



**Hewlett Packard  
Enterprise**

# HPE Alletra Storage MP B10000



Assets and resources for  
co-marketing campaign delivery

**Get started** 






# Revision history

Date	Asset	Description	Page(s)
February 2025	Kit	New product names: HPE Alletra Storage MP B10000 and HPE Alletra Block Storage for AWS; the addition of HPE Primera Storage and HPE Nimble Storage to trade-up program and extension of trade in program to April 30, 2025	1-41
February 2025	Banner and social card	Updated the mission critical banner and social card with new product name	20 and 22
February 2025	Emails	Updated emails with updated product names and product updates to the trade-up program with the program extended to April 30, 2025, and new products	23-24
February 2025	Copy decks	Updated copy decks with new product names and updates to the trade-up program with the program extended to April 30, 2025, and new products	27
February 2025	Messaging guide	Updates with new product names	29



# What's inside

Our Channel Campaign Activation kits are structured to provide options for creating your own co-marketing campaigns in a way that works best for you. **Please select where you would like to begin.**

1		Campaign overview	
2a	Choose ready-to-use assets	2b	Use campaign copy
			
Choose ready-to-use, customizable HPE co-marketing campaign assets (HPE branded)		Use campaign copy from HPE campaign assets to incorporate into your own marketing materials (partner branded)	
		2c	Build-your-own campaign
			
		Build-your-own campaign by using the HPE messaging guide, images, and persona insights to create your own branded assets (partner branded)	
3		Call-to-action content	
4		Sales tools	
5		Guidance & resources	



# Campaign overview

# Campaign overview

## HPE GreenLake cloud enables a true hybrid cloud storage approach

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

### Market situation

The exponential growth of data, the rise of AI-driven workloads, market-changing acquisitions, and evolving cyber threats make the landscape more complex than ever. Sustainability demands further compound these challenges. Organizations must navigate these disruptions while seizing opportunities to innovate and grow. This backdrop highlights the critical role of storage.

According to research commissioned by HPE and conducted by ESG, 76% of organizations' ability to store, protect, mobilize, analyze, access, secure, and govern data can't keep pace with what their stakeholders demand.<sup>1</sup> Enterprises across the world have come to the realization that, as their data grows and becomes more distributed in nature, it's neither scalable nor economical to rely solely on the public cloud.

Intelligent storage architecture from HPE is designed for the future, enabling enterprises to drive growth by optimizing resources, simplifying operations, and accelerating innovation. With HPE, customers can store, manage, and protect all their workloads, everywhere. Click on the links below to access the other storage kits and to explore each topic further.

### Store

#### Transform storage of structured and unstructured data

[HPE Alletra Storage MP B10000](#)  
[HPE Alletra Storage MP X10000](#)

### Manage

#### Effortlessly manage apps and data across hybrid cloud

[HPE GreenLake for Private Cloud  
Business Edition](#)

### Protect

#### Protect data and workloads from edge to cloud

[Disaster recovery and cyber resilience with HPE  
and Zerto](#)

<sup>1</sup> Enterprise Strategy Group 2023 HPE Data and Infrastructure Management Maturity Research Results, June 2023.

# Campaign overview

## Introduction

This new channel campaign activation kit for **HPE Alletra Storage MP B10000** includes everything you need to execute your own integrated demand-generation campaign.

### Value proposition

HPE Alletra Storage MP B10000 provides mission-critical storage at midrange economics with the industry’s only disaggregated, scale-out block storage with a 100% data availability guarantee.<sup>2</sup> Built on new HPE Alletra Storage MP hardware and managed via HPE GreenLake cloud, this unique block storage offering brings an intuitive AI-driven cloud experience across hybrid cloud, efficient scale, and extreme resiliency and performance to mission-critical apps—at a midrange price point.

### Product—On-Prem

HPE Alletra Storage MP B10000

### Product—Hybrid Cloud

HPE Alletra Block Storage for AWS

### Target audience

- Installed base
  - HPE 3PAR
  - HPE Primera Storage
  - HPE Nimble Storage
- Net new business/new logos
- Enterprise
- Midmarket
- SMB

### Personas

- Decision-makers:
- IT Execs: VP/Director of IT Ops, CIO (Chief Information Officer), IT Manager, Head of Storage
  - LOB (Line of Business) execs/App Owners
- Influencer/implementers:
- Storage/IT Admin, App Admins/developers, Cloud Admins

<sup>2</sup> Based on analysis of known industry block storage-as-a-service offerings available as of March 11, 2022, that are offered self-service.

### Campaign Name

HPE Alletra Storage MP B10000

### Program Lead

Shawna Zaw

### Product Marketing Manager

Simon Watkins

### Channel Activation

Clare Compston

**For local assistance, contact your PMM or PBM, or email** [Concierge@hpe.com](mailto:Concierge@hpe.com)

**For the latest version, please download the file from the link below:**  
[Channel Campaign Activation Kit](#)



# Campaign overview

## Use cases

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

### Target audience—Installed base

HPE Alletra Storage MP B10000 is targeted at accelerating our HPE Storage installed base transition—with 2-node and 4-node configurations that deliver mission-critical capabilities at an affordable price point. By transitioning to HPE Alletra Storage MP B10000, HPE 3PAR, HPE Primera Storage, HPE Alletra 6000/9000 and HPE Nimble Storage customers get everything that they value with their existing arrays and more—all with a smooth, efficient, and affordable transition path. Now is the time to tap into this sizeable installed base and propose a tech refresh.

**HPE Alletra Storage MP B10000** is designed to power modern, traditional, and consolidated mixed workloads with extreme availability and performance requirements.

- Mission- and business-critical database workloads (Oracle, SAP HANA, SQL)
- Application consolidation/mixed workloads
- Virtualization and virtual desktop infrastructure environments
- Persistent storage and data protection for containerized workloads on-prem
- Operational analytics with Splunk and Elastic (bare metal or containerized environments)
- NoSQL containerized and next gen cloud native apps
- Electronic health records—MEDITECH/Epic

**HPE Alletra Block Storage for AWS** is designed to deliver a seamless, unified storage management experience across hybrid cloud with faster time-to-value and enterprise-class resiliency. It supports hybrid cloud IT operations with seamless data mobility across on-premises, colocation, edge, and public cloud - enabling hybrid cloud storage use cases such as disaster recovery and Test/Dev.

