

## Hewlett Packard Enterprise Channel Marketer Turns Platinum Partner MSA Services Into Business Gold



CUSTOMER SUCCESS STORY

### CHALLENGES

- Extending HPE partners' go-to-market capabilities
- Enhancing Platinum partner messaging deeper into target markets
- Providing high-quality agency resources to act as an extension of the HPE team
- Aligning partner campaign messages with HPE value statements

### SOLUTIONS

- Campaign development aligned with partner goals and HPE business objectives
- Execution of predefined and customized inbound and outbound initiatives
- Go-to-market methodologies customized for partner advantage
- Marketing Services Agency resources trained on HPE's key Enterprise messages, value propositions and solutions portfolio

### COMPONENTS

- Content creation
- Direct mail
- Email marketing
- Microsites and landing pages
- Search marketing (organic/paid)
- Social media marketing and amplification
- Telemarketing
- Video



*"Having a go-to MSA like PartnerDemand that I can leverage to expand my partners' marketing capabilities has been an enormous benefit to me."*

—Anu Bandopadhyay

Moving Hewlett Packard Enterprise's business forward requires successful partner marketing programs to generate leads and drive sales. But not all HPE partners have the same marketing expertise to develop and execute on inbound and outbound campaigns. Anu Bandopadhyay, partner marketing manager in Hewlett Packard Enterprise Group Channel Marketing, turned to The Channel Company's PartnerDemand® Services when she identified opportunities to extend her Platinum partners' marketing development capabilities.

Bandopadhyay wanted to increase the marketing reach of her Platinum partners located on the East Coast and across the mid-Atlantic. The task was complicated by the fact that her partners had different levels of the marketing resources required to develop and execute on campaigns.

*"We invest with our Platinum partners, and we achieve better business results when we have strong, effective campaigns,"* explains Bandopadhyay.

Bandopadhyay turned to PartnerDemand Services to work as an extension of her team to develop customized marketing strategies and integrated digital campaign approaches that supported her partners' requirements. Methodologies for campaign execution varied for each partner (some were predefined and others were highly customized), improving partner satisfaction with the agency interactions while delivering better campaign outcomes.

### RESULTS

- Engaged 73 percent of Bandopadhyay's Platinum partners with Marketing Services Agency initiatives
- Reduced time needed to on-board agency and push campaigns into market
- Enhanced partner relationships with customized Marketing Services Agency offerings
- Improved market development fund (MDF) investment

The personalized approach and tailored methodologies helped Bandopadhyay engage 14 of her 19 partners with PartnerDemand Services in just one year—a 73 percent success rate. And because PartnerDemand Services is an HPE Marketing Services Agency, she was able to jump-start partner campaigns with little to no agency training, saving her time and getting her partners' messages out to the market with speed, accuracy and cost-effectiveness.

*"PartnerDemand Services has been stellar in building relationships with my partners and understanding their go-to-market strategies—and what I'm trying to do for Hewlett Packard Enterprises' business,"* says Bandopadhyay.