



**Hewlett Packard**  
Enterprise

# **HPE MSA Gen7 Partner Demand Resources**

Marketing and sales enablement

December 4, 2024



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## What's inside:

This resource is designed to help HPE partners market and sell the MSA Gen7. This guide provides links to ready-to-use product content, sales enablement, and demand program resources:

- **Product information** – Customer target, product description, quick specs, and more
- **Sales enablement** - Solution briefs, videos, customer presentations and more
- **Demand generation** – Messaging, copy blocks, co-brandable digital banners, social cards, emails, and more

**Questions?** Contact [Samantha Booton](#)



# Product overview

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## Target customers:

**Primary:** Small and medium businesses with little or no IT expertise who use shared storage for everything, including video surveillance, backup repositories, disaster recovery, customer/patient data, etc.

**Secondary:** Mid-range and enterprise organizations with departmental or branch office storage needs. This includes remote/branch offices and enterprise departments needing consistent, stable, easy-to-use storage outside the data center.

## HPE MSA Gen7:

### Shared storage anyone can use:

MSA is a storage system designed to be user-friendly and straightforward. The system is intuitive enough that even individuals with minimal technical expertise can operate it effectively. MSA has a simple setup process, easy-to-navigate interfaces, and clear documentation, making it accessible to a wide range of customers.

### Performance you can see and experience:

The MSA Gen7 storage array includes significant and observable performance improvements. It offers rapid data processing and transfer rates beyond what customers expect from an entry-level storage solution. This includes faster read/write speeds, quicker data access, and an overall performance boost that can be seen or experienced.

### Affordable custom configurations:

MSA pricing is advantageous and appealing whether you opt for a modest, minimal configuration or start with a large, significant investment. The focus is on the promise of value and affordability, no matter the size or extent of the initial commitment. With the MSA's SMB-focused design, array models that include media bundles, and value-added technology, users can realize greater value through lower investment costs.



# Customer-facing content – MSA Gen7

Learn more about the HPE MSA Gen7 features, use cases, technical specifications, and more using the customer-ready assets below. These resources are perfect for sales teams, featuring on partner-owned websites and sharing with customers and prospects. All content on this page is customer-facing.

- Product overview and specs
- Customer-facing content
- Sales enablement resources
- MSA Gen6 vs MSA Gen7
- HPE Smart Choice
- Demand program overview

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- Social cards and copy
- Emails
- Event banners
- Building blocks



## HPE MSA Gen7 Storage – Solution Brief

HPE Storage



**HPE MSA Gen7 Storage**  
High performance shared storage for today's SMB

Hybrid flash and all-flash storage systems that provide an affordable path to high performance application acceleration for demanding SMB workloads

A balanced approach to server storage

Low latency, high performance, and low cost shared storage that delivers application acceleration across your server workload

HPE MSA Gen7 Storage has been the leading shared storage solution for SMB for over 10 years. With over 40,000 storage systems sold, HPE continues to deliver on its promise of reliable, low cost, and affordable storage for SMB customers. The MSA Gen7 Storage array sets a new standard for entry-level shared storage for providing an affordable path to high performance storage without compromising on the reliability and stability that customers demand. The MSA Gen7 array portfolio delivers up to 25 more system performance while supporting up to 100 petabytes of capacity. HPE Gen7 arrays with new high capacity media options. New Gen7 innovations in supporting native system and media format updates, as well as a single and secure access to the HPE MSA Health Check tool, reduce the complexity and time required for routine system maintenance.

HPE GreenLake

Download

## HPE MSA 2070/2072 best practices

HPE Storage

**HPE MSA 2070 and HPE MSA 2072 Storage best practices**

HPE GreenLake



Download

## HPE MSA Gen7 virtual storage – technical reference guide

HPE Storage

**HPE MSA Gen7 virtual storage—technical reference guide**

Hewlett Packard Enterprise



Download

## Migrating to HPE MSA Gen7 Storage

HPE Storage

**Migrating to HPE MSA Gen7 Storage**  
Strategy and technical reference guide

HPE GreenLake



Download

## HPE MSA Gen7 Quick Specs

**QuickSpecs**


HPE MSA Gen7 Storage

Overview

**HPE MSA Gen7 Storage**

Looking for simple, high performance, and low cost shared storage that delivers application acceleration across your server workload?

HPE MSA Gen7 Storage has been the leading shared storage solution for SMB for over 10 years. With over 40,000 storage systems sold, HPE continues to deliver on its promise of reliable, low cost, and affordable storage for SMB customers. The MSA Gen7 Storage array sets a new standard for entry-level shared storage for providing an affordable path to high performance storage without compromising on the reliability and stability that customers demand. The MSA Gen7 array portfolio delivers up to 25 more system performance while supporting up to 100 petabytes of capacity. HPE Gen7 arrays with new high capacity media options. New Gen7 innovations in supporting native system and media format updates, as well as a single and secure access to the HPE MSA Health Check tool, reduce the complexity and time required for routine system maintenance.



**HPE MSA Gen7 Storage**

1. Power Switch 2. Backdoor Power and Cooling Module (BCM or DCU) 3. Host connection ports (SAS/SATA/SAS/SATA) 4. Ethernet management port 5. 12 GB SFF SAS expansion port 6. Controller (Internal) 7. Controller-B

Hewlett Packard Enterprise

Download

# Sales training and enablement – Internal and Partner only

Leverage the resources below to train sales teams on HPE MSA Gen7. Visit the recommended Seismic briefcases below for additional content and resources that support your sales programs.