### Vertical industry overview

Target industry verticals and **workloads** for HPE Alletra Storage MP B10000 include the following:

Financial Services (FSI)

- **Data Management**

Healthcare (HLS)

- **Electronic Health Records**
- **Digital Imaging and Archiving**

Manufacturing (MFG)

- **SAP/SAP as-a-service**

Public Sector (PUB)

- **Digital Government Shared Services**
- **Smart Cities and Spaces**

# Campaign overview

## Customer challenges and benefits

Customer challenges		
<p><b>Complex management</b></p> <ul style="list-style-type: none"><li>• A need for specialized domain expertise to manage on-prem storage, affecting agility and innovation.</li><li>• Complexity in hybrid cloud storage management leads to operational silos, low visibility, and cost inefficiencies, hindering data mobility and impacting business agility.</li><li>• Public cloud lacks enterprise-grade data services, restricting deployment of critical apps.</li></ul>	<p><b>Infrastructure complexity</b></p> <ul style="list-style-type: none"><li>• Infrastructure silos with diverse storage platforms result in operational challenges and cost inefficiencies.</li><li>• Legacy storage architectures lack flexibility to efficiently scale-out for growing and unpredictable workloads.</li><li>• Painful tech refreshes involve costly "rip and replace" upgrades, disruptive downtime, and capacity rebuying.</li></ul>	<p><b>Constant firefighting</b></p> <ul style="list-style-type: none"><li>• Traditional storage solutions lack the reliability needed for mission-critical applications requiring high data availability.</li><li>• App downtime and support escalations hinder IT's ability to meet SLAs, leading to constant firefighting, disruptions, and infrastructure tuning.</li></ul>
Messaging themes		
Simplify management with an AI-driven <b>cloud experience</b> across <b>hybrid cloud</b>	Experience <b>better performance</b> and <b>better economics</b> with <b>disaggregated, scale-out storage</b>	Run any app without compromise with a <b>100% data availability</b> guarantee
Summary of POV and pillar benefits		
<p>Our AI-driven <b>cloud operational experience</b> and <b>hybrid storage solutions</b> provide customers with unprecedented flexibility, speed, and agility across on-premises and cloud environments. With HPE Alletra Storage MP B10000, we bring the <b>cloud experience to on-prem storage</b>, simplifying operations and enabling self-provisioning for faster app deployment. Our software-defined storage solution, HPE Alletra Block Storage for AWS, extends enterprise-class capabilities to Amazon Web Services, offering unified management, consistent data services, and seamless data mobility for accelerated innovation in <b>hybrid cloud environments</b>.</p>	<p>HPE Alletra Storage MP B10000 empowers customers to maximize infrastructure efficiency and lower total cost of ownership at scale. By unifying multiple workloads and data types on a single storage platform with a seamless management experience, we enable agility and future-proof storage investments for long-term value and performance. With our disaggregated, scale-out storage architecture, customers can independently scale capacity and performance to meet evolving needs while maximizing efficiency and cost savings. Our HPE Timeless program takes the ownership experience to the next level by eliminating surprises and providing non-disruptive upgrades, all-inclusive software, data availability and reduction guarantees, and customer satisfaction assurance. Say goodbye to complexity and hidden costs—with us, customers can focus on innovation and confidently drive their businesses forward.</p>	<p>HPE Alletra Storage MP B10000, delivers always-on, always-fast storage for data-first organizations seeking to eliminate trade-offs between performance, availability, and scalability. With a 100% data availability guarantee, ultra-fast performance, and industry-leading AI for infrastructure management, we empower customers to meet their SLAs for mission-critical workloads with confidence. Our solution ensures affordable, always-available storage infrastructure with seamless hybrid cloud data protection, enabling customers to predict and prevent disruptions before they occur and maintain high levels of performance and reliability at scale.</p>
Promotion messaging		
HPE Alletra Storage MP B10000   “Bring a <b>cloud experience, efficient scale, 100% availability</b> to your workloads”   Get mission-critical storage at midrange economics		
HPE Timeless Program for HPE Alletra Storage MP B10000   “Experience a future- proofed <b>storage investment</b> that never gets old”   Say hello to a simpler storage experience		
HPE Alletra Block Storage for AWS   “Get unified management, consistent data services and data mobility across <b>hybrid cloud</b> ”   It's time for storage that is <b>hybrid by design</b>		





# Campaign overview

## Partner benefits

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

### What's in it for partners

HPE Alletra Storage MP B10000 is part of HPE GreenLake cloud and was built with partners in mind. You can wrap around your own services, giving you the ability to grow your business and serve our joint customers.

#### Expand revenue opportunities

- **Differentiate versus competitors:** HPE Alletra Storage MP B10000 redefines the block storage playing field for you to win, reframing the buying criteria to your advantage. Simplifying operations and moving faster with a cloud experience everywhere is critical to our customers and partners, with 89% of IT leaders identifying mature cloud operations on-premises for enterprise apps as the single most important step to eliminate complexity and increase agility.<sup>3</sup> HPE Alletra Storage MP B10000 can help you meet this customer demand in a highly differentiated way by providing the industry's only disaggregated, scale-out block storage with a 100% data availability guarantee.
- **Transition HPE installed base:** By transitioning to HPE Alletra Storage MP B10000, HPE 3PAR, HPE Primera Storage, HPE Nimble Storage, and HPE Alletra 6000/9000, customers get everything they value about their current storage and more—with a smooth, efficient, and affordable transition path.

#### Grow upsell opportunities

- **Land and expand with new hybrid cloud services and enable your customers to modernize their data management:** When you sell HPE Alletra Storage MP B10000, you expose your customers to a rich catalogue of cloud data services—spanning block, file, object and private cloud—all delivered with a unified operating experience through the HPE GreenLake cloud. Customers can activate and consume resources in a way that's right for them. This enables you to upsell and cross-sell additional cloud services; e.g. landing an HPE Alletra Storage MP B10000 deal can be expanded by enabling hybrid cloud storage with HPE Alletra Block Storage for AWS.
- **Expand recurring revenue streams and increase your gross margin further:** Complement your own add-on/upsell value offerings—including partner-delivered assessments, installation, data migration, training, and management services.

#### Get more strategic

- **Become more strategic and relevant with customers:** Selling cloud data services for entire data lifecycle management as opposed to just point product infrastructure transactions will drive more value for your customers and enable you to get more account control, platform stickiness, and share of wallet across your customers' organizations. You 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.

#### Be a trusted advisor

- **Use Software-Defined Opportunity Engine (SDOE)** to automate the process of identifying upgrade and refresh opportunities. This tool creates ready-to-go, customized proposals that leverage information in HPE InfoSight and other data repositories. SDOE empowers HPE sellers and HPE partners with customized upgrade and refresh proposals, along with relevant buildable quotes and compelling customer incentives, to engage customers in a data-driven discussion about their current and future infrastructure needs.
- **HPE CloudPhysics** is an easy-to-use SaaS platform that provides on-demand analysis of your customers' data center environments to identify inefficiencies, suggest optimization opportunities, and size and model potential HPE solutions. This is a free assessment that can be delivered immediately with the support of any HPE or Partner presales resource. 80% of all HPE CloudPhysics assessments lead to a data-driven & qualified opportunity and deliver insights in as quick as 15 minutes.

<sup>3</sup> TechTarget's Enterprise Strategy Group, Custom Research Commissioned by HPE, Data and Infrastructure Management Market Maturity Survey, April 2023.

