
The buyer's journey and document types

The buyer's journey through collateral types

Business white paper

Hewlett Packard Enterprise

Information Governance comes of age

How to take back control of your enterprise data

Family guide

Hewlett Packard Enterprise

Eight steps to building an HPE BladeSystem

Data sheet

Page 2

Low risk
Do you want to reduce your risk exposure by ensuring the recovery of your backup data? StorOnce BMC offers reliable and cost-effective retention and recovery of deduplicated backups with HPE StorOnce, a fast, scalable, and highly available backup system.

More agility
Would you like to enable hypervisor and application owners to control backup and recovery directly and seamlessly from their protected native environments? StorOnce BMC allows virtual machines (VMs) access to manage snapshots, backup, and recovery directly and seamlessly from within VMware® vCenter.

Key features and benefits

HPE SPAR Storage and HPE StorOnce Systems—better together!
HPE StorOnce Recovery Manager Central manages HPE SPAR Storage snapshot technology and HPE StorOnce Catalyst to provide a converged data protection system which seamlessly integrates a highly resilient flash-retained primary storage system and a very fast, scalable, and highly resilient backup system.

BMC's Express Protection feature facilitates the full backup of HPE SPAR Storage snapshot data to HPE StorOnce Backup system. This reduces the expense and complexity associated with traditional backup server-centric architectures. Full backups with StorOnce BMC deliver up to 5X faster backup and up to 5X faster restores than traditional backup methods.

StorOnce BMC delivers fast, efficient, and reliable recovery from synthetic full backups. These are generated by using the prior set of objects and leverage HPE SPAR Storage Snapshot technology, which sends only changed blocks to the StorOnce Backup system.

Snapshots backed up on StorOnce are self-contained whereas they can be restored back to the original or different HPE SPAR Storage area in the event of a disaster. This level of data protection cannot be achieved with snapshots alone. All backups are deduplicated using StorOnce technology, thus reducing backup storage requirements by up to 50% on average. Backups can be copied from one StorOnce appliance to another for disaster recovery purposes.

Fast
Backup as you go with fast, non-disk, deduplication, application-consistent backup and recovery.

Efficient
Eliminate cost and complexity of traditional backup appliances with fast backup from HPE SPAR to StorOnce.

Reliable
Protect applications with the availability of snapshots and the protection of backup.

Simple
Empower hypervisor and application owners to control and seamlessly recover protected environments from their protected native environments.

Quick reference card
For HPE and Partner Ready service providers

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HPE Software Support Services

Elevator pitch

HPE Technology Services delivers confident, reduces risk, and helps customers realize agility and stability. HPE Software Support Services delivers a simplified approach that customers need to ensure their HPE server software environment is running optimally. HPE offers customers a single point of contact for support of their end-to-end IT environment, proactive services that resolve problems before they happen, 24x7 support when problems occur, and proven, global technical expertise that works across HPE products, software, and vendors. HPE Software Support provides a "first place to call" for a range and diagnostic services across the major software files and versions. Where possible, our service also includes access to software updates.

HPE value proposition and differentiation

HPE Software Support Services provides a full breadth of capabilities spanning across hardware, software, and services, with the flexibility to choose the support to meet your customer's specific IT and business needs. With these services, customer choice cost-effective software support that frees all their IT resources to focus on other business priorities and innovation.

The opportunity

- HPE is the customer's single point of contact for their entire solution and IT environment.
- HPE supports both HPE and multi-vendor environments (for example, Linux®, VMware®, Citrix®, and Microsoft® software).
- Comprehensive portfolio of file-time and proactive services with choice of service levels.
- Single number to call for support.
- HPE third party software expertise: Linux (Red Hat®, SUSE®, Canonical, Microsoft, VMware, and Citrix).
- HPE takes the first call and resolves the majority of issues without contacting the third party software provider.

Global technical expertise and consistent service experience.

- Software updates.
- Ongoing research and development for new products and updates.

HPE Software Support Services provides comprehensive software diagnostic and problem resolution for HPE software and selected third party software products. In addition, for third party software products, HPE resolves the majority of problems without needing to contact the vendor. HPE Software Support provides access to HPE technical resources for assistance in resolving software issues and/or operational problems post implementation.