[Product overview and specs](#)

[Customer-facing content](#)

[Sales enablement resources](#)

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[HPE Smart Choice](#)

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## HPE MSA Gen7 Technical Marketing – slide compendium



[Download](#)

## HPE MSA Gen7 Storage and updates



[Access TekTalk](#)

## Seismic briefcases:

[HPE Small-to-Medium Business \(SMB\)](#)

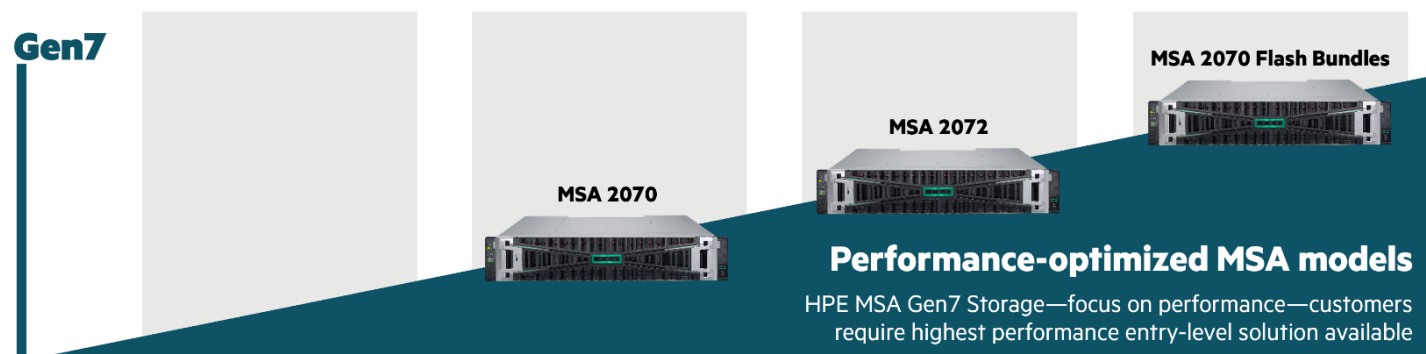
[HPE Primary Block Storage](#)

[HPE MSA Storage Resources](#)

[HPE MSA Folder](#)

# Comparing HPE MSA Gen6 and Gen7

Below you will see a summary of when to sell and market Gen6 and Gen7. Interested in selling and marketing MSA Gen6/7 together? We have created marketing resources to help you create a joint marketing campaign. Visit [Marketing Gen6/7 together](#)

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The Gen7 section features a blue ramp graphic that slopes upwards from left to right. Four server models are positioned along this ramp, each in a grey rectangular frame. From left to right, the models are: MSA 2070, MSA 2072, and MSA 2070 Flash Bundles. The MSA 2070 is shown from a front-three-quarter view, while the others are shown from a front view. The text 'Gen7' is in the top left corner. The title 'Performance-optimized MSA models' is centered on the right side of the ramp. Below the title, a descriptive sentence reads: 'HPE MSA Gen7 Storage—focus on performance—customers require highest performance entry-level solution available'.

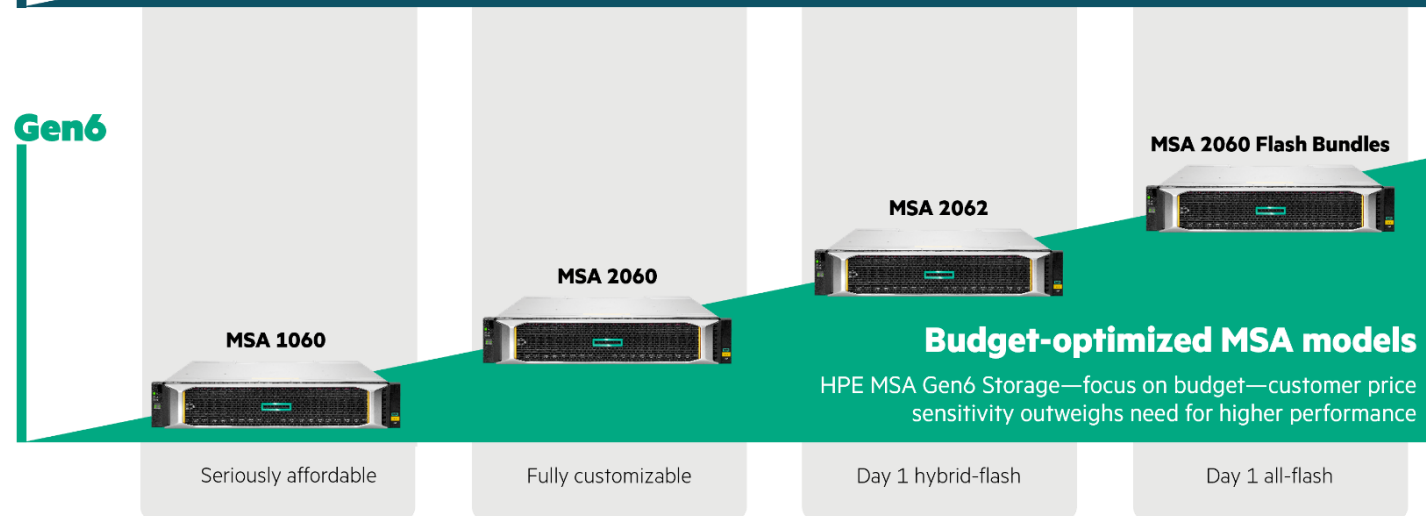
**MSA 2070**

**MSA 2072**

**MSA 2070 Flash Bundles**

**Performance-optimized MSA models**

HPE MSA Gen7 Storage—focus on performance—customers require highest performance entry-level solution available

