Hewlett Packard
Enterprise

Small and mid-sized business:

Assets and resources for co-marketing campaign delivery

Channel Campaign Activation Kit

November 2022, Rev. 6

Get started >

Revision history

Date	Asset	Description	Page
November 2022	Channel Campaign Activation Kit	New Kit	1-24

What's inside

1 Overview
2 Messaging
3 Digital banners
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7 Website content
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9 Campaign builder
10 Support / Proof points

Overview

Welcome to the new channel campaign activation kit for **Small and mid-sized business (SMB)**. This kit includes everything you need to execute your own integrated demand generation campaign.

This campaign focuses on small and mid-sized businesses and how to drive growth and demand for:
- HPE ProLiant server solutions
- HPE HCI Solutions featuring HPE SimpliVity, HPE Nimble dHCI
- HPE GreenLake for Block Storage
- HPE GreenLake for Compute Ops Management
- HPE Storage Solutions featuring HPE MSA, HPE Nimble, HPE Alletra

Campaign Name
Small and mid-sized business

Campaign ID
620000124

SMB Marketing Lead
Samantha Booton

Program Manager
Ronda Mayeux

Channel Activation
Clare Compston

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

For the latest version, please download the file from the link below: Channel Campaign Activation Kit

Overview

Campaign message

HPE is the IT partner that instills customers and partners with the confidence, foresight and clarity necessary to move their business forward. Their enterprise is our business as we offer the products, services and expertise to support long-term business goals as well as near-term challenges.

Campaign objectives

- Position HPE ProLiant server solutions as the world's most secure industry-standard servers.
- Position HPE SimpliVity and HPE Nimble dHCI as the foundational solutions of choice for well-funded start-ups, as well as small and mid-sized businesses who rely on IT to realize their vision.
- Accelerate HPE GreenLake for compute and storage adoption.
- Provide technology solutions for growing businesses under 1,000 employees by combining servers, storage, networking, and cloud capabilities into a turnkey experience.

Target audience

Small business (<100 employees): The CEO (who may also be the founder of the business) is the visionary and lead decision maker. He will rely on the senior IT leader if there is one, or otherwise on an outsourced advisor, mentor, or peer who helps with IT decision making.

Small companies who have achieved scale (100-500): Here CEOs will rely on a CTO, IT manager, or trusted advisors to make IT decisions.

Mid-sized companies (500+): These companies have dedicated IT resources and CIOs or CTOs who understand how IT drives the business vision. They often control the budget and decision making, but the CEO often has final authority on large expenditure. These IT leaders value peer advice and outside influencers.

Solutions/Services/Products

- HPE ProLiant server solutions
- HPE HCI Solutions featuring HPE SimpliVity, HPE Nimble dHCI
- HPE GreenLake for Block Storage
- HPE GreenLake for Compute Ops Management
- HPE Storage Solutions featuring HPE MSA, HPE Nimble, HPE Alletra

Messaging

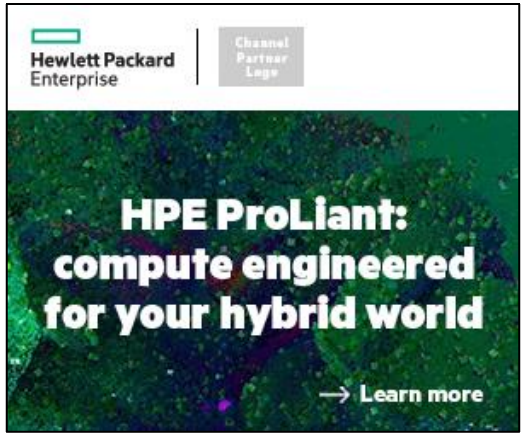
Overview
Messaging
Digital banners
Videos
Emails
Social cards
Website content
Call-to-action content
Campaign builder
Support / Proof points

