



**Hewlett Packard
Enterprise**

HPE ProLiant: Compute engineered for *your* hybrid world

Assets and resources for co-marketing
campaign delivery

Channel Campaign Activation Kit

November 2022, Rev. 1

Get started



Revision history

Date	Asset	Description	Page
November 2022	Channel Campaign Activation Kit	New kit	1-21



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Overview

Welcome to the new channel campaign activation kit for **HPE ProLiant: Compute engineered for *your* hybrid world**. This kit includes everything you need to execute your own integrated demand generation campaign.

This campaign focuses on HPE ProLiant Next Generation solutions and how to drive growth and demand.

Campaign Name

HPE ProLiant: Compute engineered for *your* hybrid world

Campaign ID

520082128

Program Lead

[David Aron](#)

Channel Activation

[Clare Compston](#)

For local assistance contact your PMM, PBM, or email at Concierge@hpe.com

For the latest version, please download the file from the link below:

[Channel Campaign Activation Kit](#)



Overview

Campaign objective

- Disrupt the market and generate awareness of Next Gen compute while driving demand for new products and services.

Target audience

- HPE IB with Gen10 or lower
- New logos in both Service Providers, Midmarket and Enterprise (Dell and Lenovo IB)

Primary personas are:

- IT Executive (CIO, CISO, CTO, CSO, related SVP/VP/Director levels)
- IT Operations (Director of IT, IT Manager, IT Security Specialist)
- LOB Executives (CEO, COO, CFO, including direct reports)
- Cloud Architect (IT Architect, Systems Architect, Systems/Infrastructure Engineer)

Solutions/Services/Products

- Private and Hybrid Cloud
- Containers
- AI / ML
- Data Management and Data Analytics
- VDI



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HPE ProLiant: Compute engineered for your hybrid world

HPE ProLiant completes your hybrid environment wherever it lives—spanning edge to cloud—with a cloud operating experience, built-in security, and optimized performance for your workloads to drive your business forward.

Value proposition

- **Intuitive cloud operating experience - simple, unified and automated**

Simplify the way you control compute from edge to cloud with a cloud operating experience. Transform business operations and pivot your team from reactive to proactive with global visibility and insight through a unified console. Automate tasks for efficiency in deployment, instant scalability, and seamless, simplified support and lifecycle management. The next-gen HPE ProLiant is engineered with a cloud experience, no matter if you choose a purchase or consumption model.

- **Trusted security by design - fundamental, uncompromising and protected**

From silicon to software, from factory to cloud, and from generation to generation, HPE ProLiant is engineered with a fundamental security approach to defend against increasingly complex threats through an uncompromising focus to constant security advancements that's built into our DNA. Protect your infrastructure, workloads, and data from threats to hardware, and risks from third-party software, with a trusted edge-to-cloud security posture built on an HPE compute core hardened through a proven, zero-trust approach to security.

- **Optimized performance for your workloads - accelerated, efficient and open**

Get the performance you demand to accelerate any workload—from the data center to the edge—with HPE ProLiant compute that's engineered for your hybrid environment. Deploy seamlessly while achieving optimal performance for demanding applications requiring the most advanced graphics and data acceleration. Address new wave of data center needs with an open approach that delivers efficiencies for cloud-native workloads at scale. Achieve advantageous efficiencies spanning operational, and performance economics to power your apps and accelerate innovation everywhere your data lives.



Digital banners

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At these links you will find PSD files and jpegs (without AMD)

(available in EN, DE, ES, FR, IT, KO, and JP):

[160x600](#)

[300x250](#)

[728x90](#)

[300x600](#)

At these links you will find PSD files and jpegs (with AMD)

(available in EN, DE, ES, FR, IT, KO, and JP):

[160x600](#)

[300x250](#)

[728x90](#)

[300x600](#)

Check link below for banner instructions on how to implement:

[Digital banner instructions](#)



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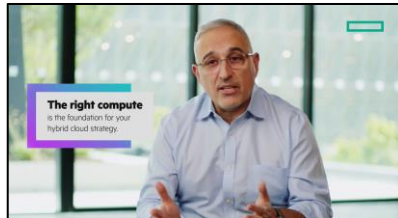
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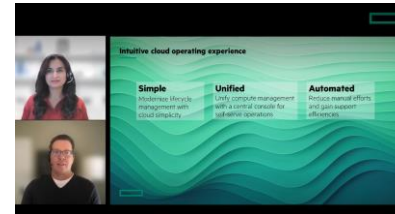
Be data-first: Next generation HPE ProLiant—engineered for your hybrid world



At this link you will find a video:

[YouTube](#)

