



FLP Partner Wave Overview

Marketing/Wave Goals:

This wave serves as a demand/lead generation campaign that targets midmarket customers and prompts them to consider and purchase HP/Microsoft® Unified Communications & Collaboration (UC&C) Solutions.

- Leverage the increasing demand of UC&C within midmarket businesses and how it can improve process and efficiency—allowing them to gain competitive advantages.
- Establish “set point” that only HP and Microsoft® and [FLP Partner name] can deliver the best and most robust midmarket UC&C solutions. This solution includes the next generation of HP ProLiant servers as one of the groundwork elements, mitigating the risk of disruption and lowering cost of ownership, while achieving greater operational efficiencies.

Business Goals:

- Broadening sales from point product to solutions.
- Increase sales of end-to-end UC&C solutions, including combinations of HP products, such as HP ProLiant Servers, StorageWorks, networking with ProCurve, management Software and Care Pack services.
- Leverage the Microsoft® Alliance and their FY10 growth priority of UC&C to midmarket.

Product/Services Overview:

Next-Generation HP ProLiant Servers (Rack and Blade)

HP BladeSystem

HP System Insight Manager, Insight Control and Insight Remote Support

HP StorageWorks portfolio with emphasis on continuum of DAS and SAN solutions

HP ProCurve Networking

HP Care Pack Services—Start-Up and Ongoing Support

HP PCs, Notebooks and Printers (those that are Microsoft® OCS certified machines) and Printers

HP iPAQ Smartphones (in U.S. model Obsidian. In other regions, devices will vary.)

ASSUMPTION: All Products combined with [FLP Partner] services and building blocks defined in HP UC&C Solutions reference configuration developed specifically for deploying Microsoft® Exchange Server 2007, Microsoft® SharePoint 2010, Microsoft® Office Communications Server 2007 and Microsoft® SQL Server 2008.



FLP Partner Wave Overview

Market Situation

Communication Strategy:

This campaign includes multiple touchpoints, including the following:

Event in a Box tactics:

- eDM invite
- Welcome poster
- Agenda template
- Presentation template
- Evaluation form

Demand Gen Wave tactics:

- DM
- Print ad
- Postcard
- eDM
- Banner
- Landing & Confirmation page

Target Audience:

Midmarket:

Current and Prospect—midmarket across all verticals (midmarket being defined for this campaign as companies with 100-1,000 employees)

Solution offerings include a set for 25-500 and a set for 500-1,000 (Rack or Blade, Virtualized or non-Virtualized)

Audience Segmentation:

- Running Microsoft® Exchange 2003 and older version.
- Competitive platform migrations from Lotus or Novell
- X86 platforms 3 years and older

Decision Maker:

- CIO, as well as any IT Executives responsible for IT investment decisions/influencer

Current Behavior:

Customers are looking for ways to improve employee productivity to increase return on employee investment and to use the improved efficiency and productivity as a competitive weapon.

Communications and collaboration are central to a company's operations. In order to release the benefits of the improved processes based upon UC&C, they must have a reliable infrastructure for executing these processes.

Your communications and collaboration infrastructure is a huge opportunity to streamline operations and generate savings (getting the biggest bang for the buck).

Desired Behavior:

Customers should see this as a solution from HP, Microsoft® and [FLP Partner Name] is the only end-to-end solution built for midsize businesses with industry-leading technology portfolios (see differentiation section for more info) and backed by strong partnership and commitment to unified communications and collaboration. In other words, it's a robust and low-risk option for customers.



FLP Partner Wave Messaging

Insight and Core Message:

In this competitive world, the way to gain sustainable competitiveness is to get the most out of your employees. UC&C running on HP can help you improve the communications and collaboration processes that every employee is dependent upon—essentially helping you achieve that goal. Microsoft® UC&C solutions elevate overall employee productivity and organizational efficiency, while the HP infrastructure ensures the benefits are fully realized in addition to the additional efficiency gains and cost savings in power and cooling expenses, software licenses and more (see below) from the end-to-end HP solution.

By adopting HP’s robust end-to-end infrastructure, starting with the innovation and reliability of the next-generation HP ProLiant Servers—in conjunction with Microsoft® Communications and Collaboration applications—customers can quickly begin to improve the key business processes in communications and collaboration, leading them to a more competitive edge all while experiencing cost savings.

