

HP ProLiant 100 series servers campaign guide



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Servers you can grow with. Simple. Affordable. Reliable.

Running a marketing campaign for the HP ProLiant 100 series servers will be easy and productive—a lot like ProLiant 100 servers themselves. Your target market will be your SMB customers. And many of the best ways to reach that market are outlined in this brochure. All of them can be accessed from the customizable collateral and sales enablement tools tabs on the enclosed CD.

Because we know you'll also have excellent ideas of your own, we've made it possible for you to customize many of the pieces—adding promotions, sales, or pricing—to suit you and your customers.

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The **Quick Start Campaign** gives you the tools to help kick off a quick, intense campaign that will give you a lot of impact for not a lot of effort. The last five deliverables will help you continue to generate leads over a long period of time. This campaign includes:

1. **Telemarketing script** that makes sure your message is clear and on-target, whether you do your telemarketing yourself or have it outsourced.
2. **Customizable e-mail** that will bring qualified leads to your sponsored event. The e-mail template lets you customize your e-mails to fit your market and your way of selling.
3. **Event-in-a-box** that gives you a complete set of customizable materials, including a banner, poster, and other materials to make it easy for you to host an event to promote the HP ProLiant 100 servers.
4. **HP ProLiant 100 series newsletter boilerplate** makes it a snap for you to add carefully prepared content to your e-mail newsletter.
5. **HP ProLiant 100 series postcards** catch and keep the recipient's attention with attractive cards delivered to their mailbox.
6. **HP ProLiant 100 series e-mail signature** can be added to all your outgoing e-mail to build awareness and keep the ProLiant 100 series top-of-mind.
7. **HP ProLiant 100 series servers product shot** adds visual appeal to your custom marketing or Web collateral.
8. **HP ProLiant 100 series flash demos:**
 - HP ProLiant 100 Series: The newest members of the family**—This demo provides an introduction to each member of the new HP ProLiant 100 series entry-level servers. Customers will be directed to the 100 series server that best meets their needs and given an overview of benefits specific to that server. The user is able to interact and navigate through the content.
 - HP ProLiant 100 Series: For your growing business**—This demo presents the audience with certain customer scenarios and the 100 series server that would be most effective for that scenario. The content is presented in a completely linear fashion with no interactivity.
 - HP ProLiant entry-level servers: Ideal for growing business**—This demo explains why the HP ProLiant entry-level 100 and 300 series servers are simply better than the competition.

HP ProLiant 100 series telemarketing script

This structured phone call script can be used by you and your staff or by outside telemarketers. Either way, it will give everyone a consistent message about the HP ProLiant 100 series servers, focusing on the key benefits and answering common objections.

Dialing for dollars—How to make your phone work harder

Telemarketing script for the HP ProLiant 100 series family of servers



Telemarketing can be a powerful, effective way to reach your SMB customers with news about the HP ProLiant 100 series family of servers—and how they can help a growing business grow even faster.

This script was written to help you get the most from your telemarketing calls. But no script can anticipate every twist and turn of every conversation. So just remember that you're trying to build awareness and develop a relationship, not close a sale. In other words, be helpful. And be yourself.

Telemarketing script

Opening

Good morning, (Mr., Ms., Dr., etc.), I'm calling from (your company's name) to let you know about a new IT infrastructure solution from HP—one that's designed from the ground up for growing businesses the size of yours. It's the HP ProLiant 100 series—a family of servers that are simple, affordable, and reliable. Do you have a moment to talk?

It makes a lot of sense to think about servers for your business. That's because servers are an excellent way to increase productivity and lower costs—and that can help you get the most out of your existing IT investment. Servers can also give you the flexibility to add enhanced networking along with security features such as additional backup and disaster recovery.

Tip

Keep your opening friendly without a hard-sell approach. If you can, refer to some problem the customer might have mentioned to you previously. Explain that you might have an answer for them.

Offer important facts

As you probably know, HP ProLiant is the number one brand of servers in the world—(pretty much) the standard at most large companies and global enterprises. What makes the HP ProLiant 100 series so right for a business like yours is the combination of three things: simplicity, reliability, and affordability.

Do you have a large IT staff?

If "No," continue with: This simplicity and affordability can be especially important.

If "Yes," continue with: Even so, simplicity can be very important because it saves staff time and expenses.

HP ProLiant 100 series servers are simple in several ways. For one, they're simple to deploy. That is, setup is very easy and extremely quick. Just as important, you won't have problems migrating or upgrading your most important business apps.

ProLiant 100 series servers are also simple to work with. HP's exclusive Lights-Out Management for the 100 series gives you simple access and monitoring that increases productivity and saves you time. In other words, you don't have to be a technology expert to get the most from HP ProLiant 100 series servers.

