

**Hewlett Packard
Enterprise**

HPE Smart Choice Purchase Program – Distributor Activation Guide - Brazil

Sales and marketing resources to enable and drive demand

December 2024

What's inside this kit?

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[Program overview](#)

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This activation guide is designed to help HPE's distributors:

- Learn about the HPE Smart Choice purchase program
- Train sellers on the HPE Smart Choice purchase program & SKU offering
- Market HPE Smart Choice to partner audience
- Activate reselling partners to market & sell HPE Smart Choice

Included in this activation guide are the following:

- Distributor to partner messaging
- Program-specific sales enablement resources for compute and storage
- Links to HPE Smart Choice sales and marketing materials designed for distributors and build your own content quick links
- Link to demand generation program kits designed for partners selling to end customers

Recent kit updates:

- New HPE Smart Choice call guide
- New HPE Smart Choice play book
- New HPE Storage sales and marketing resources

Questions?

LATAM: [Merlina Engulian](#)

WW Marketing: [Samantha Booton](#)

HPE Smart Choice program overview

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[Partner demand kit overview](#)

What is HPE Smart Choice?

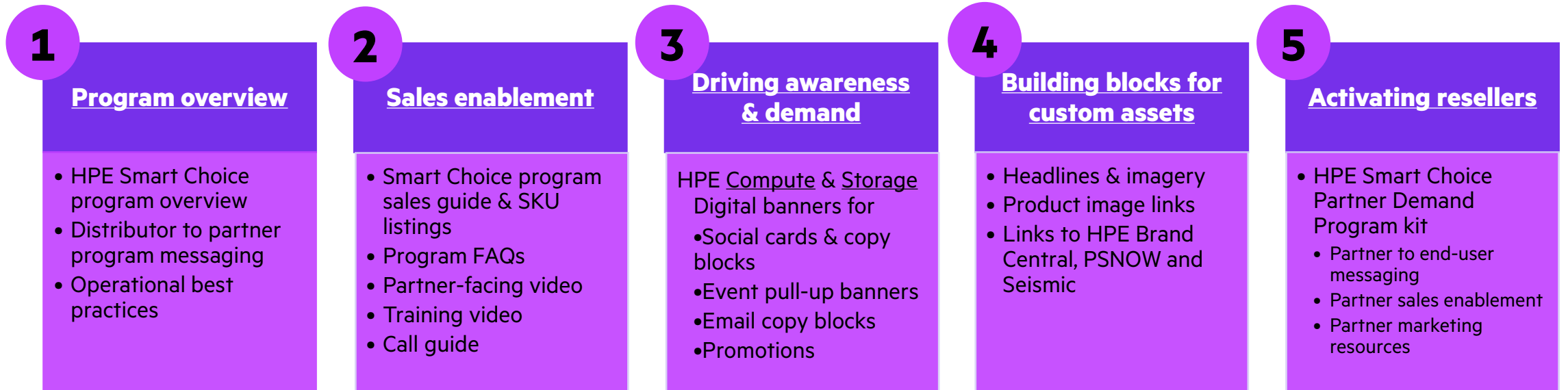
HPE Smart Choice is a channel stocking program designed to drive the volume and velocity of transactional no-touch deals through the HPE channel ecosystem. The program offers customer-favorite products in a preconfigured, single SKU at the best price. HPE Smart Choice SKUs are ready to ship to distributors from HPE factories in days, not weeks. The products are packaged in a single box, making inventory management efficient and onsite integration easier.

The value of HPE Smart Choice

- Upfront net-pricing and simplified quoting
- Faster sales cycle and accelerated cash flow
- Fully configured and factory-tested products
- Efficient inventory rotation
- Predictable shipments

Distribution Activation kit contents

Below is a summary of resources, tools, and content available within this activation kit for distributors. Messaging and content are designed for distributors to activate their own organization and sell and market to resellers.



Drive HPE Smart Choice awareness and demand

Please note: The [HPE Smart Choice Partner Demand Program resources](#) are created specifically for resellers selling and marketing to end-user customers.

Ready-to-use program copy blocks

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

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Up to 25-word copy blocks

- Get the best price quickly along with fast shipping with the HPE Smart Choice purchase program so you can drive more deals on popular configurations of servers, storage, and services.
- Drive more deals on popular configurations of servers, storage, and services with HPE Smart Choice, the best prices, quick quoting, and fast shipping
- With HPE Smart Choice, you get the best price—fast—on popular fully configured HPE servers, storage, and select services that are quick to quote and ship.
- Save time and money with the HPE Smart Choice purchase program – quick quotes featuring the best pre-approved pricing and fast shipping means you make money faster.
- Get the best price immediately and the fastest shipping on popular fully configured HPE server and storage products with the HPE Smart Choice purchase program.