Streamline to Reduce Costs & Increase Collaboration

Reasons to Believe (the proof):

Reduce lost productivity by up to 80%¹

Reduce costs in communications and collaboration, facilities, systems and more by 40–60%¹

The benefits of next-generation HP ProLiant Servers, Storage, Software, HP Care Pack and Financial Services are:

- 27x² improvement in performance per watt, which means you can get the same work done with 97% less power. Fit 20X more computing power into your current infrastructure
- HP Insight Server Migration software on HP ProLiant eases complexity of migration by automating the migration from aging infrastructures and older servers to next-generation HP ProLiant servers
- Networking flexibility with lifetime warranty and at one-third the cost
- HP Care Pack Services for comprehensive set-up and ongoing support

Overall Microsoft® UC&C Benefits

- **Reduce travel costs** 20-40%³ by replacing in-person meetings with immersive Web, video and audio conferencing with Microsoft® Office Communications Server 2007 R2
- **Lower messaging costs** 50%-80%³ by reducing messaging storage costs and consolidating costly third-party solutions, such as mobility, archiving, backup and more with Microsoft® Exchange Server 2010
- **Reduce telephony and audio conferencing charges** 20-40%³ by lowering long-distance charges and audio conferencing minutes with built-in Voice over Internet Protocol (VoIP) and unified conferencing capabilities in Microsoft® Office Communications Server 2007 R2
- **Lower real estate and facility costs** 30-40%³ by freeing employees from fixed desks or offices and increasing occupancy density in buildings
- **Reduce the cost of communications systems** 40-60%³ by eliminating the need for separate legacy voice mail systems, private branch exchange (PBX) phone system and separate instant messaging and audio/video/Web conferencing systems by using the built-in capabilities of Microsoft® Exchange Server 2010 and Microsoft® Office Communications Server 2007 R2



Tone of Voice and Suggested Introduction

Tone of Voice:

The voice of all HP marketing efforts should speak with the strength and authority of the world's leading technology company. Your tone should be:

- Bold, but never arrogant
- Proud, but never boastful
- Customer focused with an understanding of our customers' business outcomes
- Direct, pragmatic and familiar

It is important that you are confident and take a stand on both where the industry is headed and how HP fits into that direction

Introduction:

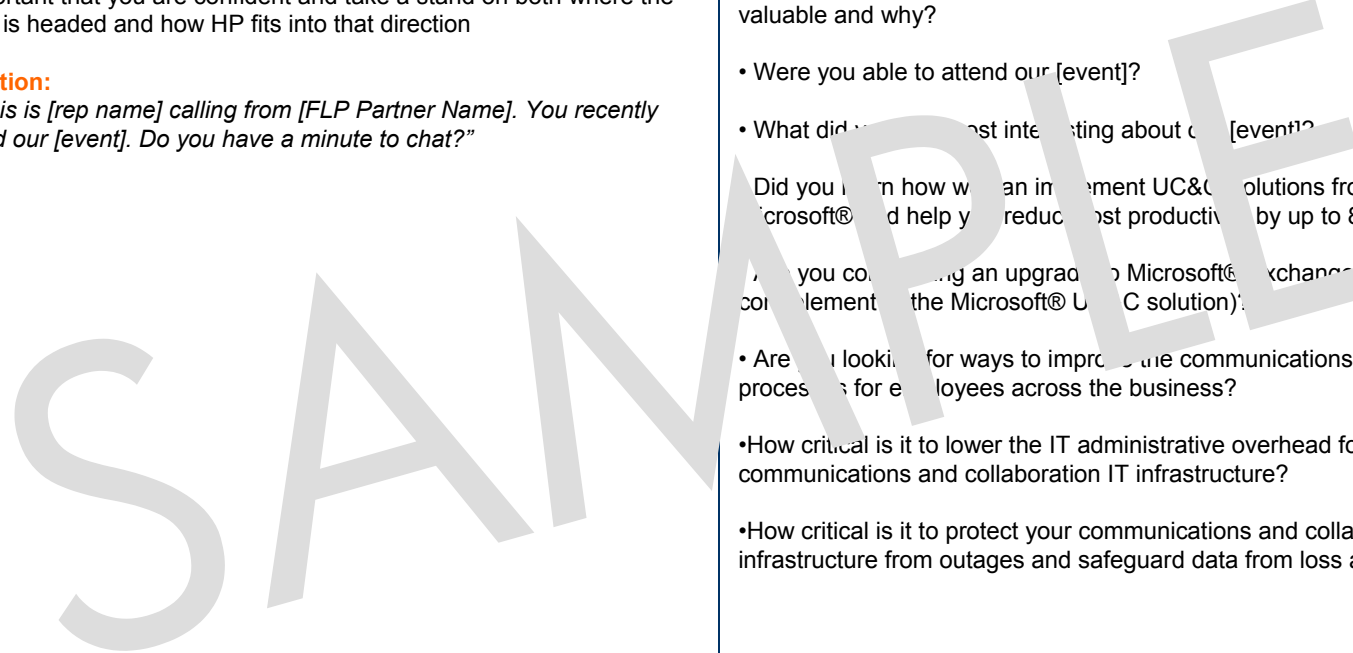
"Hello, this is [rep name] calling from [FLP Partner Name]. You recently attended our [event]. Do you have a minute to chat?"