Tip


As you move through your presentation, try to add questions that will keep your listener involved. Make a statement, ask a question, acknowledge the answer, and respond—then continue.

HP ProLiant 100 series customizable e-mail invitation

Invite your best prospects to a ProLiant 100 series event with this customizable e-mail invitation. This e-mail was designed to generate excitement, build interest, and provide the details people will need to attend.

Be sure to send this e-mail about three weeks before the event. Then, a week before, send it again to anyone who didn't respond the first time. It's simple to customize this invitation using Outlook. Just:


1. Address the e-mail by inserting your prospect's name after "Dear" and putting your own name in the signature area. Give the speakers' names and their company affiliation in the spaces indicated in the script and add in your specific event information. Don't forget to insert your URL at the "Learn more" link and at the bottom of the e-mail "www.yoururl.com".
2. Just to be on the safe side, read through the invitation to make sure there are no mistakes, misspellings, or anything that might be confusing.
3. Insert your logo at the bottom of the page, sized to about 1 x 1 inch. Once your logo is on the page, double click on it. Then select Layout, and then Square. This will make it easy for you to move your logo around on the page—and place it exactly where you want it.
4. Click File/Sent to/Mail recipient. Outlook will create an html e-mail for you to send.
5. Send your e-mail to everyone you want to invite.



Simple. Affordable.

Servers you can grow with.

Simple.
Affordable.
Reliable.



» [Learn more](#)

Dear _____

(Channel Partner name) and HP invite you to meet the HP ProLiant 100 series family of servers—designed especially for a growing business like yours. Affordable to buy and efficient to own and operate, the HP ProLiant 100 family of servers delivers unmatched computing value. Our simple, flexible approach means your servers have the headroom to grow as you do—allowing you to add and replace on the fly.

Please join (Speaker name) and (Speaker name) from (Company name) for a discussion on the HP ProLiant 100 series and how they can help your business grow.

Date: _____

Time: _____

Place: _____

RSVP _____

Best regards,

(Name) _____

(Reseller Company Name) _____

(Reseller Contact Information) _____

For more information please visit: www.hp.com/go/proliant100 or www.yoururl.com

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HP ProLiant 100 series event-in-a-box

1. HP ProLiant 100 series customizable announcement flyer

This flyer will help you create custom invitations to a launch event for the HP ProLiant 100 series servers.



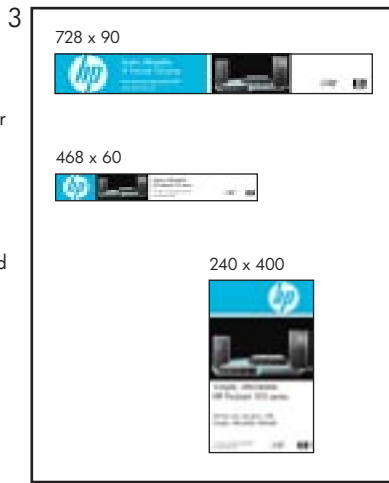
2. HP ProLiant 100 series customizable agenda flyer

This complete agenda template can be sent to your prospects to tell them what will be happening at your ProLiant 100 series event. Send it prior to the event, hand out copies at the event itself, or both.



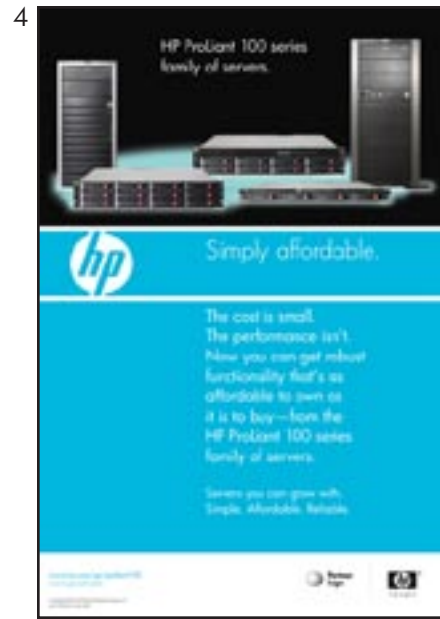
3. HP ProLiant 100 series customizable Web site banner ads

Three different sizes of Web banner ads focus on the specific benefits of HP ProLiant 100 series servers. Select the Web banner of your choice, and add your own logo—proportional to the HP logo—and messages for completely customized advertising.



4. HP ProLiant 100 series event poster

Put this poster up at the event. It will give the room an attractive visual focus to help promote HP ProLiant 100 series servers.



5. HP ProLiant 100 series event banner

This is another great way to help promote HP ProLiant 100 series servers at an event. Simply attach it to the front edge of a table or hang it on a wall.



HP ProLiant 100 series newsletter boilerplate

Just copy this boilerplate and photo into your newsletter to generate awareness and interest—along with sales leads—for the HP ProLiant 100 series servers.