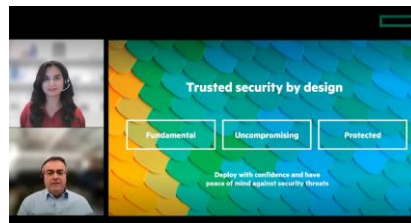
HPE ProLiant next gen compute—Intuitive cloud operating experience



At this link you will find a video:

[YouTube](#)

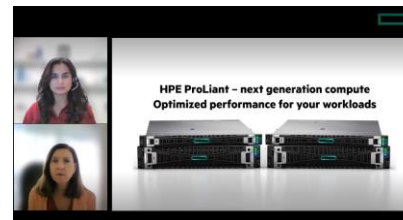
HPE ProLiant next gen compute—trusted security by design



At this link you will find a video:

[YouTube](#)

HPE ProLiant next gen compute—optimized performance for your workloads



At this link you will find a video:

[YouTube](#)

Note: Product videos available starting November 10, 2022



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Cloud

eDM #1

Subject line:

Experience a new intuitive cloud operating experience

Message:

Simple, unified, and automated

Offer:

“HPE ProLiant next gen compute—Intuitive cloud operating experience” video

Security

eDM #2

Subject line:

Trusted security by design

Message:

Fundamental, uncompromising, and protected

Offer:

“HPE ProLiant next gen compute—trusted security by design” video

Workloads

eDM #3

Subject line:

Optimized performance for your workloads

Message:

Efficient, accelerated, and open

Offer:

“HPE ProLiant next gen compute—optimized performance for your workloads”

Announcement summary

eDM #4

Subject line:

<first name>, HPE announces Next Generation Compute

Message:

See why your choice of compute matters

Offers:

“Be data-first: Next generation HPE ProLiant—engineered for your hybrid world, Press release, and Partner compute landing page”

At these links you will find OFTs and links to call to actions (available in EN, DE, ES, FR, IT, KO, and JP):

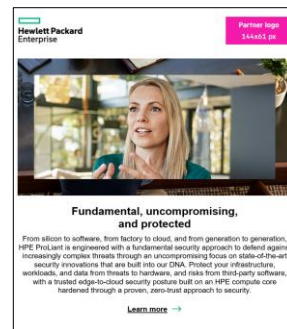
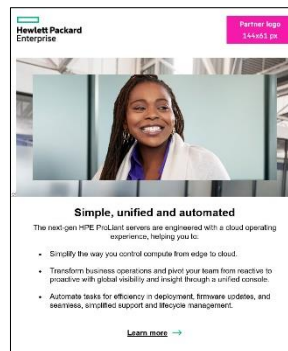
[Email 1 – Cloud](#)

[Email 2 – Security](#)

[Email 3 – Workloads](#)

[Email 4 – Announcement summary](#)

Note: in the above links you will also find the AMD version of the same email for use.



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 cards

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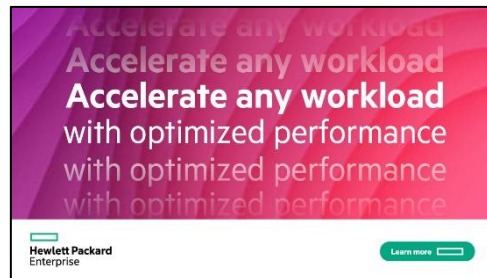
Social 1 - Cloud



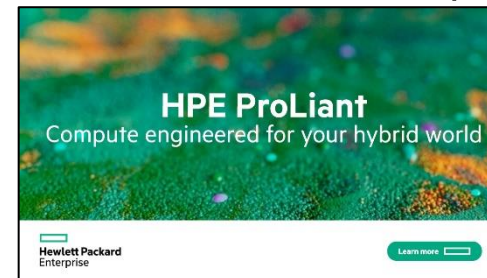
Social 2 - Security



Social 3 - Workloads



Social 4 - Announcement summary



At these links you will find **jpgs, PSD files and copy decks** (available in EN, DE, ES, FR, IT, KO, and JP):

[Social 1 - Cloud](#)

[Social 2 - Security](#)

[Social 3 - Workloads](#)

[Social 4 - Announcement summary](#)

Note: in the above link you will also find the AMD version of the same social for use.

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.