30–50-word copy blocks

- Get fast pricing and quick shipping with the HPE Smart Choice purchase program. With immediate pricing on popular, fully configured products, you'll know the best price instantly. And because the units are configured, tested and ready to ship, you'll get fast delivery and easy integration.
- Speed up your sales cycle with the HPE Smart Choice purchase program. Get the best immediate price and fast shipping with fully configured, ready-to-ship products, making integration easier and leaving more time to focus on what matters most: your customer.
- Move your sales into the fast lane with the HPE Smart Choice purchase program. Featuring the best price available through your preferred distributor or iQuote, you can quote deals faster. With fully configured, ready-to-ship products, you'll get quick and predictable delivery.
- Immediate pricing. Fast shipping. Popular fully configured models. That's what you'll get with the HPE Smart Choice purchase program. Rev up your sales engine with a streamlined quote-to-shipping sales cycle that can help you drive deals faster and increase customer satisfaction.

100-word copy block

- Rev up your sales engine with the HPE Smart Choice purchase program. With immediate pricing on popular, fully configured products, you no longer need to search multiple systems for the best price. Check your preferred distributor's website or log onto iQuote to check SKU inventory and pricing. Because the products are fully configured, factory-tested, and distributor-stocked, they are shipped in days, not weeks. Onsite integration is a snap with ready-to-deploy models shipped in a single box. This end-to-end simplification saves you time and money at every step and allows you to process deals faster, serve customers better, and recognize revenue sooner.

Operational guidance & best practices

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[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

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[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Get Familiar with the HPE Smart Choice Portfolio

- Train your teams on the pre-configured bundles
- Stay updated with HPE's latest assets and product information.
- Use training, sales enablement, FAQs and more available in the [HPE Smart Choice Briefcase](#)

Leverage HPE Marketing Assets

- Use HPE co-marketing tools available in the HPE Distribution Activation kit to drive demand.
- Ensure your e-commerce platforms are ready for HPE Smart Choice
 - Create a landing page for HPE Smart Choice program benefits and SKU listings
 - Use HPE market development funds to drive awareness and demand
 - Clearly identify "Smart Choice" in your MDF requests
 - Activate Silver, Business and Proximity partners with [HPE Smart Choice Partner Demand Program kit](#)

Transition from Legacy Programs Smoothly

- Work with HPE to phase out legacy programs.
- Optimize your inventory and prioritize HPE Smart Choice in your offerings.

Smart Choice Program sales enablement

Leverage program-specific sales enablement resources to drive reseller engagement and demand for HPE Smart Choice featured products. Below are links to core program resources to educate your sales teams and partners. To access documents, use the links below or [visit the HPE Smart Choice Briefcase](#).

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

[Drive awareness and demand](#)

[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

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Program sales and SKU guide

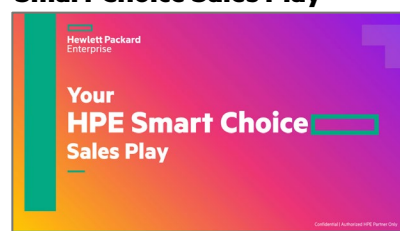


Download languages below:

US	EMEA Spanish
Canada	Mexico Spanish
UKI English	Portuguese
EMEA English	India
France	APAC English
German	Taiwan
Italian	Korea
Dutch	

Important note: The Program Sales and SKU Guide contains all Smart Choice servers, storage, and services SKUs and information.

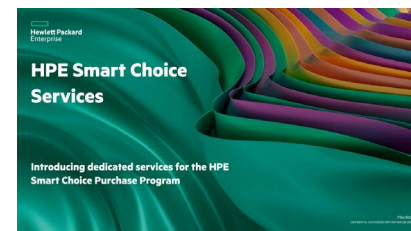
Smart Choice Sales Play



Download languages below

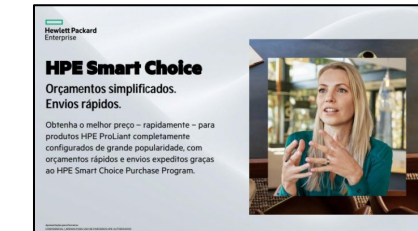
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- [Mexico Spanish](#)
- [Portuguese](#)

HPE Smart Choice Services Overview



Download [English only](#)

Sales presentation



Download languages below

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- [EMEA Spanish](#)
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- [Portuguese](#)
- [India](#)

Smart Choice sales enablement

Leverage program-specific sales enablement resources to drive reseller engagement and demand for HPE Smart Choice featured products. Below are links to core program resources to educate your sales teams and partners. To access documents, use the links below or [visit the HPE Smart Choice Briefcase](#).

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[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

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[Drive awareness and demand](#)

[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

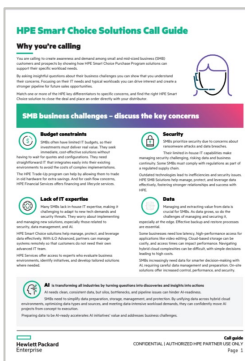
FAQs Resource Guide



Download

English only

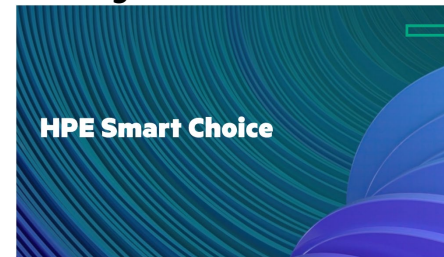
Call Guide



Download

English only

Training video



Download

English only

Partner Video – Program Overview/Teaser



Download video in languages below

[English](#)