HP ProLiant 100 series newsletter boilerplate

A growing business like yours needs servers that can grow with you—worry-free servers that are affordable to buy and own, are simple to manage, and have the headroom to grow with you. Now we have just what you need: the HP ProLiant 100 family of servers with the solutions you can depend on. They're designed from the ground up to make the most of your IT resources and budget. Find out more at www.hp.com/go/proliant100 or www.yoururl.com.



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HP ProLiant 100 series postcards

Colorful and to-the-point, this series of three postcards focuses on the key benefits of the HP ProLiant 100 series servers. They maximize our theme line: **Servers you can grow with. Simple. Affordable. Reliable.**

To customize and print the postcards, you'll want to work with a professional printer. High-res PDF and InDesign files are available for you to take to your printer. You should also take a file of your company logo, proportional to the HP logo.

Give the printer these directions:

1. On the back side of each postcard, there's a free area that's meant for your logo and custom demand-generation message. A message example might be: "Contact us today for more information about the HP ProLiant 100 series family of servers."

Then include your URL and phone number in the signature.

Be sure to use Futura, 12 pt.

2. As an option, you can place your logo, proportional to the HP logo, in the lower right-hand corner of the free area.
3. Input your return address.
4. Input your customer's address.
5. The example on the right shows where each item should appear. Give it to your printer for reference.
6. Print on 80- or 100-lb cover stock.

The image displays three postcards for the HP ProLiant 100 series servers. Each postcard features a background image of various server models (tower, rack, and blade) against a dark blue background with a light blue glow. The text on the postcards is as follows:

- Postcard 1 (Top):** "HP ProLiant 100 series family of servers." "Simply affordable." "Affordable to buy and efficient to own, the HP ProLiant 100 family of servers delivers unmatched computing value." The HP logo is in the bottom right corner.
- Postcard 2 (Middle):** "HP ProLiant 100 series family of servers." "Simply flexible." "HP's simple, flexible approach you can easily add what you need whenever you need it." The HP logo is in the bottom right corner.
- Postcard 3 (Bottom):** "HP ProLiant 100 series family of servers." "Simply reliable." "High performance. Low maintenance. Dependability your growing business can count on." The HP logo is in the bottom right corner.

Below the postcards is a larger graphic containing the following text:

Affordable HP ProLiant 100 series.

The cost is small. The performance isn't. Not robust functionality that's as affordable to own.

The HP ProLiant 100 family of servers was created for growing businesses that need high performance at an affordable price.

With the HP ProLiant 100 series, affordable means a fast and easy standard components for lower ongoing costs. It means more control. It means Lights-Out 100 for simple, affordable remote management.

In short, affordable means high performance at a low cost from the world's most reliable server—HP ProLiant.

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Servers you can grow with. Simple. Affordable. Reliable.

Partner Logo

To get started, visit: www.hp.com/go/proliant100 or www.yourrf.com

HP ProLiant 100 series e-mail signature

To add an HP ProLiant 100 series signature to your e-mails, just follow the instructions. The signature is a simple, yet powerful, way to stimulate interest and awareness.



HP ProLiant 100 series e-mail signature



Add a ProLiant 100 series e-mail signature to all your outgoing e-mail, and you'll build awareness among all your midmarket customers. Here's how:

1. From the Tools menu, select Options. The Options dialog will appear.
2. Click the Mail Format tab.
3. Click the Signatures button at the bottom of the dialog.
4. In the Create Signature dialog, click the New button.
5. Type a name for your new signature: "ProLiant 100 series".
6. Click the Next > button.
7. Rightclick in the Signature text box.
8. Select Insert Image from the pop-up menu.
9. In the Picture dialog, click the Browse button.
10. In the Picture Files dialog, navigate to the file "ProLiant_100_series.png" located on your DVD.
11. Highlight the image file and click Open.
12. In the Picture dialog, click the OK button. Your image will appear.
13. Add the following text: "Ask me about the HP ProLiant 100 series family of servers!"
14. Click the Finish button.
15. Click the OK button.

Once your signature is created, you will return to the Options dialog. If you look in the Signatures section, you will see that Outlook has assigned your new signature to all new messages. Now each time you create an e-mail, your new signature will appear at the bottom of the e-mail.

For more information, please go to www.hp.com/go/proliant100

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HP ProLiant 100 series servers product shot

Place the HP ProLiant 100 series servers product shot on your custom marketing or Web collateral to promote and generate interest in the new entry-level servers from HP.



Flash demos

Instructions for how to include your logo in the three flash demos

There are three flash demos for you to choose from:

HP ProLiant 100 Series: The newest members of the family—This demo provides an introduction to each member of the new HP ProLiant 100 series entry-level servers. Customers will be directed to the 100 series server that best meets their needs and given an overview of benefits specific to that server. The user is able to interact and navigate through the content.