HPE releases updates to software and reference manuals as soon as they are made available. Updates for selected HPE-supported third party software products are included, when made available to HPE from the original software manufacturer.

HPE is a market leader in ESG, and we are exceeding that leadership by converging products and support, creating a personalized, simplified experience for our customers, including global consistency and personalized delivery, intelligence and support automation, and simplicity and scalability.

What do I sell?

- Choose from multiple software support services with 24x7 support.
- HPE-branded software expertise for Linux (Red Hat, SUSE, Canonical, Microsoft, VMware, and Citrix).
- HPE Insight and HPE DevOps software—change their environment!

Support matrix
For HPE and Partner Ready service providers

including Foundation Care and Proactive Care. Available for: 24x7 IT call on software by third party software

Brochure

Hewlett Packard Enterprise

Benefit from the cloud journey

HPE Transform to Cloud Workshop

30X faster internet connection speeds for enhanced user experience at a public behavioral health agency.

1 gigabit speed delivered to the network to support analytics and live connections at one of the Zurich's largest universities.

10% rise in profits per employee a year, with 10% increased investments in staff engagement. Source: MetLife Research Foundation.

\$2,400

Improve performance
High-bandwidth connecting to support medical images and video output, and multi-tenant collaboration at a leading medical research institute.

30-40% reduction in calls for technical issues with Skype for Business at a Netherlands-based vocational institution.

1.5M minutes of productivity given back every month through single-click conferencing at leading IT company.

300% increase in the number of internal customers served daily with Skype for Business access by IT for a public behavioral health agency.

147% average rise in savings per share, compared with competitors, when companies increase their number of talented managers and double the size of engage employees. Source: Gallup.

50%+ employee engagement

80%+ retained customers

30% of customers obtained by organizations with more than 50% employee engagement. Source: Demand Metrics.

Traditional wired UC phone network returned to desk **\$897 per user**

Skype for Business over Aruba 802.11ac WiFi free to roam and collaborate **\$197 per user**

Save costs
Millions of dollars saved annually for a global company **\$.37 saved per minute on conferencing for a multinational cooperative**

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Solution brief

Hewlett Packard Enterprise

Meet Big Data demands

HPE Apollo 4000 Family for Hortonworks Hadoop

Capture, pool, analyze, and understand data at unprecedented scale, with solutions purpose-built for the storage density demanded by Big Data.

Respond with flexibility to the sheer scale of Big Data

If you're like many organizations these days, you're likely realizing that you need to effectively manage the large volume and variety of valuable data originating into your enterprise—leading to lost insights and missed opportunities.

Leveraging the Apache Hadoop open-source Big Data platform gives you fast, reliable access of structured, unstructured, and Internet of Things (IoT) data at enterprise scale. Hadoop gives you the power to consolidate, combine, and understand data sets in powerful new ways for real competitive advantage.

Hortonworks is a leading commercial vendor of Apache Hadoop. The Hortonworks Data Platform distribution of Apache Hadoop provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hadoop use cases by industry

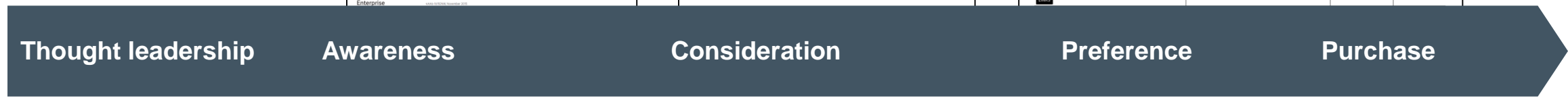
- Finance**—Model and manage risk, analyze transactions, identify legal and compliance concerns, improve customer service and retention.
- Government**—Intelligence, defense, cybersecurity, environmental, pharmaceutical, scientific research, weather forecasting, for operations, fast decision-making, response, and public adaptation.
- Telecom**—Predict roaming, churn prevention, and marketing optimization.
- Manufacturing**—Supply chain optimization, defect tracking, RPO, collaboration, and security management.
- Energy**—Predictive modeling and asset lifecycle optimization.
- Healthcare**—Drug development, scientific research, medical device lifecycle, and healthcare analytics.