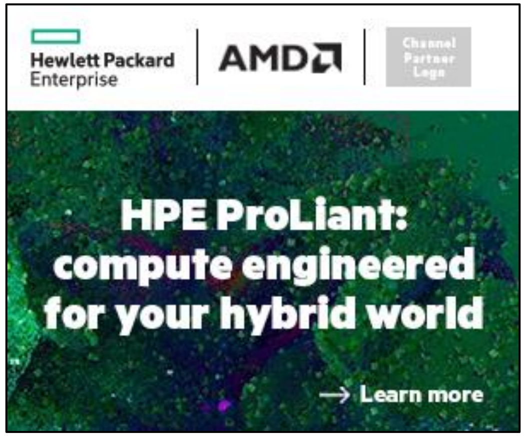
Relentless security	Flexible growth	Proven reliability
Customer pain points: Sophisticated cyber threats that are increasingly difficult, if not impossible, to recover from. Increased hybrid/cloud vulnerabilities. Determined to keep your business safe, HPE offers the most comprehensive, innovative, and robust portfolio of cybersecurity solutions.	**Customer pain points**: Digital transformation; migration to cloud. Difficult to set up and manage IT—lack of expertise. With the industry's most dynamic combination of easy-to-use products, expert services 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.	**Customer pain points**: Hardware or software problem. Downtime and IT troubleshooting. Our Forward Focus™ Warranty: We stand behind our tech. HPE products are fully configured, validated, and tested as only an IT leader can do, to ensure continued reliability and performance.
Proof points: The world's most secure industry-standard servers: • Protect: Silicon Root of Trust + other HPE exclusive innovations • Detect: Suite of innovations to detect threats during run-time • Recover: Robust capabilities to recover your systems back to the last known good state easily and quickly	**Proof points:** • Expert ecosystem (channel)—we have the most qualified, reliable partners • aaS Products that were designed for ease of use • Tech Care Services to get you started quickly and troubleshoot • Financing Services to make any budget work	**Proof points:** • Increased product reliability—ISV tested and certified, universal components, lifecycle management software, support quality • Faster product performance—optimized configuration (nothing more, nothing less) • 98% of organizations rate HPE ProLiant solutions' availability as valuable (TechValidate)

← ⌂ →

Digital banners

- Overview
- Messaging
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Campaign builder
- Support / Proof points


Hewlett Packard Enterprise
Channel Partner Logo
HPE ProLiant: compute engineered for your hybrid world
→ Learn more


Hewlett Packard Enterprise
AMD
Channel Partner Logo
HPE ProLiant: compute engineered for your hybrid world
→ Learn more

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

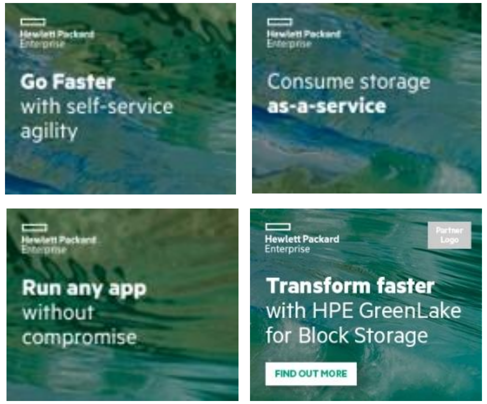
Check link below for banner instructions on how to implement:

Digital banner instructions

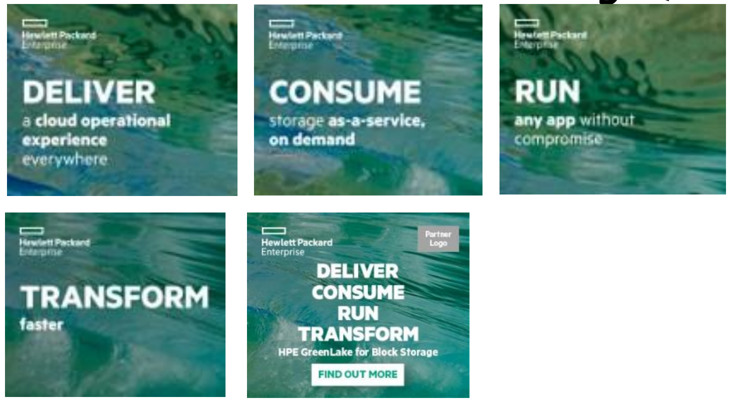
Digital banners

Overview
Messaging
Digital banners
Videos
Emails
Social cards
Website content
Call-to-action content
Events
Campaign builder
Support / Proof points

HPE GreenLake for Block Storage (creative 1)


Hewlett Packard Enterprise
Go Faster with self-service agility
Hewlett Packard Enterprise
Consume storage as-a-service
Hewlett Packard Enterprise
Run any app without compromise
Hewlett Packard Enterprise
Partner Logo
Transform faster with HPE GreenLake for Block Storage
FIND OUT MORE

