

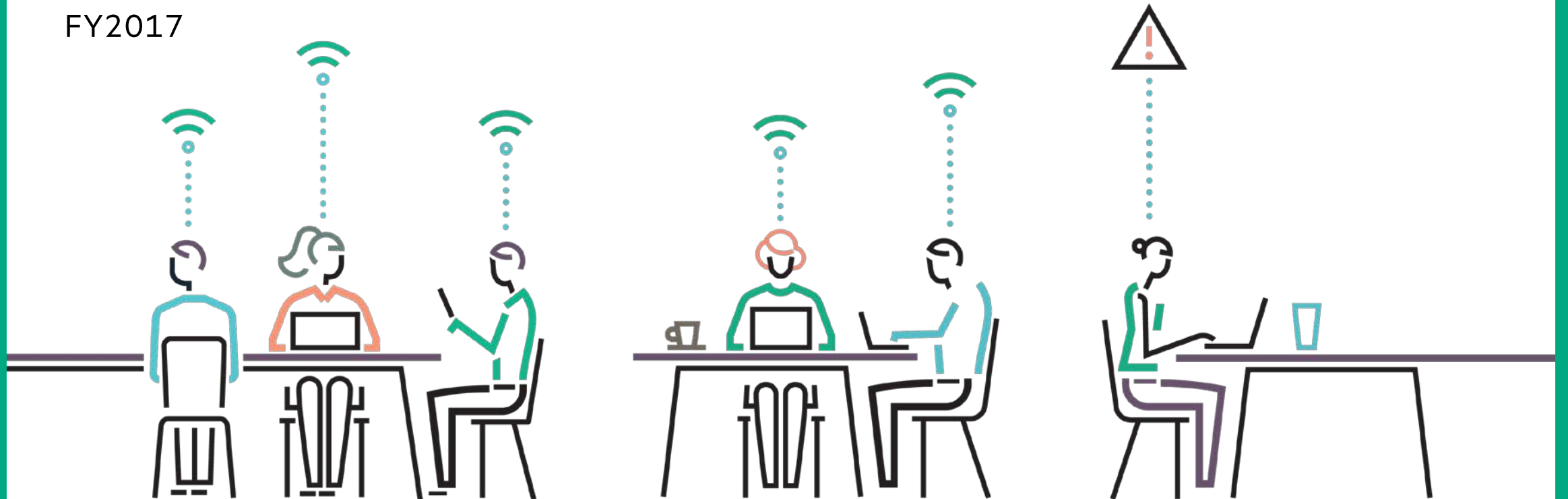


Hewlett Packard
Enterprise

BUSINESS-GRADE WI-FI MADE SIMPLE FOR SMALL BUSINESS

Channel Implementation Guide Q4

FY2017



Campaign Summary

Overview

Get business-grade Wi-Fi made simple for small business. Provide super-fast and reliable Wi-Fi for your employees and guests with HPE OfficeConnect OC20 access points. And with an intuitive mobile app, you can easily set up and monitor your network – all from your smartphone.

OC20 keeps your employees connected and productive, and your business critical applications running at top speed. You can set up a separate guest network and offer your guests a branded log-in page. You can even restrict guest access on certain days and times and block inappropriate websites to keep your network secure and protected from online threats.

Objective

Motivate and educate channel partners on HPE OfficeConnect OC20 AP to create demand targeted at small businesses

Create communications and assets about benefits of OC20

Target Audience

Offices with under 100 users, single site

- Small retail, professional office (lawyer, doctor, etc.)

Slim to no IT support:

- No IT staff
- "Do-it-for-me" (customer relies on reseller)

Key decision maker:

- Owner, Founder, Office Manager

Campaign Summary

Key Competitors

Ubiquity, Netgear, D-Link, Cisco

Products & Solutions

[HPE OfficeConnect OC20 Access Point](#)

Value Proposition/Customer Benefits

Fast, ready to go Wi-Fi for the non-technical user

Easy to set-up and manage

Reliable network to support business-critical voice, video and cloud applications

Flexibility to manage your network on-the-go from your mobile device

Grows with your business

Built-in **security**

Headline/Subhead

Business-grade Wi-Fi made simple.