**Gen6**

The Gen6 section features a green ramp graphic that slopes upwards from left to right. Four server models are positioned along this ramp, each in a grey rectangular frame. From left to right, the models are: MSA 1060, MSA 2060, MSA 2062, and MSA 2060 Flash Bundles. The MSA 1060 is shown from a front-three-quarter view, while the others are shown from a front view. The text 'Gen6' is in the top left corner. The title 'Budget-optimized MSA models' is centered on the right side of the ramp. Below the title, a descriptive sentence reads: 'HPE MSA Gen6 Storage—focus on budget—customer price sensitivity outweighs need for higher performance'. At the bottom of the diagram, four grey boxes correspond to the models: 'Seriously affordable', 'Fully customizable', 'Day 1 hybrid-flash', and 'Day 1 all-flash'.

**MSA 1060**

**MSA 2060**

**MSA 2062**

**MSA 2060 Flash Bundles**

**Budget-optimized MSA models**

HPE MSA Gen6 Storage—focus on budget—customer price sensitivity outweighs need for higher performance

Seriously affordable      Fully customizable      Day 1 hybrid-flash      Day 1 all-flash

# HPE Smart Choice purchase program

Selling storage, servers and services using the HPE Smart Choice purchase program offers you a competitive edge with customers. With HPE Smart Choice, selling HPE products is easier and faster than ever. All HPE Smart Choice resources are available on the [HPE Smart Choice Briefcase](#).

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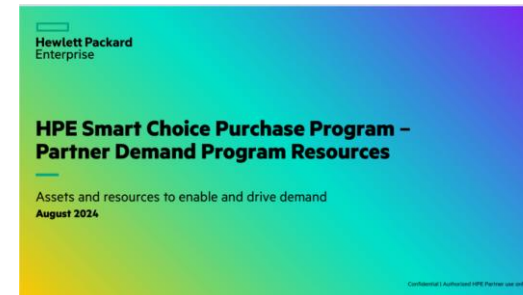
The Smart Choice purchase program provides a no-quote process and offers competitive pricing on fully configured, ready-to-ship products. The SKUs are all fully configured and shipped in a single box, making onsite integration fast and easy.

[Learn more](#) about selling and marketing HPE Smart Choice today!

[Access](#) the HPE Smart Choice Sales Play book



[Access](#) the Marketing HPE Smart Choice



A complete listing of MSA Gen7 Smart Choice SKUs is available in

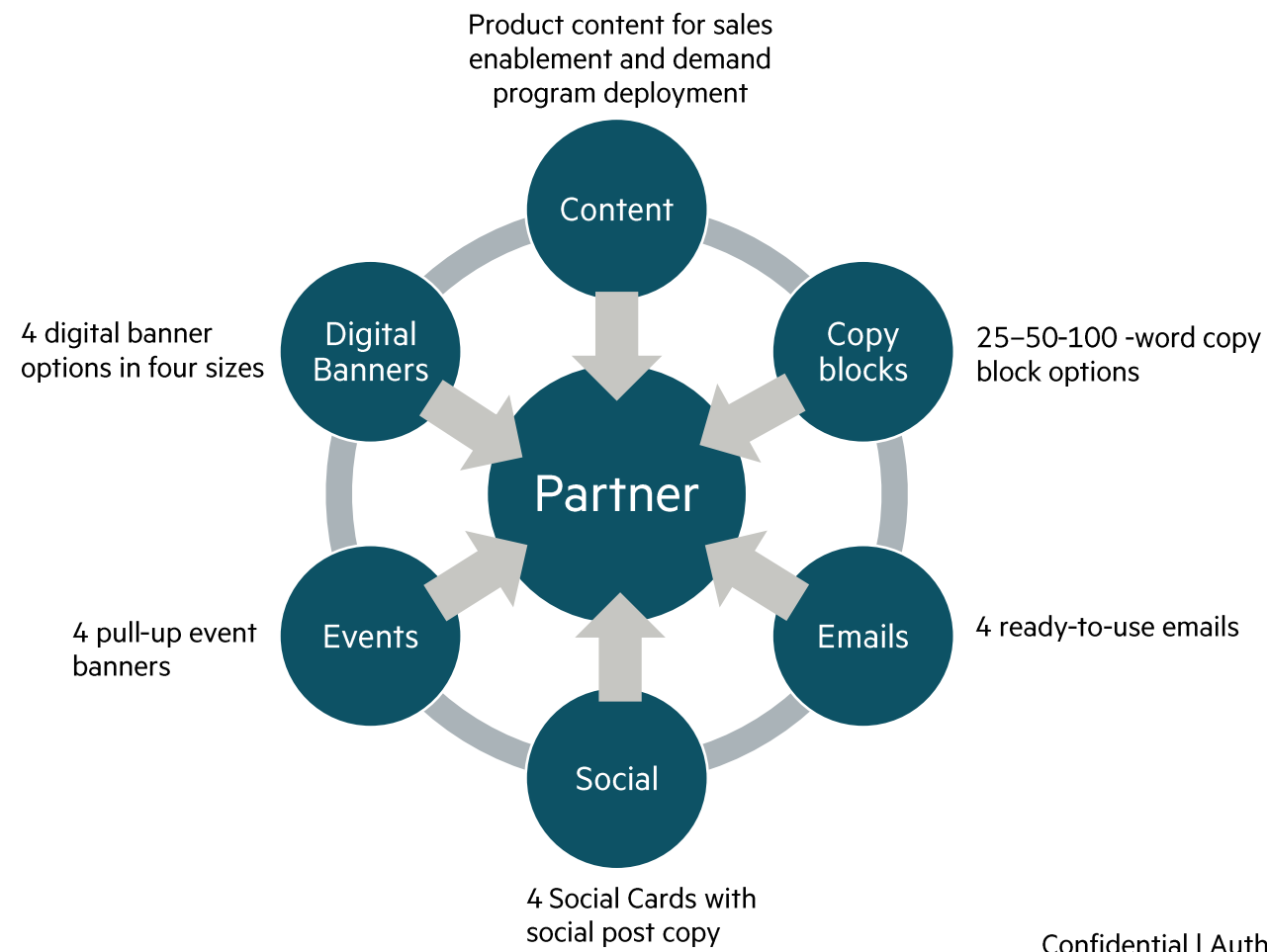
[HPE Smart Choice Sales Guide](#)

