

WHAT IS THE SMB STRIKE?

Background: HPE and our partners have a clear mission in FY20: grow mindshare and market demand across our full range of small business products, services, and solutions. We want to be the IT provider of choice for small and medium businesses embracing digital transformation. The new Transactional campaign has both a direct and a Partner focus. With heat-of-the-market products and solutions, the campaign will feature a new, eye-catching design and layout with consistent business-outcomes messaging around three specific use cases: file and backup, small office deployment, and virtualization.



Purpose: The purpose of the strike is to align marketing and sales through a focused strategy for FY20 that will drive an increase in SMB sales. It gives sales a direction of where to focus the conversation when talking to their SMB customers each quarter.



SMB MISSION AND OUTCOMES WE DRIVE

MISSION

Advancing the way we live and work

Be the IT provider of choice as SMBs graduate to their next chapters of growth and innovation.

OUTCOMES

Create the pull

Generate awareness, consideration, and preference for HPE brand, products, solutions, and services amongst SMB/MM end-customers through direct and channel marketing.

Delight our customers

Make IT simple, offer learning content that resonates, provide easy assist in buying journey, connect peers and experts through events and communities, and ensure velocity in purchase.



Punch above our weight

Take share profitably, counter headwinds and help deliver YoY growth for the SMB segment and transactional business.

Build a community

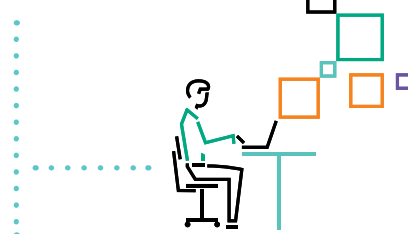
Establish a network of SMB marketers who innovate and capture entrepreneurial spirit and lead by example in how we integrate HPE/Aruba/HPEFS for a better customer/partner experience.



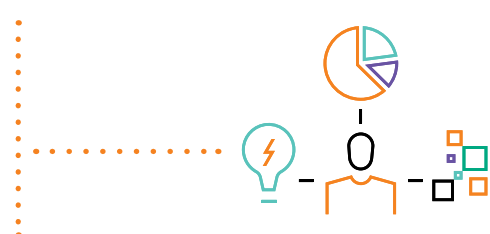
SMB CAMPAIGN EVOLUTION FOR FY20

QUARTER STRIKE FOCUS

File and Backup



Virtualization



Q1

Q2

Q3

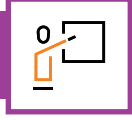
Q4



Small Office Deployment



File and Backup



FY20 SMB STRIKE: FOCUS USE CASES AND MESSAGING

PROTECT MY BUSINESS. GROW MY BUSINESS. BETTER SERVE MY CUSTOMERS.

73%

of small businesses are seeking security, compliance, governance

69%

of small businesses are seeking how to better manage their IT spend

77%

of small businesses lack IT resources and need help to get started

No worries, safe and secure.



Sleep well at night with 360-degree security

- Keep the business running
- Protect against the unknown
- Reduce downtime and increase reliability and productivity
- Secured, controlled means of backing up files and apps
- Don't leave files open to attack!

Stay relevant, fear no IT.



Know your IT needs are taken care of so you can

Focus on customers

- Set-up IT in a snap: multi-vendor, multi-cloud, on-premises
- Selecting, sizing, purchasing, deploying, managing, and supporting a server, storage, and Wi-Fi network is simple
- Monthly payment option with HPEFS, frees up capital
- Performance management, reliability, and security
- Don't leave files open to attack!

Wow, that was quick and efficient.



Be confident that you are operating with

Maximum speed and efficiency

- Innovate with more capacity, less complexity
- Tons of data > AI-powered customer experiences
- Allocate resources and applications as needed, run multiple applications on single server
- Have a multi-cloud strategy that works for you

File and back-up

World's most secure industry standard—silicon root of trust

Small office deployment

Automated, out-of-box single server deployment with Rapid Set-up

Virtualization

Predictive server management with HPE InfoSight. Monitor and manage servers remotely anywhere, anyplace with HPE iLO



HOW TO CONTRIBUTE

Please use these assets to get the conversation started.

File and Backup	Solution Brief	Infographic	Configuration Guide	Sales Summary Sheet	File and Backup Promotion

To see the full briefcase of available assets visit [Seismic](#).

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