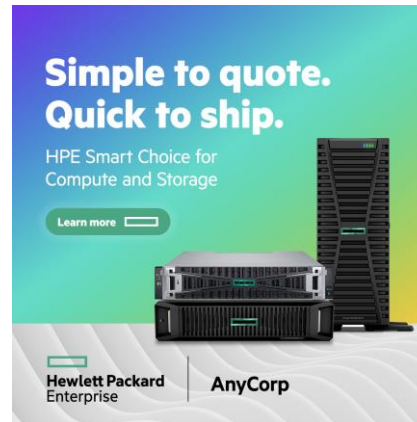
EMAIL Template

Subject Line: Searching for the best server and storage to meet your needs?
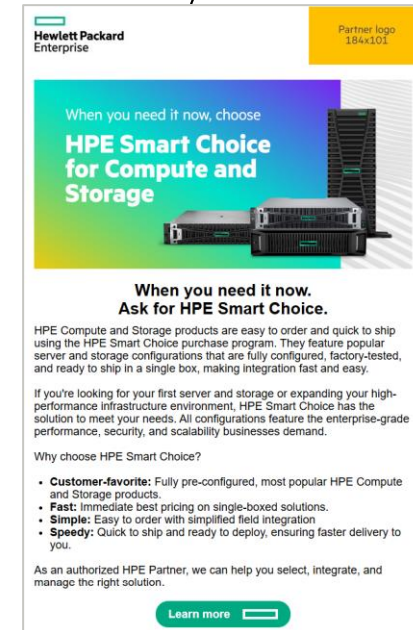
Subject Line: Simple Quoting. Fast Shipping for SMBs.
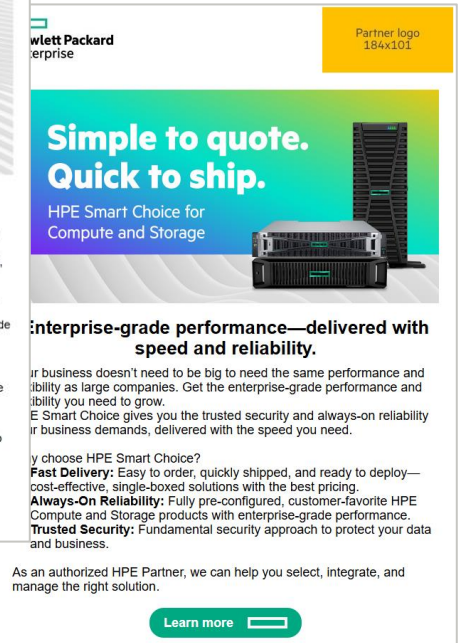
Download

Download

HPE Storage – Sales and marketing resources for partners

HPE Smart Choice demand program

Sales enablement - HPE MSA Gen7 Storage

Leverage the below HPE MSA Gen7 sales enablement resources to drive sales of HPE Smart Choice featured products. Additionally, leverage recommended Seismic briefcases for additional content and resources that support your sales programs.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

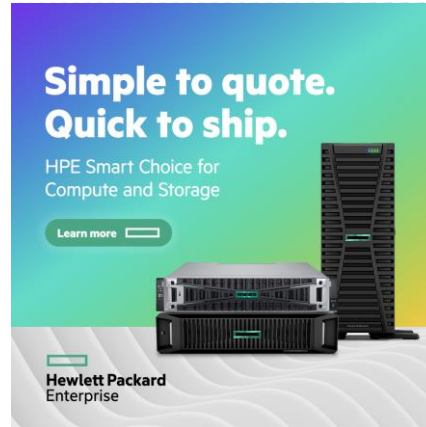Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

HPE MSA Gen7 Storage – Solution Brief

Download

HPE MSA 2070/ 2072 best practices

Download

HPE MSAGen7– technical ref. guide

Download

Migrating to HPE MSA Gen7 Storage

Download

HPE MSA Gen7 Quick Specs
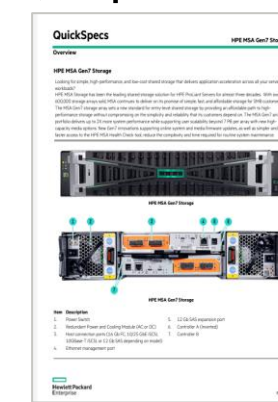
Download

Recommended Seismic Briefcases
HPE Small-to-Medium Business (SMB)
HPE Primary Block Storage
HPE MSA Storage Resources
HPE MSA Folder

