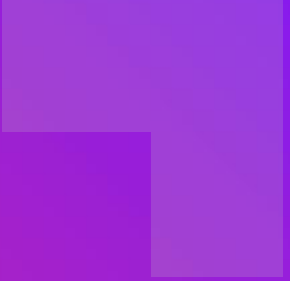




**Hewlett Packard
Enterprise**



Your HPE Smart Choice Sales Play





Contents

Introduction

Business landscape

SMB business drivers

HPE Financial Services

SMB Solutions

HPE Smart Choice Program

HPE differentiators

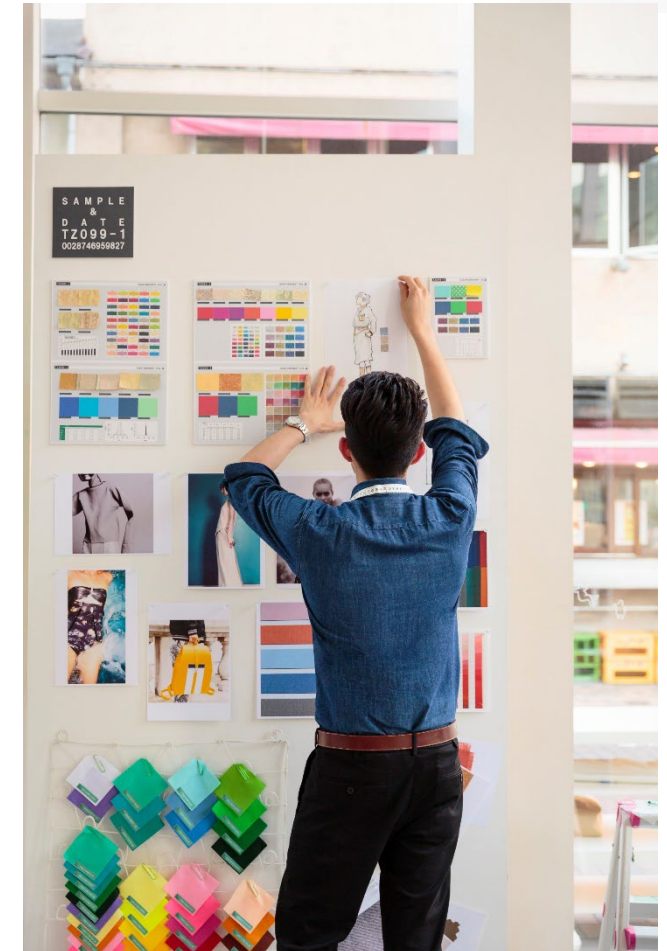
Sales scenario

Activation kit

Resources

Contents

Contents	2
Introduction	3
Business landscape	6
SMB business drivers	8
HPE Financial Services	12
SMB Solutions	14
HPE Smart Choice Program	17
HPE differentiators	23
Sales scenario	26
Activation kit	31
Resources	32



Introduction

Welcome

This Sales Play is intended for HPE Channel sales professionals who serve the needs of small and medium-sized businesses (SMBs). It will offer you strategies and solutions that will enable you to effectively serve this significant global market.

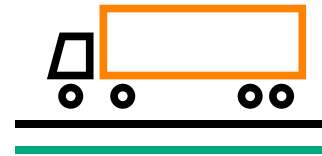
Typically, with up to 1000 users, SMBs are often niche suppliers. Whilst they operate in a variety of sectors, they share common IT needs – requiring ready-to-go servers that are quick to acquire and easy to integrate.

We are going to focus on the HPE Smart Choice Program, and how you can take advantage of this to serve these customers effectively.

You will learn how the HPE Smart Choice Program offers fast quotes and shipping for fully configured, ready-to-ship solutions that meet the needs of SMBs.



**Ready to go
servers**



**Quick to
ship**



**Easy to
integrate**



Introduction - Seizing SMB Opportunities with HPE Smart Choice



Simplicity

Fully configured
Top-Sellers
Single SKU



Competitive Pricing

On-demand
Transparent
Fast



Better Experience

No config: No quote
Efficient, predictable delivery
Simplified field integration

HPE Smart Choice Purchase Program

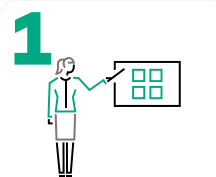
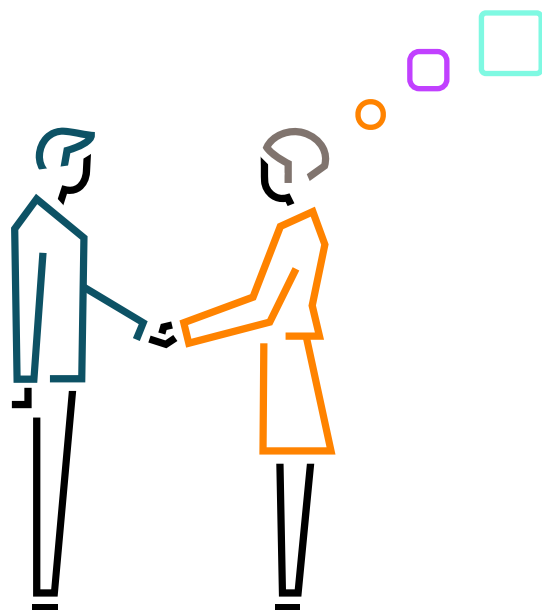
Embrace the full SMB Portfolio

- **Compute**
- **Storage**
- **Services**
- **HPEFS**

Introduction

What is in this document

In this guide, we'll show you how HPE SMB Solutions meet the needs of SMEs, and how to use HPE Smart Choice to find the right solution for your customer.



You will learn

How to differentiate HPE solutions from competitors' offerings

How to discover the best solution

How to select HPE Smart Choice configurations

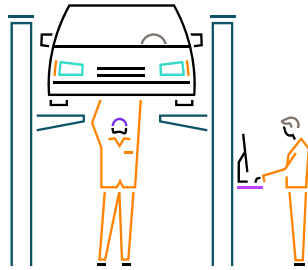
How to market HPE Smart Choice

The benefits of the HPE Engage and Grow incentive program

Business landscape

SMBs

SMBs are an essential segment of the marketplace, driving economic vitality with their unique needs.



