HPE GreenLake Storage Services

Store. Manage. Protect. All workloads, everywhere.

Assets and resources for co-marketing campaign delivery

Get started
## Revision history

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<th>Asset</th>
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<tr>
<td>April 2023</td>
<td>Channel Campaign Activation Kit</td>
<td>All new kit</td>
<td>1-25</td>
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What’s inside

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2. Storage Services overview
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HPE storage overview

As part of an edge-to-cloud platform, we have the unique opportunity to help customers simplify data management with a game-changing cloud operational experience for all workloads, everywhere, by:

- Going faster with an intuitive cloud operational experience with hybrid cloud data services including, HPE GreenLake for Block Storage and HPE GreenLake for File Storage.
- Modernizing hybrid cloud data protection and management, including addressing threats from ransomware and cybercrime, with HPE GreenLake for Disaster Recovery and HPE GreenLake for Backup and Recovery.
- HCI without compromise, with HPE Nimble dHCI and HPE SimpliVity.
- Powering your data from edge to cloud with HPE Alletra.

This kit focuses on HPE GreenLake Storage Services and includes information about content, assets, and explains how to execute an integrated digital demand-generation program applicable to both enterprise and mid-market new and existing customers.

Click on the links below to access the other storage kits and to explore each topic further:

[HPE GreenLake Storage Services]  [HPE GreenLake Data Protection Services]  [HPE Alletra]
HPE GreenLake Storage Services overview

HPE GreenLake Storage Services cloud data services solve your customers' hybrid cloud data lifecycle challenges by simplifying data management via an intuitive cloud experience powered by AI, a high-performance architecture, and seamlessly integrated data protection for hybrid cloud.

Competitive advantage in the age of insight relies on the power of data — which is why it's so important for enterprises to become data-first leaders through data-first modernization.

- Data-first leaders are 20X MORE LIKELY\(^1\) to beat competitors to market by multiple quarters
- Data-first leaders are 2X MORE LIKELY\(^2\) to recover faster from ransomware (within minutes)
- Data-first leaders have driven 49% MORE INNOVATION\(^3\) in the last year than their less advanced competitors

Meanwhile, silos and complexity are slowing businesses down from end to end in a data lifecycle nightmare.

- Siloed legacy architectures add complexity and cost: They're complicated to manage and protect, inefficient, and economically unviable.
- Legacy solutions were not built for hybrid cloud: They don't integrate data protection and require high-levels of expertise for day-to-day operations.
- Point solutions don't cater to new workload demands: They're unable to keep pace with unpredictable data growth and changing infrastructure needs.

With the industry's most comprehensive solution to store, manage, and protect data across hybrid cloud, HPE is addressing the data lifecycle nightmare head-on. We're announcing a major step forward for the HPE GreenLake platform with new cloud data services that enable customers to simplify data management with an intuitive cloud operational experience for all workloads, everywhere.

Business & communication objectives

Position HPE GreenLake for Block Storage as enabling customers to transform faster with cloud operational agility, efficient scale, and extreme resiliency and performance for mission-critical apps. Position HPE GreenLake for File Storage with predictable enterprise performance at scale and a simple, intuitive cloud experience that drives higher productivity and faster time to insight.

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1. Why Being a Data-first Leader Matters. "Enterprise Strategy Group, a division of TechTarget. 2022"
2. The Impact of Agility: How to Shape Your Organization to Compete." (McKinsey, May 2021)
HPE GreenLake Storage Services overview

Value propositions

• **HPE GreenLake for Block Storage**—Transform faster with cloud operational agility, efficient scale, and extreme resiliency and performance for your mission-critical apps.

• **HPE GreenLake for File Storage**—Accelerate with enterprise performance at scale, simplify with an intuitive cloud experience, and enhance productivity with faster time to insights.

Target audience

• **Engage enterprise accounts** (IT Exec, IT Ops, IT/Data Managers, Storage Admins, Cloud/VM architect, LOB, App owners): When customers make strategic market share shifts and as customers formulate their strategy and approach, we can help influence their thinking (discussing what's required to simplify data management as we showcase the outcomes delivered).

• **Mid-market** (VP IT/CIO/Storage/VM admins): Engage customers who are willing to embrace new approaches like extending the cloud operational experience, embracing as-a-Service, tackling ransomware and cybersecurity challenges, or AIOps to advance the business and recognize the value of trying what's new.

• **Competitive attack** (Storage admin/IT Exec): Convert targeted competitive accounts with a transformed experience, helping to simplify data management.