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HPE AMS Partner Ready service providers

Menu 1: Solutions powered by HPE at-a-gance

PARTNER ECOSYSTEM	Full					Partial							
	Coverage	SMB	Enterprise	Public	Multi-tenant Cloud	Dedicated Cloud	DR, Back up, Security, Storage	Network as a Service	Co-location	Managed/Managed Applications	Unified Communications	Software as a Service	Microsoft® Suite
Alphatec	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
AJUBEO	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Axon	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
AXCIENT	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CompuLink	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CenturyLink Business	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CloudUniversity	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DASG/INTEGRITY	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Freedom IT	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ITC C&P	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Intelligence	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ITW	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



Marketing collateral document types

Customer-facing

Collateral Type	Template	Concentra Doc Type	Primary buying phase	Description	Page Count	Concentra Lifespan	Pub or Non-pub#	Print program	Process
Analyst Report	3 rd party	Analyst report	Awareness	An analyst report is either commissioned by HP or created by a 3rd party and objectively reviews or discusses a technology or product/solution/service. Publishing of analyst reports requires written confirmation of HP distribution rights from the 3rd party.	Variable	Up to 12 mths (depends on license)	Pub	Web only	3 rd party created, MAP Publish Request (all languages)
Business white paper	Business white paper	Business white paper	Awareness or Consideration	A business white paper is vendor-agnostic and should convey thought leadership. Its purpose is to educate the reader on a specific business challenge, providing unique perspectives and insights.	4+ pages	12 mths	Pub	Print on demand	MAP Layout Request Enterprise Services iRequest
Solution brief	Brief	Solution brief	Consideration	A solution brief is a short, concise document that explains a solution at a high level. The brief's primary purpose is to build awareness of an HP offering and the reader should receive the impression that there is a clear need for the HP solution and that it can deliver tangible value in responding to an IT or business challenge. The brief should point the reader to the next level of detail so they can pursue the next step in the buying journey. Also referred to as "At-a-glance" or "Fact Sheet" in the ES organization.	1-2 pages	12 mths	Pub	Print on demand	MAP Layout Request Enterprise Services iRequest Software Professional Services
Technical brief	Brief	Technical brief	Consideration	A technical brief is a summary document outlining the technical benefits of a specified solution. More technology-focused than a solution brief. Formerly known as a "Backgrounder."	2 pages	12 mths	Pub	Print on demand	MAP Layout & Publish
Brochure	Brochure	Brochure	Awareness	A brochure describes a customer challenge and shows a clear understanding of the effects this challenge may have on a business. It then describes how HP can help solve this challenge with a specific technology offering. The reader should receive the impression that there is a clear need for the HP solution and that it can deliver tangible value in responding to an IT or business challenge. Also referred to as a "solution overview" in Enterprise Services.	4+ pages	12 mths	Pub	Print on demand	MSS MAP Layout & Publish Enterprise Services iRequest
Case study	Case study	Success story	Awareness or Consideration	The story of a customer that faced a challenge and successfully used HP and/or partner products/ services/ solutions to overcome the challenge.	2-4 pages	12 mths	Pub	Print on demand	Customer reference program

Marketing collateral document types

Customer-facing (cont'd)