located in the HPE Smart Choice Program Seismic Briefcase

# Demand program overview

Below is an overview of resources provided by HPE to help partners launch demand programs for the HPE MSA Gen7. You will find ready-to-use content and links to build custom campaign resources. Use them all or mix and match them to create a personalized demand program when paired with customer content, sales enablement, and training resources.

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- Benefits:**
- No cost to download and deploy
  - All co-brandable and ready to use
  - Drive complete demand program or use assets individually as needed
  - Drive customers and prospects to your websites, store fronts and sales teams
  - Grow your knowledge on [HPE Marketing Pro](#)



# Demand program: ready-to-use copy blocks

Below you will find selections of ready-to-use copy blocks that can be leveraged on websites, marketing content, sales resources and more.

[Product overview and specs](#)

[Customer-facing content](#)

[Sales enablement resources](#)

[MSA Gen6 vs MSA Gen7](#)

[HPE Smart Choice](#)

[Demand program overview](#)

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## 25-words

- With simplified setup, interfaces, and documentation, the new HPE MSA Gen7 is easy to configure and deploy in minutes—no technical expertise is required.
- Increasing amounts of data can easily be managed with the HPE MSA Gen7 - offering faster access to data across applications - and real-time optimization of storage capacity across all media.
- HPE MSA Gen 7 makes it easy to manage large volumes of data with automated data tiering that optimizes access to data across applications.
- The HPE MSA Gen7 offers affordability without sacrificing performance and usability and can be configured as a basic shared storage system or high-performance, high-capacity SAN.
- HPE MSA Gen7 and HPE ProLiant are tested and optimized to work seamlessly together and enhance their collective performance, reliability, and efficiency.

## 50-words

- The new HPE MSA Gen7 offers simple, fast, and affordable data storage in one simple package. An intuitive user interface, up to 2X system performance (compared to Gen6), and value-driven bundles that include media, hybrid flash, and all-flash solutions means you don't have to trade performance for affordability.
- Deploying and managing HPE MSA Gen7 Storage is simple, with an intuitive user interface, step-by-step instructions, and clear documentation. Simpler access to MSA Health Check via the MSA Smart Assist tool provides automated reports and improvement recommendations, simplifying routine system maintenance.
- Configured with the flexibility to meet tight budgets and high-performance requirements, HPE MSA Gen7 provides the customization businesses need. Perfect for small businesses, remote offices, and growing mid-size organizations with limited IT resources, you get entry-level value that easily scales to higher performance and capacity as storage requirements evolve.
- HPE MSA Gen7 Storage delivers substantial improvements to system performance as compared to previous generations of MSA. With up to 2x more IOPS (random) performance and 30% more bandwidth (sequential), coupled with MSA's real-time automated data tiering capabilities, customers realize faster access to data across all applications and workloads.

## 150-word

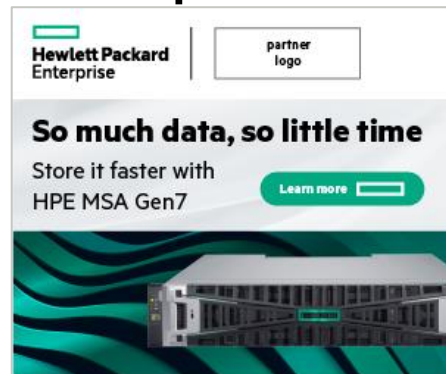
- Deploying and managing the HPE MSA Gen7 is simple, with an easy-to-understand user interface, step-by-step instructions that support deployment within minutes, and precise documentation. Free access to the MSA Health Check tool via the MSA Smart Assist feature simplifies required routine system maintenance. Each HPE MSA Gen7 is configurable to meet budget, performance, and business needs, making it perfect for growing businesses and remote or branch offices with little to no IT resources. Custom configurations make the HPE MSA Gen7 ideal for budget-conscious entry-level users who can scale to higher performance and capacity as their storage requirements evolve. The high-performing HPE MSA Gen7 delivers superior read-and-write data access across all applications and workloads, minimizing lag time as servers wait for data to be written and retrieved. When paired with an HPE ProLiant server, an optimal IT environment is created that enhances your IT infrastructure's overall performance, reliability, and efficiency.