HP ProLiant 100 Series: For your growing business—This demo presents the audience with certain customer scenarios and the 100 series server that would be most effective for that scenario. The content is presented in a completely linear fashion with no interactivity.

HP ProLiant entry-level servers: Ideal for growing business—This demo explains why the HP ProLiant entry-level 100 and 300 series servers are simply better than the competition.

- 1) In the menu of your enablement kit, click on “Customizable Collateral.” Then click on the respective demo you are customizing.
- 2) Open “Customize the demo” folder for the respective flash demo (HP ProLiant 100 Series: The newest members of the family; HP ProLiant 100 Series: For your growing business; HP ProLiant entry-level servers: Ideal for growing business)
- 3) Save all files to your hard drive.
- 4) To update the Partner logo with your logo:
 - a. Click “Customize” and then open the XML folder. Right click on “applicationSettings.xml” and open in notepad. This will generate lines of code.
 - b. Find the line of code that reads:
`<partner_logo>partner_logo_sample_horizontal.jpg</partner_logo>`
 - c. Replace the bolded section with the file name of your logo (this file must be saved to your hard drive to function locally). For example, if your logo is named “businesslogo.jpg”, the new line of code will read:
`<partner_logo>businesslogo.jpg</partner_logo>`
- 5) Save the updated code to your hard drive. Close the demo and re-open. Your logo will then appear in the opening screen.
- 6) Burn all files to a new CD.
 - a. All files from the enablement kit that will go on this new CD will also need to be saved to the hard drive and burned to a new disc.
- 7) See the image following and HP brand standards.

Flash demos (continued)

HP Co-Branding Guidelines for Partner logos

- 1) Sizing
 - a) The size of the Partner logo must fit within 182px width by 95px height.
 - b) Partner logo must not exceed the size of the HP logo.
 - c) The HP logo and the Partner logo must be equal in weight.
- 2) Spacing
 - a) The space to the left and right of the center vertical rule must be equal.
 - b) The Partner logo must be aligned to the left within the 182 x 95 pixel area (as demonstrated in the Partner logo sample images).

Partner logo treatment

- 1) The Partner logo must be on a white background.
- 2) The Partner logo must be saved as a .jpg. When saving your .jpg, be sure it is non-progressive.
- 3) Do not add borders around the logo.
- 4) There must be clear white space around your logo.
- 5) Do not place photography, text, or anything other than the Partner logo in this space.



Changing the language in the subtitles of the flash demos

- 1) Click "Customize" and then open the XML folder. Right click on "applicationSettings.xml" and open in notepad. This will generate lines of code.
 - a) Two things need to be updated here:
 - A – Demo default language
 - B – Partner logo
 - 2) Demo default language
 - a) Open the folder labeled "lang" (inside the XML folder). Open "en.xml" in notepad. This will generate lines of code.
 - i. `<![CDATA[HP ProLiant 100 series: For your growing business]]>`
 - ii. Every time you see `<![CDATA` (unless otherwise noted in the code), you'll need to translate the content inside the [] into your new language.
 - iii. Once complete, save this file. For Spanish, let's say you save the file as "es.xml".
 - b) Go back to "applicationSettings.xml". Update the language settings code to contain the correct language.
 - c) `<languageSettings defaultLanguage="en">`
`<demoLanguage langId="en">language</demoLanguage>`
`</languageSettings>`
 - d) For instance, if you're translating to Spanish, replace the "en" with "es" once you have defined the language setting.
 - 3) Partner logo
 - a) Update the "partner_logo" to contain the name of your Partner logo. The logo file must be placed into the "logo" folder (see detailed Partner logo instructions).
 - b) `<partner_logo><![CDATA[partner_logo_cdw.jpg]]></partner_logo>`
 - 4) Update the subtitle XML files. The remaining files need to be updated with subtitles to your specific language.
 - a) For "HP ProLiant 100 Series: The newest members of the family" only
 - i. Right click on each of the files below and open in notepad, generating lines of code. Replace all content inside the `<![CDATA` brackets as shown below:
 - ii. `<![CDATA[It's often said that the best ideas are simple ideas.]]>`
 - iii. Do this to each file listed below and save each file.
 - 001_intro.xml
 - 002_towers.xml
 - 002_towers_a.xml
 - 002_towers_b.xml
 - 003_racks.xml
 - 003_racks_a.xml
 - 003_racks_b.xml
 - b) For "HP ProLiant 100 Series: For your growing business" and "HP ProLiant entry-level servers: Ideal for growing business", you'll follow step 4, but only with the file below.
 - i. subtitles.xml
 - 5) Play demo again to see your customization.

To learn more, visit www.hp.com/go/proliant100

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