Conversation Starters

Conversation Starters:

Initial questions:

- Did you read the IDC white paper *Achieving New Productivity Gains Through Unified Communications and Collaboration Solutions*? What was the most interesting part?
- Did you read the free HP UC&C Solutions guide? What did you find most valuable and why?
- Were you able to attend our [event]?
- What did you find most interesting about our [event]?
- Did you learn how well an investment in HP and Microsoft® UC&C solutions can help you reduce total productivity by up to 80%?
- Are you considering an upgrade to Microsoft® Exchange Server 2010 (a complement to the Microsoft® UC&C solution)?
- Are you looking for ways to improve the communications and collaboration processes for employees across the business?
- How critical is it to lower the IT administrative overhead for managing the communications and collaboration IT infrastructure?
- How critical is it to protect your communications and collaboration infrastructure from outages and safeguard data from loss and breaches?





FLP Partner Competitive Landscape

HP Competitive Differentiation

This is an end-to-end infrastructure solution, covering servers, storage, networking, management software, PCs, smart phones and printers. It is developed by leveraging the HP portfolio, which is unique in depth and breadth. While there is competition at the individual product level, there are no competitors with solutions offering this broad coverage of all the IT infrastructure domains.

This solution provides the comprehensive infrastructure for running the entire Microsoft® UC&C solution application stack—Microsoft® Exchange Server 2010, Microsoft® SharePoint 2010, Microsoft® Office Communications Server 2007 R2 and Microsoft® SQL Server 2008.

This solution was built for midsize businesses with industry-leading technology portfolios and backed by strong partnership and commitment to unified communications and collaboration.

This solution can fully leverage the HP BladeSystem, which is clearly differentiated based upon the Blade Server Magic Quadrant report (<http://h20195.www2.hp.com/v2/GetPDF.aspx/4AA3-0100ENW.pdf>) from Gartner released in October 2009, which places HP in the Leaders' Quadrant of the Magic Quadrant for Blade Servers. Within the Leaders' quadrant, HP leads in both "ability to execute" and "completeness to vision."

In the [Gartner's Magic Quadrant for unified communication](#), Microsoft® is positioned in the "Leaders" quadrant for "completeness of vision" and the "ability to execute."

In the [Gartner's Magic Quadrant for blade servers](#), HP is positioned in the "leaders" quadrant for "completeness of vision" and "ability to execute."

HP and Microsoft® have been partners for over a quarter of a century. In 2009, HP and Microsoft® announced a four-year global strategic initiative to deliver an end-to-end unified communications and collaboration solution. As a part of our [Frontline Partnership](#), we expect to invest up to an additional US\$180 million [in product development, professional services, as well as joint sales and marketing](#) to help organizations lower costs and improve productivity. The level of commitment and engagement is unique to HP and Microsoft®.

FLP Partner Facts

Serving more than 100,000 joint customers, HP and Microsoft® have been working closely for more than 25 years on a wide range of activities. Engineering and integrated services teams work side by side to research, develop, test, implement and support solutions that help businesses of all sizes take advantage of new technology.

We are part of one of the most unique alliances in the industry—the HP/Microsoft® Frontline Partnership—a shared vision to provide integrated solutions and products and services through innovation and synchronization. Furthermore, our solutions are backed by proven technology expertise, a consistent track record and a customer-driven approach.