[French](#)

[German](#)

[Spanish](#)

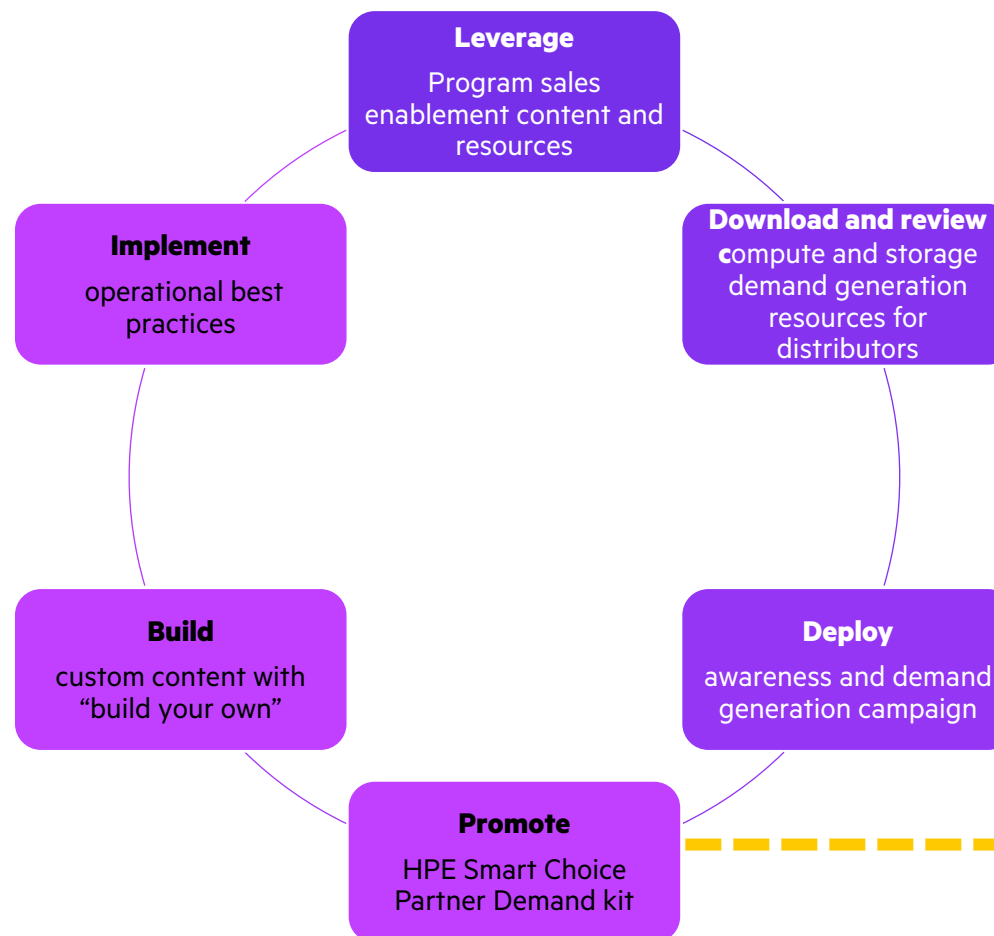
[Italian](#)

[Portuguese](#)

Drive awareness and demand

As part of this HPE Smart Choice Distribution Activation kit, HPE has created assets for distributors to use when marketing to resellers. Distributors can download and use these assets at no cost. Included below is a guide for proposed actions to take.

Content overview
Program overview
Distribution kit content
Ready-to-use copy blocks
Operational guidance
Program sales enablement
Drive awareness and demand
Compute sales and marketing resources
Storage sales and marketing resources
Building blocks for custom assets
Partner demand kit overview





HPE Compute – Sales and marketing resources for distributors

HPE Smart Choice demand



3 | Page


Dealing with the

Page 10 of 10

HPE GreenLake

HPE ProLiant rack and tower servers

Compute Engineered for your Hybrid World



Compute for your hybrid world

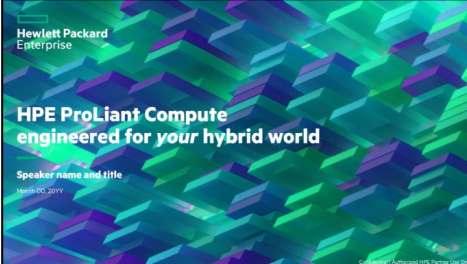
Hybrid cloud computing lets you choose where and how to run your applications in a world where almost everyone and everything generates data. Whether on all of your servers, bare metal, or containers in a public or private cloud, instead of being complicated, the full range of hybrid cloud possibilities simplifies and delivers more value. And, our new software-powered approach supports helping you meet individual applications' needs and requirements while maximizing agility and control over costs, security, and governance.

If you need to provide applications with the flexibility and agility to serve business needs in a complex, fast-paced world, this HPE ProLiant server and management tool can simplify deployment and management, so you can focus on business.