• **HPE storage install base** (Storage admin/IT Exec): Use data-first modernization and discuss how we can help to simplify data management to elevate HPE as a strategic choice to retain customers.
HPE GreenLake Storage Services overview

HPE GreenLake Storage Services: what’s in it for partners

From its inception, the HPE GreenLake edge-to-cloud platform was built with partners in mind. HPE GreenLake is a customer-centric partner platform that gives you the capability to build, sell, and manage cloud services. Now we’re announcing a major step forward for the HPE GreenLake platform with two new cloud data services that help you to expand revenue opportunities and serve our joint customers.

Expand revenue opportunities

- Transition HPE 3PAR Installed Base to HPE GreenLake for Block Storage: The initial release of HPE GreenLake for Block Storage built on HPE AllFlash Storage MP is targeted at accelerating the migration from ageing HPE 3PAR Storage 7000/8000 systems. By moving to HPE GreenLake for Block Storage with HPE AllFlash Storage MP, your HPE 3PAR customers get the enterprise features they value with HPE 3PAR—better price performance and a simple cloud management experience—without the need to invest in new hardware.

- Transition HPE Nimble Storage Installed Base to HPE AllFlash: Built from the DNA of HPE Nimble Storage Adaptive Flash, HPE AllFlash 5000 delivers simple, reliable, cost-efficient hybrid storage for general-purpose workloads. It’s everything your customers love about their HPE Nimble Storage experience—and a lot more.

- Move into new markets: HPE GreenLake for File Storage provides a great opportunity to target new and untapped markets, like life sciences and financial services, in which customers need enterprise-grade solutions with scale-out capacity for file storage. This offering will supercharge the most demanding, data-intensive workloads.

Grow upsell opportunities

- Land and expand with new services: When you sell new HPE GreenLake Storage Services, you expose your customers to a rich catalog of cloud data services and a unified operating experience through the HPE GreenLake platform. Customers can activate and consume resources in a way that’s right for them. This enables you to adopt a land-and-expand strategy by upselling additional cloud services. For example, landing a HPE GreenLake for Block Storage deal can easily be expanded by adding integrated hybrid cloud data protection services using HPE GreenLake for Backup and Recovery or HPE GreenLake for Disaster Recovery.

- Expand your revenue streams even further by adding your own services to any HPE GreenLake opportunity: New data services enable and complement your own add-on/upsell value offerings—including partner-delivered installation, data migration, training, and management services.

Get more strategic with customers

- Become more strategic and relevant with customers: Selling cloud data services as opposed to just infrastructure will drive more value for your customers and enable you to get more account control, platform stickiness, and share of wallet across your customer’s organization. Become more strategic and relevant with your customers as you move from selling just another storage appliance to becoming a trusted advisor, creating value for a broader set of customer personas, and really helping your customers solve their strategic data problems.
Digital banners

- **Overarching storage**
- **HPE GreenLake storage**
- **Digital banners**
- **Videos**
- **Emails**
- **Social cards**
- **Website content**
- **Call-to-action content**
- **Events**
- **Activation guidance**
- **Support / proof points**

**HPE GreenLake Storage Services Umbrella message**

Simplify data management with a cloud experience for all workloads, everywhere

**HPE GreenLake for Block Storage**

Go faster with an intuitive cloud operational experience

**HPE GreenLake File Storage**

Unleash Big Data and ML insights with enterprise performance at scale

**At these links you will find the HPE GreenLake Umbrella PSD file and jpeg** (Available in DE, EN, ES, IT, JP, KO, and FR):

- 160x600
- 728x90
- 300x250
- 300x600

**At these links you will find the HPE GreenLake for Block Storage PSD file and jpeg** (Available in DE, EN, ES, IT, JP, KO, and FR):

- 160x600
- 728x90
- 300x250
- 300x600

**Suggested call to actions:**
- Web content syndication Page
- HPE Storage Explainer video
- Simplify data management video

**HPE GreenLake for Block Storage—3-minute demo**

**Suggested call to action:**

**HPE GreenLake for File Storage Explainer video**

**Suggested call to action:**

**At these links you will find the HPE GreenLake File Storage PSD file and jpeg** (Available in DE, EN, ES, IT, JP, KO, and FR):

- 160x600
- 728x90
- 300x250
- 300x600

Check link below for banner instructions on how to implement:

Digital banner instructions
Videos

Overarching storage
HPE GreenLake storage
Digital banners
Videos
Emails
Social cards
Website content
Call-to-action content
Events
Activation guidance
Support / proof points

HPE GreenLake for File Storage
explainer video

At this link you will find the video:
Link

HPE GreenLake for File Storage
3-minute demo

At this link you will find the video:
Link

HPE GreenLake for Block Storage—3-minute demo

At this link you will find the video:
Link

HPE GreenLake for Block Storage—ESG analyst

At this link you will find the video:
Link

HPE GreenLake for Block Storage—go faster with self-service agility

At this link you will find the video:
Link

Why HPE GreenLake for Block Storage?