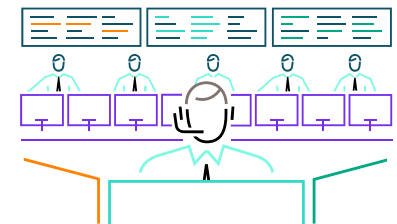
Our tailored SMB solutions cater to these needs with precision. Recognizing that many SMBs may not have extensive IT expertise in-house, we've designed our offerings to simplify the adoption of new technologies and bolster security without complexity. Budget-conscious and seeking efficiency, SMBs require straightforward, cost-effective IT solutions that seamlessly integrate into their current systems.



They are not just looking for technology; they're seeking the promise of speed and the edge of innovation. With an appetite to leverage AI, these businesses aim to transform data into insights that spur action. Our solutions deliver the flexibility they need to bring their innovative ideas to life swiftly.

As you engage with them focus on understanding their aspirations and future plans and not solely their immediate challenges.

The solutions you propose should be perceived as enablers of innovation, aligning with their dynamic growth trajectory.

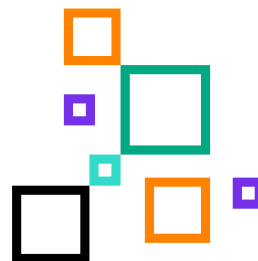


SMB business drivers

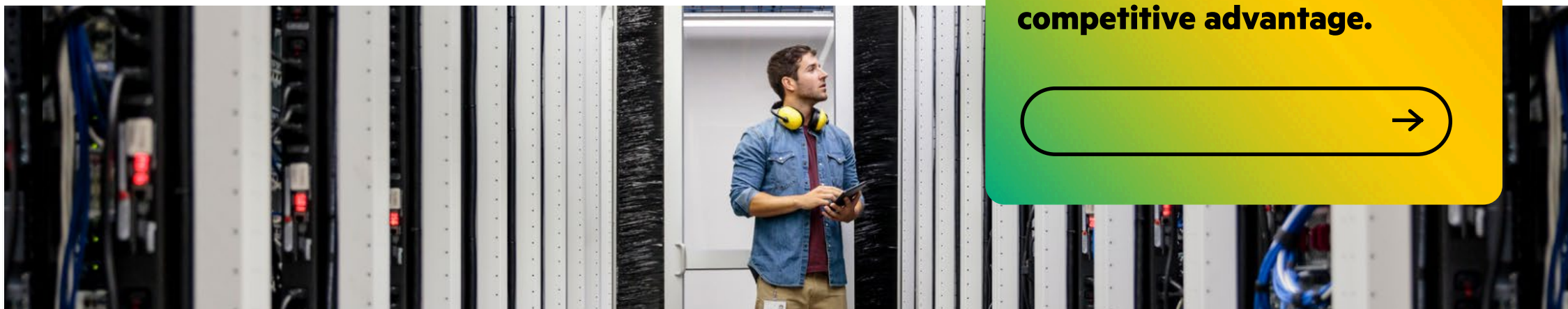
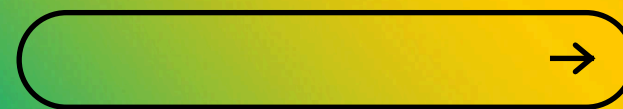
Data is a crucial asset for SMBs, but unlocking its full potential is challenging. Effective data management drives decision-making, enhances customer experiences, and fuels innovation.

SMBs face difficulties in safeguarding data at the edge, managing hybrid cloud complexities, and controlling associated costs. Ensuring data security and efficient operations requires robust solutions.

Data



Highlighting the benefits of edge computing, hybrid cloud, and AI can help SMBs manage, protect, and leverage their data. These technologies enable secure, scalable, and intelligent data use, driving growth and competitive advantage.



SMB business drivers

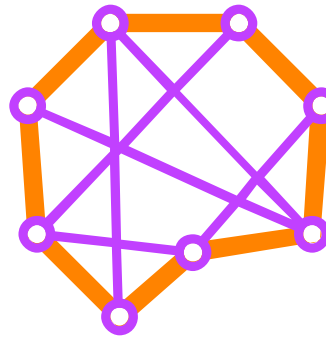
AI is transforming industries, serving as a pivotal tool for SMBs by turning inquiries into discoveries and ideas into reality.

In the light of this transformation, SMBs must realistically assess their ability to progress AI projects from concept to execution.

Your guidance can help them unlock strategies that lead to success, by preparing data for AI, accelerating AI initiatives, and solving business challenges.

Look out for new solutions coming in 2025!

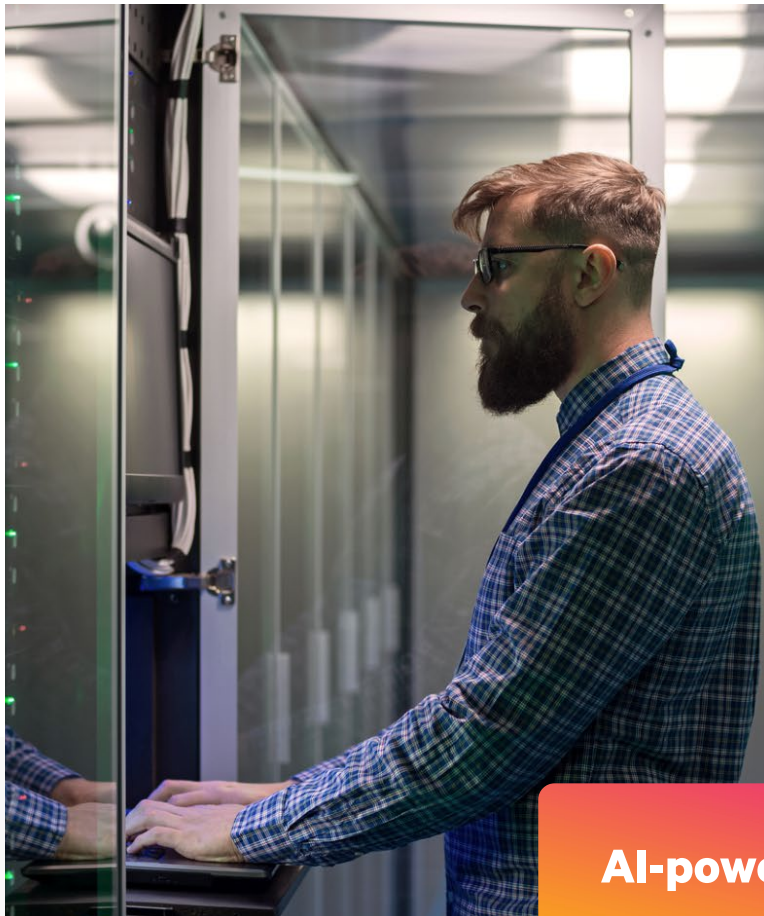
AI



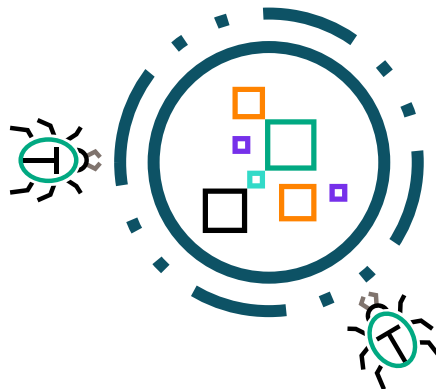
You can help SMBs prepare data for AI and equip them to use AI to solve business challenges.