# Demand program: MSA Gen7 digital banners – option 1

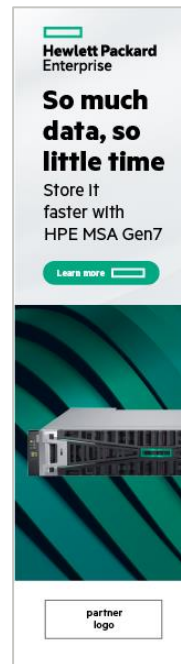
Drive awareness and demand for the HPE MSA Gen7 using digital banners to deliver customers and prospects to your website, which features the HPE MSA Gen7 storage or ready-to-use customer content provided on slide 4.

[Product overview and specs](#)[Customer-facing content](#)[Sales enablement resources](#)[MSA Gen6 vs MSA Gen7](#)[HPE Smart Choice](#)[Demand program overview](#)[Copy blocks](#)[Digital banners - option 1](#)[Digital banners - option 2](#)[Digital banners - option 3](#)[Digital banners - option 4](#)[Social cards and copy](#)[Emails](#)[Event banners](#)[Building blocks](#)

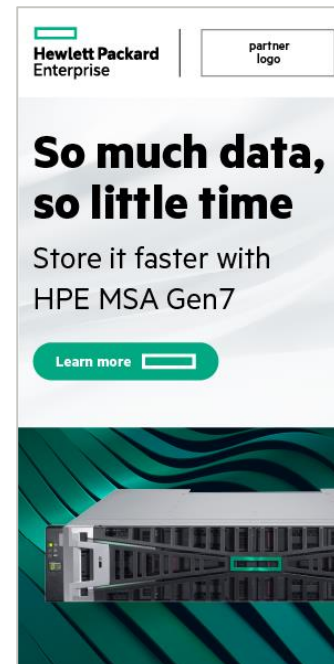
## Banner option 1



300x250



160x600



300x600



728x90

## Download Web Banners

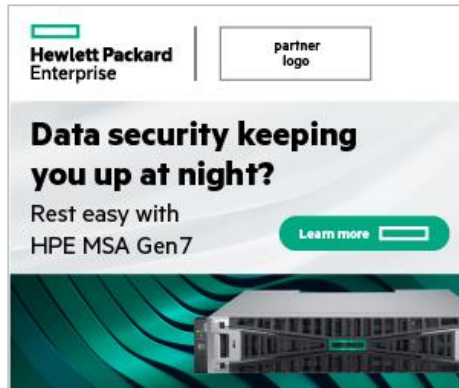
[English](#)[German](#)[French](#)[Italian](#)[Spanish](#)[Portuguese](#)[Polish](#)[Japanese](#)[Korean](#)[Traditional Chinese](#)

# Demand program: MSA Gen7 digital banners – option 2

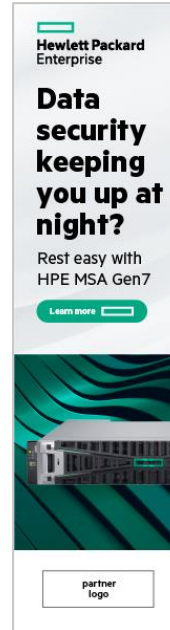
Drive awareness and demand for the HPE MSA Gen7 using digital banners to deliver customers and prospects to your website, which features the HPE MSA Gen7 storage or ready-to-use customer content provided on slide 4.

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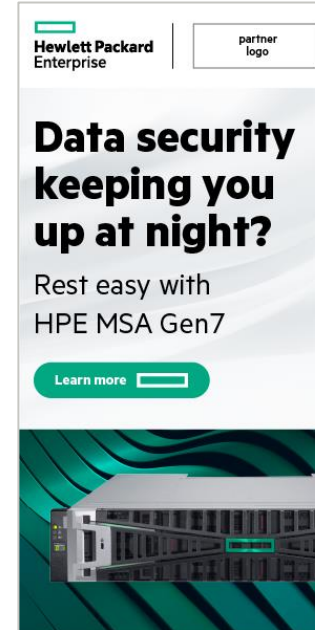
## Banner option 2



300x250



160x600



300x600



728x90

## Download Web Banners

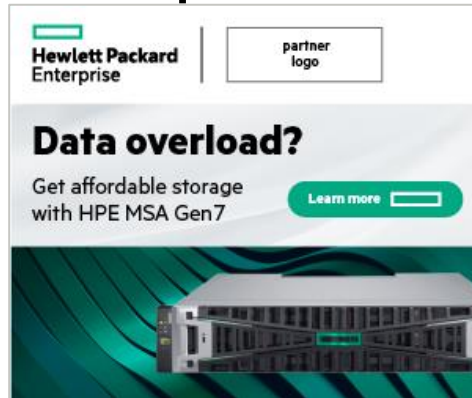
[English](#)[German](#)[French](#)[Italian](#)[Spanish](#)[Portuguese](#)[Polish](#)[Japanese](#)[Korean](#)[Traditional Chinese](#)

# Demand program: MSA Gen7 digital banners – option 3

Drive awareness and demand for the HPE MSA Gen7 using digital banners to deliver customers and prospects to your website, which features the HPE MSA Gen7 storage or ready-to-use customer content provided on slide 4.