HPE GreenLake for Block Storage (creative 2)


Hewlett Packard Enterprise
DELIVER a cloud operational experience everywhere
Hewlett Packard Enterprise
CONSUME storage as-a-service, on demand
Hewlett Packard Enterprise
RUN any app without compromise
Hewlett Packard Enterprise
TRANSFORM faster
Hewlett Packard Enterprise
Partner Logo
DELIVER
CONSUME
RUN
TRANSFORM
HPE GreenLake for Block Storage
FIND OUT MORE

Video to promote in banners: HPE GreenLake for Block Storage—Go faster with self-service agility video

At these links you will find PSD files, jpegs, and copy decks (Available in English only):

160x600 300x250
728x90 300x600

At these links you will find the animated data-first leader survey (creative 1) banner:

160x600 300x250
728x90 300x600

At these links you will find PSD files, jpegs, and copy decks (Available in English only):

160x600 300x250
728x90 300x600

At these links you will find the animated data-first leader survey (creative 2) banner:

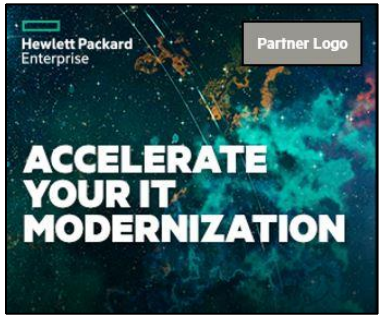
160x600 300x250
728x90 300x600

Check link below for banner instructions on how to implement:
Digital banner instructions

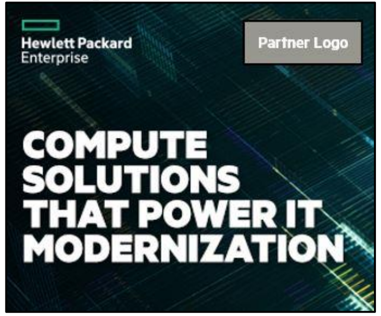
Digital banners

- Overview
- Messaging
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Campaign builder
- Support / Proof points

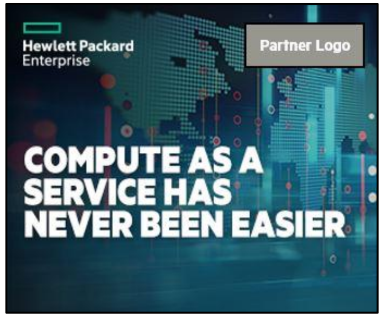
Accelerate


Hewlett Packard Enterprise
Partner Logo
ACCELERATE YOUR IT MODERNIZATION

Compute


Hewlett Packard Enterprise
Partner Logo
COMPUTE SOLUTIONS THAT POWER IT MODERNIZATION

As a Service


Hewlett Packard Enterprise
Partner Logo
COMPUTE AS A SERVICE HAS NEVER BEEN EASIER

At these links you will find PSD files and jpegs. Sizes included are 160x600, 300x250, 728x90, and 300x600 (Available in English only):

Accelerate static

Compute static

As a Service static

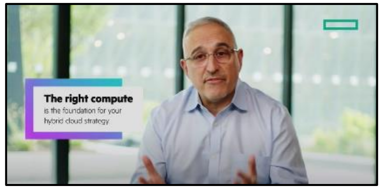
Check link below for banner instructions on how to implement:

Digital banner instructions

Videos

- Overview
- Messaging
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Campaign builder
- Support / Proof points

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


The right compute
is the foundation for your
hybrid cloud strategy

At this link you will find a video:

YouTube

Go faster with self-service agility

At this link you will find a video:

YouTube

HPE. Your Growth Partner

At this link you will find a video:

YouTube

HPE Compute Solutions: Accelerating Next

This is a world that demands a new kind of compute,

At this link you will find a video:

YouTube

HPE GreenLake for Block Storage 3-Minute Demo

HPE GREENLAKE
FOR BLOCK STORAGE
3-MINUTE DEMO

At this link you will find a video:

YouTube

Transform faster with HPE GreenLake for Block Storage

ESG
a division of TechTarget
HPE GreenLake for Block Storage

At this link you will find a video:

YouTube

Emails

- Overview
- Messaging
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Campaign builder
- Support / Proof points

Relentless security

Subject line:
Enable secure anywhere productivity

Message:
Keep your business running secure, anywhere productivity

Offers:
"Fast, secure access from anywhere" Solution brief

"Protect your data and your business" Solution brief

Hewlett Packard Enterprise

Keep your business running with secure, anywhere productivity

Be prepared for anything

Securely work from anywhere

View brief

Protect your data and your business

View brief

Built in security

Subject line:
Security coverage for the whole business

Message:
Keep your business safe with end-to-end security

Offer:
"HPE provides built-in security for SMBs" Brief

Hewlett Packard Enterprise

Partner logo 144x61 px

Keep your business safe with HPE end-to-end security

Leverage common security building blocks - from silicon - to cloud - to supply chain - that continuously protect your infrastructure, workloads, and data, adapting to increasingly complex threats. With HPE, you get complete security coverage for the whole business, from end-to-end, for all systems and users alike.

Read the brief now →

Compute Ops Management

Subject line:
(First name), stay safe from cyber attack

Message:
Cyber attackers know exactly how to exploit your aging servers' vulnerabilities

Offer:
"Becoming a competitive, data-centric business" Brief

Hewlett Packard Enterprise

Partner logo 144x61 px

Cyber attackers know exactly how to exploit your aging servers' vulnerabilities

Learn more →

Older, multi-gen servers are a pain to manage

Choose the right IT →

Flexible Growth

Subject line:
Grow your business with flexible solutions

Message:
Flexible Growth. What you need to succeed.

Offers:
"Connect with a complete office-in-a-box" Solution brief

"Create a competitive foundation" Solution brief

"Meet diverse needs with efficiency" Solution brief

Flexible Growth. What you need to succeed.

At these links you will find OFTs and links to call to actions (Available languages are: EN, FR, DE, IT, PL, BR, ES, KR, NL, TR, TW, CZ, JP):

Relentless security

Built in security

Compute Ops Management

Flexible growth

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

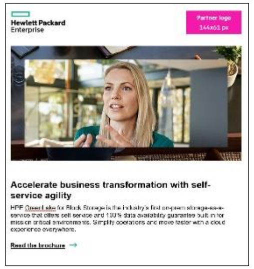
- Overview
- Messaging
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Campaign builder
- Support / Proof points

HPE GreenLake for Block Storage

Subject line:
Top 10 reasons to choose HPE GreenLake Block Storage

Message:
Accelerate business transformation with self-service agility

Offer:
"Top 10 reason to choose HPE GreenLake for Block Storage" Brochure



Hewlett Packard Enterprise

Partner logo 144x61 px

Accelerate business transformation with self-service agility

HPE GreenLake for Block Storage is the industry's first on-prem storage-as-a-service that offers self service and 100% data availability guarantee built in for mission critical environments. Simplify operations and move faster with a cloud experience everywhere.

Read the brochure →

Proven reliability

Subject line:
Keep up and running with proven reliability

Message:
Stay business focused with proven reliability

Offers:
"Avoid storage surprises" Solution brief

"Handle growing data needs" Solution brief

"Keep pace with performance demands" Solution brief

Stay business focused with proven reliability

HPE ProLiant

Subject line:
<first name>, HPE announces Next Generation Compute

Message:
See why your choice of compute matters

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

Hewlett Packard Enterprise

Partner logo 144x61 px

See why your choice of compute matters

Watch now →

Complete your hybrid environment from edge to cloud

HPE ProLiant: compute engineered for your hybrid world

Learn more →

Aberdeen

Subject line:
Aberdeen research—5 key reasons to modernize compute

Message:
5 Reasons to modernize compute and transform your data infrastructure

Offer:
"5 Reasons to modernize compute and transform your data infrastructure" Infographic

Hewlett Packard Enterprise

Partner logo 144x61 px

5 Reasons to modernize compute and transform your data infrastructure

As work models transform and organizations need to quickly adapt to changing demand and technologies, Aberdeen Research has found 5 key reasons for modernizing compute capabilities and transforming data infrastructures that can pay off in many ways – ultimately in business success and competitiveness.