Available in the form of a cloud-native, container-optimized, or bare-metal platform, with various sizes of blades, rack servers, portable edge servers, and on-premise or in-cloud storage, HPE ProLiant servers are a 24x7, 365-day approach, a hybrid view that brings with it everything you need for the future. [Get more from the future.](#)

The HPE ProLiant servers are built around a flexible software-defined approach, built on a foundation of intelligent tools that bring with the server the full range of capabilities for hybrid cloud, including combined automation, security, and performance that address the full complexity and cost.

Recommended Seismic Briefcases:

[illegible]The slide features a background of colorful, 3D isometric cubes in shades of green, blue, and purple. In the top left corner, the Hewlett Packard Enterprise logo is displayed. The main title, 'HPE ProLiant Compute engineered for your hybrid world', is centered in a large, bold, white font. Below the title, the text 'Speaker name and title' is shown in a smaller white font, followed by 'March 01, 2017' in an even smaller font. In the bottom right corner, there is a small red heart icon and the text '© 2017 Hewlett-Packard Development Company, L.P. All rights reserved.'

Hewlett Packard
Enterprise

HPE ProLiant Compute engineered for *your* hybrid world

Speaker name and title

March 01, 2017

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Partner playbook

HPE Core Compute Playbook

Get started >

HPE  **GreenLake**

Playbook
CORPORATE/CALCULATED/WE PARTNER ONLY

Digital banners for distributors – HPE Compute

Drive HPE Smart Choice compute product awareness and demand through your web environment with co-brandable, ready-to-use digital banners in 4 sizes.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

[Drive awareness and demand](#)

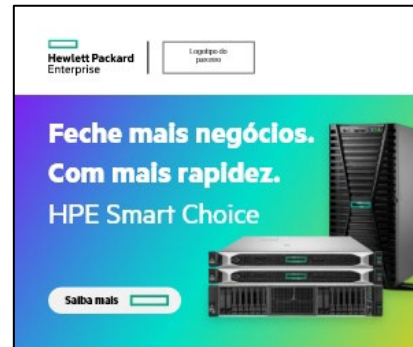
[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Digital Banners - Option 1



300x250



160x600



300x600



728x90

Suggested call-to-action:

Drive to a Distributor's HPE Smart Choice program page, SKU listing, partner video, etc.

Download Option 1 digital banners (all sizes)

[English](#)
[German](#)
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[Spanish](#)
[Portuguese](#)
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Digital banners for distributors – HPE Compute

Drive HPE Smart Choice compute product awareness and demand through your web environment with co-brandable ready-to-use digital banners in 4 sizes.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

[Drive awareness and demand](#)

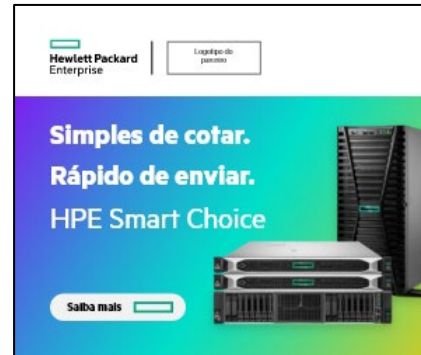
[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

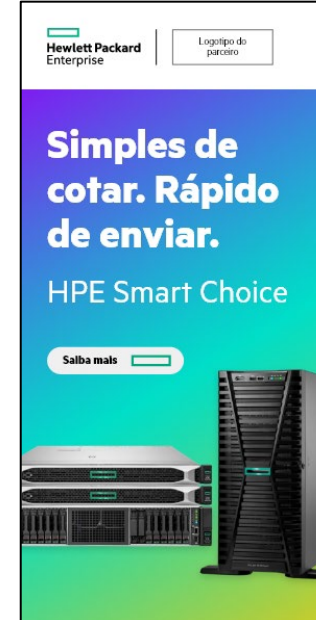
Digital Banners - Option 2



300x250



160x600



300x600



728x90

Suggested call-to-action:

Drive to a Distributor's HPE Smart Choice program page, SKU listing, partner video, etc.

Download Option 2 digital banners (all sizes)

[English](#)
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[Portuguese](#)
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[Traditional Chinese](#)

Social cards and copy for distributors – HPE Compute

Drive HPE Compute awareness and demand using your HPE Smart Choice or HPE Compute web environment and these co-brandable social cards.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

[Drive awareness and demand](#)

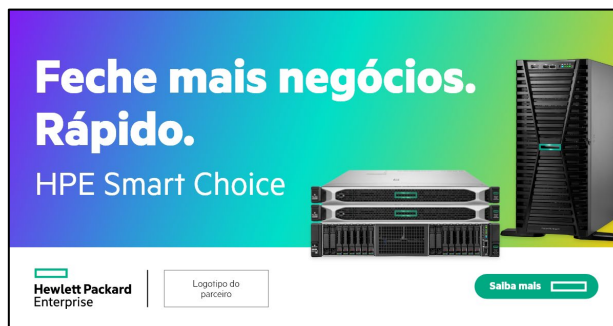
[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Option 1



Suggested call-to-action:

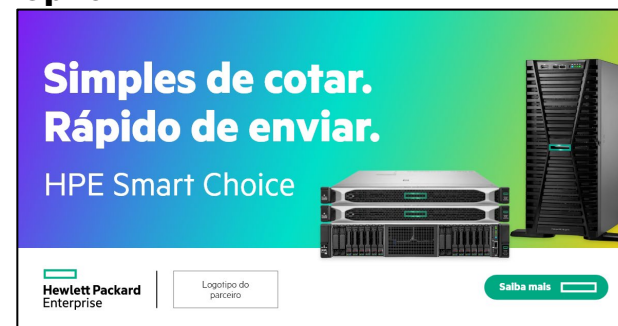
Drive to a distributor's HPE Smart Choice program page, SKU listing, contact form, etc.