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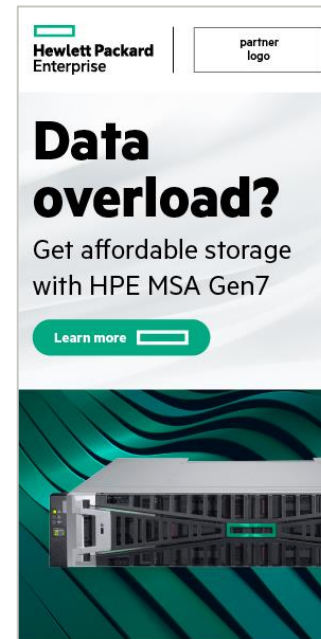
## Banner option 2



300x250



160x600



300x600



728x90

## Download Web Banners

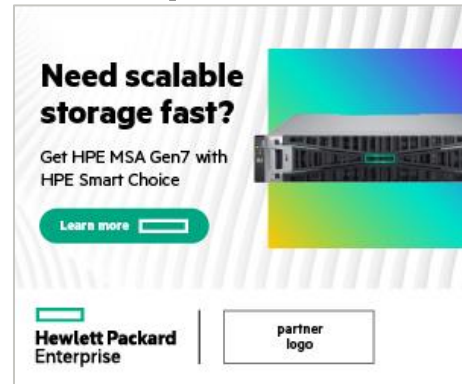
[English](#)[German](#)[French](#)[Italian](#)[Spanish](#)[Portuguese](#)[Polish](#)[Japanese](#)[Korean](#)[Traditional Chinese](#)

# Demand program: MSA Gen7 digital banners for HPE Smart Choice

Drive awareness and demand for the HPE MSA Gen7 using digital banners to deliver customers and prospects to your website, which features HPE MSA Gen7 bundles through HPE Smart Choice.

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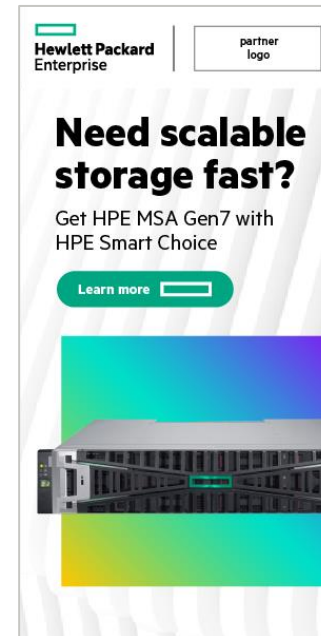
## Banner option 2



300x250



160x600



300x600



728x90

## Download Web Banners

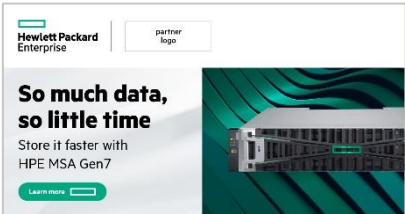
[English](#)[German](#)[French](#)[Italian](#)[Spanish](#)[Portuguese](#)[Polish](#)[Japanese](#)[Korean](#)[Traditional Chinese](#)

# Demand program: MSA Gen7 social cards and copy

Drive awareness and demand for the HPE MSA Gen7 storage with co-brandable social cards and recommended social copy. Post to your personal or company social channels and drive customers and prospects to an HPE MSA Gen7 Storage product page, HPE Smart Choice product page, or to customer content available slide 4.

<a href="#">Product overview and specs</a>
<a href="#">Customer-facing content</a>
<a href="#">Sales enablement resources</a>
<a href="#">MSA Gen6 vs MSA Gen7</a>
<a href="#">HPE Smart Choice</a>
<a href="#">Demand program overview</a>
<a href="#">Copy blocks</a>
<a href="#">Digital banners - option 1</a>
<a href="#">Digital banners - option 2</a>
<a href="#">Digital banners - option 3</a>
<a href="#">Digital banners - option 4</a>
<a href="#">Social cards and copy</a>
<a href="#">Emails</a>
<a href="#">Event banners</a>
<a href="#">Building blocks</a>

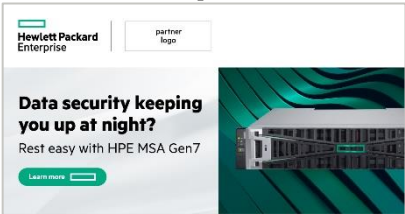
## Social Card option 1



### Download social card and copy

- |                         |                                     |
|-------------------------|-------------------------------------|
| <a href="#">English</a> | <a href="#">Portuguese</a>          |
| <a href="#">German</a>  | <a href="#">Polish</a>              |
| <a href="#">French</a>  | <a href="#">Japanese</a>            |
| <a href="#">Italian</a> | <a href="#">Korean</a>              |
| <a href="#">Spanish</a> | <a href="#">Traditional Chinese</a> |

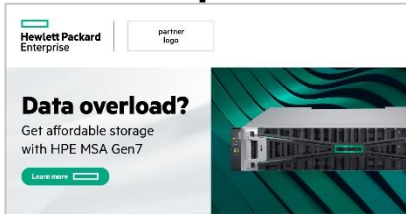
## Social Card option 2



### Download social card and copy

- |                         |                                     |
|-------------------------|-------------------------------------|
| <a href="#">English</a> | <a href="#">Portuguese</a>          |
| <a href="#">German</a>  | <a href="#">Polish</a>              |
| <a href="#">French</a>  | <a href="#">Japanese</a>            |
| <a href="#">Italian</a> | <a href="#">Korean</a>              |
| <a href="#">Spanish</a> | <a href="#">Traditional Chinese</a> |

## Social Card option 3



### Download social card and copy

- |                         |                                     |
|-------------------------|-------------------------------------|
| <a href="#">English</a> | <a href="#">Portuguese</a>          |
| <a href="#">German</a>  | <a href="#">Polish</a>              |
| <a href="#">French</a>  | <a href="#">Japanese</a>            |
| <a href="#">Italian</a> | <a href="#">Korean</a>              |
| <a href="#">Spanish</a> | <a href="#">Traditional Chinese</a> |

## Social Card option 4



### Download social card and copy

- |                         |                                     |
|-------------------------|-------------------------------------|
| <a href="#">English</a> | <a href="#">Portuguese</a>          |
| <a href="#">German</a>  | <a href="#">Polish</a>              |
| <a href="#">French</a>  | <a href="#">Japanese</a>            |
| <a href="#">Italian</a> | <a href="#">Korean</a>              |
| <a href="#">Spanish</a> | <a href="#">Traditional Chinese</a> |



# Demand program: MSA Gen7 ready-to-use emails

Drive awareness and demand for HPE MSA Gen7 with ready-to-use emails. Emails can drive customers to an HPE MSA Gen7 landing page or one of the customer assets noted on slide 4.