SMB business drivers



Security



IT security is crucial for SMBs, but outdated tech and a lack of awareness of security threats can risk data and operations.

HPE's integrated, AI-powered security solutions offer secure experiences and peace of mind, ensuring data availability and maximizing value throughout the tech lifecycle.

By asking about the age of a customer's IT environment or their concerns around security, you can begin a conversation about refreshing their IT with an HPE Smart Choice solution.

AI-powered security solutions offer peace of mind and maximize value.



SMB business drivers

Cost



Small and mid-sized businesses often have limited IT budgets, so it's crucial that their investments can deliver real value.

This is what HPE Smart Choice delivers.

By focusing on your customer's true needs, HPE Smart Choice allows you to propose solutions that deliver real value, fast, and cost-effectively.



Delivering real value, fast, and cost-effectively.



HPE Financial Services

You can offer a payment solution that makes it easier for customers to order and acquire additional technology through HPE Financial Services.

HPE Financial Services combines technology insights, financial expertise, and a deep-rooted focus on sustainability to create smarter IT lifecycles for customers and partners of all sizes.

You can benefit from offering these financial services alongside your own partner services.



Smarter innovations:

Finance both legacy and new technology.

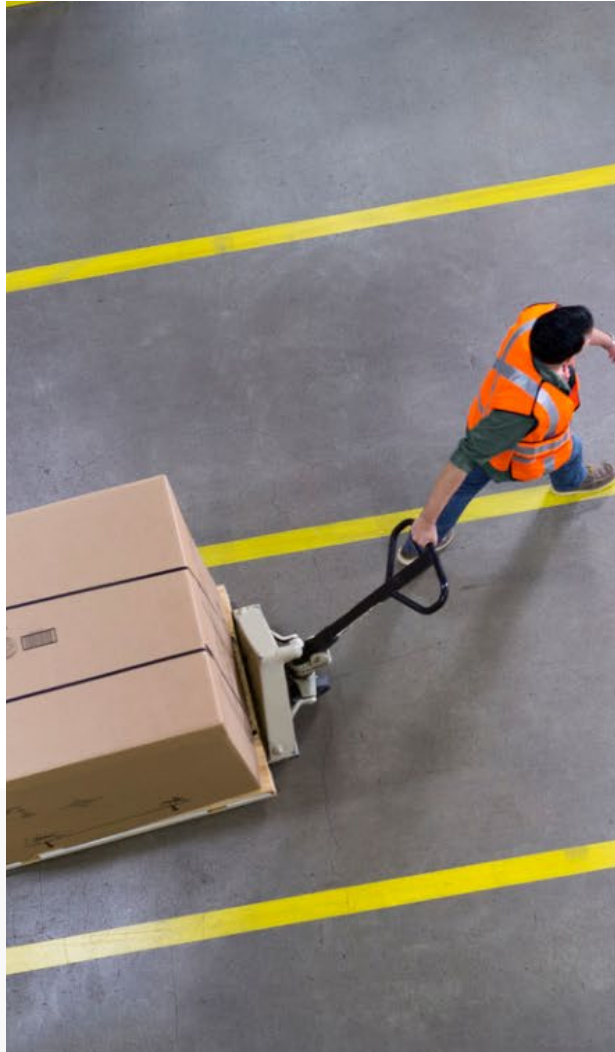
Smarter sustainable IT:

Utilize the HPEFS Lifecycle program.

Smarter innovations:

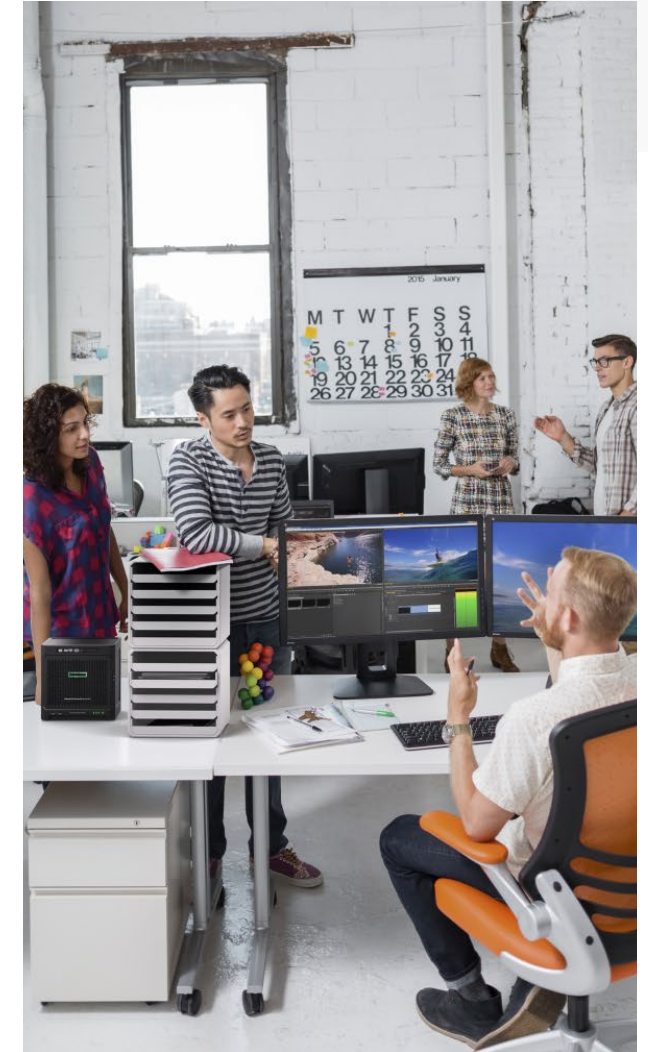
Finance both legacy and new technology.