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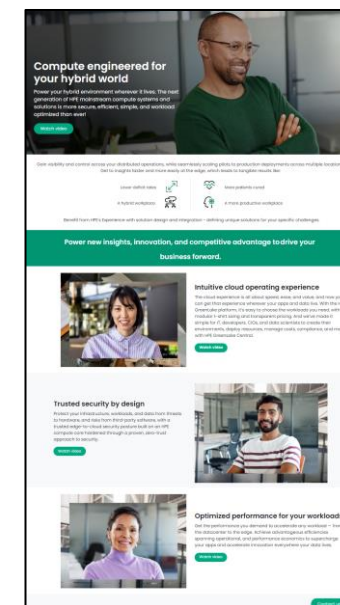
Support

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.

Checkout the new Content Syndication page for HPE ProLiant: Compute engineered for your hybrid world.

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



Sample HPE ProLiant: Compute engineered for your hybrid world



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Earn attention

Video

[Be data-first: Next generation HPE ProLiant—engineered for your hybrid world](#)

Engage

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[HPE ProLiant next gen compute—Intuitive cloud operating experience](#)

[HPE ProLiant next gen compute—trusted security by design](#)

[HPE ProLiant next gen compute—optimized performance for your workloads](#)

[Accelerate innovation everywhere your apps and data live](#)

Infographics

[VDI](#)

[Data Management](#)

Persuade

Videos

[Product Videos Coming Soon](#)

Commit

Trial/Infographic

[HPE GreenLake for Compute Ops Management](#)

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.



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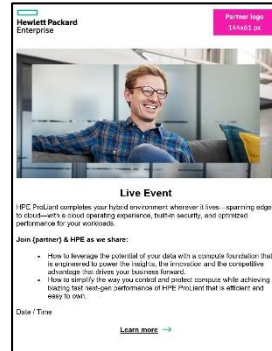
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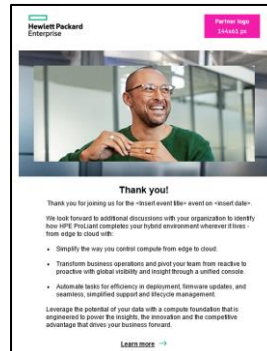
Support



[Download invite email](#)
(Available in EN, DE, ES, FR, IT, KO, and JP.)



[Download reminder email](#)
(Available in EN, DE, ES, FR, IT, KO, and JP.)



[Download thank you email](#)
(Available in EN, DE, ES, FR, IT, KO, and JP.)



[Download customer presentation](#)

Agenda Example:

- The transformation imperative
- Next-generation compute
- As-a-service approach



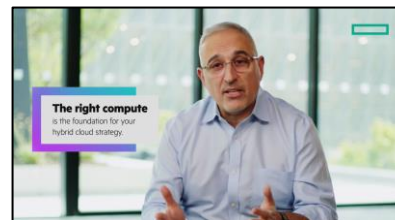
Download imagery for event branding from the [HPE image library](#)

Image numbers:

- HPE2022042307194_layer
- HPE2022042305380_layer
- HPE2022042706099_layer
- HPE2022042601387_layer
- HPE_data_particles_8
- HPE_data_particles_12



[Download social card](#)
(Available in EN, DE, ES, FR, IT, KO, and JP.)



[Download video](#) (can be used to play during the event)



Pull-up banner:

- [Download](#)
- [Download with AMD](#)



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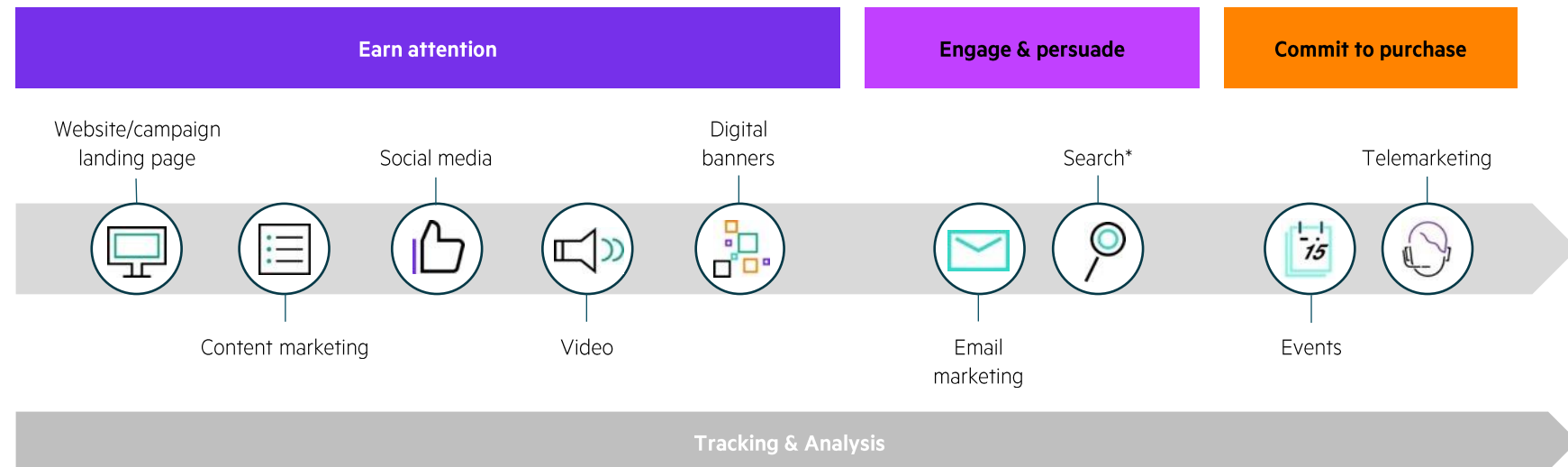
Support

