

**Hewlett Packard  
Enterprise**

# HPE Partner Ready Digital Marketing Program

Accelerating your digital marketing proficiency and  
execution to drive business growth

Collaborate

Educate

Empower

Get started >



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**Educate**—Access resources, training and experience to improve digital marketing proficiency.

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# B2B buying behavior is changing how we drive demand

There is a fundamental shift in how B2B buyers are making purchase decisions and how companies are marketing to the digital customer. Today's self-educated buyers are immersed in an always-on and always-connected world of digital. They're in control, choosing whom to talk to, what to talk about, and when to talk.

**74%** of B2B buyers conduct more than half of their research online before making an offline purchase<sup>1</sup>

**57%** of the purchase process is complete before a customer calls a supplier<sup>2</sup>

In order to stay competitive, companies need to integrate digital marketing tactics into their overall marketing mix. That means staying engaged with customers when, where, and how they access content online. With the rise of data and technology, digital marketing has created a unique opportunity to connect with customers at every stage of the buyer's journey—from earning their attention to engaging and persuading and, ultimately, securing purchase.

Together, Hewlett Packard Enterprise and our partners must continue to transform how we go to market and make digital marketing core to our business strategy and joint outcomes.

**42%**  
of B2B researchers use a mobile device during the purchasing process<sup>3</sup>

**14**  
—pieces of content customers download on the way to making a purchase decision<sup>4</sup>

<sup>1</sup> Forrester, "B2B Buyer Journey Mapping Basics," 2015

<sup>2</sup> CEB, "The Challenger Sale," November 2011

<sup>3</sup> Think with Google, "The Changing Face of B2B Marketing," March 2015

<sup>4</sup> IDC, Social Buying Meets Social Selling: How Trusted Networks Improve the Purchase Experience, August 2014



A photograph of two runners, a man and a woman, in athletic wear running along a rugged, rocky trail. The man is wearing a green long-sleeved shirt and the woman is wearing a blue long-sleeved shirt. They are both looking forward and appear to be in motion. The background shows a clear blue sky and distant hills.

“In a Digital First Journey

65% +

of sales and marketing  
touchpoints will be digital”

—Sirius Decisions



# Hewlett Packard Enterprise is committed to our channel partners

“Our partners are at the center of everything we do.”

—Meg Whitman, HPE CEO

Channel partners represent a significant percentage of the HPE business. We fully recognize and appreciate our channel’s role in helping HPE magnify brand presence, generate demand, and deepen customer loyalty.

\$2B

invested in partner  
benefits annually

174

countries where HPE  
partners do business

70%

of HPE infrastructure  
revenue comes from  
partners

110,000+

channel partners worldwide

## HPE is committed to the digital marketing shift

“In today’s market, digital marketing is not a nice to have, it’s an imperative. At HPE, we have a commitment to enable and empower partners on their journey to make digital marketing core to our joint outcomes.”

—Chris Ogburn, HPE VP, Worldwide Channel Marketing

HPE marketing is fully dedicated to transform to a digital marketing motion. Our partners play a vital role in accomplishing that goal right alongside HPE.

# HPE Partner Ready Digital Marketing Program

**Accelerating your digital marketing proficiency and execution to drive business growth**

We're aligning our people, investments, and tools around a new digital marketing partner program to unify all Hewlett Packard Enterprise's digital marketing capabilities, resources, and tools within one, comprehensive program.

Designed with you in mind, this new program allows you to accelerate your digital marketing journey to better connect with customers and grow your sales pipeline.

