



**Hewlett Packard
Enterprise**

HPE Smart Choice Purchase Program – Partner Marketing Activation Guide (EMEA & UKI English)

Assets and resources to enable and drive sales

June 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

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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
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- Additional Resources

Digital Banner



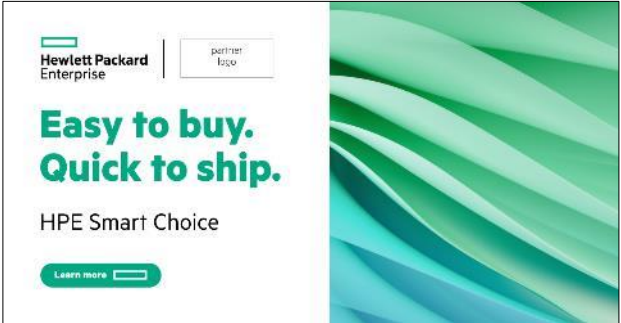
Suggested call-to-action:

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



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

Social Card + LinkedIn Copy



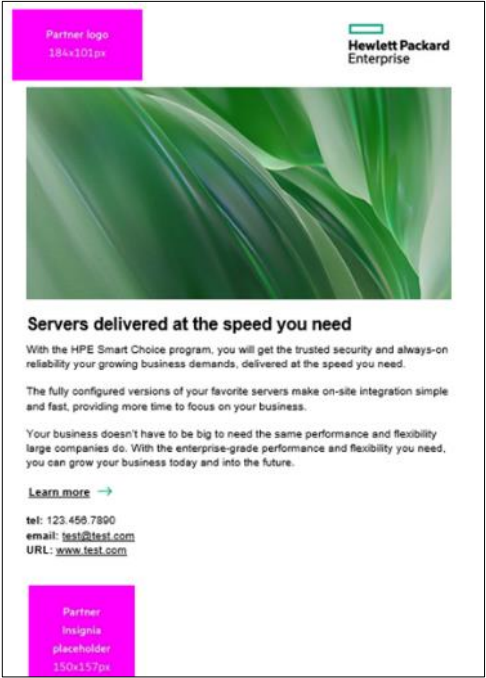
Suggested call-to-action:

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.

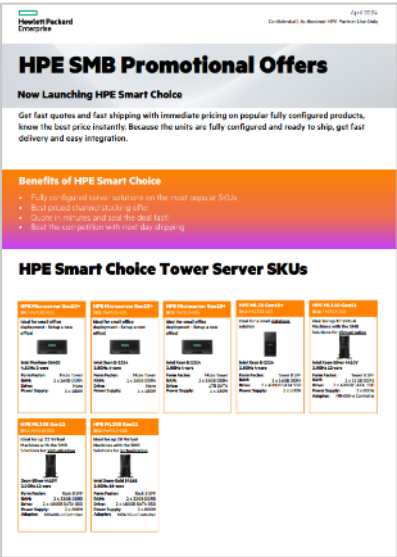
- Overview & Messaging
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Program Sales Guide – Presentation



[Download](#)

HPE SMB Promo Cheatsheet



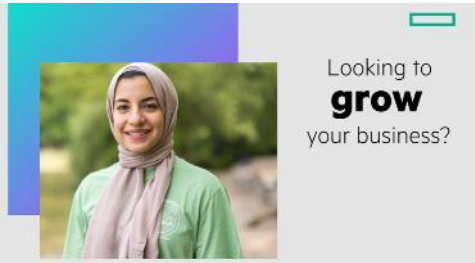
Versions:
[Download EMEA English](#)
[Download UKI](#)

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

Marketing Resources

Sales Enablement

Additional Resources

HPE ProLiant Gen10+ Server Family Guide



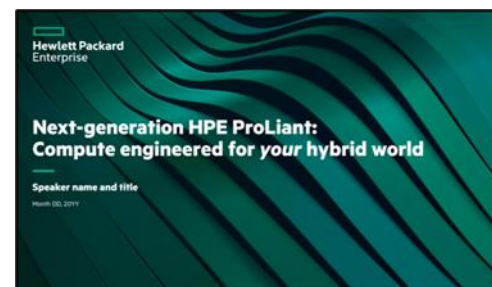
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HPE ProLiant Gen11 Server Family Guide



[Download](#)

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