Sales enablement - HPE Tape Storage

Leverage the HPE Tape Storage resources below to drive sales of HPE Smart Choice featured products. Additionally, leverage the recommended Seismic briefcase for additional content and resources that support your sales programs.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

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Building blocks for custom assets

HPE StoreEver Tape – Data Sheets

MSL 1/8 Tape Autoloader

Download

MSL3040 Tape Library

Download

MSL2024 Tape Library

Download

Rack-mount Kit with LTO-8 and 9 Tape Drives

Download

HPE StoreEver Tape – Sales enablement

HPE Storage Tape - Technology and Portfolio

Download

Why choose HPE Storage Tape?

Download

HPE Storage MSL2024 Sales Summary Sheet

Download

HPE Smart Choice Tape Presentation

Download

HPE StoreEver Tape Briefcase

Digital banners for partners – HPE Storage

Drive HPE Smart Choice storage product awareness and demand through your web environment with co-brandable, ready-to-use digital banners. Deliver customers and prospects to an HPE Smart Choice landing page, solution briefs or e-commerce experience.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Digital Banners - Option 1

300x250

160x600
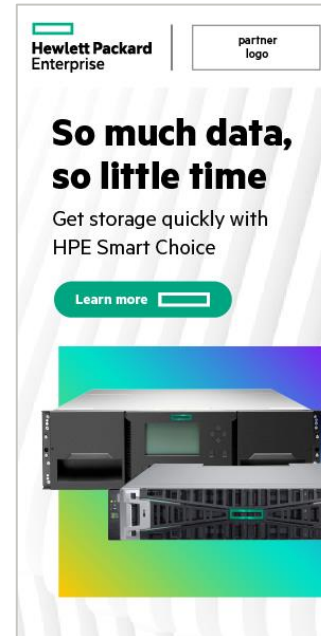
300x600

728x90

Download all banner sizes

English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Digital banners – HPE Storage

Drive HPE MSA Gen7 on HPE Smart Choice awareness and demand through your web environment with co-brandable, ready-to-use digital banners. Direct customers and prospects to an HPE Smart Choice landing page, solution briefs, or e-commerce experience.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Digital Banners - Option 2
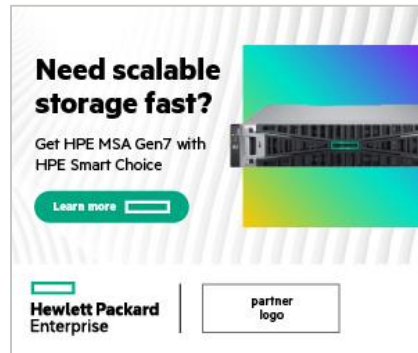
300x250
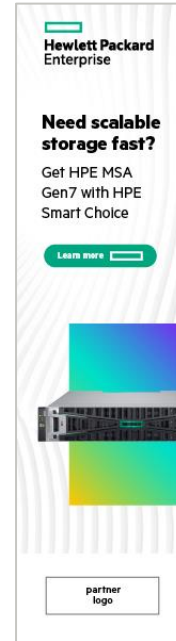
160x600
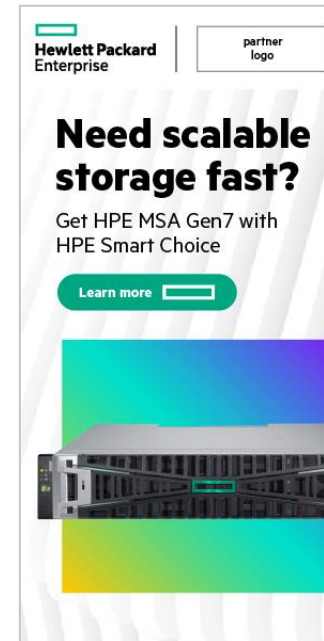
300x600