Download the social card and copy recommendation

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[Portuguese](#)
[Polish](#)
[Japanese](#)
[Korean](#)
[Traditional Chinese](#)

Option 2



Suggested call-to-action:

Drive to a distributor's HPE Smart Choice program page, SKU listing, contact form, etc.

Download a social card and copy recommendation

[English](#)
[German](#)
[French](#)
[Italian](#)
[Spanish](#)

[Portuguese](#)
[Polish](#)
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[Korean](#)
[Traditional Chinese](#)

Pull-up event banners – HPE Compute

Make your life easier and your event engaging when you download these ready-to-use pull-up banner files featuring HPE Compute.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

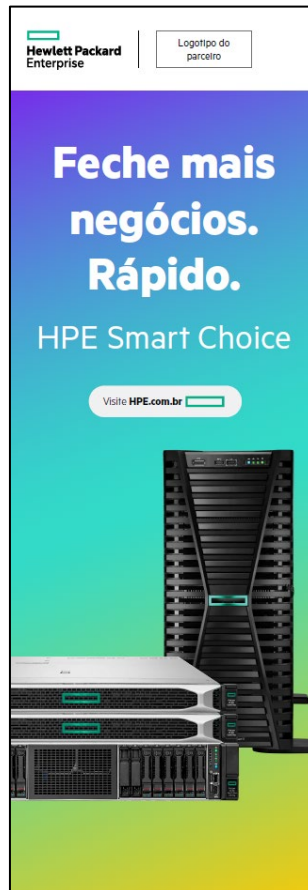
[Drive awareness and demand](#)

[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

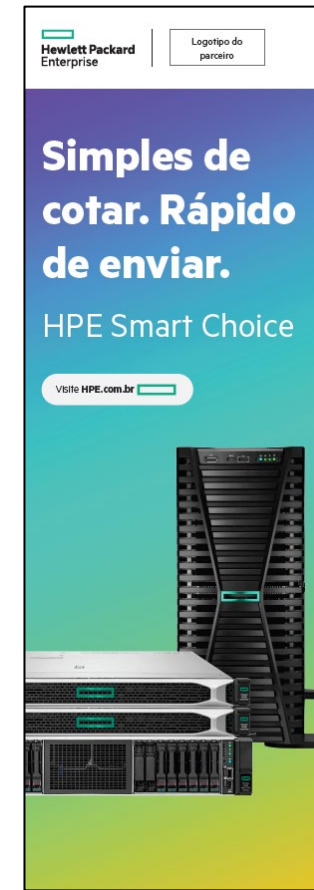
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Download pull-up banner

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Email copy – All HPE Smart Choice

Build awareness and demand, by directing resellers to your HPE Smart Choice landing page, product offering page, or sales team using the ready-to-use copy below.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

[Drive awareness and demand](#)

[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Subject line:

Need to seal more deals, faster?

Email copy:

Process orders in days, not weeks

Look no further if you want to beat the competition and drive your deal volume.

The HPE Smart Choice purchase program delivers customer-favorite products in days, not weeks. Stop waiting for quotes, shopping prices, and chasing shipments. Stocked and ready to ship from stock, these fully configured, and factory-tested solutions come in a single box, reducing waste, simplifying integration, and making your team more efficient.

It's time to step ahead of your competition with HPE Smart Choice.

Subject line:

What's simple to quote and quick to ship?

Email copy:

Looking to increase sales?

Hewlett Packard Enterprise has what you need to win against the competition.

Introducing the HPE Smart Choice purchase program – the easy-to-quote, quick-to-ship solutions from HPE. These popular, fully configured, and ready-to-ship solutions can deliver faster revenue, increased customer satisfaction, and easier onsite integrations. Ordered, packaged, and delivered as a single SKU, HPE solutions have never been faster or easier to sell!

Don't wait – start selling HPE Smart Choice today!

HPE Storage – Sales and marketing resources for distributors

HPE Smart Choice demand program



Sales enablement - HPE MSA Gen7 resources

Leverage the HPE MSA Gen7 sales enablement resources below to drive sales of HPE Smart Choice purchase program featured products. Additionally, leverage recommended Seismic briefcases for additional content and resources that support your sales programs.