SMB Solutions



And as SMBs don't want to wait while quotes and configurations are finalized, and won't always need an ultra-specialized solution, having a solution that's ready-to-go and suits their needs on the shelf right now is essential.

Suggest a suitable setup, get it to them fast and you've already solved one of their problems.



SMB Solutions

Built on HPE ProLiant



Built on HPE ProLiant, with validated and tested configurations, HPE SMB Solutions are designed to address specific customer workloads that are common to SMB customers.

Customers receive the right solutions quickly, without the need for extensive customization, allowing them to focus on their core business activities while benefiting from reliable and efficient IT infrastructure.

Sought-after solutions

**Small Office
setup**

Virtualization

**Backup and
recovery**

The smart choice

HPE Smart Choice solutions are based on the heat-of-the-market customer needs and will vary over time.

These solutions are built to be flexible and scalable, adapting to the evolving demands of small and medium-sized businesses.

By leveraging the latest technologies and insights, these solutions provide a robust foundation for growth and innovation.

Whether it's enhancing productivity through virtualization, ensuring data integrity with backup and recovery, or optimizing operations for a small office setup, HPE Smart Choice solutions deliver reliable performance and peace of mind.



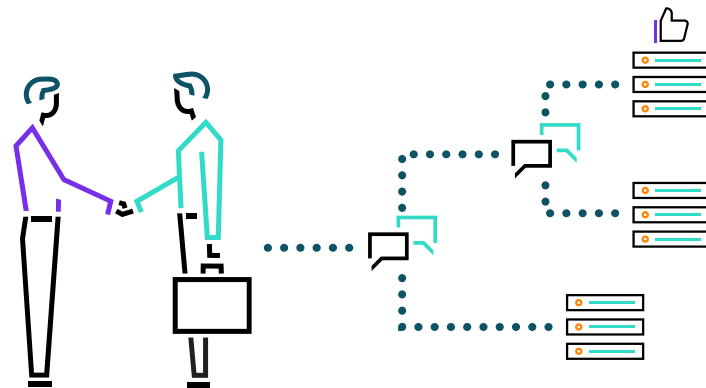
SMB Solutions

Compute for everyone

Alongside our existing Configure to Order and Build to Order options, the HPE Smart Choice program offers fully configured servers in a range of sizes, including HPE ProLiant MicroServer, Tower and Rack options.

These high-demand configurations meet many customer needs including small scale virtualization and remote working.

The compute solutions available are reviewed regularly, so you may see changes in the SKUs offered, depending on customer demand.



HPE Smart Choice Purchase Program

HPE Smart Choice

**Fully configured
HPE ProLiant
servers**

HPE Smart Choice

Quick to quote

HPE Smart Choice

Fast shipping

HPE Smart Choice

HPE Smart Choice

**Generate a quote
in minutes**

HPE Smart Choice

**Get the best price
first time**

HPE Smart Choice

**Order popular
configs in a single
SKU**

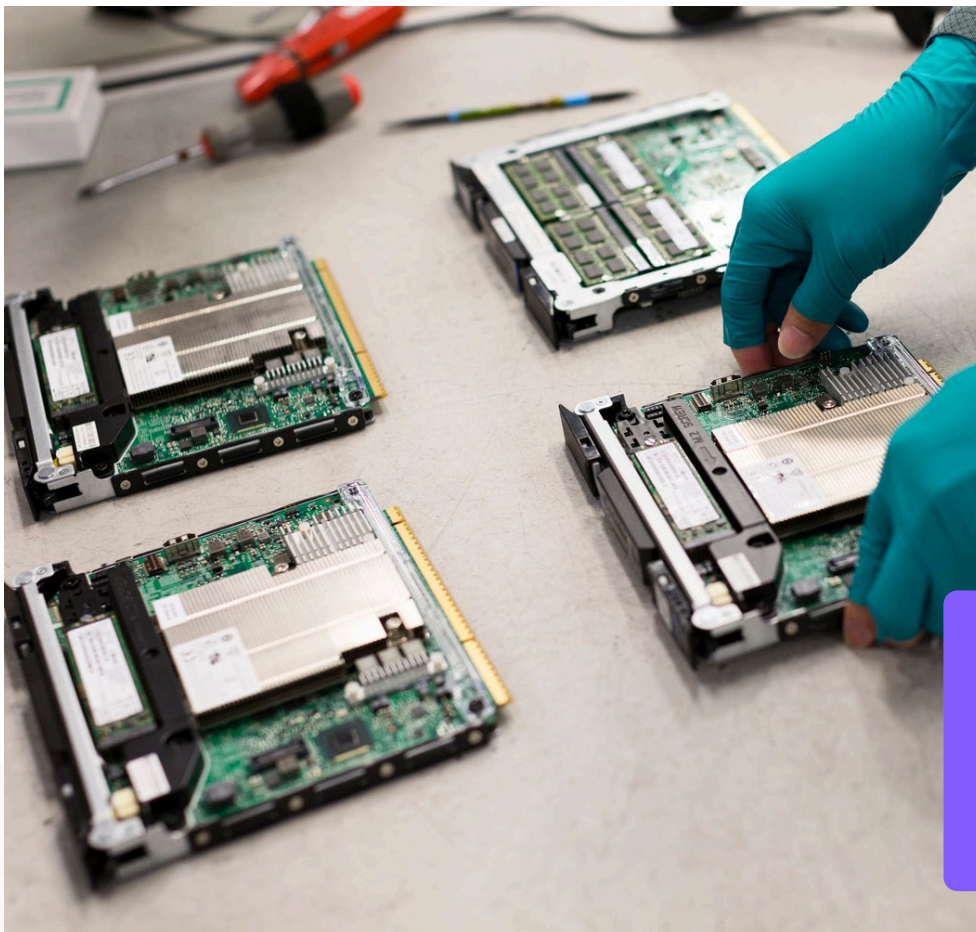
HPE Smart Choice

**Get fast,
predictable
shipping**

HPE Smart Choice

**Give you more
time to sell**

HPE Smart Choice Program



Fastest lead times

Best of all, the HPE Smart Choice Program offers the fastest lead times, with an average of 1-2 days.

This means HPE can deliver high-demand compute products and solutions quickly, reliably and at a competitive price.

