



**Hewlett Packard
Enterprise**

HPE Smart Choice Purchase Program – Partner Marketing Activation Guide (FR)

Assets and resources to enable and drive sales

March 2024

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What's inside:

This resource is designed for HPE's partners and provides links to HPE Smart Choice purchase program marketing and sales enablement materials, including:

- Co-brandable promotional assets
- Program-specific sales enablement resources
- Supporting sales resources

Questions?

WW Marketing: [Samantha Booton](#)

Program Overview & Messaging

Overview & Messaging

Marketing Resources

Sales Enablement

Additional Resources

Program Summary:

The Smart Choice purchase program allows partners to easily sell fully configured, ready-to-ship HPE ProLiant products to small-to-midsize business (SMB) customers. Product SKUs included in the program are top-selling, customer-favorite configurations.

Customer Value:

- Simple to order and quick to ship
- Fully configured, customer-favorite HPE ProLiant products
- Efficient and predictable delivery
- Simplified field integration

Marketing Resources

Drive HPE Smart Choice purchase program awareness and demand with co-brandable digital banners, social media posts, and emails.

Overview & Messaging

Marketing Resources

Sales Enablement

Additional Resources

Digital Banner



Suggested call-to-action:

Drive partner's HPE Smart Choice SKU page or to partner contact form

Download

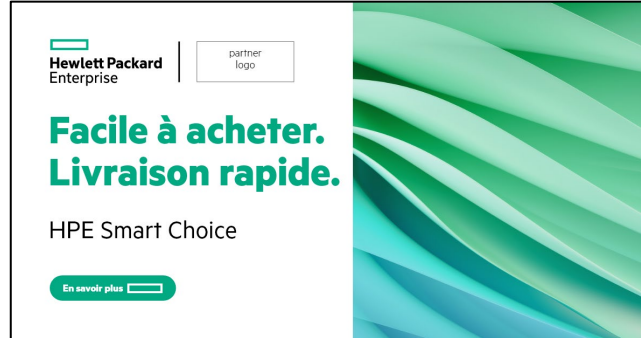
160 x 600

300 x 250

300 x 600

728 x 600

Social Card + LinkedIn Copy

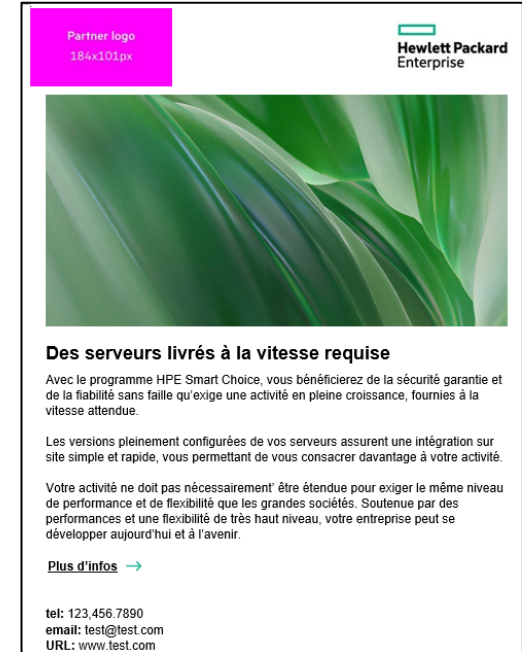


Suggested call-to-action:

Drive to the partner HPE Smart Choice SKU page or to partner contact form

Download Social card & Copy Now

Email



Download Ready-to-Use OFT Email

Sales Enablement

Leverage the program-specific sales enablement resources below to understand and sell HPE Smart Choice purchase program featured products.

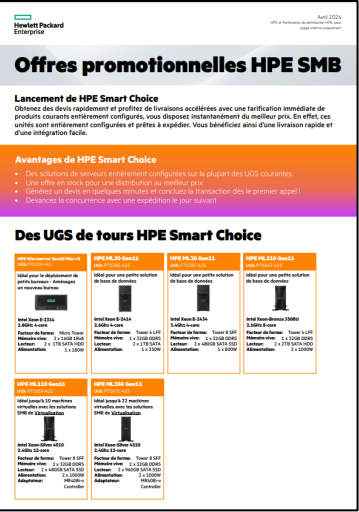
- Overview & Messaging
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- Additional Resources

Program Sales Guide – PowerPoint



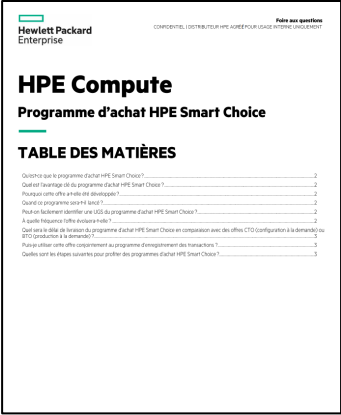
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HPE SMB Promo Cheatsheet



[Download](#)

FAQs Resource Guide



[Download](#)

Customer Video – Program Overview/Teaser



[Download](#)



Additional Resources

Leverage the HPE Compute and SMB sales enablement resources below to drive sales of HPE Smart Choice Purchase Program featured products.

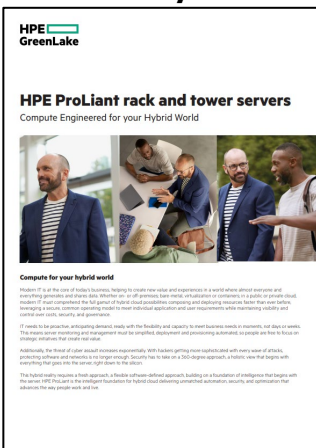
Overview & Messaging

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Additional Resources

HPE ProLiant Gen10+ Server Family Guide



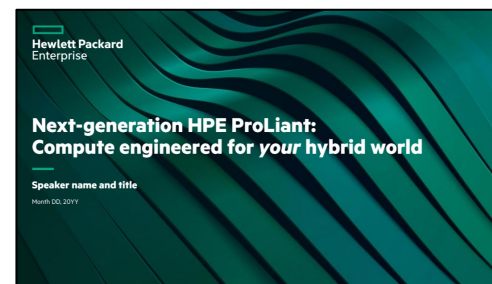
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HPE ProLiant Gen11 Server Family Guide



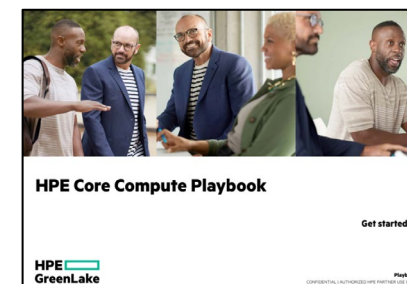
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HPE ProLiant Server – Customer Presentation



[Download](#)

HPE Compute Partner Playbook



[Download](#)

Recommended Seismic Briefcases:

- [HPE Next Generation Core Compute \(HPE ProLiant Gen11\) HPE ProLiant Servers with Intel](#)
- [HPE Small-to-Medium Business \(SMB\)](#)

Thank you!



Questions?

WW Marketing: [Samantha Booton](#)