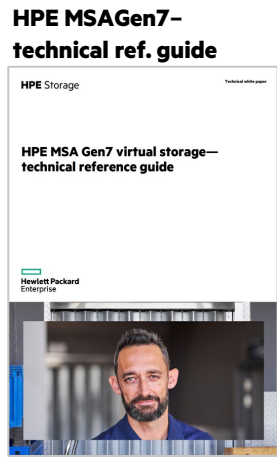
- [Content overview](#)
- [Program overview](#)
- [Distribution kit content](#)
- [Ready-to-use copy blocks](#)
- [Operational guidance](#)
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- [Drive awareness and demand](#)
 - [Compute sales and marketing resources](#)
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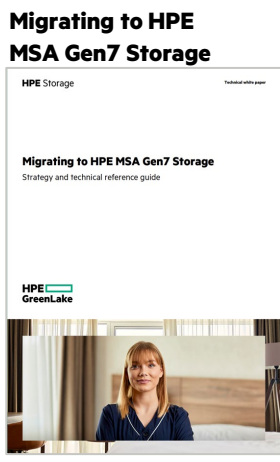
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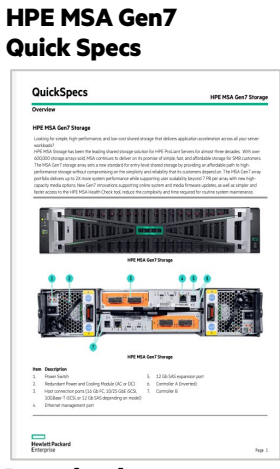
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Recommended Seismic Briefcases

- [HPE Small-to-Medium Business \(SMB\)](#)
- [HPE Primary Block Storage](#)
- [HPE MSA Storage Resources](#)
- [HPE MSA Folder](#)

Sales enablement - HPE Tape Storage resources

Leverage the below HPE Tape Storage sales enablement resources to drive sales of HPE Smart Choice featured products. Additionally, leverage the recommended Seismic briefcase for additional content and resources that support your sales programs.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

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HPE StoreEver Tape – Data Sheets

MSL Tape Automation – Data Sheet



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MSL3040 Tape Library – Data Sheet



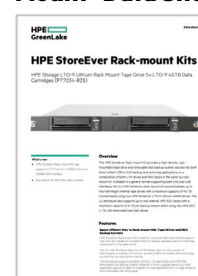
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MSL2024 Tape Library – Data Sheet



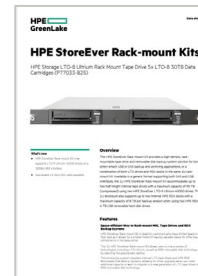
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LTO-9 Ultrium Rack Mount- Data Sheet



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LTO-8 Ultrium Rack-mount – Data Sheet



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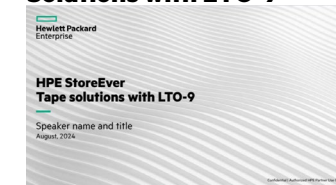
HPE StoreEver Tape – Sales enablement

HPE StoreEver Tape Solutions Portfolio Review



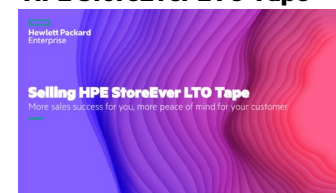
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HPE StoreEver Tape Solutions with LTO-9



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Sales presentation: Selling HPE StoreEver LTO Tape



[Download](#)

HPE Smart Choice Tape products



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HPE StoreEver Tape Briefcase

Digital banners for distributors – HPE Storage

Drive HPE Smart Choice storage product awareness and demand through your web environment with co-brandable ready-to-use digital banners in 4 sizes.

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[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

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[Storage sales and marketing resources](#)

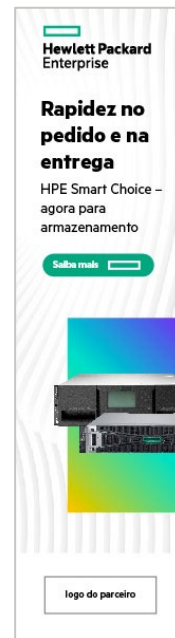
[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Digital Banners - Option 1



300x250



160x600



300x600



728x90

Download Option 1 digital banners (all sizes)

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[Spanish](#)

[Portuguese](#)

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Digital banners for distributors – HPE Storage

Drive HPE Smart Choice storage product awareness and demand through your web environment with co-brandable ready-to-use digital banners in 4 sizes.

[Content overview](#)

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[Storage sales and marketing resources](#)

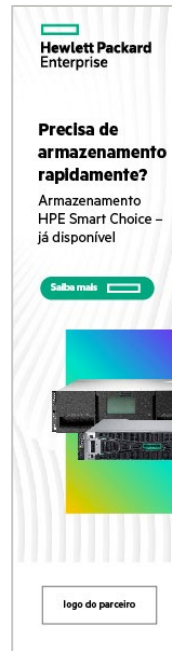
[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Digital Banners - Option 2



300x250



160x600



300x600



728x90

Download banners (all sizes)

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[French](#)

[Italian](#)

[Spanish](#)

[Portuguese](#)

[Polish](#)

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[Korean](#)

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Social cards and copy for distributors – HPE Storage

Drive HPE Storage awareness and demand using your HPE Smart Choice or HPE Storage landing page environment and these co-brandable social cards.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

[Drive awareness and demand](#)

[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Option 1



Suggested call-to-action:

Drive to a distributor's HPE Smart Choice program page, SKU listing, contact form, etc.