Simple to set up, simple to manage Wi-Fi.

Easy to Manage, ready to grow Wi-Fi.

Fast, reliable Wi-Fi made simple.

Easy to manage, dependable Wi-Fi.

Stable Wi-Fi for your growing business.



Social & Digital Marketing

Instructions

Use Tweet Sheet for search engine optimization

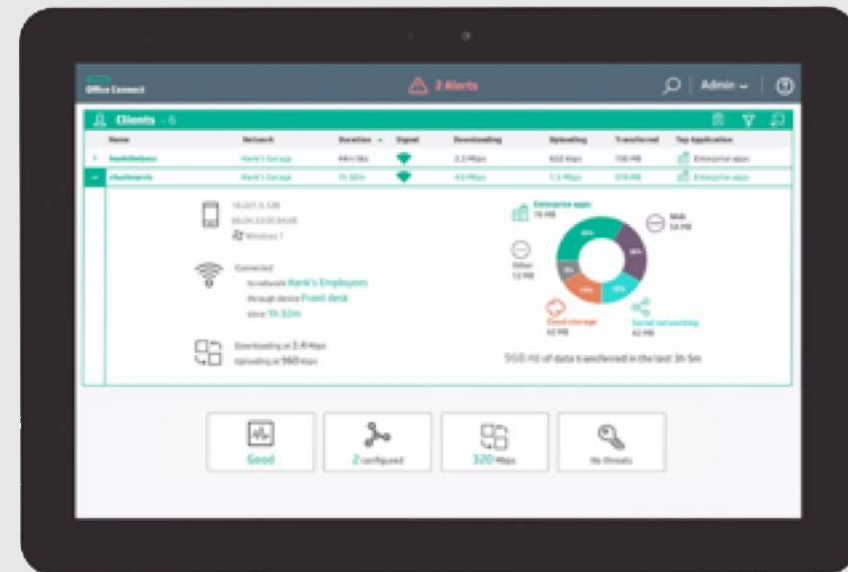
Campaign Copy Deck has different items to help communicate out to your customers via email, social or digital. The copy deck contains: banner headlines, email copy, and copy blocks (25 and 50 words)

Use assets in social activities to drive awareness

Tactics

Campaign Copy Deck [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Tweet Sheet [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [TCN](#) | [SCN](#)



Demand Gen & Email Marketing

Instructions

Use Primary Assets in activities to drive awareness.

Use co-brandable banners and print ad to drive awareness of the HPE OC20 Solution.

Use co-brandable eDMS for Primary Assets to drive awareness of why small businesses need fast, reliable Wi-Fi, and how HPE OfficeConnect OC20 can help.

Personalize with your own logo on the co-brandable banners & print ad to drive awareness of the HPE OC20 Solution.

Primary Assets

Gifographic [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Customer Video [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#)