Barriers to Purchase	Overcoming Barriers
<p>I have additional challenges specific to my business. How do we address them?</p>	<p>Response: We assess your business challenges to get an in-depth understanding of your business environment. We then use the reference architecture as a starting point for a customized solution that addresses your specific business needs.</p>
<p>I like the solution, but cannot afford to buy all the products recommended in the reference architecture.</p>	<p>Response: This solution is a set of reference infrastructure architectures and not a single SKU. Products featured in the architecture were carefully selected from the HP portfolio based upon specific IT requirements for deploying UCC and industry best practices. The architecture is highly customizable and can be easily modified to meet individual customers' needs. Customers can determine how best to leverage all or part of the reference architecture in their existing environment. Products in the reference infrastructure are simply building blocks. Since they are based on industry standards, they can easily integrate into any existing infrastructure.</p>
<p>What if I want to reuse my existing hardware in implementing the solution architecture?</p>	<p>Response: The HP/Microsoft® Unified Communications and Collaboration solution works across third-party technology components so that you get the most out of your technology investment. The critical Microsoft applications run seamlessly on HP ProLiant servers, storage, management software and network products.</p> <ul style="list-style-type: none"> - Lower administrative cost: Every server comes with programmable IT administration inside the chassis—HP ProLiant Onboard Administrator for simplified server setup, health monitoring, power optimization, thermal control and secure iLO remote control. - Address higher data capacity requirements: HP ProLiant servers come with up to twice the memory, storage and a 200% faster Smart Array that can handle exponential data growth effortlessly. - Increase data protection: The backup system comes with dynamic deduplication that helps reduce redundant data and retain up to 10x more data. - Reduce risk of business disruption and resolve problems with HP Insight Remote Support. Rely on automated, secure, 24x7 remote event monitoring, notification and dispatch for hardware and operating systems. - Comprehensive networking security that enhances application responsiveness and provides high-availability features to protect against faults and potential risks. - Enable network provision and higher performance on the Wireless LAN. The Wireless Access Controller provides a single management interface. <p>Based on internal testing on HP ProLiant G6 servers</p>
<p>This solution requires you to go to blade which is an over kill for you.</p>	<p>Response: First, the reference infrastructures come in the form of rack optimized servers and the HP BladeSystem. The customers have choices. In deciding on whether to blade or not, there are tools to help customers in their investigations. Please review sales assets associated with HP BladeSystem in our sales portal. Resources available to customers can be found at http://h18000.www1.hp.com/products/blades/ bladesystem/</p>



FLP Partner Next Steps

- Schedule an assessment with [FLP Partner Name]

Web Resources

SAMPLE



Insert local market URL here.

www.hpXXXX



Concept & Creative Samples

Concept Statement

CONNECT

Businesses need more efficient ways to collaborate. Between disconnected offices and inefficient communication, hours and hours of productivity are lost. But HP and Microsoft® can help businesses connect.

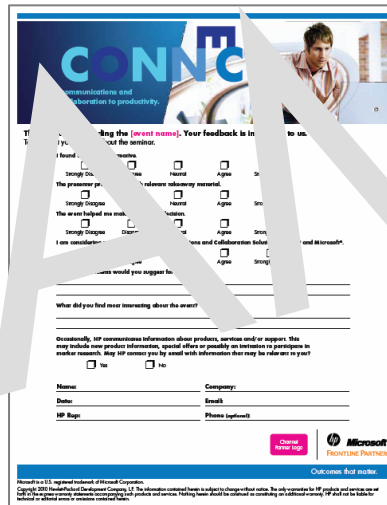
With Unified Communications and Collaboration Solutions from HP and Microsoft®, founded on a next-generation HP ProLiant server, companies can align communications, streamline operations and collaborate more efficiently as a business. And as the connection between employees improves, so does productivity.

Headline

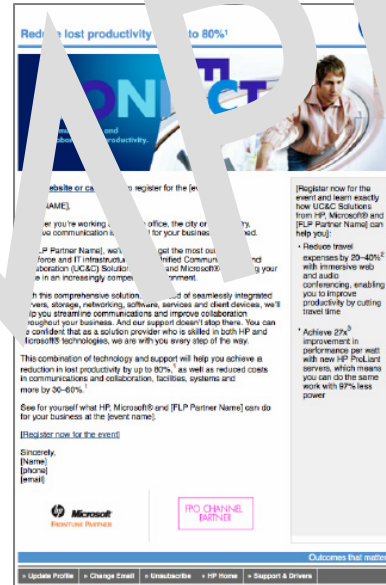
CONNECT communications to collaboration to productivity.



Agenda Template



Evaluation Form



Invitation Email



Welcome Poster



Claim Substantiations

¹SOURCE: IDC white paper sponsored by HP, *Achieving New Productivity Gains Through Unified Communications and Collaboration Solutions*, #221528, January 2010.

²SOURCE: Based on HP internal testing comparing the HP ProLiant DL380 G4 to HP ProLiant DL380 G7.

³SOURCE: Results are based on actual Microsoft customer evidence and a composite case study of a 4,000-person company developed from interviewing 15 companies. Please see the *Total Economic Impact™ of Microsoft Unified Communications* white paper issued by Forrester Research. Visit microsoft.com/casestudies to learn more.

SAMPLE