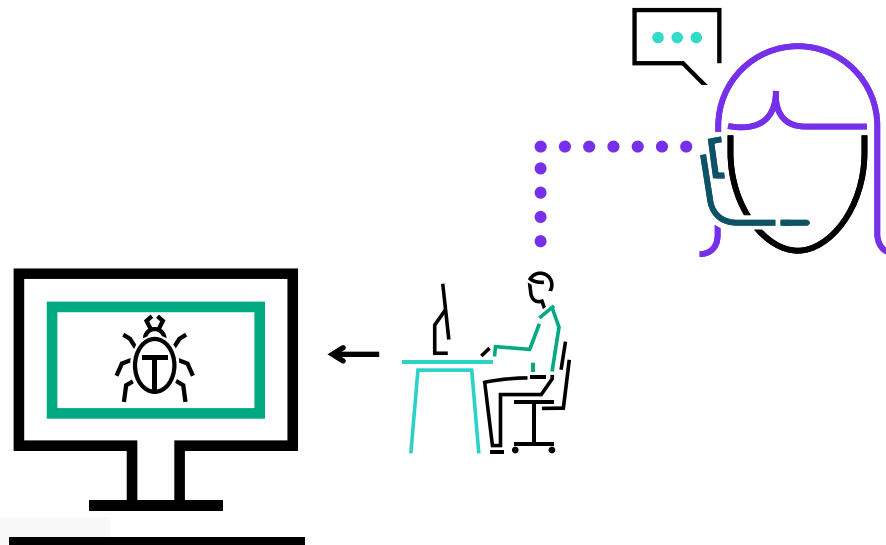


Average
1 to 2 days

HPE Tech Care for HPE Smart Choice

An essential part of any solution is the service offered to the customer. HPE Tech Care for HPE Smart Choice Servers ensures a seamless support experience with the two service levels available.

HPE Tech Care gives you a great advantage when selling HPE Smart Choice servers, as it provides your customer with high-value services at an attractive price.



Choose from

Basic

Access to expert in **2-hours** – 9 x 5
Next business day hardware onsite

Essential

Direct connect to expert in **15 minutes**
24 x 7 enhanced remote support
4-hour hardware onsite

Storage & backup

Security concerns are a common motivation for SMBs to upgrade their IT infrastructure.

Potential threats come in both digital and physical forms, from ransomware attacks to fires and floods.

If data is destroyed, corrupted or lost, businesses need solutions in place to ensure they can recover quickly.

We recommend SMBs store three copies of their data on two different storage media types - one offsite and one offline.

Among HPE's SMB Solutions is tape storage, offering a cost-effective means of backup in various forms - from standalone tape drives to tape automation and enterprise tape libraries.

Tape adds a layer of protection against cybercrime and ransomware attacks and lowers the risk of data loss through reliable offline and off-premises data protection.



3

**copies of
data**

2

**Different
media**

1

offsite

1

offline

**Businesses need backup
solutions to help them
recover quickly from
data loss.**

HPE Differentiators

iLO

iLO or Integrated Lights Out is the HPE exclusive core intelligence embedded into ProLiant servers for reporting, ongoing management, service alerting, and local or remote management.

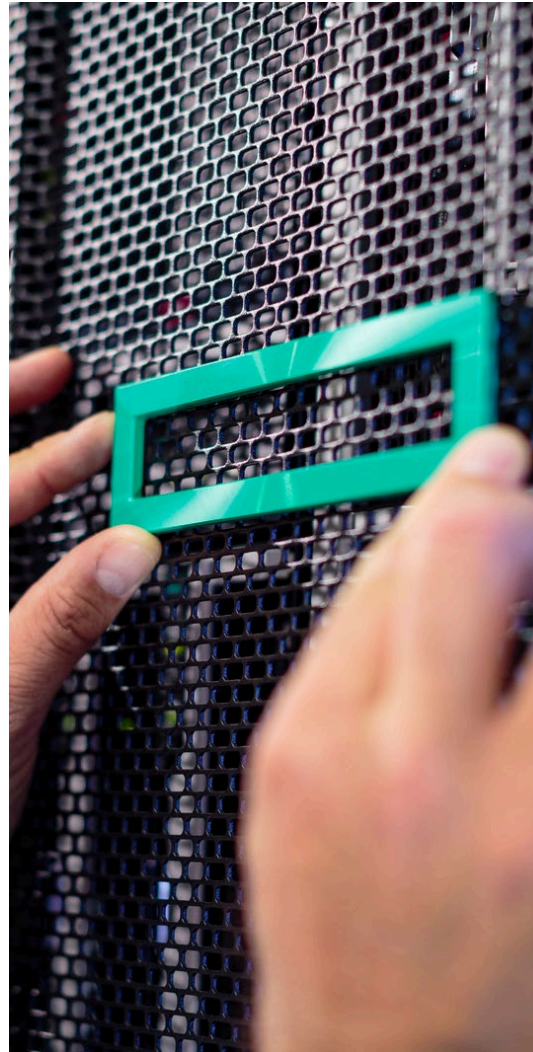
Customers have a choice between iLO Standard and iLO Advanced licences.

iLO Standard provides basic management, while iLO Advanced includes enhanced features like remote console access, virtual media, and advanced security options.

Zero trust approach

The use of zero-trust security architecture further strengthens the credentials of HPE SMB Solutions.

This protects against bad actors and intrusion by requiring identity and device attestation and authentication throughout the network.



HPE Silicon Root of Trust

Security is a priority for HPE and SMB Solutions have Silicon Root of Trust at their foundation.

HPE Silicon Root of Trust is firmware technology that integrates security directly into the hardware of HPE ProLiant Gen 10, Gen 10 Plus and Gen 11 servers.

It makes an immutable fingerprint in the silicon that provides advanced levels of protection against firmware attacks.

It detects changes being introduced by cyber attackers, protects the server and restores the firmware to its last known uncompromised version, so malicious code never penetrates, and operation can quickly regain its original state.

HPE Differentiators

HPE Services

With HPE Services, customers get access to our HPE experts that will work closely with them to evaluate their business environment, identify IT initiatives and develop tailored solutions.

Our engagement framework guides them through every step of digital transformation, ensuring optimal day one and day two operations - crucial for ensuring efficiency, security, and optimal performance.

HPE Services also help customers to set and achieve sustainability targets, aligning them with their business goals in this area.



