



CASE STUDY

Empowering global tech co-marketing with on-demand sales tools

elevationb2b.com



elevationmarketing



BACKGROUND

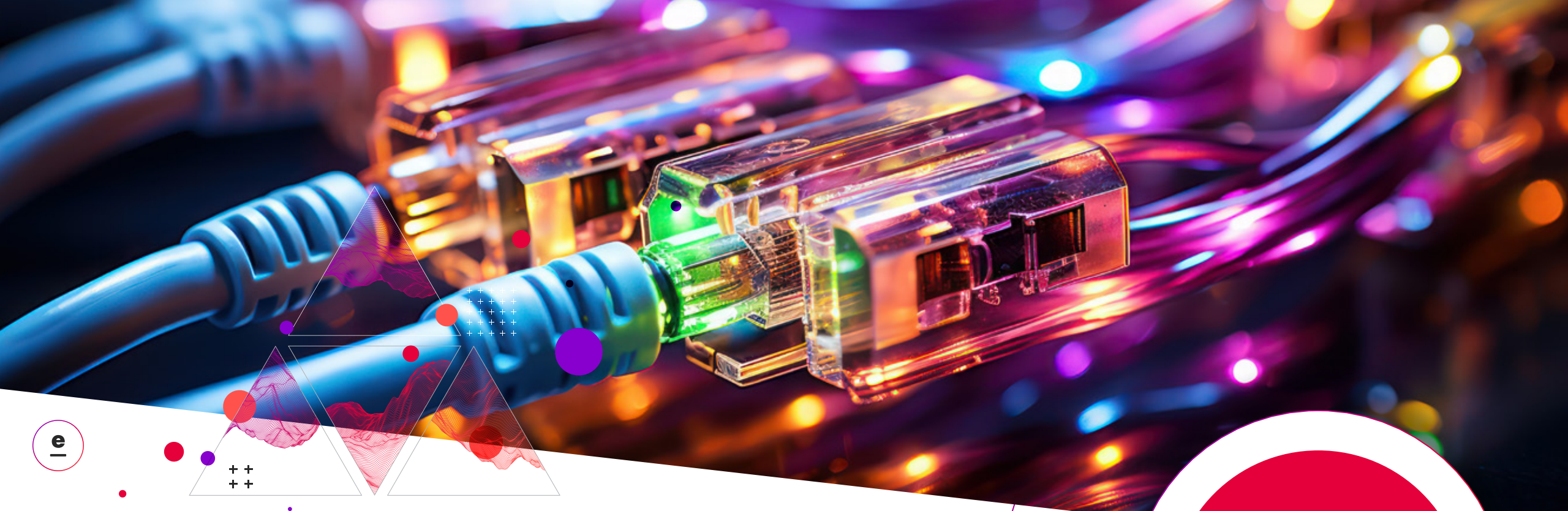
IT infrastructure customers shift to a preference for servers that enable private and hybrid cloud strategies

Avnet and the Hewlett-Packard Company (HP) are two of the world's largest providers of information technology infrastructure, software and services to individuals and organizations of all sizes. These Fortune 500 companies had agreed to enter a strategic marketing partnership to go after the growing data center market and rising demand for high quality servers, solutions and support. Cloud computing which enables big data analytics and mobility was boosting global sales of servers — the hardware core of data centers where workloads and applications reside. End user spending on servers had accounted for 60% of data center hardware, and the server market was expected to continue to grow exponentially far into the future.

However, the benefits of public cloud computing had been overshadowed of late by concerns for a lack of security and performance assurances. Avnet's leaders had noted a shift in customer preference toward private or hybrid cloud solutions and virtualization technologies which favor investing in and dedicating exclusive

hardware infrastructure to tasks. That was good news, because dedicated server hardware means better security, and customers will know where their servers are located and that the proper physical and network security is in place. It meant that customers would need to know more about the products, and would value relationships with Avnet's partners. Customers would want to meet and talk to those in charge of providing support for their hardware—so sales teams would have to be well versed on the latest products specs and updates.