# Campaign overview—sustainable IT initiatives

## Sustainable IT initiatives

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

As organizations around the world digitally transform to accelerate business outcomes, they look to sustainability as a key element of their next-gen business models. Modern data storage plays a critical role in terms of its potential to reduce energy use and emissions. HPE Storage solutions incorporate modern design elements to save on footprint and energy consumption, optimize operational efficiency and visibility, and deliver future-proof infrastructure to meet evolving regulatory standards, enabling businesses to:

### Easily track their consumption and emissions

Access unified reporting from the HPE Sustainability Insight Center on global greenhouse gas (GHG) emissions and costs associated with their energy consumption. Empower their teams to make impactful changes, reduce costs, and meet sustainable IT goals by calculating carbon emissions and energy expenses, and performing what-if simulations, based on actual power data for HPE Compute and HPE Alletra Storage infrastructure managed by HPE GreenLake.

### Slash e-waste with disaggregated scale-out storage

Avoid forklift upgrades of entire clusters of homogeneous servers and storage that create tons of new e-waste. With the modern, disaggregated scale-out architecture of HPE Alletra Storage MP B10000, businesses can add, upgrade, or replace specific resources without having to scrap entire systems. In sharing storage resources across multiple servers, disaggregated storage also improves energy and resource efficiency by reducing data silos.

### Save up to 4x on space with always-on data reduction<sup>4</sup>

Avoid unnecessary scale—and additional energy consumption—through always-on, inline data reduction that delivers peak efficiency without performance penalties. Take advantage of multiple data reduction technologies to reduce storage capacity utilization and improve flash media endurance, including advanced dedupe with express indexing, efficient compression, data packing, thin provisioning, adaptive sparing, and virtual copy—all of which we back up with a 4:1 data compaction ratio guarantee.

### Accelerate procurement with ENERGY STAR®-certified solutions

Cut through the complexity of today's massive data growth and rapid storage expansion to find the right sustainable storage solution for operational and efficiency needs. Meet requirements for power and cooling, component-level energy and space efficiency, storage density, upcycling, e-waste reduction, and more. With ENERGY STAR-certified HPE Alletra Storage, businesses can confidently advance their sustainability objectives.

### Escape overprovisioning expense

Avoid the waste of conventional storage, in which significant public cloud and on-premises capacity goes unused. Instead, leverage HPE Alletra Storage MP B10000 to consume capacity as needed and avoid the cost of overprovisioning. Access additional capacity in minutes as opposed to months with a buffer that can be replenished as usage approaches capacity. This enables businesses to exceed their minimal monthly commitment while considering whether adding more capacity to their data center makes sense.

<sup>4</sup> "New release! HPE Alletra Storage MP B10000," HPE Blog, 2024.

# Campaign overview—solution positioning

## HPE Alletra Storage MP B10000

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

### Marketing activation guidance

The biggest opportunity is to target the huge installed base of HPE 3PAR Storage, HPE Primera Storage, and HPE Nimble Storage customers—many of which have aging and constrained systems with expired or expiring support contracts—and propose a tech refresh to HPE Alletra Storage MP B10000. Additionally, you can target new logos, leveraging the guidance on use cases and compelling competitive differentiators.

### HPE Alletra Storage MP B10000

This solution consolidates and simplifies the HPE block storage portfolio on/to a common software and hardware stack for block storage—with a unified cloud management experience through HPE GreenLake cloud.

Due to its robust set of storage capabilities as well as the architectural ability to scale from entry to enterprise, HPE Alletra Storage MP B10000 provides a great opportunity to play in multiple customer segments, use cases and price bands.

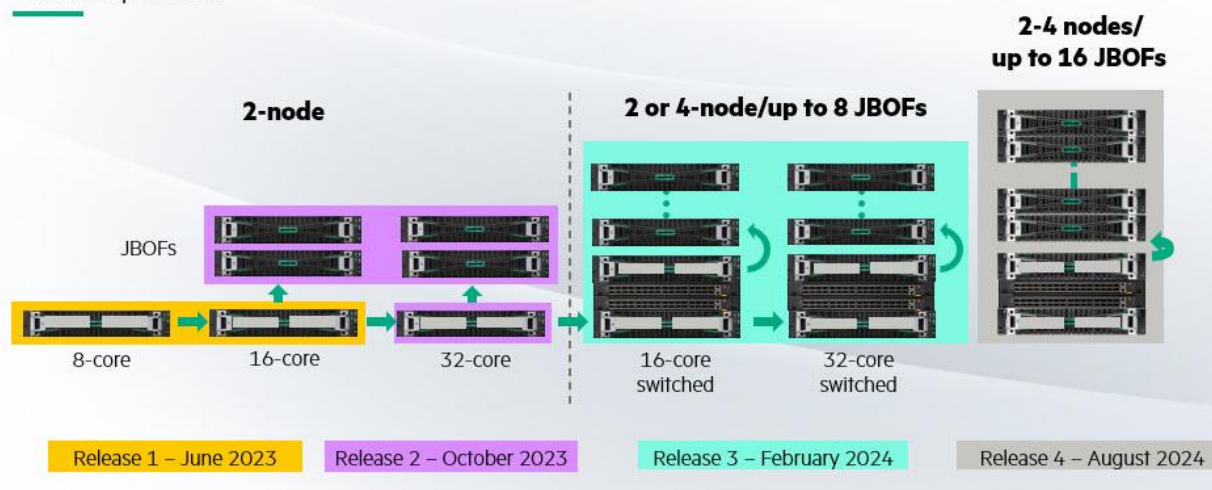
### Two payment options

1. Pay up front: aligns to traditional purchase model where the customer can purchase/own the hardware
2. Pay as you go<sup>5</sup>: subscription model (over a set term) where the customer pays for what they use (HPE GreenLake Flex pay-per-use sales motion with customized configurations)

<sup>5</sup> May be subject to minimums or reserve capacity may apply.

### HPE Alletra Storage MP B10000

Product portfolio



# Campaign overview

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

Partner opportunity—refresh your HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage installed base

## Elevate the customer experience

HPE Alletra Storage MP B10000 is targeted at accelerating the migration from aging HPE 3PAR Storage, HPE Primera Storage, and HPE Nimble Storage systems. By moving to HPE Alletra Storage MP B10000, HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage customers get the mission-critical, “active-active” resilience and performance they value with HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage—with better price performance, a simple cloud management experience and a smooth, efficient, and affordable transition path.

## Make the transition simple, affordable, and risk-free

Your customers can take the risk and complexity out of switching to a new storage platform via quick, non-disruptive data migration. With HPE Peer Motion, they can move data from HPE 3PAR, HPE Primera Storage, HPE Nimble Storage, and HPE Alletra 9000 Storage arrays to HPE Alletra Storage MP B10000—online, non-disruptively, and without complex planning or dependency on extra tools.

## What’s in it for customers:

- **Financial savings:** Leveraging rightsizing and the new HPE StoreMore Guarantee—less expensive to refresh than renewing support on legacy HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage.
- **Risk-free data sanitization and trade-in:** Sustainable approach to technology acquisition with HPE performing the data wipe, picking up the old array, and disposing of it responsibly.
- **Enhanced data services:** Improved experience on data services with HPE GreenLake.

<sup>6</sup> Value may differ per eligible country.