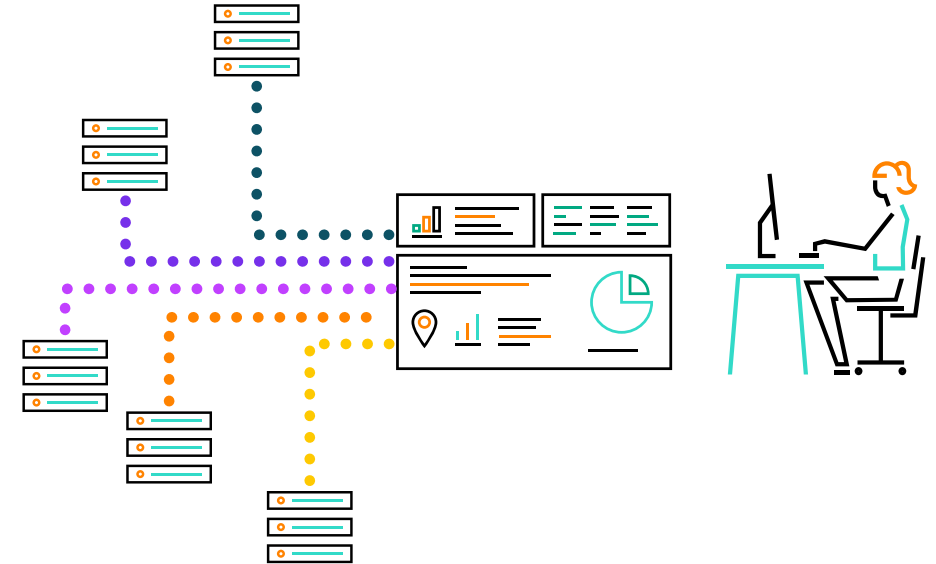
HPE Differentiators

HPE GreenLake for Compute Ops Management

Available through the HPE GreenLake platform, Compute Ops Management is another valuable service common to the entire SMB Solutions portfolio.

Compute Ops Management gives customers access to a simple cloud-based service to monitor and manage their network, whatever the physical location of its components.

This is a huge advantage for businesses with multiple sites. It also means they can pass this responsibility onto a third party easily.



Simplify

|

Unify

|

Automate

Sales scenario



Let's take an example of a typical customer.

They are a company that is experiencing sudden growth, and their current applications performance has been impacted by their old IT infrastructure. They need a quick solution up and running.

Let's see how you can approach similar customers using Seismic and iQuote.

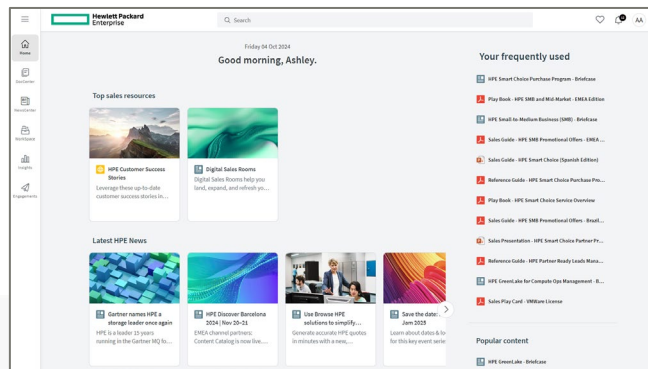
How to get a Smart Choice?

Step 1

Access HPE Seismic

Log in: Begin by logging into HPE Seismic, your primary resource for sales materials.

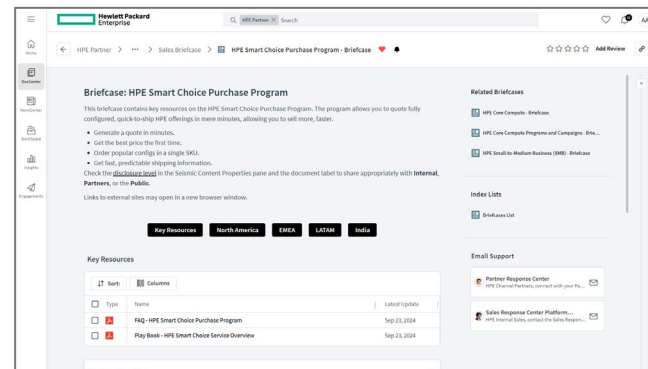
Navigate to the SMB Briefcase: Look for and select the "SMB Briefcase" section.



Step 2

Identify Suitable SKUs

Check Smart Choice Briefcase: Within the SMB Briefcase, explore the "Smart Choice Briefcase" section.



“HPE Seismic is your one-stop shop for all things SMB”

“Tailor your recommendations to your customer's unique needs using the Smart Choice Briefcase”

How to get a Smart choice?

Step 3 Get a Quote

Contact Distributor: Once you've identified suitable SKUs, reach out to your preferred distributor.

Request a Quote: Ask for a quote based on the selected SKUs and your customer's requirements.

Consider Multiple Options:
Explore both phone and online webstore options for convenience.



**“Speed is of the essence.
Get a quote quickly and
efficiently.”**

How to get a Smart choice?

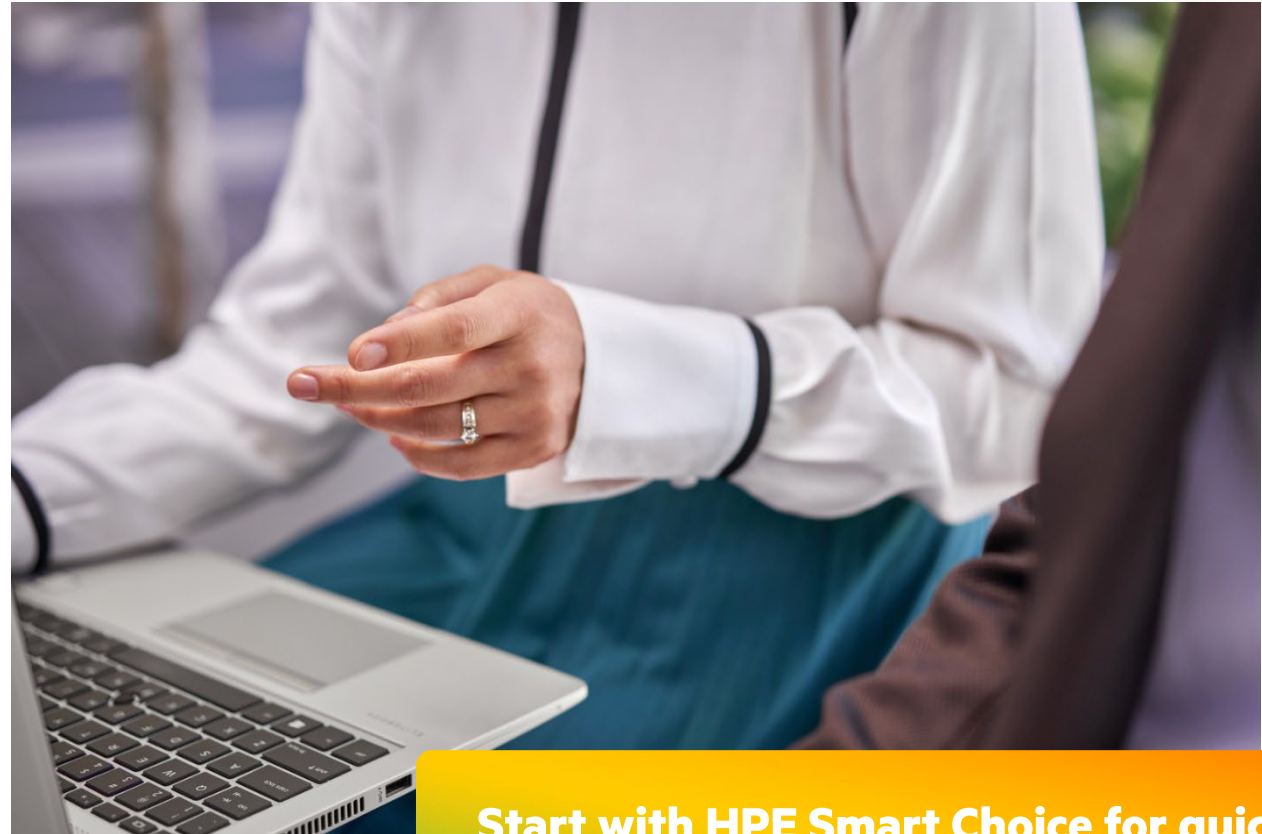
Step 3 Alternative Get a quote with iQuote