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**Subject line:** Overwhelmed by expanding data?

This email template features a pink header with a partner logo and 'Hewlett Packard Enterprise' logo. The main body has a teal background with a server rack image. The headline is 'So much data, so little time' with the subtext 'Store it faster with HPE MSA Gen7'. Below this is a section titled 'HPE MSA Gen7 is here!' followed by three paragraphs of text and a 'Learn more' link.

**Subject line:** Is your organization in data overload?

This email template features a pink header with a partner logo and 'Hewlett Packard Enterprise' logo. The main body has a teal background with a server rack image. The headline is 'Data overload?' with the subtext 'Get affordable storage with HPE MSA Gen7'. Below this is a section titled 'Store more data – faster.' followed by two paragraphs of text and a 'Learn more' link.

**Subject line:** Need a simple secure storage solution?

This email template features a pink header with a partner logo and 'Hewlett Packard Enterprise' logo. The main body has a teal background with a server rack image. The headline is 'Data security keeping you up at night?' with the subtext 'Rest easy with HPE MSA Gen7'. Below this is a section titled 'Introducing HPE MSA Gen7' followed by two paragraphs of text and a 'Learn more' link.

**Subject Line:** Need industry-leading storage fast?

This email template features a pink header with a partner logo and 'Hewlett Packard Enterprise' logo. The main body has a teal background with a server rack image. The headline is 'Need scalable storage fast?' with the subtext 'Get HPE MSA Gen7 with HPE Smart Choice'. Below this is a section titled 'HPE MSA Gen7 now available on HPE Smart Choice' followed by two paragraphs of text and a 'Learn more' link.

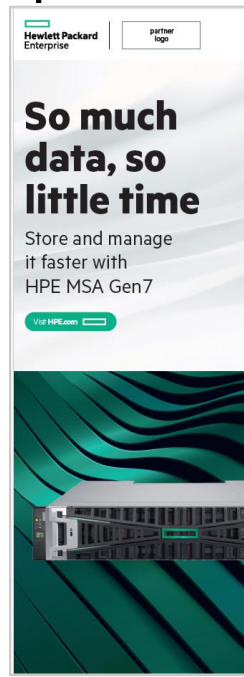
[Download and review all four emails](#)

# Event pull-up banners: MSA Gen7

Available for partner use pull-up banners for events, sales trainings and more.

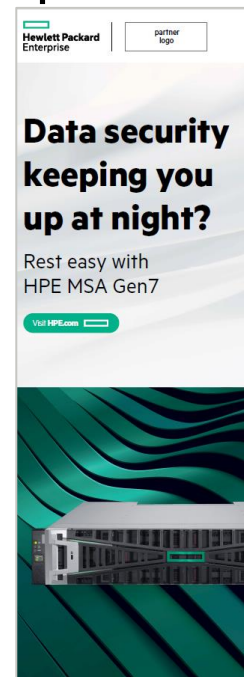
<a href="#">Product overview and specs</a>
<a href="#">Customer-facing content</a>
<a href="#">Sales enablement resources</a>
<a href="#">MSA Gen6 vs MSA Gen7</a>
<a href="#">HPE Smart Choice</a>
<a href="#">Demand program overview</a>
<a href="#">Copy blocks</a>
<a href="#">Digital banners - option 1</a>
<a href="#">Digital banners - option 2</a>
<a href="#">Digital banners - option 3</a>
<a href="#">Digital banners - option 4</a>
<a href="#">Social cards and copy</a>
<a href="#">Emails</a>
<a href="#">Event banners</a>
<a href="#">Building blocks</a>

Option 1



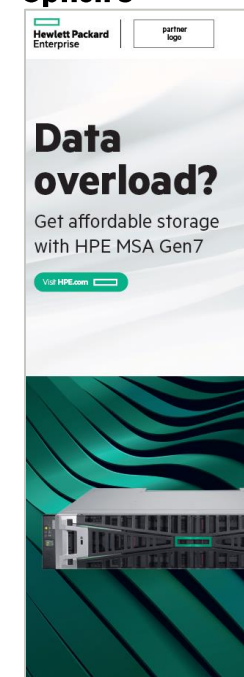
- Download pull-up banner**
- [English](#)
  - [German](#)
  - [French](#)
  - [Italian](#)
  - [Spanish](#)
  - [Portuguese](#)
  - [Polish](#)
  - [Japanese](#)
  - [Korean](#)
  - [Traditional Chinese](#)