Read the paper →

At these links you will find OFTs and links to call to actions (Available languages are: EN, FR, DE, IT, PL, BR, ES, KR, NL, TR, TW, CZ, JP):

HPE GreenLake for Block Storage

Proven reliability

HPE ProLiant

Aberdeen

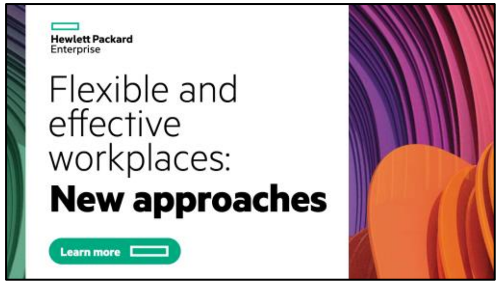
Use the eDMs to target your prospective customer or retarget customers to drive back to your website to engage and drive lead generation for your business.

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

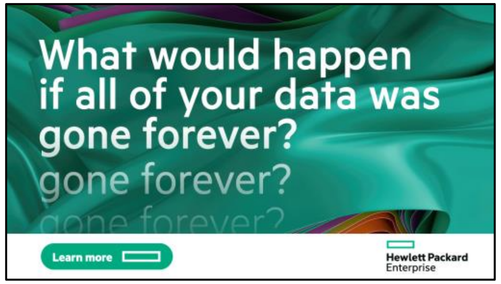
Social cards

Overview
Messaging
Digital banners
Videos
Emails
Social cards
Website content
Call-to-action content
Campaign builder
Support / Proof points

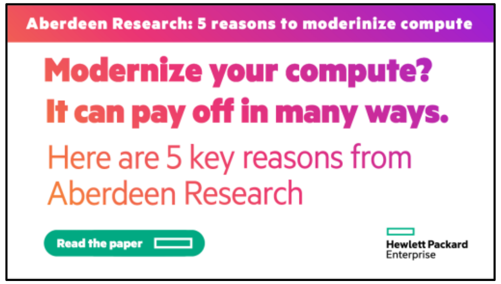
Embracing and Enhancing the Future of Work


Hewlett Packard Enterprise
Flexible and effective workplaces:
New approaches
Learn more

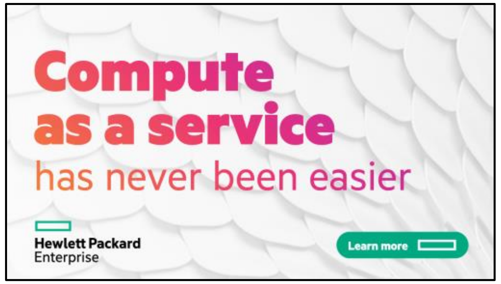
HPE Provides Built-in Security for SMBs


What would happen if all of your data was gone forever?
gone forever?
gone forever?
Learn more
Hewlett Packard Enterprise

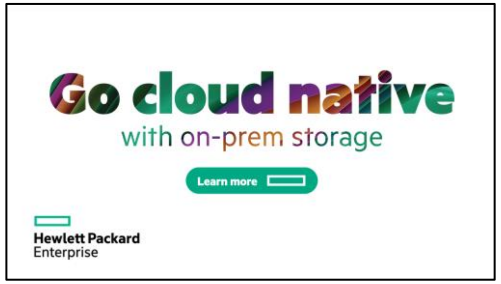
Aberdeen research


Aberdeen Research: 5 reasons to moderinize compute
Modernize your compute?
It can pay off in many ways.
Here are 5 key reasons from Aberdeen Research
Read the paper
Hewlett Packard Enterprise

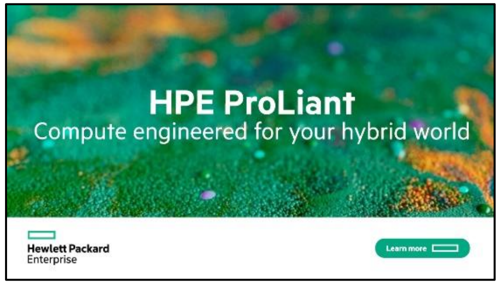
Compute Ops Management


Compute as a service
has never been easier
Hewlett Packard Enterprise
Learn more

HPE GreenLake for Block Storage


Go cloud native
with on-prem storage
Learn more
Hewlett Packard Enterprise

HPE ProLiant*


HPE ProLiant
Compute engineered for your hybrid world
Hewlett Packard Enterprise
Learn more

* AMD version for HPE ProLiant is included.