Access iQuote: Log in to the Partner Ready Portal or use the direct URL to access iQuote Integrated.

Configure Solution: Find and select solution based on your customer's requirements.

Place order with Distributor: Once you've finalized the configuration, place the order with your preferred distributor.

Note: Choose between Universal (HPE list prices) or Integrated (distributor prices).

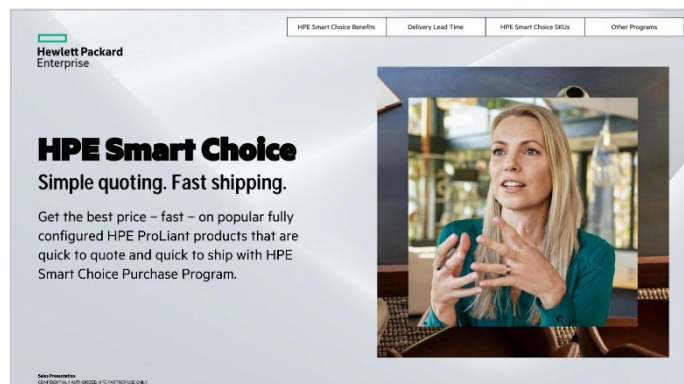


Start with HPE Smart Choice for quick solutions, then customize using iQuote.

Additional Tips

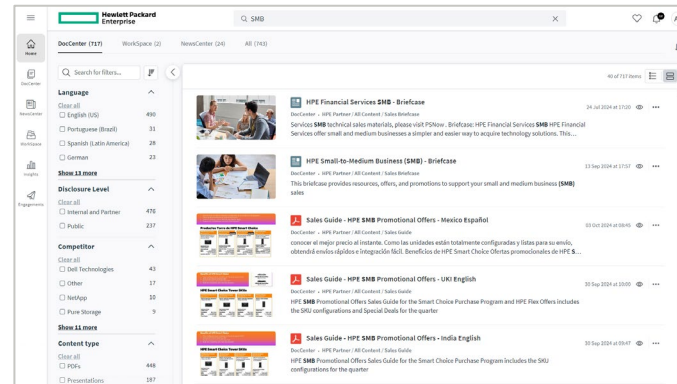
Utilize SMB Playbook

For regional-specific strategies and best practices, consult the SMB Playbook.



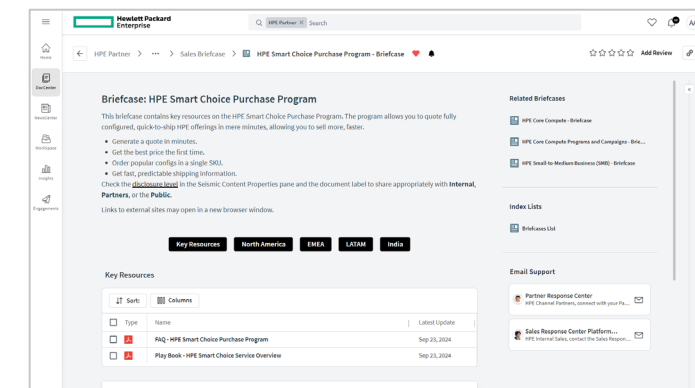
Focus on SMB Content

Ensure your search results are relevant to the SMB market. Use the DocCenter tab or search for "SMB" to filter content.



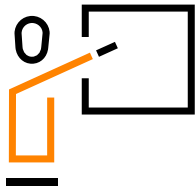
Provide Value

Highlight the benefits of HPE Smart Choice products in relation to your customer's challenges and goals.

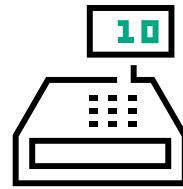


Armed with the right information, you can confidently position HPE Smart Choice products as the ideal solution for your SMB customers.

HPE Engage & Grow Program



Learn



Sell



Redeem



Rewards

HPE Engage & Grow is an incentive program designed to recognize and reward the performance and loyalty of sales representatives with bonus points.

HPE Engage & Grow Program

Get rewarded!