728x90

Download all banner sizes
English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Social cards and copy – HPE Storage

Drive HPE Storage awareness and demand using HPE Smart Choice co-brandable social cards and copy. Direct customers and prospects to an HPE Smart Choice landing page, customer content, e-commerce experience.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks
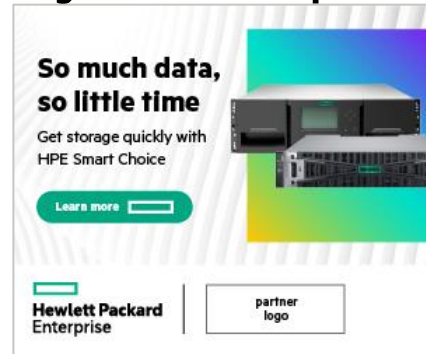
Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Option 1


So much data, so little time

Get storage quickly with HPE Smart Choice

Hewlett Packard Enterprise | partner logo | Learn more

Suggested call-to-action:
Drive customers to an HPE Smart Choice program page, SKU listing, etc.

Download the social card and copy recommendation

English	Portuguese
German	Polish
French	Japanese
Italian	Korean
Spanish	Traditional Chinese

Option 2

Need scalable storage fast?

Get HPE MSA Gen7 with HPE Smart Choice

Hewlett Packard Enterprise | partner logo | Learn more

Suggested call-to-action:
Drive customers to an HPE Smart Choice program page, SKU listing, etc.

Download a social card and copy recommendation

English	Portuguese
German	Polish
French	Japanese
Italian	Korean
Spanish	Traditional Chinese

Pull-up event banners – HPE Storage

Make your life easier and your event engaging when you download these ready-to-use pull-up banner files featuring HPE Smart Choice – now for HPE Storage.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

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VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Option 1

Download pull-up banner
English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Option 2

Download pull-up banner
English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Email – HPE Storage

Build awareness and demand, by directing customers to your HPE Smart Choice landing page, HPE Storage product offering page, or sales team using the ready-to-use copy below.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

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Storage sales and marketing resources

VME sales and marketing resources

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Building blocks for custom assets

Subject Line: Overwhelmed with too much data?

Subject Line: Need industry-leading storage fast?

Download email template, translated copy blocks and email graphics in one file.

The following languages are included in the file.

English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Add-on HPE Storage Tape

New!!!

Offline storage is essential in modern data strategies, and HPE Storage Tape offers SMBs an affordable, secure solution. With a major vendor leaving the market, promote this scalable, cost-effective option to customers seeking reliable data protection.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks
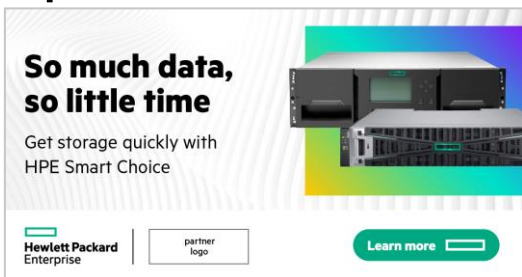
Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

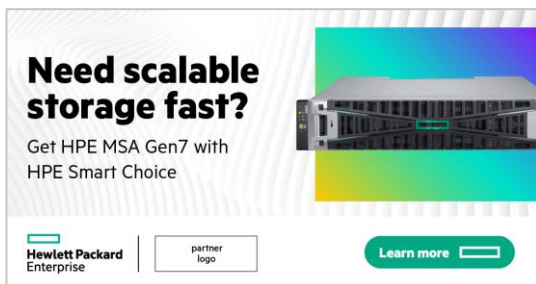COM sales and marketing resources

Building blocks for custom assets

Subject Line: Secure your data with HPE Storage Tape

Hewlett Packard Enterprise

AnyCorp

Data protection built to last

Dear [Recipient's Name],

In today's rapidly changing digital world, safeguarding your business data is more important than ever. That's why HPE Storage Tape continues to be a reliable option for maintaining the safety and integrity of your data.