At this link you will find the video:
Link
Emails

**Umbrella messaging**

**eDM #1**

**Subject line:**
Discover new HPE GreenLake storage services

**Message:**
Discover how HPE GreenLake Storage Services radically simplifies data management for all workloads, from edge to cloud.

**Call-to-action options:**
- Partner content syndication page
- Simplifying data management eBook
- Explore HPE Storage

**HPE GreenLake for Block Storage**

**eDM #2**

**Subject line:**
Go faster with an intuitive cloud operational experience

**Message:**
Unlock agility and speed the pace of new apps, services, and initiatives with an intuitive cloud experience everywhere.

**Call-to-action:**
Top 10 reasons to choose HPE GreenLake Block Storage brochure

**HPE GreenLake for File Storage**

**eDM #3**

**Subject line:**
Unleash Big Data and ML Insights with enterprise performance at scale

**Message:**
Accelerate your most demanding, data-intensive workloads with enterprise-grade, scale-out file storage.

**Call-to-action:**
Top 12 reasons to choose HPE GreenLake for File Storage brochure

**At these links you will find OFTs**

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

- [Umbrella messaging](#)
- [HPE GreenLake for Block Storage](#)
- [HPE GreenLake for File Storage](#)

Use the eDMs to target your prospective customers 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

**Overarching storage**

**HPE GreenLake storage**

**Digital banners**

**Videos**

**Emails**

**Social cards**

**Website content**

**Call-to-action content**

**Events**

**Activation guidance**

**Support / proof points**

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**HPE GreenLake Storage Services—Umbrella message**

Simplify data management with a cloud experience for all workloads, everywhere

Learn more →

**HPE GreenLake for File Storage—Unleash Big Data**

Unleash Big Data and ML insights with enterprise performance at scale

Get started →

**HPE GreenLake for Block Storage—Go faster**

Go faster with an intuitive cloud operational experience

Accelerate now →

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**At these links you will find jpegs and social copy**

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

- Umbrella message
- Unleash Big Data
- Go faster

Suggested call-to-actions are contained within the social copy blocks.

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**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](http://marketingpro.hpe.com) and select HPE Social Media Center.
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 it lets you choose which ready-to-share content to include on your website.

Check out the ready-to-use web content available:
• To promote overall HPE GreenLake Storage Services messaging, including HPE GreenLake for Block Storage and HPE GreenLake for File Storage use the content previewed here
• To promote HPE GreenLake for Block Storage only use the content previewed here

To get started, visit marketingpro.hpe.com and select HPE Content Syndication and then access HPE Web Campaign 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.

Access these pages for reference:
• HPE GreenLake for Storage Services
• HPE GreenLake for Block Storage
• HPE GreenLake for File Storage

Overarching storage  
HPE GreenLake storage  
Digital banners  
Videos  
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Activation guidance  
Support / proof points
Call-to-action content

HPE GreenLake Storage Services

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<tr>
<th>Consideration</th>
<th>eBooks</th>
<th>Analyst Report</th>
<th>Purchase intent</th>
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<tbody>
<tr>
<td>Articles</td>
<td>Why Being a Data-First Leader Matters</td>
<td>The Value of On-Premises Storage as a Service with Cloud Operations for Critical Workloads</td>
<td>Buyer's guide</td>
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<tr>
<td>Infographics</td>
<td>Simplifying data management</td>
<td>3 Keys to the power of Storage as a Service</td>
<td>Buyer's Guide for Storage-as-a-Service</td>
</tr>
<tr>
<td>Videos</td>
<td>Storage as a Service: More than Just On-Demand Consumption</td>
<td>Why Being a Data-First Leader Matters</td>
<td>Simplifying data management</td>
</tr>
<tr>
<td></td>
<td>Storage as a Service can Drive Transformation—If It’s Agile Enough for All workloads</td>
<td>Simplifying data management is essential to data-first modernization</td>
<td>What sets Today’s Data-First Leaders Apart from the Rest</td>
</tr>
</tbody>
</table>

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.
### Call-to-action content

