Growing your cloud service sales with HPE’s Cloud28+

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Cloud is not a destination, it’s an experience

Community building and knowledge sharing  Everything-as-a-Service  Intelligent, hybrid cloud
You need to innovate and deliver value...faster than ever before

Time to value is priority #1

**Today**
- Value Identified
- VALUE Delivered

**Tomorrow**
- Value Created Continuously
- Opportunity Identified
- VALUE Delivered

How far is your market reach?
Do you offer a self-service portal?
Are your cloud services competitive in the market?

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B2B buying behavior is changing how we drive demand

89% of B2B buyers go online during their purchase process

10 pieces of content
B2B buyers download 10 pieces of content online on their way to purchase

12 searches
On average, 12 searches done by B2B researchers prior to engaging on a specific brand's site

Source: "10 Surprising Stats You Didn’t Know about Marketing on LinkedIn" 4
Cloud28+: A community and digital business platform to accelerate growth

Dedicated to expanding the adoption of enterprise cloud and emerging technologies…

- Innovation, visibility and growth through a community play
- Available in every region of the world
- Open to all HPE Partner Ready Service and Solution Providers, and also ISVs, SIs, distributors and public sector organizations
- No cost to join, no brokerage fees

www.cloud28plus.com
Cloud28+: A growing commercial force

- 1 000+ Partners in 95 countries
- 40 000+ Distributed cloud services globally
- 1 200+ Articles
- 630+ Data centers in 46 countries
- 9 Languages
- 5 700+ Registered users
- 14 000+ Website page views*
- 4 500+ Visitors*
- 8 200+ Offering article searches/views*
- 5 200+ Sessions*
- 17 500+ Twitter Followers

*Monthly Rate
Cloud28+: A trusted HPE partner community, knowledge base and service catalog

- Publish your own Cloud28+ Spotlight Page, thought leadership articles, and service offerings – both build and consume – to create demand generation
- Run your own cost-effective Cloud28+ eCampaign to create marketing qualified leads
- Easily find and connect with other partners in the community to develop new offerings and alliances
Cloud28+ Spotlight Pages: Highlight your services and content via your own customized page

Highlight your brand identity
- Create a look and feel that supports your brand.
- Customize pages for customer requirements, projects, and vertical industries.
- Aggregate personalized content along with your products and services.

Drive new sales and revenue opportunities
- Create enhanced, data-driven customer experiences.
- Leverage advanced digital marketing tools.
- Develop, promote, and track integrated marketing campaigns.

“We jumped at the opportunity to have our own Cloud28+ Spotlight Page”

said Bob Breynaert, Global Managing Director, Equinix. “We’ve already seen a huge increase in our marketing content visibility through the platform and are looking forward to driving even more digital business outcomes with our own, customized area.”

See Equinix Spotlight Page here.
Cloud28+ Spotlight Pages

Hybrid HPC News

Featured Equinix Solutions

Featured HPE SAP Solutions

How we are making the Cloud cool again

Featured Service Provider Ready Solutions

Hewlett Packard Enterprise
Cloud28+ eCampaigns

Drive lead generation with end customers based on your own, personalized survey platform, combined with the amplification power of the Cloud28+ platform and social media engine:

- Obtain marketing qualified leads
- Provide customer respondents with compelling content, such as instant access to industry analyst insights or your own materials – white paper, industry report, guide, etc. – tied to the questionnaire theme.
- Additional opportunity to connect and drive leads with that customer, by giving them personalized benchmarking reports.
Cloud28+ eCampaign flow

Publish  Amplify  Survey  Report → Lead

Service Providers Partnering together for success

AC3 the human touch in a technical world

How Hybrid IT Ready are you?

Gain further insight into your Hybrid IT Readiness by answering three questions.

START NOW>

Migration Roadmap

Security measures

With security paramount in the Hybrid IT environment, this service provides significant value.

How Hybrid IT Ready are you?

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Positive feedback from industry influencers

...HPE will foster long term gains that extend beyond Cloud28+, through the partnerships, solutions and collaborations which are emerging from within the community.

This local grassroots approach... is a differentiator for HPE against global cloud players such as Amazon Web Services, Microsoft and Google.

Cloud28+ is surely the largest cloud aggregator today. HPE has justification for why it thinks it can expand the service globally.

There is a desire from enterprises for a right mix of venues for their applications - local, regional, public and private. Cloud28+ can deliver these capabilities from a single pane.
Why HPE is the right partner?

- Grow your lead gen and revenue opportunities
- Increase your market visibility
- Create new GTM channels
- Collaborate in a true ecosystem to innovate and grow together

www.cloud28plus.com

- Join today and start benefitting!
- Registration only takes a few minutes.
- No cost to join, no brokerage fees.
Back-up
Equinix on Cloud28+

The primary Equinix message within this community is focused on joint GTM with HPE around Microsoft Azure Stack.

1Q18 traffic
- Global 6,838 views
- Americas 1,353 views
- EMEA 4,643 views
- APJ 842 views
(Note: 10x the traffic for similar content on Equinix.com)
- Global Spotlight Page (live 10/25/18)

Next Steps
- eCampaign launch in Q2 FY19

Check out more about Equinix on the Cloud28+ YouTube channel…

https://youtu.be/-og5acaW-FM  https://youtu.be/xxohQ0QZQ_s
Creating new partner alliances and offerings
Turnkey, fully managed cloud solution

- Deliver differentiated cloud services (private / public )
- Offer competitive pricing and good margins
- Accelerate time to market
- Mitigate risk by leveraging expertise and experience deploying a proven blueprint
- Based on best-in-class technology - HPE software defined infrastructure

99.95% Platform Availability SLA

MON  HELP DESK  OPS
24 x 7 x 365 Monitoring  24 x 7 x 365 Support  Platform Operations

Capacity Management

Metering and Billing

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