Why choose HPE Storage Tape?

- **Adheres to the 3-2-1-1 industry-standard backup strategy**
  - Three copies of your data
  - On at least two different media
  - One stored offsite (e.g., cloud or tape)
  - One stored offline (e.g., tape)

- **Unmatched protection during cyberattacks**
  - HPE Storage Tape [SB1] offers a vital last line of defense. By maintaining offline copies of your data, you get a physical air gap that shields your information from cyber threats.

Key benefits for SMBs

- **Cost-effective**: affordable and reliable, tape storage solutions are an economical

Social Cards

Hewlett Packard Enterprise | **AnyCorp**

Get smart about cybersecurity

HPE Storage Tape

Learn more

Hewlett Packard Enterprise | **AnyCorp**

Data protection designed to last

Learn more

Download email template, translated copy blocks and email graphics in one file.

The following languages are included in the file.

English
German
French
Italian
Spanish
Portuguese
Polish
Japanese
Korean
Traditional Chinese

Campaign copy:
all languages

HPE VME – Sales and marketing resources for partners

HPE Smart Choice demand

HPE Morpheus VM Essentials

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Managing IT infrastructure can be challenging for small and medium-sized businesses, especially when balancing performance, security, and cost.

That's where VM Essentials comes in. It's an all-in-one solution designed specifically for SMBs, combining powerful virtualization, backup, and monitoring tools to simplify IT operations. With VM Essentials, you can easily protect your business-critical data, optimize your virtual environment, and ensure everything runs smoothly without needing a big IT team or a huge budget. It's affordable, reliable, and scalable as your business grows.

In order to support **HPE Smart Choice** attach, **VM Essentials** is now available in Smartbook pricing (where applicable), making it even easier to access this comprehensive solution at competitive pricing. Contact your Authorized HPE Distributor for more details.

HPE VM Essentials benefits:
Reduce costs with HPE VM Essentials integrated hypervisor
Featuring core capabilities to diversity VM estates including storage optionality (local, NFS, iSCSI, Fibre Channel), distributed workload placement, VM HA and live migration, data protection via snapshots and backup, and DR with Zerto
Simplify management across VMware and HPE
Connect existing VMW clusters for management and VM-vending into ESXi and HPE VME hypervisor from one interface
Future-proof IT with flexible consumption & upgrade paths
Available as standalone software and integrated into HPE Private Cloud. Customers can upgrade to full Morpheus PlatformOps for hybrid cloud management, K8s support, governance, and FinOps capabilities.
Lower risk with enterprise-grade support & ecosystem
Building in a proven KVM core, HPE VM Essentials includes HPE's enterprise-class global support.

Sales enablement – HPE Morpheus VM Essentials

Build awareness and demand, by directing customers to your HPE Smart Choice landing page, HPE VME offering page, or sales team using the ready-to-use copy below.

- Smart Choice program summary
- Smart Choice sales enablement
- Ready-to-use copy blocks
- Demand resources overview
- Compute sales and marketing resources
- Storage sales and marketing resources
- VME sales and marketing resources
- COM sales and marketing resources
- Building blocks for custom assets

Customer presentation – HPE VM Essentials- English only
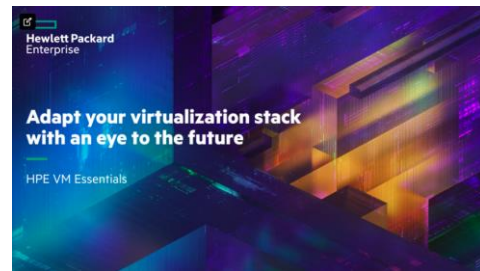
Download: presentation

HPE VME Software technical presentation - English only

Download: presentation

Sales summary sheet: HPE VME - English only
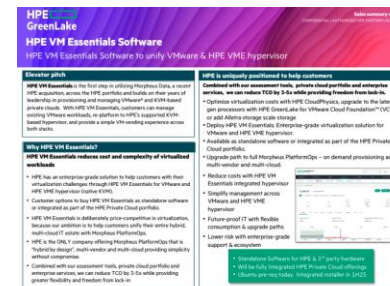
Download: here