Collateral Type	Template	Concentra Doc Type	Primary buying phase	Description	Page Count	Concentra Lifespan	Pub or Non-pub#	Example	Process
Product Family Guide	Data sheet	Product family guide	Consideration or Preference	A family guide provides an overview of a family of products. It also includes specifications, presented in table format, so that a customer can easily see and understand the components of the HP family of products for comparison purposes. It can also include high level supporting options and accessories.	4+ pages	12 mths	Pub	Print on demand	MAP Layout & Publish
Data sheet	Data Sheet	Data sheet	Preference	A data sheet is a brief, bullet-oriented document that describes a specific product, service, partner or solution. Informs the reader about the essential capabilities and specifications. This document type is also used for: <ul style="list-style-type: none"> • Technology Services legal service agreements • Education services course data sheets 	4+ pages	12 mths	Pub	Print on demand	MAP Layout & Publish Enterprise Services iRequest Net Marcom TS Americas Education Services Software Professional Services
Support matrix	Support Matrix*	Support matrix	Preference	A support matrix shows the compatibility between a selection of products, software, solutions, or services.	1+ pages	12 mths	Pub	Print on demand	MAP Layout & Publish
Report	Report*	Report	Awareness	A business report is a periodical style document that is focused on a specific challenge for a customer or industry. It is updated on quarterly, bi-annual, or annual basis, and shows trends based on statistics, data analysis, and third party research.	4+ pages	12 mths	Pub	Print on demand	MAP Layout & Publish Enterprise Services iRequest
Frequently asked questions	Technical white paper	FAQ/Q&A	Awareness or Consideration	An FAQ briefly addresses questions that might arise due to changes in product, solution, features, or technology; for internal audiences, external, or both	4+ pages	12 mths	Pub	Web only	MAP Layout & Publish Self-created, MAP Publish
Claim substantiation	Basic Word template	Claim substantiation	Awareness	A document that provides substantiation	1+ page(s)	12 mths	NonPub	Web only	Self-created, MAP Publish
Hardware at a Glance	n/a (custom)	Poster/Banner	Consideration or Preference	This poster provides at-a-glance technical spec information for a wide range of Enterprise products. In poster format, it allows the user to easily compare tech specs of similar products.	2 pages	12 mths	Pub	Print to stock	MAP Layout & Publish

Marketing collateral document types

Customer-facing (cont'd)

Collateral Type	Template	Concentra Doc Type	Primary buying phase	Description	Page Count	Concentra Lifespan	Pub or Non-pub#	Example	Process
Infographic	n/a (custom)	Infogra-phics	Awareness or Consideration	A graphic visual representation of information, data or knowledge intended to present information quickly and clearly.	1 page	12 mths	Pub	Web only	Agency-created, MAP Publish MAP Layout & Publish Enterprise Services iRequest
Promotional program	Solution brief	Promot-ional program	Consideration or Preference	Provides information on promotional offers. May be region-specific or for partner audiences only.	1-2 pages	12 mths	Pub	Print on demand	MAP Layout & Publish Financial Services
Technical white paper	Technical white paper	Technical white paper	Consideration or Purchase	A technical white paper provides detailed, technical background information and insights on a specific technology. It is typically written by an HP subject matter expert and is intended for the most technical-savvy of readers.	4+ pages	12 mths	Pub	Web only	MAP Layout & Publish Enterprise Service iRequest UNO/Tech Docs teams
Architecture guide	Technical white paper	Technical white paper	Purchase	A technical guide that provides design guidelines and best practices for deployment.	4+ pages	12 mths	Pub	Web only	MAP Layout & Publish UNO/Tech Docs team
Reference guide	Technical white paper	Reference Guide	Purchase	A technical guide that provides detailed reference information for IT professionals	4+ pages	12 mths	Pub	Web only	MAP Layout & Publish UNO/Tech Docs team
Ordering & configuration guide	Technical white paper	Ordering & configuration guide	Purchase	A technical document that provides detailed information for ordering and configuring products or services, not to be confused with a QuickSpecs.	4+ pages	12 mths	Pub	Web only	UNO/Tech Docs team
QuickSpecs	QuickSpecs	QuickSpecs	Consideration or Purchase	A multi-page document that contains detailed product series and SKU level information, including in-depth product features, images with callouts, diagrams, Technical Specifications, option compatibility and light configuration information.	Variable	12 mths	NonPub	Web only	QuickSpecs