At these links you will find pngs/jpgs and copy decks (Available languages are: EN, FR, DE, IT, PL, BR, ES, KR, NL, TR, TW, CZ, JP):

Social cards

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.

Website content

Overview
Messaging
Digital banners
Videos
Emails
Social cards
Website content
Call-to-action content
Campaign builder
Support / Proof points

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 SMB (available in English only, other languages coming available soon).

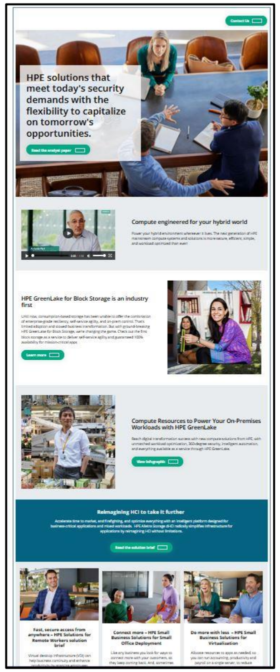
To get started, visit marketingpro.hpe.com and select HPE Content Syndication and then Access Dynamic Syndication

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.

You can also look at the following copy blocks and content to help build your own webpage (Available languages are: EN, FR, DE, IT, PL, BR, ES, KR, NL, TR, TW, CZ, JP):

Copy blocks and content



HPE solutions that meet today's security demands with the flexibility to capitalize on tomorrow's opportunities.

Compute engineered for your hybrid world

Power your hybrid environment wherever it lives. The next generation of HPE mainstream compute systems and solutions is more secure, efficient, simple, and workload optimized than ever!

HPE GreenLake for Block Storage is an industry first

Until now, consumption-based storage has been unable to offer the combination of enterprise-grade resiliency, self-service agility, and on-prem control. That's limited adoption and slowed business transformation. But with ground-breaking HPE GreenLake for Block Storage, we're changing the game. Check out the first block storage as a service to deliver self-service agility and guaranteed 100% availability for mission-critical apps.

Compute Resources to Power Your On-Premises Workloads with HPE GreenLake

Reach digital transformation success with new compute solutions from HPE, with unmatched workload optimization, 360-degree security, intelligent automation, and everything available as a service through HPE GreenLake.

Reimagining HCI to take it further

Accelerate time to market, end firefighting, and optimize everything with an intelligent platform designed for business-critical applications and mixed workloads. HPE Alletra Storage dHCI radically simplifies infrastructure for applications by reimagining HCI without limitations.

Fast, secure access from anywhere – HPE Solutions for Remote Workers solution brief

Virtual desktop infrastructure (VDI) can help business continuity and enhance

Connect more – HPE Small Business Solutions for Small Office Deployment

Like any business you look for ways to connect more with your customers, so they keep coming back. And, sometimes

Do more with less – HPE Small Business Solutions for Virtualization

Allocate resources to apps as needed, so you can run accounting, productivity and payroll on a single server, to reduce

Sample SMB campaign landing page

Call-to-action content

- Overview
- Messaging
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Campaign builder
- Support / Proof points

SMB (Available translated languages are included in links)

Earn attention	
eBook	Compute Ops Management: BECOMING A COMPETITIVE, DATA-CENTRIC BUSINESS
Infographics	Aberdeen paper: 5 Reasons to Modernize Compute and Transform Your Data Infrastructure Compute Ops Management: Compute that Powers Transformation

Persuade	
eBook	Embracing and enhancing the future of work
Report	Block Storage: IDC: The Value of On-Premises Storage as a Service with Cloud Operations for Critical Workloads
Briefs	Compute Ops Management: Simplify compute management from edge to cloud HPEFS: Plan, Fund, and Fast-Forward Your Digital Transformation

Engage	
Brochure	Block Storage: Top 10 reasons to choose HPE GreenLake for Block Storage
Briefs	dHCI: Reimagining HCI to take it further – HPE Alletra dHCI HPE provides built-in security for SMBs
Guide	HPE ProLiant rack and tower servers – The intelligent foundation for hybrid cloud family guide

Commit	
Briefs	MSA Gen6: HPE MSA Gen6 Hybrid Storage SimpliVity: Intelligent hyperconverged infrastructure

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.