HPE VME Software and hybrid cloud operations – Multiple languages

Download: Solution Brief

HPE VME: Pre-sales what you need to know - English only

Watch now

Landing page
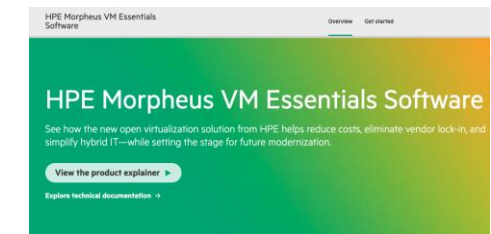
Adapt your virtualization strategy - HPE Morpheus VM Essentials

New!!!

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Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Social Media

Topic 1: Simplify

Ready to rethink your virtualization strategy?

Learn more

Hewlett Packard Enterprise

Copy	Ready rethink your virtualization strategy?
CTA copy	Learn more
HPE only	1080x1080
Translated Copy	Download Copy Guide

Topic 2: Modernize

Need to future-proof your VM environment?

Learn more

Hewlett Packard Enterprise

Copy	Need to future-proof your VM environment?
CTA copy	Learn more
HPE only	1080x1080
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Topic 3: Optimize

Are virtualization costs getting out of control?

Learn more

Hewlett Packard Enterprise

Copy	Are virtualization costs getting out of control?
CTA copy	Learn more
HPE only	1080x1080
Translated Copy	Download Copy Guide

EMAIL Template

Subject Line: Experience virtualization simplified

Hewlett Packard Enterprise

Simplify & modernize your **virtualization** strategy

Reduce complexity, optimize workloads, and gain flexibility with modern virtualization solutions.

Virtualization has long been essential to IT operations, but the landscape is changing. Rising costs, vendor lock-in, and the complexity of managing workloads across hybrid environments are forcing businesses to rethink their approach. Organizations need solutions that streamline operations, enhance flexibility, and support evolving workload demands.

Modern virtualization provides a unified way to manage VMware and KVM environments, reducing costs while simplifying workload provisioning and automation. Integrated with hybrid cloud platforms, it enables seamless workload management, allowing businesses to modernize IT, support emerging technologies like AI and machine learning, and optimize their infrastructure.

Discover how modern virtualization can help transform your IT strategy.

Learn More

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Translations

English

French

German

Italian

Japanese

Korean

Spanish

Adapt your virtualization strategy: HPE Morpheus VM Essentials – co-branded

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Social cards - English only

Option 1

Hewlett Packard Enterprise

Time to rethink your virtualization strategy?

Learn more

Partner Logo

Download:
1080x1080

Option 2

Hewlett Packard Enterprise

Struggling with rising virtualization costs?

Learn more

Partner Logo

Download:
1080x1080

Social copy available in multiple languages here
Email copy available in multiple languages here

Email template - English only

Subject Line: Experience virtualization simplified

Partner logo 184x101

Hewlett Packard Enterprise Partner

Simplify & modernize your **virtualization** strategy

Simplify virtualization, reduce costs, and streamline workload management with HPE VM Essentials

Virtualization remains critical to IT operations, but rising costs, vendor lock-in, and complex hybrid environments are making it harder to manage. HPE VM Essentials is designed to solve these challenges—offering a cost-effective, flexible, and simplified virtualization solution for small and midsize businesses.

With HPE VM Essentials, you get:

- **Unified Management** – Seamlessly manage VMware and KVM environments in one interface.
- **Lower Costs** – Reduce expensive licensing fees while maintaining performance and reliability.
- **Hybrid Cloud Integration** – Extend your workloads effortlessly to the cloud.
- **Simplified Operations** – Automate provisioning and streamline your IT infrastructure.

Modern IT demands agility and cost efficiency—HPE VM Essentials delivers both. See how it can help optimize your virtualization strategy today.

[Request Free Trial of HPE VM Essentials]

Partner data privacy policy and copyright notices go here.

Download: oft

HPE Compute Ops Management – Sales and marketing resources for partners

HPE Smart Choice demand program

Sales enablement – HPE Compute Ops Management

New!!!