Benefit from the

## HPE Storage Trade-Up Advantage Plus Program

Between now and April 30, 2025, eligible customers who purchase HPE Alletra Storage MP B10000, to replace existing HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage equipment, are eligible to participate in a rewarding trade-up program that includes receiving up to \$25,000 cash.<sup>6</sup>

## Find out more:

- [HPE Storage Trade-Up Advantage Plus Program](#)

# Campaign overview—HPE Alletra Storage MP B10000

It's everything customers love about HPE 3PAR, HPE Primera Storage and more

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit



**HPE 3PAR Storage**  
7000s/8000s, 9450, 20800



**HPE Primera Storage**  
Built on HPE 3PAR DNA



**HPE Alletra Storage MP B10000**

		<b>HPE 3PAR Storage</b> 7000s/8000s, 9450, 20800	<b>HPE Primera Storage</b> Built on HPE 3PAR DNA	<b>HPE Alletra Storage MP B10000</b>
Current models	✓	8200, 8400, 8440, 8450, 9450, 20450, 20800, 208440, and 20850	✓ A/C630, A/C650, A/C670	✓ 8c, 16c, 32c (switchless and switched)
Mission-critical reliability	✓	99.9995% Availability, 6 9's guarantee*	✓ 100% Availability guarantee*	✓ 100% Availability guarantee*
A/A multi-node scalability	✓	Scale from 2-4 nodes (7K/8K/9K), 2-8 nodes (20K)	✓ Scale from 2-4 nodes	✓ Scale from 2-4 nodes, scale IOM's within models
Advanced data services	✓	Peer pers, sync/async RC, snaps, full copies, QOS	✓ Peer pers, sync/async RC, snaps, full copies, QOS	✓ Peer pers, sync/async RC, snaps, full copies, QOS
Start small, scale big	✓	Yes	✓ Yes	✓ Yes
Simple, fast, reliable non disruptive OS upgrades	✗	Longer & less reliable due to kernel-mode OS	✓ Customer – installable, repairable, and upgradeable	✓ Performed in minutes, customer upgradeable
Data efficiency	✗	Non-existent, sparse usage	✓ Dedupe, compression	✓ 4:1 data reduction guarantee
100% Automated L1/L2 support	✗	Traditional support experience	✓ Predictive, proactive, tierless support, Welcome Center	✓ Predictive, proactive, tierless support, Welcome Center
Cloud operational experience	✗	Traditional management experience	✓ Traditional and cloud operational experience	✓ Self-service agility with cloud operations
Performance	✗	Hybrid & all-flash performance	✗ SAS, Hybrid, (Limited NVMe)	✓ All NVMe design and QLC SSD for Hybrid

\* HPE Storage Substantiation Document

[What's inside](#)

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# Campaign overview—solution positioning

## HPE Alletra Block Storage for AWS

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

### Marketing activation guidance

The sweet spot target customer for HPE Alletra Block Storage for AWS would be an existing HPE Alletra Storage MP B10000 customer looking to leverage hybrid cloud storage use cases (disaster recovery/Test Dev, etc.) with their existing AWS environment. It provides a common cloud experience on-prem and in AWS for their block storage, seamless data mobility across on-prem and public cloud, enabling hybrid cloud use cases such as disaster recovery, and mission-critical block storage in public cloud.

### HPE Alletra Block Storage for AWS

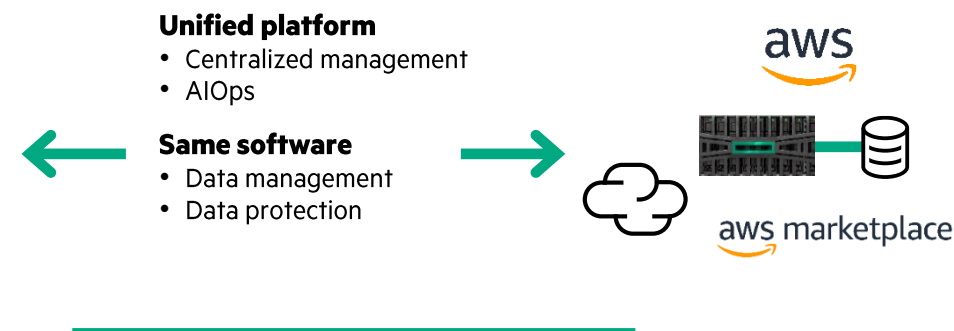
This is a new software-defined storage solution that extends the enterprise-class capabilities of HPE Alletra Storage MP B10000 to AWS. Delivered and managed via HPE GreenLake cloud, it lets customers simplify operations and innovate faster with unified management, consistent data services, and seamless data mobility across hybrid cloud.

- **One experience—everywhere:** HPE Alletra Block Storage for AWS delivers one consistent, AI-driven experience across hybrid cloud. It simplifies management, enhances productivity, and keeps you in control wherever your apps and data are located.
- **Seamless data mobility:** HPE Alletra Block Storage for AWS gives you the freedom to move data and migrate apps everywhere—as business requirements evolve. This seamless data mobility across hybrid cloud lets you help maximize agility, enhance data protection, and boost innovation.
- **Enterprise-class storage services wherever your apps are:** HPE Alletra Block Storage for AWS helps you optimize cloud storage costs and increase application performance while enhancing resilience, scalability, and security.

### On-Prem



### In the cloud





# Campaign overview—solution positioning

## HPE Timeless Program

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

### Marketing activation guidance

Promote HPE Timeless Program to your HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage installed base customers transitioning to HPE Alletra Storage MP B10000 and/or existing HPE Alletra Storage MP B10000 customers.

Note: The HPE Timeless Program is specific to HPE Alletra Storage MP B10000. It is not extended to HPE Alletra Block Storage for AWS as AWS owns the hardware.

### HPE Timeless Program

HPE Timeless is a new storage ownership program that enhances investment protection for customers purchasing HPE Alletra Storage MP B10000. It delivers an always-modern, simplified, and worry-free ownership experience with an easily upgradeable storage architecture, non-disruptive controller upgrades, all-inclusive software, and storage guarantees for 100% data availability, data reduction and customer satisfaction.

HPE Timeless simplifies and future-proofs a customer’s storage experience with ever-modern, agile storage that gets better over time. As their workloads grow, they can easily and cost-effectively modernize their storage as needed—without the need for disruptive forklift upgrades, complex data migration, or costly media rebuys.