#### HPE GreenLake for Block Storage

<table>
<thead>
<tr>
<th>Purchase intent</th>
<th>Report</th>
<th>ESG Impact Validation Report: HPE GreenLake for Block Storage</th>
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<td>Infographics</td>
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<td></td>
<td>HPE GreenLake for Block Storage technical demo</td>
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<tr>
<th>Purchase intent</th>
<th>Solution brief</th>
<th>HPE GreenLake for Block Storage</th>
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<table>
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<tr>
<th>Purchase intent</th>
<th>Brochure</th>
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<td>Top 10 reasons to choose HPE GreenLake for Block Storage</td>
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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.
## Call-to-action content

### HPE GreenLake for File Storage

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

HPE GreenLake for Storage
Customer-themed event-in-a-box assets. (Available in DE, EN, ES, IT, JP, KO, and FR for eDMs, banners, social cards and pull up banners)

Preparation for event:
- Social Card and copy
- eDM (invitation email)
- eDM (reminder email)
- Digital banners
- Pull up banner: HPE GreenLake Storage Services—Umbrella message
- Pull up banner: HPE GreenLake Storage Services—Go faster
- Pull up banner: HPE GreenLake Storage Services—Unleash Big Data

Event day:
- Customer presentation

CTA / Leave-behind assets:
- eDM (Thank you email)
- Simplifying data management eBook
- Top 10 reasons to choose HPE GreenLake for Block Storage
- Top 12 reasons to choose HPE GreenLake for File Storage
Activation guidance

- Overarching storage
- HPE GreenLake storage
- Digital banners
- Videos
- Emails
- Social cards
- Website content
- Call-to-action content
- Events
- Activation guidance
- Support / proof points
Activation guidance

Sales tools

The following are enablement assets for the overarching storage program and transform with cloud operational experience topics:

Simplify data management/storage overview
- HP GreenLake Storage Services Playbook
- Simplify Data Management customer presentation
- HP GreenLake edge-to-cloud platform customer presentation

Seismic briefcases
- HP GreenLake for Block Storage briefcase
- HP GreenLake for File Storage briefcase
- Storage on Seismic

Customer presentations
- Storage Announcement presentation
- Transform with cloud operations
- HP GreenLake for Block Storage
- HP GreenLake for File Storage
- HP GreenLake Edge-To-Cloud Platform

Sales/product information (Cont.)
- HP GreenLake Storage Services – put the sales play into action
- How to sell and position HP GreenLake for Block Storage to Win
- Introduction to HP GreenLake Data Services Cloud Console and Data Ops Manager
- HP Data Services Cloud Console – Provisioning Volumes
- Introduction to Selling and Positioning File Storage Solutions
- Video – Find out if Your Customer or Prospect is a Data-First Leader
- Video – The Importance of Data Management Maturity—A Guide for Partner Executives
- Video – Lead a Meaningful Data-First Conversation, and Position HP GreenLake to Win
- Video – Find out if Your Customer or Prospect is a Data-First Leader
- Video – The Importance of Data Management Maturity—A Guide for Partner Executives
- Video – Lead a Meaningful Data-First Conversation, and Position HP GreenLake to Win
- Video – HP GreenLake for Block Storage 3 minute demo
- Video – HP GreenLake for File Storage 3 minute demo
- Video – HP GreenLake for Block Storage Inside Track
- Video – HP GreenLake for File Storage Inside Track
- HP GreenLake for Block Storage TekTalk
- HP GreenLake for File Storage TekTalk
- HP Demonstration Portal
- Demos - HP Demo Portal - DSCE - Presales - Data Ops Manager and Block Storage
- Demos - HP GreenLake Data Services Cloud Console Experience
Activation guidance

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.
Activation guidance

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 file names 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.

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 have provided a PSD end frame and JPEGs for the static banner that can run in display advertising.

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

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 webpage, 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.
Support / proof points

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, and social as well as 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 their customers. Reach out to the Partner Marketing Concierge team through email at PartnerMarketingConcierge@hpe.com.

Visit marketingpro.hpe.com and select HPE Partner Marketing Concierge.
Support / proof points

**Claims & proof points**

It is legally mandatory in many geos that claims being made in a campaign must be substantiated and explained to anyone who might question the respective statement—this 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 whenever any of the claims or sub-claims are used.

The substantiation should ideally be one click away or directly on the asset. When making a claim, an asterisk that links to the legal backup and reference must be used. A claim can also be substantiated directly in the document (e.g., by adding a pop-up, footnote, etc.).

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

**Claim substantiation**

[PDF US EN]