Build awareness and demand, by directing customers to your HPE Smart Choice landing page, HPE COM offering page, or sales team using the ready-to-use copy below.

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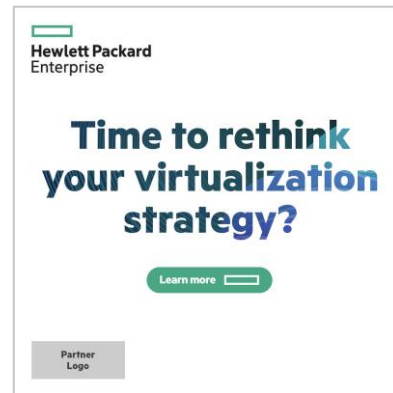Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

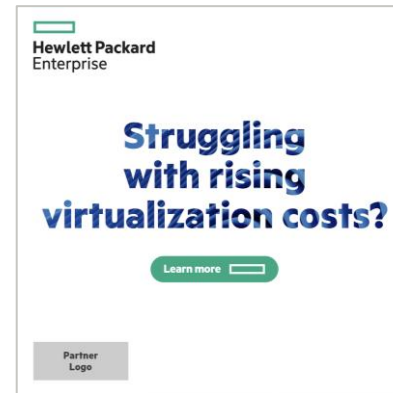**HPE Compute Ops Management —AI-driven Insights Introduction**
English only
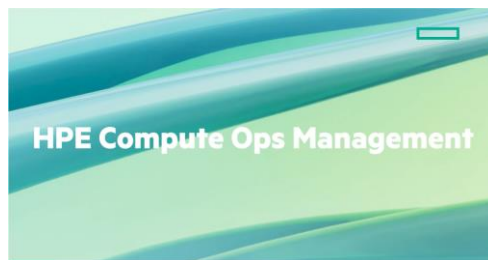
Watch video: here

HPE Compute Ops Management ROI Estimator

Direct links:
EN, DE, ES, FR, IT, JP, KO

Simplify compute management across your distributed environment
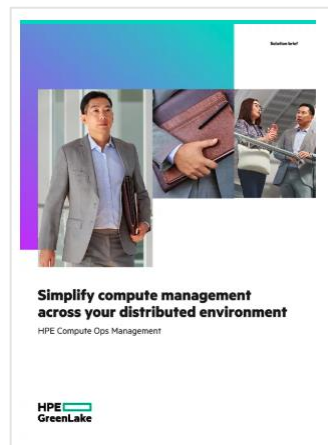
Download:
EN, DE, ES, FR, IT, JP, KO

HPE Compute Ops Management customer presentation - English only

Download here

HPE Compute Ops Management partner presentation - English only

Download here

HPE Compute Ops Management

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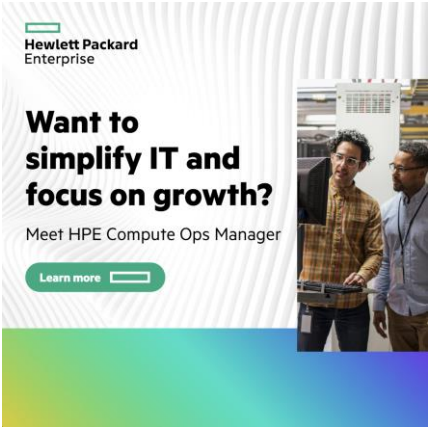
Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Social Media

Topic: Simplify IT

Hewlett Packard Enterprise

Want to simplify IT and focus on growth?

Meet HPE Compute Ops Manager

Learn more

Hewlett Packard Enterprise | AnyCorp

Want to simplify IT and focus on growth?