### HPE Timeless Program | Transformed ownership

Acquire with confidence	Run without surprises	Grow with ease
<b>30-day satisfaction guarantee</b> Try for 30 days with no risk	<b>100% data availability guarantee</b> Best-in-class and standard benefit	<b>All-inclusive software subscription</b> Enterprise class data services
<b>HPE StoreMore guarantee</b> Store more for less with superior data efficiency		<b>No forklift upgrades</b> Avoid costly rip-and-replace cycles
<b>Up to 30% lower TCO</b> With non-disruptive controller refresh at no additional cost		

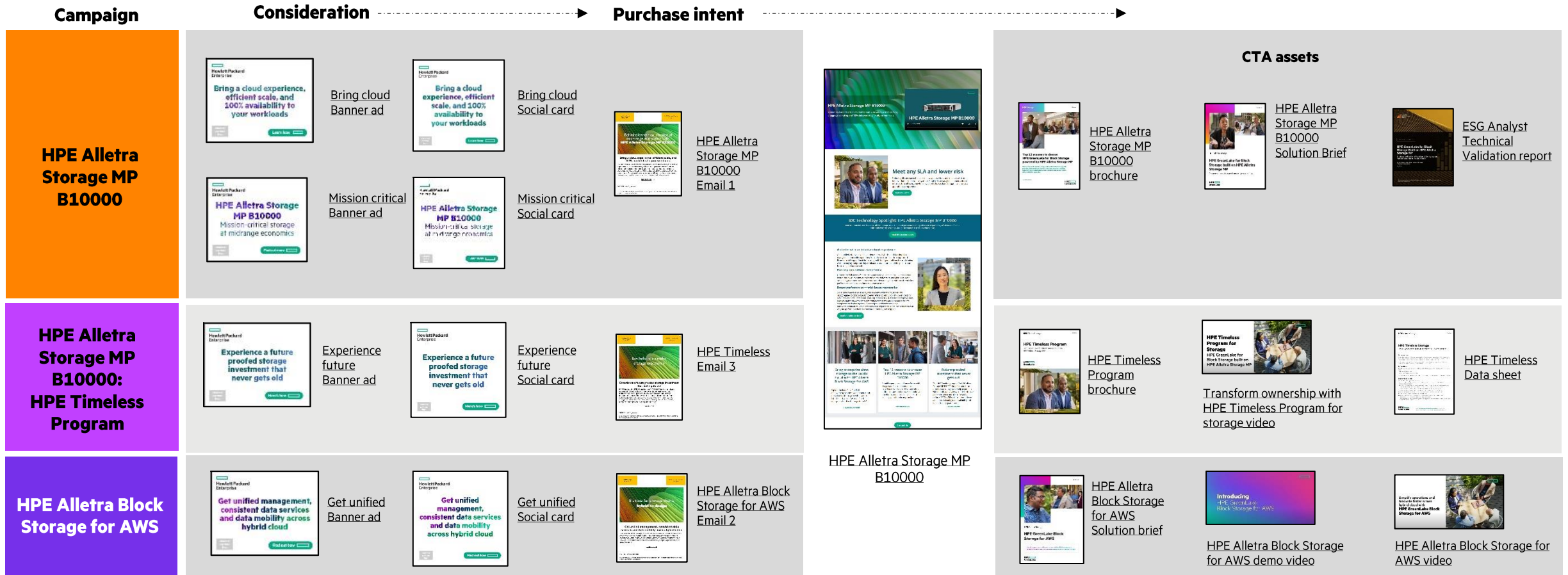


# Campaign overview

## Campaign flow

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

This campaign is designed to support your efforts to target your existing customer base, attract new prospects, or do both. It provides you with a range of assets that can guide buyers through their purchasing journey. The primary goal for HPE is to raise awareness, you should focus on engaging with customers during the consideration and purchase intent phases by using the assets indicated below.



# Campaign overview

## Campaign flow—HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage installed base

HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

This campaign is designed to support your efforts to target your existing HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage customer base. It provides you with a range of assets that can guide buyers through their purchasing journey. The primary goal for HPE is to raise awareness, you should focus on engaging with customers during the consideration and purchase intent phases by using the assets indicated below.

### Campaign

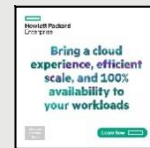
### Consideration

### Purchase intent

**HPE 3PAR, HPE  
Primera Storage,  
and HPE Nimble  
Storage  
installed base**



Bring cloud  
Banner ad



Bring cloud  
Social card



HPE Nimble Storage email



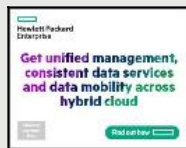
Mission critical  
Banner ad



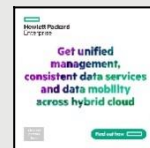
Mission critical  
Social card



HPE Primera Storage email



Get unified  
Banner ad



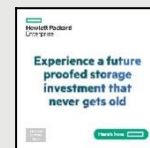
Get unified  
Social card



HPE 3PAR email



Experience  
future  
Banner ad



Experience  
future  
Social card



What's next for HPE  
3PAR, HPE Nimble  
Storage and HPE  
Primera Storage

### HPE CloudPhysics CTA assets



Brochure



Video

### HPE 3PAR, HPE Primera Storage, and HPE Nimble Storage trade-up CTA assets





Brochure



Webpage

**Choose ready-to-use assets**



Campaign overview
Choose ready-to-use assets
Marketing tools
Website content
Use campaign copy
Build-your-own campaign
Call-to-action content
Sales tools
Guidance & resources

Campaign	Suggested CTAs	Links to PSD files and JPEGs for English only
 Digital banner Bring cloud	<ul style="list-style-type: none"><li>• <a href="#">Top 12 reasons to choose HPE Alletra Storage MP B10000 brochure</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 brief</a></li><li>• <a href="#">ESG Analyst Technical Validation: HPE Alletra Storage MP B10000</a></li><li>• <a href="#">Analyst White Paper – IDC Technology Spotlight</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 demo video</a></li><li>• <a href="#">Modernize your storage experience with HPE Alletra Storage MP B10000 video</a></li></ul>	Download: <a href="#">728x90</a> , <a href="#">300x250</a> , <a href="#">160x600</a> , <a href="#">300x600</a>
 Digital banner Get unified	<ul style="list-style-type: none"><li>• <a href="#">HPE Alletra Block Storage for AWS brief</a></li><li>• <a href="#">HPE Alletra Block Storage for AWS video</a></li><li>• <a href="#">HPE Alletra Block Storage for AWS demo video</a></li></ul>	Download: <a href="#">728x90</a> , <a href="#">300x250</a> , <a href="#">160x600</a> , <a href="#">300x600</a>

To create your own partner-branded content using copy from the campaign assets above (including translations), visit [Use campaign copy](#).  
Review the [instructions](#) on how to implement digital banners.