Download the social card and copy recommendation

English	Portuguese
German	Polish
French	Japanese
Italian	Korean
Spanish	Traditional Chinese

Option 2



Suggested call-to-action:

Drive to a distributor's HPE Smart Choice program page, SKU listing, contact form, etc.

Download a social card and copy recommendation

English	Portuguese
German	Polish
French	Japanese
Italian	Korean
Spanish	Traditional Chinese

Social post copy options:

HPE Storage:

- Need secure, scalable storage solutions fast? HPE Tape and MSA Gen7 Storage solutions are now available on HPE Smart Choice. Learn more.

HPE Tape Storage:

- Looking for a low-cost, sustainable, secure tape backup solution? Ask us about HPE StoreEver tape backup solutions on HPE Smart Choice.

MSA Gen7:

- Want a faster, easier way to buy storage? Get HPE MSA Gen7 performance and simplicity—now on HPE Smart Choice.
- Need affordable, high-performance, easy-to-use storage fast? Get HPE MSA Gen7 now on HPE Smart Choice.

Pull-up event banners – HPE Storage

Make your life easier and your event engaging when you download these ready-to-use pull-up banner files featuring HPE Smart Choice – now for HPE Storage.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

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[Program sales enablement](#)

[Drive awareness and demand](#)

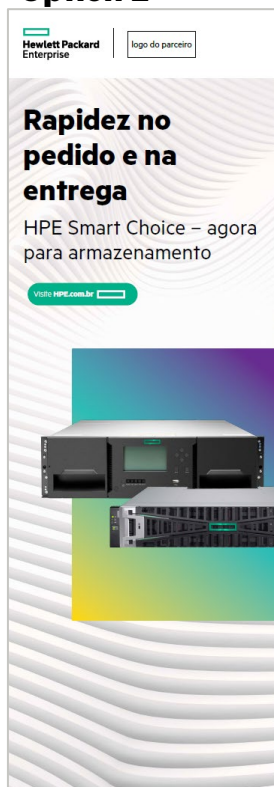
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Option 1



Download pull-up banner

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Option 2



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Email copy for distributors – HPE Storage

Build awareness and demand, by directing resellers to your HPE Smart Choice landing page, HPE Storage product offering page, or sales team using the ready-to-use copy below.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

[Operational guidance](#)

[Program sales enablement](#)

[Drive awareness and demand](#)

[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Subject Line: Need affordable, high-performance storage?

Partner logo
184x101px



Speedy to order and quick to ship
HPE Smart Choice—now for storage



Easy to buy. Quick to ship.

HPE MSA Gen7 solutions are now available on HPE Smart Choice. These value-driven bundles are delivered with all-flash configurations, so customers won't have to trade performance and reliability for affordability. Easy to purchase and quick to ship, these ready-to-deploy solutions are available to customers within days, not weeks.


With the ability to meet tight budgets and high-performance requirements, HPE MSA Gen7 provides the flexibility that growing businesses demand. Perfect for small businesses, remote offices, and mid-size organizations with limited IT resources, it offers your customers entry-level simplicity that can scale to higher performance and capacity as storage requirements evolve.

HPE MSA Gen7 bundles are now on HPE Smart Choice.


[Learn more](#)

Subject Line: Want storage that's simple to quote and quick to ship?

Partner logo
184x101px



Need storage fast?
HPE Smart Choice Storage—available now



HPE Smart Choice storage – available now

HPE Storage solutions are now available on HPE Smart Choice. Featuring HPE Tape Storage and HPE MSA Gen7, these configured solutions are easy to buy under a single SKU and fast to ship, coming in one easy package in days, not weeks.

Address your customer's data storage and management needs while staying within budget, giving them room to grow and offering simple solutions that their onsite staff can manage. Perfect for small businesses, remote offices, and mid-size organizations with limited IT resources, these HPE Storage solutions offer your customers entry-level value, performance, and protection.

HPE Tape and MSA Gen7 Storage bundles are now on HPE Smart Choice.

[Learn more](#)

Download both emails

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Building blocks

Create custom content



Building blocks - headlines and imagery

Use the resources below with HPE-provided ready-to-use customizable tactics, or build your marketing assets using recommended imagery, approved copy, product images, and more.

[Content overview](#)

[Program overview](#)

[Distribution kit content](#)

[Ready-to-use copy blocks](#)

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[Drive awareness and demand](#)

[Compute sales and marketing resources](#)

[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Recommended headlines

Simple quoting.

Fast shipping.

HPE Smart Choice

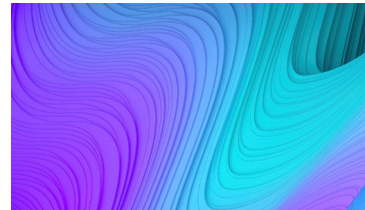
**Get it fast with
HPE Smart Choice.**

Easy to order.