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.



*Contact an HPE Representative

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 Next Generation Compute \(HPE ProLiant Gen 11\) Announcement Briefcase](#)

Customer presentations

- [Customer Presentation](#)

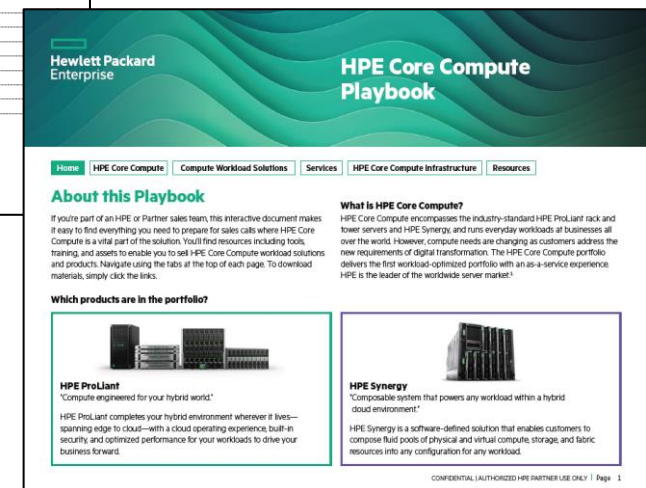
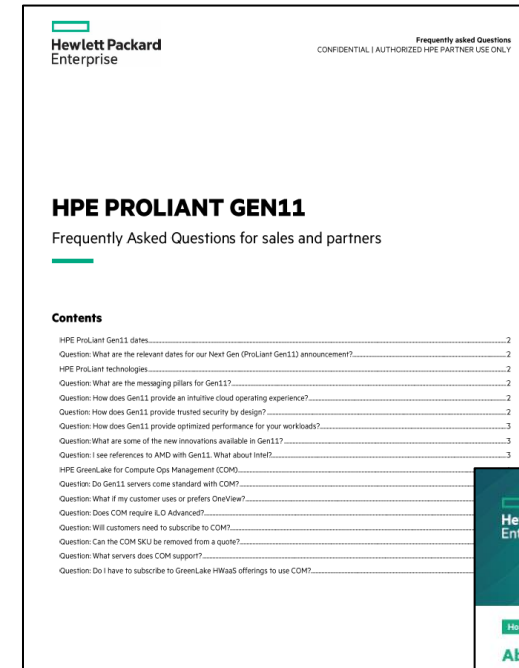
Sales/product information

- [Sales Presentation - Core Compute Gen11 Portfolio Overview and Positioning](#)
- [HPE ProLiant Gen11 FAQ for Sales](#)
- [Play Book - HPE Core Compute](#)
- [Sales summary sheet](#)

Better Together

Did you know that we have a better together portal with AMD that showcases all our joint assets and tools that you'll need to drive your HPE ProLiant business forward powered by AMD EPYC?

<https://bettertogetheramd.hpe.com/>



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Campaign imagery: Link to [HPE image library](#)
Product images coming soon

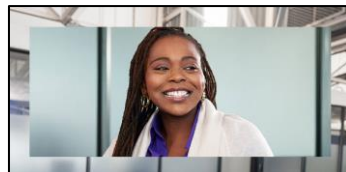


Image #:
HPE2022042305380_layer



Image #:
HPE2022042706099_layer



Image #:
HPE2022042601387_layer

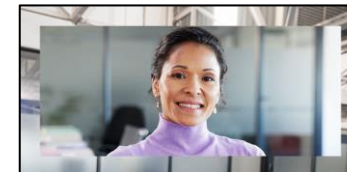


Image #:
HPE2022042307194_layer



Image #: HPE_data_particles_8



Image #: HPE_data_particles_12



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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](#)

Integrated 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 static banners

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.



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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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