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Campaign	Suggested CTAs	Links to PSD files and JPEGs for English only
 Digital banner Experience future	<ul style="list-style-type: none"><li>• <a href="#">Transform ownership with HPE Timeless Program for storage video</a></li><li>• <a href="#">HPE Timeless Program brochure</a></li><li>• <a href="#">Get endless value from your storage investment infographic</a></li></ul>	Download: <a href="#">728x90</a> , <a href="#">300x250</a> , <a href="#">160x600</a> , <a href="#">300x600</a>
 Digital banner Mission critical	<ul style="list-style-type: none"><li>• <a href="#">Top 12 reasons to choose HPE Alletra Storage MP B10000 brochure</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 brief</a></li><li>• <a href="#">ESG Analyst Technical Validation: HPE Alletra Storage MP B10000</a></li><li>• <a href="#">Analyst White Paper – IDC Technology Spotlight</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 demo video</a></li><li>• <a href="#">Modernize your storage experience with HPE Alletra Storage MP B10000 video</a></li></ul>	Download: <a href="#">728x90</a> , <a href="#">300x250</a> , <a href="#">160x600</a> , <a href="#">300x600</a>

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Campaign	Suggested CTAs	Links to PSD files and JPEGs for English only
 Social card Bring cloud	<ul style="list-style-type: none"><li>• <a href="#">Top 12 reasons to choose HPE Alletra Storage MP B10000 brochure</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 brief</a></li><li>• <a href="#">ESG Analyst Technical Validation: HPE Alletra Storage MP B10000</a></li><li>• <a href="#">Analyst White Paper – IDC Technology Spotlight</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 demo video</a></li><li>• <a href="#">Modernize your storage experience with HPE Alletra Storage MP B10000 video</a></li></ul>	Download: <a href="#">Social card – Bring cloud</a>
 Social card Get unified	<ul style="list-style-type: none"><li>• <a href="#">HPE Alletra Block Storage for AWS brief</a></li><li>• <a href="#">HPE Alletra Block Storage for AWS video</a></li><li>• <a href="#">HPE Alletra Block Storage for AWS demo video</a></li></ul>	Download: <a href="#">Social card – Get unified</a>

To create your own partner-branded content using copy from the campaign assets above (including translations), visit [Use campaign copy](#).

**Need help with your social media?**  
Visit [marketingpro.hpe.com](#) and select HPE Social Media Center.



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Campaign	Suggested CTAs	Links to PSD files and JPEGs for English only
	Social card Experience future <ul style="list-style-type: none"><li>• <a href="#">Transform ownership with HPE Timeless Program for storage video</a></li><li>• <a href="#">HPE Timeless Program brochure</a></li><li>• <a href="#">Get endless value from your storage investment infographic</a></li></ul>	Download: <a href="#">Social card – Experience future</a>
	Social card Mission critical <ul style="list-style-type: none"><li>• <a href="#">Top 12 reasons to choose HPE Alletra Storage MP B10000 brochure</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 brief</a></li><li>• <a href="#">ESG Analyst Technical Validation: HPE Alletra Storage MP B10000</a></li><li>• <a href="#">Analyst White Paper – IDC Technology Spotlight</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 demo video</a></li><li>• <a href="#">Modernize your storage experience with HPE Alletra Storage MP B10000 video</a></li></ul>	Download: <a href="#">Social card – Mission critical</a>

To create your own partner-branded content using copy from the campaign assets above (including translations), visit [Use campaign copy](#).

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Campaign	Suggested CTAs	Links to OFT for English only
 <p>Email—Get mission-critical storage at midrange economics (HPE Alletra Storage MP B10000)</p>	<ul style="list-style-type: none"><li>• <a href="#">Top 12 reasons to choose HPE Alletra Storage MP B10000 brochure</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 brief</a></li><li>• <a href="#">ESG Analyst Technical Validation: HPE Alletra Storage MP B10000</a></li><li>• <a href="#">Analyst White Paper – IDC Technology Spotlight</a></li><li>• <a href="#">HPE Alletra Storage MP B10000 demo video</a></li><li>• <a href="#">Modernize your storage experience with HPE Alletra Storage MP B10000 video</a></li></ul>	Download: <a href="#">Email 1</a>
 <p>Email—It's time for storage that is hybrid by design (HPE Alletra Block Storage for AWS)</p>	<ul style="list-style-type: none"><li>• <a href="#">HPE Alletra Block Storage for AWS brief</a></li><li>• <a href="#">HPE Alletra Block Storage for AWS video</a></li><li>• <a href="#">HPE Alletra Block Storage for AWS demo video</a></li></ul>	Download: <a href="#">Email 2</a>
 <p>Email—Say hello to a simpler storage experience (HPE Timeless Program)</p>	<ul style="list-style-type: none"><li>• <a href="#">Transform ownership with HPE Timeless Program for storage video</a></li><li>• <a href="#">HPE Timeless Program brochure</a></li><li>• <a href="#">Get endless value from your storage investment infographic</a></li></ul>	Download: <a href="#">Email 3</a>

To create your own partner-branded content using copy from the campaign assets above (including translations), visit [Use campaign copy](#). Review the [instructions](#) on how to implement eDMs.



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Campaign	Suggested CTAs	Links to OFT for English only
	Email—It's time to modernize your on-prem storage (HPE Nimble Storage)  <a href="#">HPE Storage Trade-Up Advantage Plus Program brochure</a>	Download: <a href="#">Email 4</a>
	Email—Seize the opportunity to transform your on-prem storage (HPE Primera Storage)  <a href="#">HPE Storage Trade-Up Advantage Plus Program brochure</a>	Download: <a href="#">Email 5</a>
	Email—Get up to \$25K for replacing HPE 3PAR (HPE 3PAR)  <a href="#">HPE Storage Trade-Up Advantage Plus Program brochure</a>	Download: <a href="#">Email 6</a>

To create your own partner-branded content using copy from the campaign assets above (including translations), visit [Use campaign copy](#).  
Review the [instructions](#) on how to implement eDMs.



# Website content

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## Need help with your campaign landing page?

HPE Marketing Pro webpage publisher 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 lets you choose which ready-to-share content to include on your website.

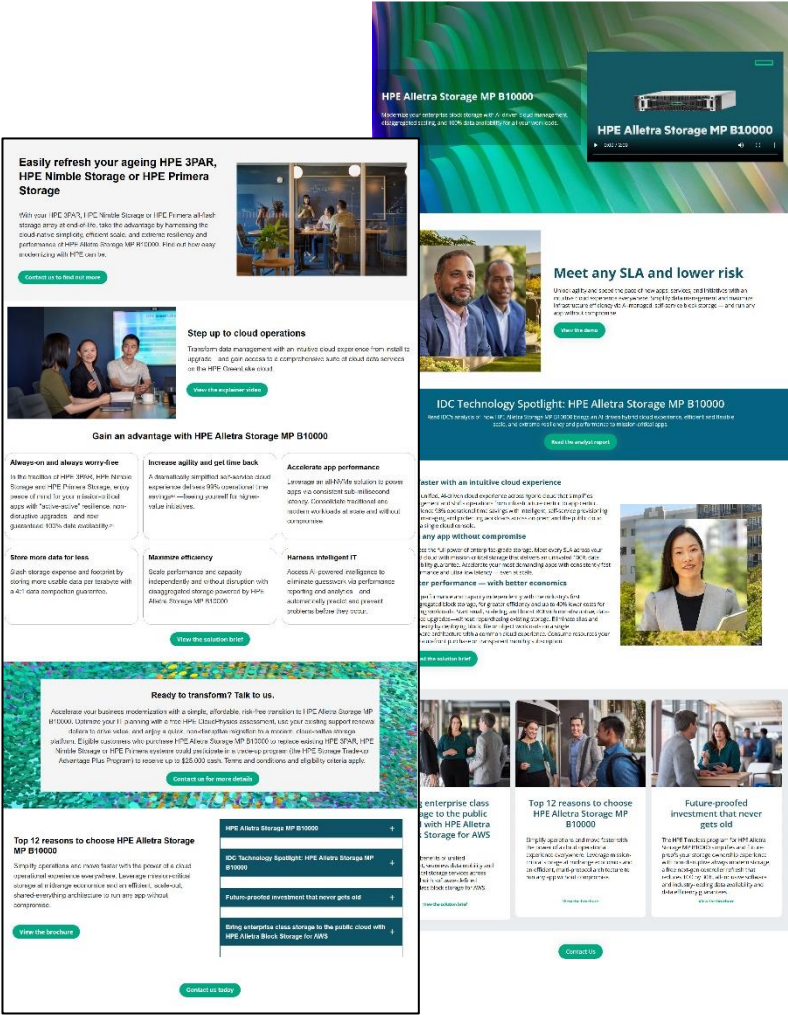
To get started, visit [marketingpro.hpe.com](https://marketingpro.hpe.com) and select webpage publisher.