Fast to integrate.

HPE Smart Choice

Recommended imagery



HPE_data_slice_pb_02



HPE_data_slice_ybp_04



HPE_data_satin_CO_03

[Visit HPE Brand Central](#) for brand guidelines for partner-developed assets.

[Visit HPE Brand Central to download](#)

Building blocks – HPE Compute product imagery

Below are links to product imagery that can be easily accessed via [HPE PSNow](#). Additional product imagery can be accessed as well if you have a need for alternative angles, file formats, etc.

[Content overview](#)

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[Ready-to-use copy blocks](#)

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[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)

Tower servers – Gen10 Plus and Gen11



[MicroServer Gen10 Plus](#)



[MicroServer Gen11](#)



[ML30 Gen11](#)



[ML110 Gen11](#)



[ML350 Gen11](#)

Rack servers – Gen10 Plus



[DL20 Gen10 Plus](#)



[HPE DL360 Gen10 Plus](#)



[HPE DL365 Gen10 Plus](#)



[HPE DL385 Gen10 Plus](#)

Rack servers – Gen11



[DL20 Gen11](#)



[DL320 Gen11](#)



[DL325 Gen11](#)



[DL345 Gen11](#)



[DL360 Gen11](#)



[DL365 Gen11](#)



[DL380 Gen11](#)



[DL385 Gen11](#)

Building blocks – HPE Storage product imagery

Below are links to product imagery that can be easily accessed via [HPE PSNow](#). Additional product imagery can be accessed as well if you have a need for alternative angles, file formats, etc.

HPE MSL and LTO

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MSL 3040



[Download](#)

MSL2024 Tape Library



[Download](#)

HPE 18 GB Ultrium
448 Autoloader



[Download](#)

LTO-8/9 Ultrium rack
mount kit



[Download](#)

HPE MSA Gen 7

HPE MSA 2070



[Download](#)

HPE MSA 2070



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HPE MSA 2072



[Download](#)

HPE MSA 2072



[Download](#)

HPE MSA 2070
16Gb Fibre Channel



[Download](#)

MSA drive enclosure



[Download](#)

Activate partner sales - HPE Smart Choice Partner Demand Program kit

Visit [Seismic and the HPE Smart Choice Briefcase](#) to download and share the HPE Smart Choice Partner Demand Program Resources. Messaging is aligned to the reseller-to-end user demand generation and is designed to help distributors activate Silver, Business, and Proximity partners. **Assets are available in 10 languages!**

[Content overview](#)

[Program overview](#)

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[Operational guidance](#)

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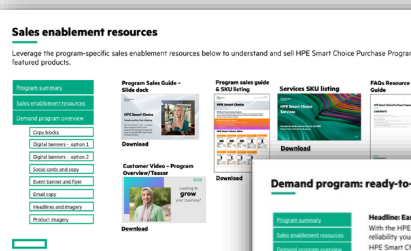
[Storage sales and marketing resources](#)

[Building blocks for custom assets](#)

[Partner demand kit overview](#)



Sales enablement

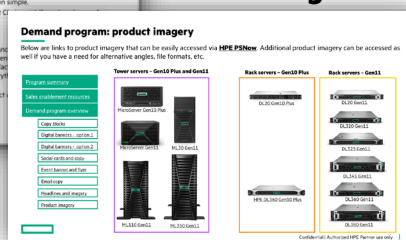


Copy blocks

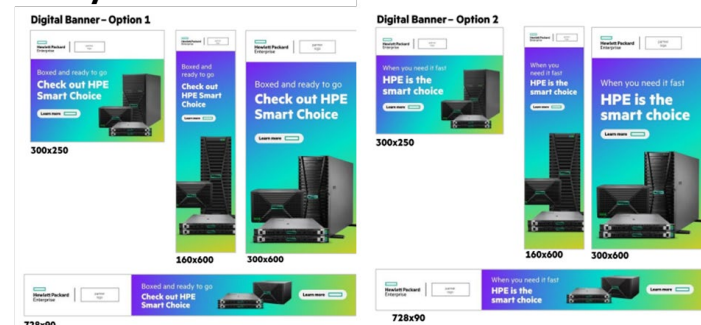
Demand program: ready-to-use copy blocks



Product image links



Ready-to-use assets



Social Cards option 1



Social Card option 2



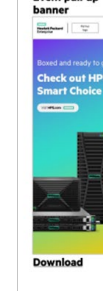
Download both social cards

Social copy options:

Recommendation 1 - Do you need your favorite server fast? HPE Smart Choice offers top configurations that are simple to order, quick to ship, and easy to integrate.

Recommendation 2 - HPE ProLiant servers are easy to order and quick to ship using the HPE Smart Choice purchase program. They are fully configured, factory-tested, and ready to ship in a single box, making integration fast and easy.

Event pull-up banner



The Partner Demand Program kit contains marketing assets, sales enablement, copy blocks, and more!

Thank you!

Questions?

LATAM: [Merlina Engulian](#)

WW Marketing: [Samantha Booton](#)



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