

Introducing Your HCI Hub

Focused lead generation supporting you to grow your HCI business

This campaign by DataSolutions will allow you to generate qualified leads and grow your HCI business with DataSolutions & market leaders in Hyperconverged technology, Nutanix.



Target Audience and Value Proposition

VALUE PROPOSITION	TARGET SIZE	TARGET VERTICAL	TARGET TITLE
<p>Hyperconverged is growing. Gartner says Hyperconverged Integrated Systems will be mainstream in 5 years. Gartner expects HCI to go from a zero start in 2012 to a \$5 billion market by 2019.</p> <p>Drivers for UK IT Decision Makers are:</p> <ul style="list-style-type: none"> • Simplicity • Cost Reduction • Scalability • Performance 	<p>Medium to large enterprises 300+ Users</p>	<ul style="list-style-type: none"> • Potentially all organisations with legacy server & storage hardware, including but not limited to: • Financial • Healthcare • Pharmaceutical • Manufacturing/Design • Insurance • Software • Retail 	<ul style="list-style-type: none"> • PRIMARY <ul style="list-style-type: none"> ○ CTO ○ CIO ○ CSO • IT Manager • IT Director • Network Manager • Infrastructure Manager • Server & Infrastructure Managers <p>(Job roles responsible for servers and storage)</p>

Why push your HCI Hub?

- A potential \$5 billion market by 2019
- Organisations now more than ever need simplicity, cost reduction, scalability & performance
- HCI is the modern breakthrough desired by organisations seeking an easy to manage, scalable and 'always-on' architecture
- Lead the way in HCI education and engagement

Your HCI Hub

- Your HCI Hub is a lead generation focused microsite containing educational and engaging content on HCI
- All assets sit behind form fills to enable you to generate marketing qualified leads
- Main microsite url www.yourhcihub.com
- Your microsite will be personalised to your business, with logo and contact details www.yourhcihub.com/nameofreseller/
- Lead generation form fills have been created to enable end users to download HCI guides, watch HCI educational videos, request webinars and call backs
- Event registration landing page can also easily be created for your HCI related events and associated with the microsite (is currently hidden but can be deployed)
- 8 x email series easily personalised for each reseller with logo and contact details to drive traffic to their HCI hub microsite
- Lead form fills emailed straight to reseller with copies to DataSolutions so DataSolutions can track, review ROI and support you to create opportunity
- HTML email & assets are available to download from www.yourhcihub.com/downloads/
- Your microsite will be securely hosted via DataSolutions

See DataSolutions Example here: www.yourhcihub.com/datasolutions/

Available Assets

- **Your HCI Hub contains:**

- **1 x White Paper**

Understanding HCI Infrastructures

- **2 x Infographics**

The Evolution of the Datacentre to HCI

What next for HCI? Why Enterprise Cloud is the Future

- **2 x HCI Videos**

Why HCI? Understanding the Evolution of the Datacentre to HCI

What next for HCI? Why Enterprise Cloud is the Future

- **8 x email series to drive traffic to your HCI Hub for lead generation**

Getting Started is Easy



Please provide DataSolutions with the following:

1. A high res copy of your logo in JPEG, EPS or PNG format
2. Company name and contact details
3. Email address / addresses. All the leads generated from your campaigns will be submitted to the email address/ addresses provided

Optional

- An image for your homepage background
- Brand colour palette for personalisation
- Image for your about us section

Scheduling your activity

Enough content for an 8 week lead nurture campaign. Suggest 1 x email a week.

Email 1: Pushing the Hub

SUBJECT: Want to understand Hyperconverged Infrastructure? Visit our HCI Hub!

Email 2: Pushing the White Paper email 1

SUBJECT: Want to understand Hyperconverged Infrastructure? Download our White Paper

Email 3: Pushing the White Paper email 2

Title: Want to Understand the Benefits of HCI? There's still time to download our White Paper

Email 4: Pushing the HCI Infographic

Title: Understanding the Evolution of the Data Centre to HCI – Download our Infographic

Email 5: Pushing the Enterprise Cloud Infographic

Subject: Understanding Enterprise Cloud – Download our Infographic

Email 6: Pushing HCI Video 1

Subject: Want to know more about HCI? Watch Understanding the Evolution of the Data Centre to HCI

Email 7: Pushing Enterprise Cloud Video 2

Subject: Enterprise Cloud is the Future: Watch Our Video to find out why

Email 8: Pushing a consultation or a test drive

Subject: Take the next step on your HCI Journey

Resellers – Campaign Journey



Integrating activity across social is easy too

To follow - inserting some social media examples here

Contact us today to opt in to run your HCI campaign.

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