Check out the ready-to-use web content available for install base customers who have HPE 3PAR, HPE Nimble Storage, and HPE Primera Storage by accessing the preview for the [What's next for HPE 3PAR, HPE Nimble Storage and HPE Primera Storage customers](#).

Additional content syndication page:

- [HPE Alletra Storage MP B10000](#)

## HPE Alletra Storage MP B10000 Channel Campaign Activation Kit



Sample webpage publisher page



**Use campaign copy**



# Use campaign copy

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Asset	Links to campaign copy (available languages are EN, DE, ES, IT, JP, KO, and FR)
Banner	<a href="#">Banner copy</a>
Emails	<a href="#">Email #1 copy</a> (HPE Alletra Storage MP B10000)
	<a href="#">Email #2 copy</a> (HPE Alletra Block Storage for AWS)
	<a href="#">Email #3 copy</a> (HPE Timeless)
	<a href="#">Email #4 copy</a> (HPE Nimble Storage)
	<a href="#">Email #5 copy</a> (HPE Primera Storage)
	<a href="#">Email #6 copy</a> (HPE 3PAR)
Social	<a href="#">Email graphics copy</a>
	<a href="#">Social card copy</a>



**Build-your-own campaign**

# Build-your-own campaign

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## New

### Solutions campaign messaging map HPE Alletra Storage MP B10000

#### Links to ZIP files

Download:

[English](#)

[French](#)

[German](#)

[Italian](#)

[Japanese](#)

[Korean](#)

[Spanish](#)

#### HPE brand guidance

Please visit <https://brandcentral.hpe.com/brand-central> to download appropriate logos and/or illustrations and for proper usage. Submit all inquiries through the online submission [tool](#) (Zendesk).

Hewlett Packard  
Enterprise

### Solution campaign messaging map HPE Alletra Storage MP B10000

January 2025  
V2

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HPE Alletra Storage MP B10000  
Channel Campaign Activation Kit

#### Message map

##### Benefits (what you get from us)

HPE's cloud operational experience and hybrid storage solutions provide customers with unprecedented flexibility, speed, and agility across on-premises and cloud environments. With HPE Alletra Storage MP B10000, we bring the cloud experience to on-prem storage, simplifying operations and enabling self-provisioning for faster app deployment. Our software-defined storage solution, HPE Alletra Block Storage for AWS, extends enterprise-class capabilities to Amazon Web Services, offering unified management, consistent data services, and seamless data mobility for accelerated innovation in hybrid cloud environments.

##### Reasons to believe (what we offer to enable this)

- **Simplified deployments:** New devices automatically discovered, on-boarded and configured.
- **AI-managed self-service provisioning:** Intelligently provisions application workloads on infrastructure best-suited for optimizing SLAs.
- **Invitable upgrades:** New features and enhancements instantly available through cloud-delivered invitable upgrades.
- **Unified storage management:** Manage, monitor and protect global storage environments—across your hybrid cloud—from a single cloud console.
- **Breadth and depth of cloud services:** Simplify data management with comprehensive suite of on-demand hybrid cloud data services spanning block, file, private cloud, storage fabric management, and disaster recovery—all delivered with a unified cloud operating experience.

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#### Sample copy

Copy and paste descriptions to save time and keep consistency in your sales and marketing efforts.

##### HPE Alletra Storage MP B10000

###### 25-word description

HPE Alletra Storage MP B10000 provides mission-critical storage at midrange economics with the industry's only disaggregated, scale-out block storage with a 100% data availability guarantee.\*

###### 50-word description

HPE Alletra Storage MP B10000 provides mission-critical storage at midrange economics with the industry's only disaggregated, scale-out block storage with a 100% availability guarantee.\* Managed via the HPE GreenLake platform, this unique storage offering brings an AI-driven cloud experience, efficient scale, and extreme resiliency and performance to mission-critical apps.

###### 100-word description

HPE Alletra Storage MP B10000 provides mission-critical storage at midrange economics with the industry's only disaggregated, scale-out block storage with a 100% availability guarantee.\*

- **Simplify management with an AI-driven cloud experience on-prem:** Experience 98% operational time savings across the lifecycle with cloud management via the HPE GreenLake platform.
- **Experience better performance and better economics with disaggregated, scale-out storage:** Scale performance and capacity independently - enabling more flexibility, efficiency, and up to 40% lower costs for evolving workloads.
- **Run any app without compromise with a 100% data availability guarantee:** Meet desired SLAs with a 100% data availability guarantee\*, consistently fast performance, ultra-low latency at scale, and the industry's most advanced AI for infrastructure.

\* HPE Storage Submission Document

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What's inside

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# Build-your-own campaign

HPE Alletra Storage MP B10000  
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## Product imagery

### Storage:



HPE Alletra Storage MP B10000

### HPE brand guidance

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# Build-your-own campaign

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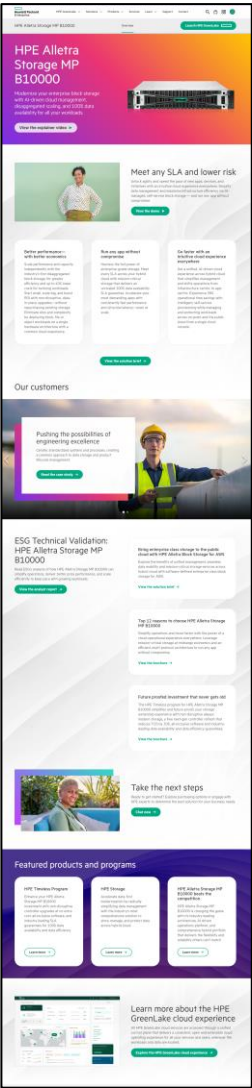
## Website content

### Build your own webpage

A tailored landing page rich in content provides customers with an optimal experience. Look at the CTA content section of this campaign kit for content you can add to your website.

Access this page for reference:

- [HPE Alletra Storage MP B10000](#)



**Call-to-action content**



# Call-to-action content

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Available translated languages are included in links.