Option 2



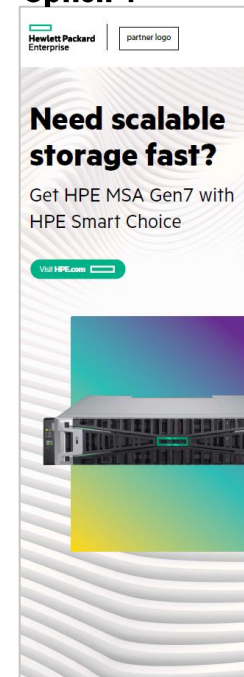
- Download pull-up banner**
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  - [German](#)
  - [French](#)
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  - [Spanish](#)
  - [Portuguese](#)
  - [Polish](#)
  - [Japanese](#)
  - [Korean](#)
  - [Traditional Chinese](#)

Option 3



- Download pull-up banner**
- [English](#)
  - [German](#)
  - [French](#)
  - [Italian](#)
  - [Spanish](#)
  - [Portuguese](#)
  - [Polish](#)
  - [Japanese](#)
  - [Korean](#)
  - [Traditional Chinese](#)

Option 4



- Download pull-up banner**
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  - [German](#)
  - [French](#)
  - [Italian](#)
  - [Spanish](#)
  - [Portuguese](#)
  - [Polish](#)
  - [Japanese](#)
  - [Korean](#)
  - [Traditional Chinese](#)



# Building blocks – HPE Storage product imagery

Use the resources below with HPE-provided ready-to-use customizable tactics, or build your marketing assets using recommended imagery, product images, and more. [Visit HPE Brand Central](#) for brand guidelines for partner-developed assets.

Product overview and specs

Customer-facing content

Sales enablement resources

MSA Gen6 vs MSA Gen7

HPE Smart Choice

Demand program overview

Copy blocks

Digital banners - option 1

Digital banners - option 2

Digital banners - option 3

Digital banners - option 4

Social cards and copy

Emails

Event banners

Building blocks

Access suggested  
images [here](#)



HPE\_data\_satin\_CO\_03



HPE\_data\_satin-04



HPE\_data\_slide\_09

## HPE MSA Gen 7

HPE MSA 2070



[Download](#)

HPE MSA 2070



[Download](#)

HPE MSA 2072



[Download](#)

HPE MSA 2072



[Download](#)

HPE MSA 2070  
16Gb Fibre Channel



[Download](#)

MSA drive enclosure



[Download](#)

# Marketing Gen6/7 together

Below is a set of marketing resources to use when marketing MSA Gen6 and MSA Gen7 together. The email, digital banners, and social card are pre-formatted and ready for customization. Additionally, key customer content is available to use as a call to action for your marketing tactics.

[Product overview and specs](#)

[Customer-facing content](#)

[Sales enablement resources](#)

[MSA Gen6 vs MSA Gen7](#)

[HPE Smart Choice](#)

[Demand program overview](#)

[Copy blocks](#)

[Digital banners - option 1](#)

[Digital banners - option 2](#)

[Digital banners - option 3](#)

[Digital banners - option 4](#)

[Social cards and copy](#)

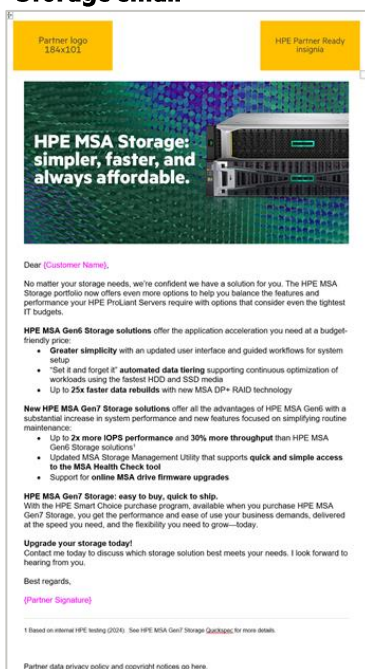
[Emails](#)

[Event banners](#)

[Building blocks](#)

## MSA Marketing Resources

### HPE Gen6 and HPE Gen7 Storage email



### Download email

\* English only

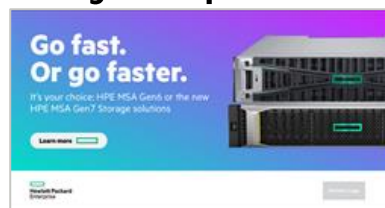
### HPE Gen6 and HPE Gen7 Storage web banners



### Download banners

\* English only, one creative, four banner sizes

### HPE Gen6 and HPE Gen7 Storage social post



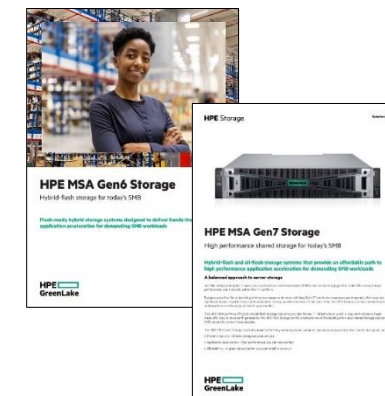
### Download social post

\*English only

## Customer content

### Solution briefs

Key solution information, especially useful for telesales and meetings.



[Download - HPE MSA Gen6 Storage](#)

[Download - HPE MSA Gen7 Storage](#)

### Infographics

Use these infographics to make it easier for customers to understand HPE MSA Storage solutions.



[Download - Why should you choose HPE MSA? 5 Main reasons](#)

[Download - Top 6 reasons to choose HPE MSA Storage](#)

[Download - Finding balance in an entry-level storage system](#)

**Thank you for your  
partnership!**

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**Questions?**

WW Marketing: **Samantha Booton**

a00144395enw



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