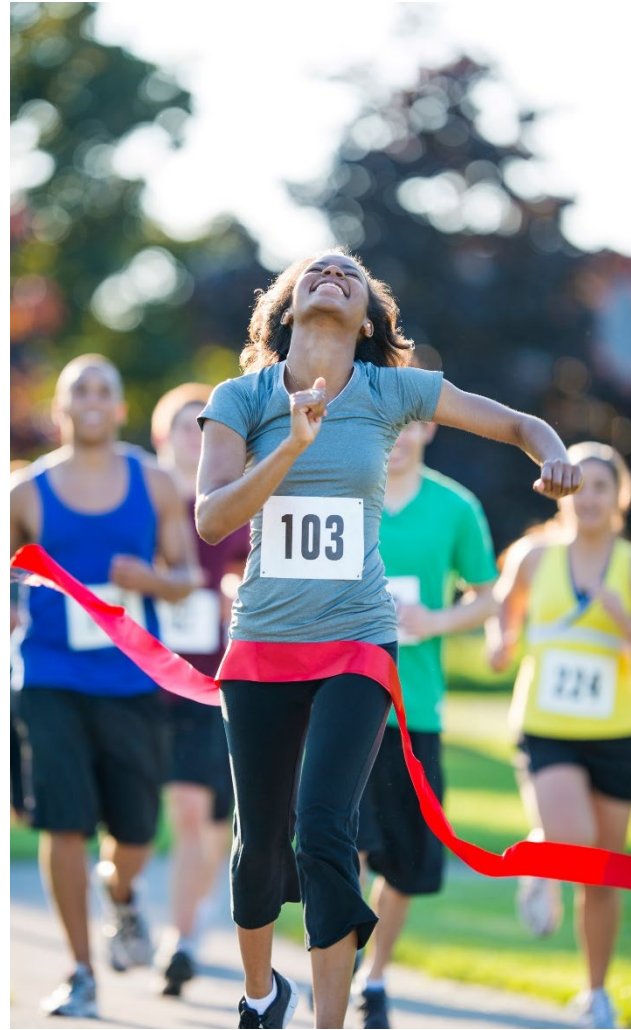
To start using the benefits of the program, your business will first need to register as a member. Once registered, individuals within the HPE Business Partner can begin earning bonus points.



Sell

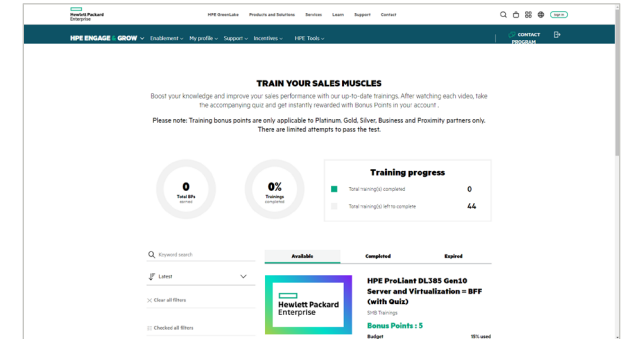
First, by **selling HPE** products and solutions that qualify for the Engage & Grow program.

On the HPE Engage & Grow program homepage, you will be able to view the latest promotions and see the points you have earned.



Learn

The second way to earn points is by participating in the **training** and completing the quizzes on the site.



To keep up to date with the latest events, news and promotions from HPE Engage & Grow, you can also follow the HPE Engage & Grow LinkedIn page.

Join **HPE Engage & Grow now** →

HPE Smart Choice - Marketing

Activation kits

To help you effectively market Smart Choice, we've created two comprehensive kits: one for distributors and one for resellers.

Enhancing digital presence

Create a strong online presence with a dedicated Smart Choice landing page featuring key features, benefits, and videos. Ensure easy discoverability and use approved HPE messaging.

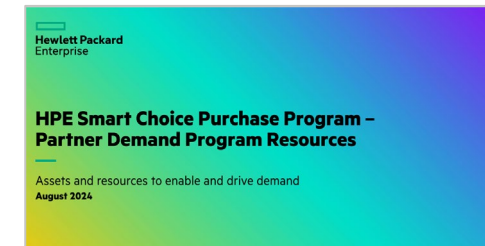
Utilize co-brandable digital banners and eDMs to reach your target audience effectively.

Foster deeper engagement with resellers by leveraging program-specific sales enablement resources.

Capitalize on our
resources to
position HPE
Smart Choice as a
top solution for
HPE Partners.

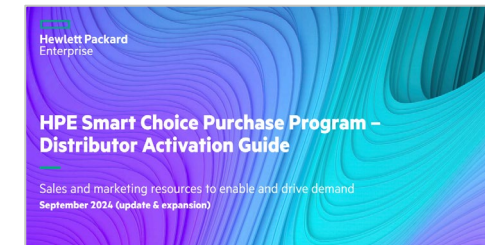
For Resellers

Leverage the **Partner Demand Program** and gain access to a vast library of assets on Seismic to drive demand, including content, copy blocks, digital banners, and supporting images.



For Distributors

Utilize the **Distributor Activation Guide** to find essential resources, tools, and content to boost awareness and demand for HPE Smart Choice products.



Resources

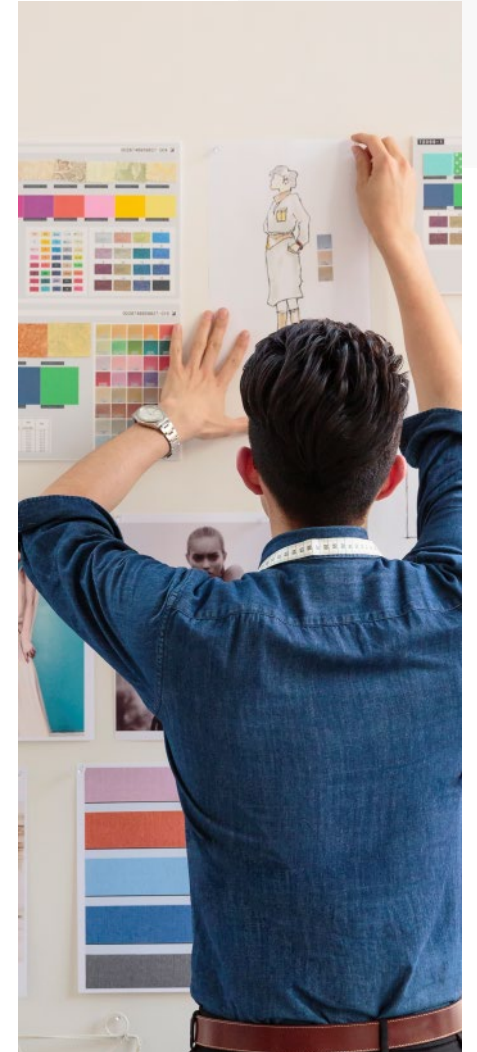
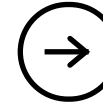
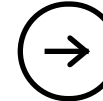
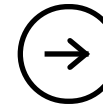
Follow these links to see the resources mentioned in this guide.

HPE Smart Choice Program Briefcase

HPE Small and Mid-market Business Briefcase

HPE Engage & Grow Program

HPE Financial Services (HPEFS)



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