Consideration	
Brochures	<a href="#">Top 12 reasons to choose HPE Alletra Storage MP B10000</a>
	<a href="#">HPE Alletra Storage MP B10000</a>
	<a href="#">HPE Timeless Program – HPE Alletra Storage MP B10000</a>
Solution brief	<a href="#">HPE Alletra Block Storage for AWS</a>
Videos	<a href="#">HPE Alletra Block Storage for AWS –demo</a>
	<a href="#">Migrating Data Volumes to HPE Alletra Storage MP B10000</a>
	<a href="#">Modernize your storage experience with HPE Alletra Storage MP B10000</a>
	<a href="#">New HPE Alletra Block Storage for AWS</a>
	<a href="#">Transform ownership with HPE Timeless Program for storage</a>
	<a href="#">HPE Alletra Storage MP B10000 demo</a>

Consideration (cont.)	
White papers	<a href="#">HPE Alletra Storage MP B10000 architecture</a>
	<a href="#">HPE Alletra Storage MP B10000: Simplified setup with Data Services Cloud Console</a>
	<a href="#">HPE Alletra Storage MP B10000 - Breaking the Traditional Paradigm of Configuring and Managing Storage in the Data Center</a>
Analyst papers	<a href="#">ESG Technical Validation report —HPE Alletra Storage MP 10000</a>
	<a href="#">IDC Technology Spotlight -Growth of Data-Intensive Workloads Drives New and Enhanced Scale-Out, Software-Defined Storage</a>
Purchase intent	
Brochure	<a href="#">HPE Storage Trade-Up Advantage Plus Program brochure</a>
Webpage	<a href="#">HPE Storage Trade-Up Advantage Plus webpage</a>

Use digital banners, social cards, and emails to drive traffic to content (CTAs) and product information on your web page(s) and to capture customer data to use in follow-ups and telemarketing. Make sure to gate assets to collect prospective customer details.



# Call-to-action content

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## HPE CloudPhysics

Available translated languages are included in links.

Consideration	
Brochure	<a href="#">Accelerate decision-making through visibility customer brochure</a>
Video	<a href="#">Accelerate decision-making through visibility ChalkTalk video</a>

Use digital banners, social cards, and emails to drive traffic to content (CTAs) and product information on your web page(s) and to capture customer data to use in follow-ups and telemarketing. Make sure to gate assets to collect prospective customer details.



# **Sales tools**

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## Sales tools

The following are enablement assets for HPE Alletra Storage MP B10000:

### HPE Alletra Storage MP B10000 overview

- Sales presentation – [HPE Alletra Storage MP B10000 positioning](#)
- Elevator pitch (video) – [HPE Alletra Storage MP B10000 elevator pitch](#)
- TekTalk (video) – [Introduction to HPE Alletra Block Storage for AWS](#)
- Competitive positioning – [HPE Alletra Storage MP B10000](#)

### Seismic briefcases

- [HPE Alletra Storage MP B10000](#)
- [Software defined opportunity engine/ SDOE](#)

### Customer presentation

- [HPE Alletra Storage MP B10000](#)

### Sales/product information

- Sales Playbook – [Transform with HPE Alletra Storage MP B10000](#)
- Resources – [Technical resources](#)

### Upgrade the HPE 3PAR, HPE Primera Storage and HPE Nimble Storage install base—resources

- Brochure – [12 reasons to move from HPE Primera to HPE Alletra Storage MP B10000](#)
- Customer presentation – [HPE Nimble Storage Installed Base Refresh](#)
- Customer presentation – [HPE 3PAR/Primera Storage Installed Base Refresh](#)
- Reference guide – [Install Base: HPE Storage Trade-Up Advantage Plus Program brochure](#)
- FAQ – [Install Base: HPE Support and Upgrades Pricing Change HPE 3PAR 8000, 9450, 20000R2, HPE Nimble Storage, HPE Primera Storage, and HPE Alletra 5000, 6000, 9000](#)
- Field advisory – [Install base: Pricing increase for HPE Storage support renewal and upgrades \(Partners\)](#)
- Reference guide – [SDOE workflow for partners](#)
- User guide – [HPE CloudPhysics Partner User Guide](#)

# **Guidance & resources**

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**Digital marketing campaign blueprints**, available through HPE PSNow, provide guidance about which tactics and deliverables to use in 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](#)

**Complementary Search Strategy**

Keywords are the staple of any search campaign, and a good keyword strategy is vital to its success. HPE's and partners' keyword strategies can complement one another throughout the entire buyer's journey.

HPE keyword strategy focuses on building awareness of high-level brand terms, such as HPE and Hewlett Packard Enterprise, as well as broad terms such as cloud storage and server options. To complement HPE's strategy, we suggest that you focus on the consideration and purchase intent phases of the buyer's journey by using more targeted, local/regional, and vertical industry search terms.



HPE Campaign Blueprint Guide



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## 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 <https://brandcentral.hpe.com/brand-central> 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 be used only 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. This is noted in 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 to your webpage / contact us / chat online / online store and/or promotional page.

## Customize your eDMs

**Step 1**—Save the Outlook file to your computer—if you have received a .zip file, extract the 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. Use CTAs as required to link to partner webpage, contact us page, and call details. Include partner privacy details in a 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.



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### 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](https://marketingpro.hpe.com) and select HPE Social Media Center.

### Setting up your landing page

A tailored landing page provides customers rich content to ensure an optimal experience. You can use **HPE Marketing Pro webpage publisher** to design your HPE Campaign webpage.

Visit [marketingpro.hpe.com](https://marketingpro.hpe.com) and select webpage publisher.

### 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](https://marketingpro.hpe.com) and select HPE Marketing Services Agencies.

### HPE Marketing Pro Academy

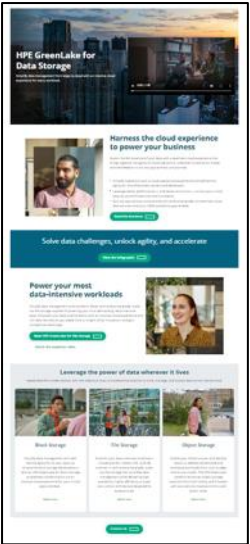
The HPE Marketing Pro Academy makes it easier than ever to improve your digital marketing expertise. Learn about search, content marketing, marketing analytics, and social, as well as how to develop more impactful digital marketing campaigns. HPE is making it easier for you to enhance your digital marketing capabilities with online resources and trainings.

Visit [marketingpro.hpe.com](https://marketingpro.hpe.com) and select HPE Marketing Pro Academy.

### HPE Partner Marketing Concierge

This dedicated service helps HPE partners find the marketing content they need to promote HPE products and services to our customers. Reach out to the Partner Marketing Concierge team through email at [PartnerMarketingConcierge@hpe.com](mailto:PartnerMarketingConcierge@hpe.com).

Visit [marketingpro.hpe.com](https://marketingpro.hpe.com) and select HPE Partner Marketing Concierge.



Sample webpage publisher page



# Thank you

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February 2025, Rev. 3