Marketing collateral document types

Sales/partner facing

Collateral Type	Template	Concentra Doc Type	Description	Page Count	Concentra Lifespan	Pub or Non-pub#	Example	Process
Playbook	Play book	Play book	A playbook is an in-depth guide that provides detailed information on a specific sales play, BU sub-play, or a collection of sales plays. Sections include the play card sections, plus Market landscape and trends, Selling zones, Competitive comparisons, handling objections, Customer profiles, Additional Resources, etc. Preferably an interactive PDF, but it can be either PDF or interactive PDF.	4+ pages	12 mths	Pub	Web only (interactive) Print on demand	MAP Layout & Publish
Play card	Play card	Play card	A play card is a conversation starter that educates sales teams on the positioning of a specific sales plays. The content includes a play description, customer needs and triggers, key roles and qualifying questions, value proposition and elevator pitch, HP proof points and differentiation, HP offering, and Resources.	2–4 pages	12 mths	Pub	Print on demand	MAP Layout & Publish
Competitive battlecard	Competitive battlecard	Sales battlecard	A competitive battlecard is a quick comparison of an HP offering to either a particular competitor's offering or to a group of competitor offerings. It enables the salesforce to speak knowledgeably about HP's strengths and weaknesses in a certain market niche. Sections include: Introduction, Elevator Pitch, the Opportunity, What do I sell?, Competitive Comparisons, Why we win, Responding to FUD, Resources, and Contacts.	1–2 pages	12 mths	Pub	Print on demand	MAP Layout & Publish EG Competitive team
Competitive information	Technical white paper	Competitive information	A very detailed comparison of an HP product/solution/service vs. a competitor's similar offering. Also includes the Technical Competitive Review (for ESP only) . This doc type can sometimes include 3 rd party assets (if HP has the license rights to distribute) .	4+ pages	12 mths	NonPub	Web only	MAP Layout & Publish EG Competitive team
Benchmark & performance guide	Technical white paper	Benchmark & performance guide	Showcases HP's benchmark testing results and performance tuning for hardware, software, and ISV applications.	4+ pages	12 mths	NonPub	Web only	EG Competitive team

Marketing collateral document types

Sales/partner facing (cont'd)

Collateral Type	Template	Concentra Doc Type	Description	Page Count	Concentra Lifespan	Pub or Non-pub#	Example	Process
Presentation	PPT	Customer, Internal or Partner presentation	A presentation is intended to provide slides or demos describing a product, service, or solution in customer language. May include presentations in CD, video or other media. Customer presentations are typically published for internal and partner audiences, but can also be turned into a PDF and distributed to customers via hp.com upon request.	Variable	12 mths	NonPub	Web only	Self-created & MAP Publish MAP Layout & Publish Enterprise Services iRequest
Quick reference card	Quick reference card	Quick reference card	A quick reference card delivers high-level details about how to describe an HP product when meeting with a potential customer. Sections include: Introduction, Elevator Pitch, Opportunity, HP Value Prop/Differentiation, Positioning within HP portfolio, What do I sell?, Qualifying/Discovery Questions, Customer Pain Points and Solution Benefits, Resources, and Contacts.	1–2 pages	12 mths	Pub	Print on demand	MAP Layout & Publish
Sales guide	Sales guide	Sales guide	A sales guide is a selling guide for a particular product/solution/service/industry or a selling process. Sections typically include Elevator Pitch, Drivers and Trends, Customer Journey, Target Customers, Pain Points, Identifying opportunities, What We Sell, Value Proposition, Attach Opportunities, Qualifying/ Discovery Questions, Sales Arguments, Overcoming Objections, Competitive Offerings and Tips, Links to other selling tools, and Resources. Can also include Talk Track content.	Variable	12 mths	Pub	Print on demand	MAP Layout & Publish Enterprise Services iRequest
Sales FAQ	Technical white paper	FAQ	Similar to an external FAQ, except the Sales FAQ provides specific questions and answers for internal or internal/partner audiences only.	4+ pages	12 mths	Pub	Web only	MAP Layout & Publish Self-created, MAP Publish
Internal technical white paper	Technical white paper	Technical white paper	Similar to an external technical white paper, except it is written for and intended to be used only by internal or internal/partner audiences only.	4+ pages	12 mths	Pub	Web only	MAP Layout & Publish UNO/Tech Docs team

**Questions?
Suggestions?**

Let us know via our group email in the [GAL Marketing Shared Services Collateral](#)