## Collaborate



**Digital marketing expertise, insights and support to facilitate planning and execution**

- Partner Marketing Managers
- Marketing Services Agencies
- Channel and industry events
- MDF

## Educate



**Resources, training and experience to improve partner digital marketing proficiency**

- Educational workshops
- On-demand content
- Thought leadership content/guides

## Empower



**Ready-to-use customizable content, and tools to quickly and easily launch digital marketing**

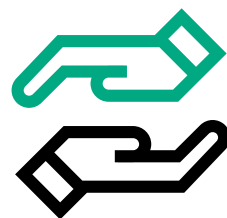
- Social Media Center
- Content Syndication
- Products & Solutions Now
- Partner Marketing Concierge
- Co-marketing campaigns



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Benefit from Hewlett Packard Enterprise's digital marketing expertise, insights, and support to facilitate your marketing planning and execution.

- **Partner Marketing Managers (PMM)**—HPE Partner Marketing Managers, who are dedicated to HPE strategic partners, are versed in best practices and HPE's digital content and tools to assist you in joint marketing planning, demand generation, and planning your MDF-funded co-marketing activities.
- **Marketing Services Agencies (MSA)**—These resources supplement your own capabilities by providing complementary digital marketing services and expertise to help you get your customized demand generation to market quickly and efficiently.
- **Joint Marketing Planning**—A collaborative process in which HPE PMMs provide assistance, guidance, and expertise to help you set mutually beneficial marketing strategies, establish priorities, and define targeted activities.
- **Market Development Funds (MDF)**—Discretionary funds provided by HPE for co-marketing and demand generation activities designed to increase your pipeline and drive revenue growth.
- **Industry and local events**—Collaborate with and hear from HPE and industry marketing executives from around the world to learn about the latest strategies and innovations to help you succeed.
- **Partner communications**—Ongoing, timely, and relevant communications shared by HPE to our partners via newsletters, Twitter (@HPE\_Partner) and LinkedIn.

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Gain value from Hewlett Packard Enterprise educational resources, experience, and training to make your digital marketing transition more seamless while improving your digital marketing proficiency.

- **Educational opportunities**—Learn about the latest digital marketing insights and practical tips from live, interactive workshops hosted by HPE and third party industry experts. On-demand content recordings and videos also available.
- **Thought leadership content**—Access articles, guides, and insights from HPE and third-party industry experts that address the latest digital marketing trends. Also, benefit from helpful tips and suggestions for implementing digital marketing tactics and strategies.



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Accelerate your digital marketing execution with Hewlett Packard Enterprise's ready-to-use, customizable content, and tools to launch your own successful digital marketing initiatives.

Partners can easily access and promote their own customized campaigns utilizing these user-friendly tools and services.

**HPE Partner Ready Social Media Center**

Features ready-to-post, customizable social media content for you to integrate into your marketing programs.

**Learn more** →

**HPE Content Syndication**

Enables you to stream HPE product and marketing content directly to your website under your own brand.

**Learn more** →

**HPE Products & Solutions Now (PSNow)**

Find the HPE product data, solutions, and campaign content you're looking for in one, convenient resource.

**Learn more** →

**HPE Partner Marketing Concierge**

Provides dedicated support and guidance to help you locate the HPE assets and content you need.

**Learn more** →

**HPE Co-Marketing Campaigns**

Enhance your digital marketing initiatives by accessing complete, ready-to-use, customizable HPE campaigns and assets.

**Learn more** →





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## HPE Partner Ready Social Media Center

These days, **75%** of B2B buyers use social media to support their purchase decisions.<sup>1</sup> Through the HPE Social Media Center, you can easily integrate social media into your marketing plan with access to ready-to-post and customizable content.

### Partner benefits

- **Deploy click-to-share HPE snackable content**—includes infographics, white papers, and videos that can be shared on your social media pages to increase demand generation potential.
- **Customize posts and schedules**—revise with your own voice and edit the Title, Descriptions, and URLs; plan a calendar of posts.
- **Strengthen your social media initiatives**—get training via the tool and leverage content on industry trends, client expectations, and more.
- **Access measurement and analytics tools**—track impressions and clicks/reaction totals (likes, comments, retweets, etc.) to view the impact of your efforts.
- **Stay informed and connected**—receive updates regarding HPE's most recent channel partner campaigns covering a broad array of products and solutions to share with your audiences via social media.