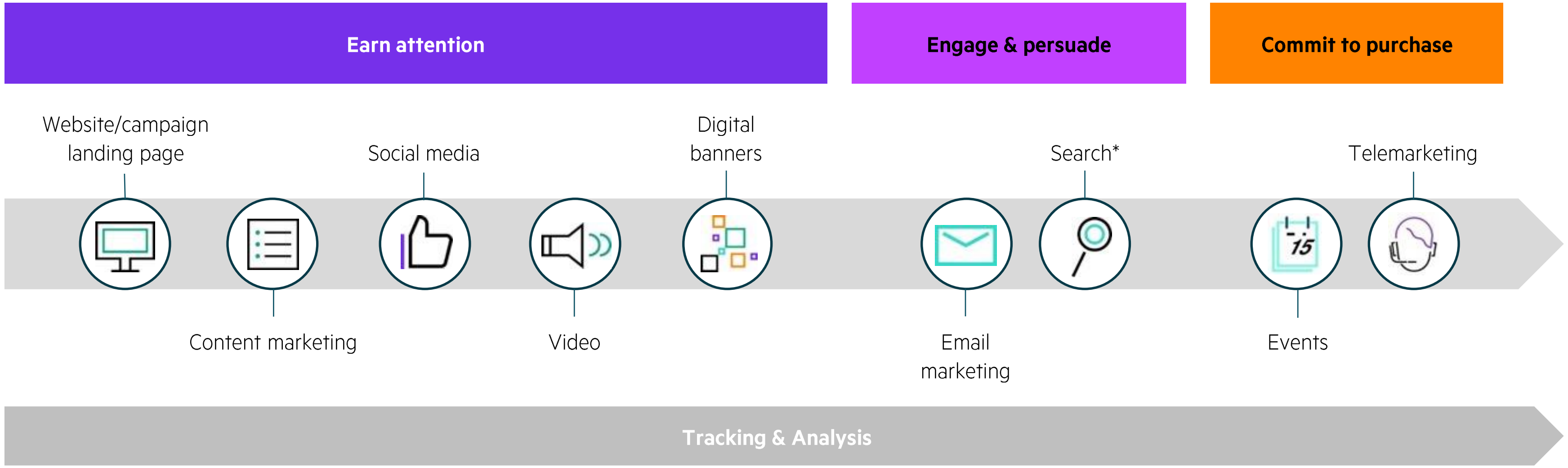
Campaign builder

- Overview
- Messaging
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Campaign builder
- Support / Proof points

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.


Earn attention
Engage & persuade
Commit to purchase
Website/campaign landing page
Social media
Digital banners
Search*
Telemarketing
Content marketing
Video
Email marketing
Events
Tracking & Analysis

*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.