Meet HPE Compute Ops Manager

Learn more

Copy	Want to simplify IT and focus on growth?
CTA copy	Learn more
HPE + co-branded	1080x1080

Download: all tactics
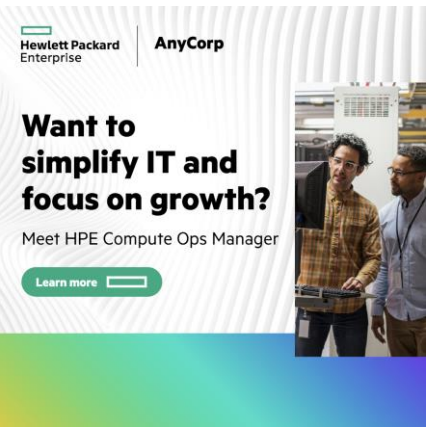
EMAIL Template

Subject Line: Ready to simplify IT management, strengthen security, and save time?

Hewlett Packard Enterprise

Simplify IT management

with HPE Compute Ops Management

Dear [Recipient's Name],

Running a business means relying on technology every day—but managing it doesn't have to be complicated or time-consuming. That's where **HPE Compute Ops Management** comes in.

This powerful tool not only ensures your systems run smoothly, whether on-premise, online, or hybrid, it also delivers robust features to take your IT management to the next level. HPE COM helps you:

- **Strengthen security**: reduce exposure to risks with secure server access and monitoring.
- **Automate tasks**: simplify deployment and save time with streamlined management.
- **See real results**: spend up to 75% less time managing servers and save up to $100K over 3 years.*

Spend less time on IT and more time growing your business.

Based on a commissioned study by Forrester Consulting, June 2024.

Learn more

Building blocks

Create custom content

Demand program: headlines and imagery

Use the resources below with HPE-provided ready-to-use customizable tactics, or build your marketing assets using recommended imagery, approved copy, product images, and more.

Smart Choice program summary

Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

Compute sales and marketing resources

Storage sales and marketing resources

VME sales and marketing resources

COM sales and marketing resources

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Recommended headlines

Easy to buy.
Quick to ship.
HPE Smart Choice

Easy to order.
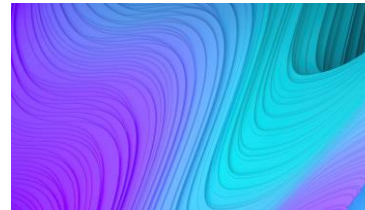**Ready to ship.**
HPE Smart Choice

Easy to order.
Fast to integrate.
HPE Smart Choice

Recommended imagery

HPE_data_slice_pb_02

HPE_data_slice_ybp_04

HPE_data_satin_CO_03

Visit HPE Brand Central to download

Visit HPE Brand Central for brand guidelines for partner-developed assets.

Demand program: product imagery

Below are links to product imagery that can be easily accessed via **HPE PSNow**. Additional product imagery can be accessed as well if you have a need for alternative angles, file formats, etc.

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Smart Choice sales enablement

Ready-to-use copy blocks

Demand resources overview

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Building blocks for custom assets

Tower servers – Gen10 Plus and Gen11

MicroServer Gen10 Plus

MicroServer Gen11

ML30 Gen11

ML110 Gen11

ML350 Gen11

Rack servers – Gen10 Plus

DL20 Gen10 Plus

HPE DL365 Gen10 Plus

HPE DL385 Gen10 Plus

Rack servers – Gen11

DL20 Gen11

DL320 Gen11

DL325 Gen11

DL345 Gen11

DL360 Gen11

DL365 Gen11

DL380 Gen11

DL385 Gen11

Building blocks – HPE Storage product imagery

Below are links to product imagery that can be easily accessed via **HPE PSNow**. Additional product imagery can be accessed as well if you have a need for alternative angles, file formats, etc.

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Ready-to-use copy blocks

Demand resources overview

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Storage sales and marketing resources

VME sales and marketing resources

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HPE MSL and LTO

HPE MSL3040 Tape Library

Download

HPE MSL2024 Tape Library

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HPE MSL 1/8 Tape Autoloader

Download

HPE Rack-mount Kit with
LTO-8 and 9 Tape Drives

Download

HPE MSA Gen 7

HPE MSA 2070

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HPE MSA 2070

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HPE MSA 2072

Download

HPE MSA 2072

Download

HPE MSA 2070
16Gb Fibre Channel

Download

MSA drive enclosure

Download

Website Content

HPE Content Syndication allows you to showcase HPE solutions by streaming the latest content directly to your website or online store. This free and user-friendly tool is easy to set up and lets you select ready-to-share content for your site. The HPE Smart Choice page provides richer content to engage customers, while the SMB-specific page offers customized solutions for small and medium-sized businesses.