That meant sales teams would have to be proficient in the technology, and able to present the features of HP's Gen8 Blade Server product portfolio, which Avnet HP was positioning to be a secure, and more cost-effective solution than traditional rack servers, with **6x faster storage performance and turbo-charged application performance increasing compute speed by up to 30-50%.**



CHALLENGE

Accelerate Avnet's partners' success with the right tools for the sales job

Avnet has a long history of adapting to change while staying focused on helping their customers and channel partners bring new technology products to market. Satisfied with the Avnet HP marketing partnership, the company turned attention to effectively competing in the sales battle against rival competitors which were out for the same customers. Avnet HP reached out to Elevation Marketing for help developing cutting edge, online training resources to bring sales teams up to speed quickly on the rapidly evolving server market landscape and technologies, and to

provide a one-stop shop for the most critical server content that sales teams would need during a typical sales cycle. The challenge was to save time and make it easier for partners to build their server intelligence, and understand how to offer the industry-leading HP Gen8 Blade Server product portfolio to their customers, while also effectively countering objections from prospects in the field.

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STRATEGY

Get partners' sales teams up to speed fast with powerful and intuitive sales enablement tools, so they can cut to the chase and convert

Elevation Marketing's design and content teams created high quality, mission-critical sales and training tools to enable Avnet's partners to become HP Blade Server line experts — all from a single, easy-to-use guide at their fingertips—the HP Blade Server Sales Suitcase, which provided on-demand access to:

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Market opportunity, blade vs. rack, customer needs, target market and key benefits

Competitive messaging

Effective sales tools for driving server revenue

Latest blade server training and incentives

Dedicated Avnet contact information

and much more



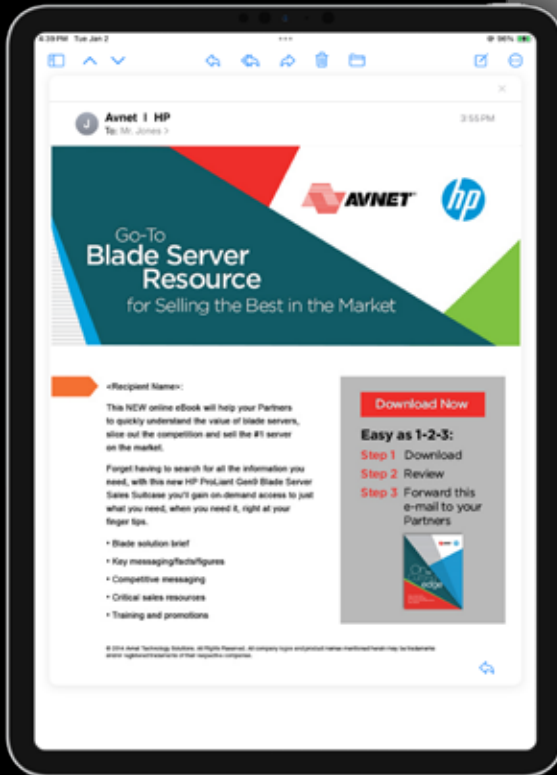
DELIVERABLES

- Content Strategy
- Copywriting
- Design
- Email Templates
- Landing Page
- Back-end Database Build Out

Landing Page

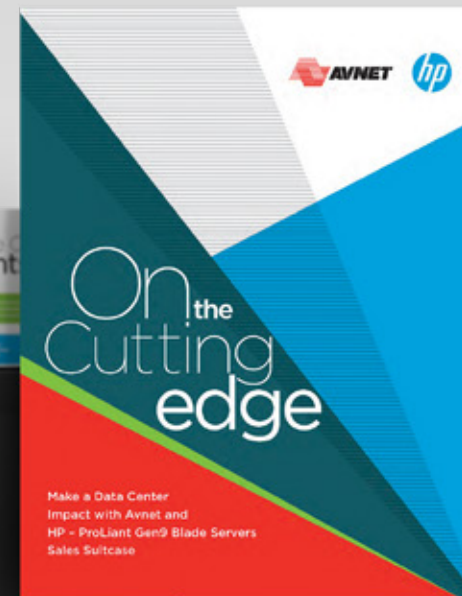
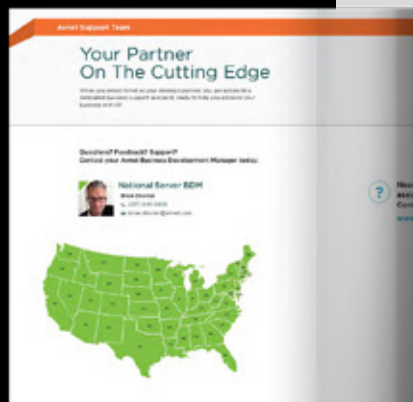


Email Template



RESULTS

Avnet is renowned for providing the best, cutting edge technology for sales enablement, with interactive resources that make a direct impact on their partners' sales strategy.



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

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Business Journal
Top 20
Interactive Marketing Firm