← ⌂ →

Campaign builder

Overview

Messaging

Digital banners

Videos

Emails

Social cards

Website content

Call-to-action content

Campaign builder

Support / Proof points

Campaign imagery: Link to HPE image library

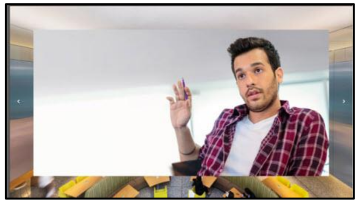


Image #:
HPE201404122155_layer

Image #:
HPE20160712280072_layer

Image #:
HPE20191024067_layer

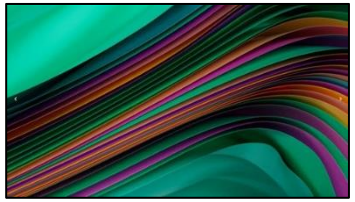


Image #: HPE_data_satin_03

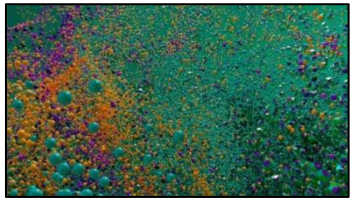


Image #: HPE_data_particles_12

Campaign builder

Overview

Messaging

Digital banners

Videos

Emails

Social cards

Website content

Call-to-action content

Campaign builder

Support / Proof points

Sales tools

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

Seismic briefcases

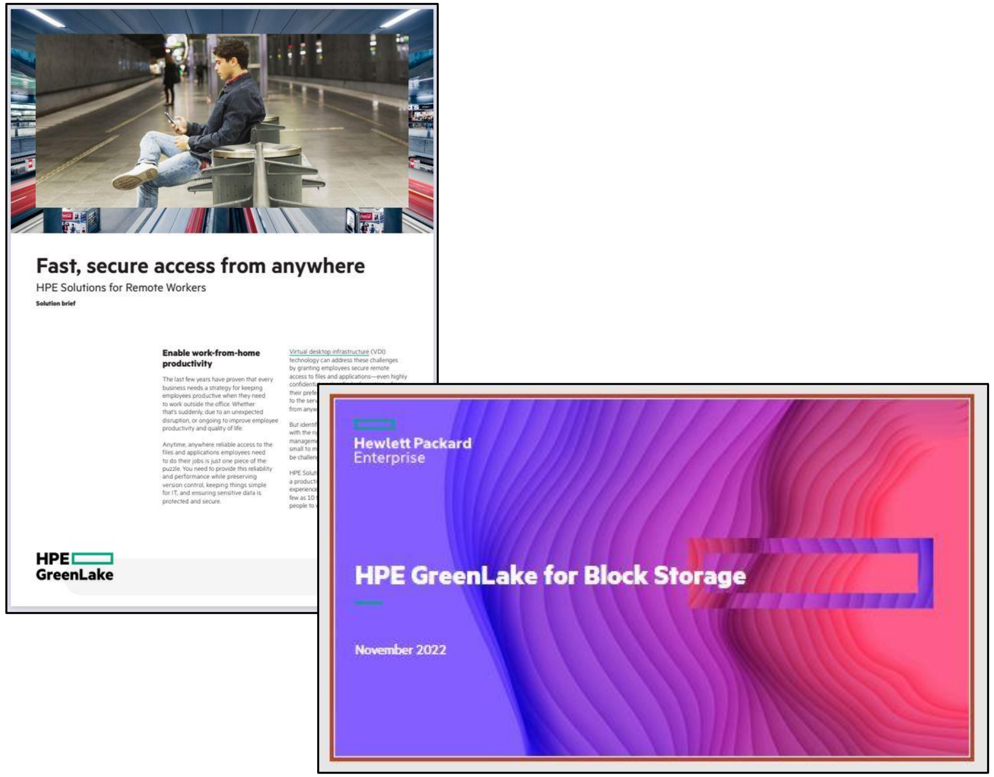
- HPE Small-to-Midsize Business
- HPE Financial Services SMB
- HPE ProLiant Servers Portfolio
- HPE MSA Storage
- HPE SimpliVity
- HPE Alletra dHCI
- HPE GreenLake for Compute Ops Management
- HPE GreenLake for Block Storage
- HPE Backup and Recovery Service
- HPE GreenLake for HCI

Customer presentations

- HPE Small Business Solutions Overview
- HPE GreenLake for Compute Ops Management
- HPE GreenLake for Block Storage
- HPE SimpliVity
- HPE MSA Gen6 Storage—Customer-facing
- HPE Alletra dHCI—HCI without compromise

Sales/product information

- Family Guide—HPE ProLiant rack and tower servers—The intelligent foundation for hybrid cloud
- FAQ—HPE SimpliVity for internal and channel partner



Fast, secure access from anywhere

HPE Solutions for Remote Workers

Solution brief

Enable work-from-home productivity

HPE GreenLake

Hewlett Packard Enterprise

HPE GreenLake for Block Storage

November 2022

Campaign builder

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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.

YOUR BLUEPRINT TO DIGITAL MARKETING SUCCESS

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
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.

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Claims & proof points

It is legally mandatory in many geos that claims that are being made in a campaign must be substantiated and explained to anyone who might question the respective statement—can be a quant, comparative or superlative.

These statements are backed by a number of internal papers and research so a claim substantiation document was created and can also be found in the legal area of hpe.com storage pages where any of the claims or sub-claims are used.

The substantiation should ideally be one click away or directly on the asset. When using a claim, it needs to be ensured to: *asterisk the statement and hyperlink the substantiation document as a legal back up and reference or substantiate directly in the tactic (i.e., by doing a pop-up, footnote,...).

Latest version is also published on hpe.com for storage pages where claims are being made.

Claim substantiation

PDF US EN

Thank you

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