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Ready-to-use copy blocks

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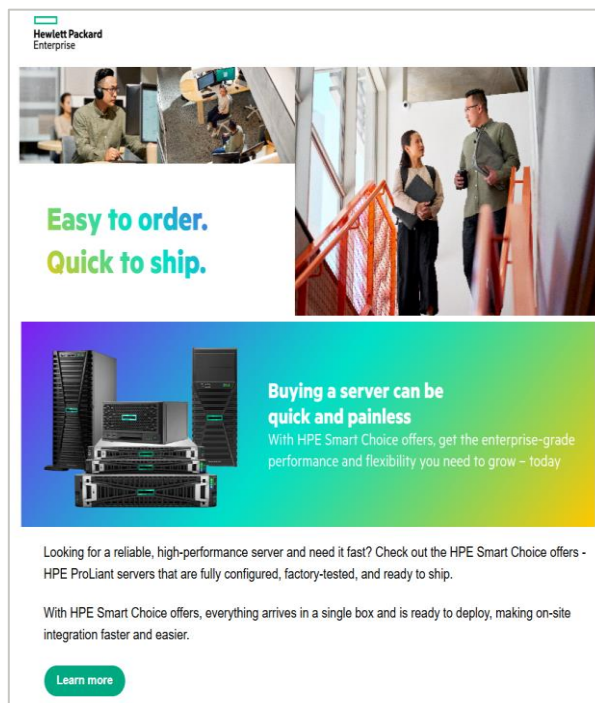
VME sales and marketing resources

COM sales and marketing resources

Building blocks for custom assets

Campaign Landing page

Smart Choice

Hewlett Packard Enterprise

Easy to order.
Quick to ship.

Buying a server can be quick and painless
With HPE Smart Choice offers, get the enterprise-grade performance and flexibility you need to grow – today

Looking for a reliable, high-performance server and need it fast? Check out the HPE Smart Choice offers - HPE ProLiant servers that are fully configured, factory-tested, and ready to ship.

With HPE Smart Choice offers, everything arrives in a single box and is ready to deploy, making on-site integration faster and easier.

Learn more

SMB

Small and mid-sized business IT solutions
Grow your business with small business IT solutions that power your key ambitions and help you achieve big goals. Explore how HPE can best serve your small and midsized business needs.

Move your business forward with confidence in your IT partner
Products, services and expertise built for SMB use cases to support long-term business goals as well as near-term challenges.

Relentless security
Our approach begins at the foundation—in the supply chain and rooted in the silicon. We continuously attest every level of infrastructure, software stack and across the network, giving you confidence in your data availability and maximizing your data's value throughout the technology lifecycle.
Read the brief

Flexible growth
With the industry's most dynamic combination of easy-to-use products, expert services, financing programs through HPEFS and an unmatched breadth and depth of experience, HPE is your best partner to guide you through digital transformation and meet all your ongoing IT support needs.
Read the brief

Proven reliability
We stand behind our technology. HPE products are fully configured, validated, and tested as only an IT leader can do. Built on the excellence of HPE ProLiant servers, Aruba Instant On switches, and HPE storage, we help to ensure continued reliability and performance for your growing business needs.
View report

Protect your data and your business
Sleep well at night with 360-degree file backup storage solutions to keep your business safe and secure.
View the solution brief

See preview link below – to deploy the page viewed below, visit the HPE Partner Ready Portal and select Tools -> Market & Sell -> Webpage Publisher

Smart Choice

English	Portuguese
German	Polish
French	Japanese
Italian	Korean
Spanish	Traditional Chinese

SMB

English	Portuguese
German	Polish
French	Japanese
Italian	Korean
Spanish	Traditional Chinese

Available in 10 languages

Thank you!

Questions?

WW Marketing: <u>Renata Jimenez Lopes</u> / <u>Setsuko Sasaki</u>

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