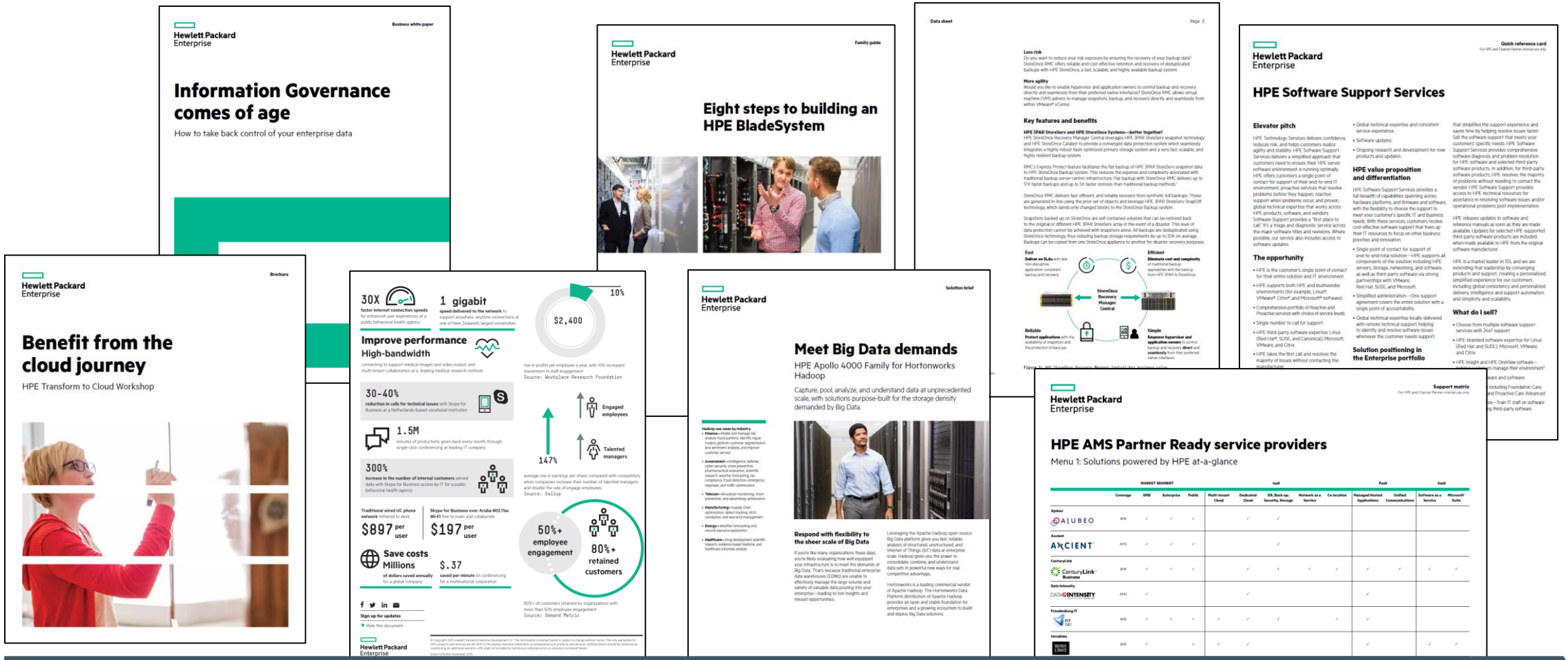
The buyer's journey and document types

The buyer's journey through collateral types



Thought leadership | Awareness | Consideration | Preference | Purchase

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	3rd 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	3rd 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: • 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 ia 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 3rd 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