### Access via the HPE Partner Ready Portal

Log into [HPE Partner Ready Portal](#) and access via this navigation path:  
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Social Media Center

<sup>1</sup> Think with Google, The Role of Digital Media in the IT Purchase Process, 2011



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## HPE Content Syndication

With more than **half (51%)** of B2B buyers relying on content to research their buying decisions<sup>1</sup>, it's vital for you to provide timely, relevant content to your customers. HPE Content Syndication enables you to automatically stream the latest HPE product and marketing content to your website to provide more interactive experiences for your customers. You can customize, supplement, and package this content under your brand.

### Partner benefits

- **Adapt to fit your needs**—automate delivery of HPE content, e.g., marketing messaging, technical specs, so you can market HPE products and solutions in a style that reflects your brand.
- **Choose your service and delivery**—select the subscription service that best fits your go to market strategy, whether online store or website, and simplify delivery through a JavaScript code that dynamically updates content to your website with your control.
- **Increase lead generation**—receive leads directly from the dynamically syndicated HPE brand showcase on your website.

### Access via the HPE Partner Ready Portal

Log into [HPE Partner Ready Portal](#) and access via this navigation path:  
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Content Syndication

1 Think with Google, The Role of Digital Media in the IT Purchase Process, 2011



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## HPE Products & Solutions Now (PSNow)

HPE PSNow is the one-stop shop for partners to find product data, solutions, campaign content and co-marketing campaign assets.

### Partner benefits

- **Streamline your search**—one resource lets you quickly find and access the latest HPE content.
- **Access a wide range of content**—includes HPE product data, campaign content, customer presentations, and success stories.
- **Deliver timely, relevant information**—flexible search and filter options make it easy to find what you need, so you can deliver and position the right content—at the right time—along the various stages of the digital buyer's journey.

**Access now**

Or if already logged into the [HPE Partner Ready Portal](#), access via this navigation path:  
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Products & Solutions Now

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## HPE Partner Marketing Concierge

HPE Partner Marketing Concierge supports you in your digital marketing transformation by providing guidance via email and chat to help you locate HPE assets and content—taking the legwork off your already busy resources so you can focus on more strategic activities.

### Partner benefits

- **Save time**—get direct access to dedicated, qualified agents who can help you navigate to the content, assets, and tools you're looking for.
- **Get support**—easily access and leverage content and assets on the HPE Partner Ready Social Media Center, Content Syndication, and Products & Solutions Now.
- **Find the right content**—including co-marketing assets, campaign content, and sales presentations.

### Access now

Or if already logged into the [HPE Partner Ready Portal](#), access via this navigation path:  
HPE Partner Ready Portal home page > Portal Resources (located in footer at bottom of page) > Partner Marketing Concierge





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## Customizable, digital-ready co-marketing campaigns

You need digital marketing strategies and content that help you engage with prospects no matter where they are in the buyer's journey—not only to support the prospect's decisions at each step of the way, but also to build lasting relationships that ultimately lead to customer loyalty and retention. HPE's partner marketing strategy is designed to assist and simplify your digital marketing initiatives by arming you with ready-to-use, customizable co-marketing campaigns, assets, and content.

HPE campaigns have shifted to solution-led with a focus on customer needs and use cases to spark conversations with the customer in their language around a need area and target outcome. These campaign assets include digital demand generation tactics, such as infographics, digital ads and thought leadership content that support the digital buyer's journey.

### Access via PSNow

Or if already logged into the [HPE Partner Ready Portal](#), use this navigation path:  
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Products & Solutions Now > Co-Marketing (under the section Content Types)

# Questions about HPE Partner Ready Digital Marketing Program?

**Contact:**

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**For additional support:**

**Access the HPE Partner Marketing Concierge**