Solution Overview [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Tactics

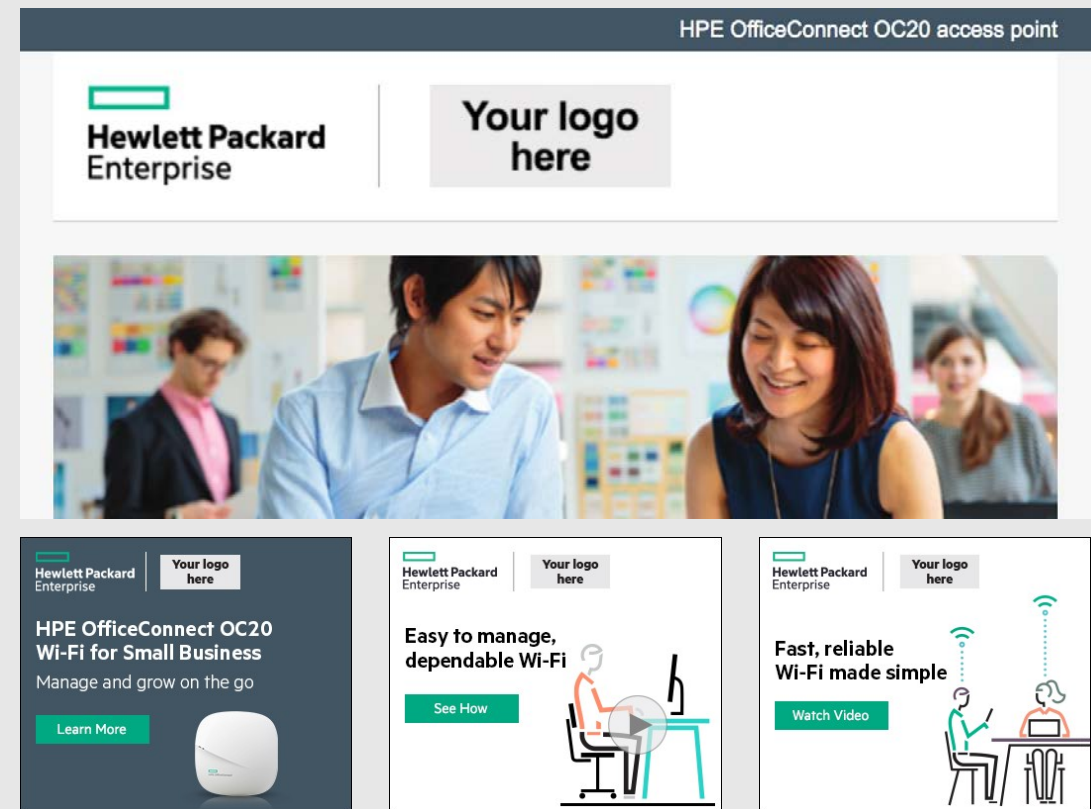
Co-brandable Emails for Primary Assets*

- [Gifographic Email](#)
- [Customer Video Email](#)
- [Solution Overview Email](#)

Co-brandable banners*

- [Manage and grow on the go](#)
- [Easy to manage, dependable Wi-Fi](#)
- [Fast, reliable Wi-Fi made simple](#)

[Co-brandable Print Ad](#)



Telemarketing

Instructions

Use Call Guide to familiarize team with campaign objectives
Use FAQ to get quick answers to any of your questions

Tactics/Assets

Call Guide [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)
FAQ [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)



Assets

Primary

Gifographic [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Customer Video [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#)

Solution Overview [EN](#) | [DE](#) | [ES](#) | [FR](#) | [IT](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Sales Enablement

[Quick Reference Guide](#)

[Battlecard](#)

[Data Sheet](#)

[Partner Presentation](#)

[Customer Presentation](#)

Demo Video: [Set-up your Wi-Fi network with the HPE OfficeConnect Android app](#)

Demo Video: [Set-up your Wi-Fi network with the HPE OfficeConnect iOS app](#)

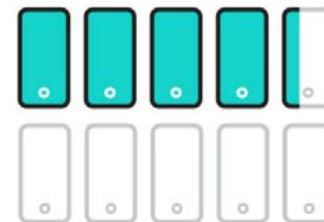
Demo Video: [Ongoing networking management](#)

Demo Video: [Remote network monitoring](#)

Small businesses run on mobile devices

43%

of small business owners primarily use a smartphone to run their operations²



65%

conduct back-office work, including bookkeeping and accounting, on cloud-based apps²



Your network in the palm of your hand

With HPE OfficeConnect OC20 Access Points, you can manage and monitor your Wi-Fi from your mobile device.