

HPE + Intel + SUSE + SAP Integrated marketing

Alliances marketing







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HPE, Intel, SUSE, and SAP integrated campaign value prop

Whether you are evaluating your SAP® S/4HANA® migration options or need to modernize your legacy SAP ECC infrastructure, HPE brings you the power of choice with RISE with SAP and non-RISE IT deployment options tailored to suit your transformation goals and unique SAP landscape.

The HPE GreenLake hybrid cloud platform allows you to keep control of your mission-critical ERP data and gives you the freedom to move your data and workloads across locations and deployment models without additional costs or vendor lock-in.

Using proven methodology from one of the world's largest SAP S/4HANA implementations—our own—HPE SAP Practice has the expertise and best practices to get you started on a data-first migration journey.

Our SAP-certified infrastructure offers an unmatched combination of performance, flexibility, and scale to ensure your SAP environment runs at peak performance.

Founded on decades of co-innovation and partnership, Intel®, SUSE®, and HPE solutions are best in class. HPE ProLiant Gen11 servers powered by Intel Xeon® Scalable processors coupled with SUSE open-source Linux® technology and HPE GreenLake for Compute Ops Management deliver a powerful cloud operating solution designed to manage hybrid environments and digital transformation. Together we have decades of co-innovation and partnership with SAP.





Why HPE and SUSE for SAP?

A powerful combination for SAP modernization projects

SUSE expertise in Linux and open-source technologies, along with robust HPE hardware and infrastructure solutions, can effectively address the complexities and demands of SAP modernization projects.

Future-proofing with hybrid cloud

- Modernize your existing SAP landscape while preparing for future growth and technological advancements
- Support for SAP HANA® and SAP S/4HANA
- Integration with leading cloud providers

Strong collaboration and integration

- Joint solutions
- Certified hardware and software

SAP optimized

- SUSE Linux Enterprise Server (SLES) for SAP applications
- High-availability solutions

Innovation and leadership in HPE Open Source

 The flexibility and customizations you need for your unique SAP landscape

Comprehensive support and services

 Integrated end-to-end support services including ongoing maintenance and trouble-shooting

Global reach and local support



What are we trying to achieve?

Goals and objectives

- Increase **awareness** and **demand** for HPE, Intel, SUSE, and SAP solutions.
- Create a multiphase, multi-touch demand generation campaign focused on North America and Latin America.
- Target the **HPE SAP installed base** to expand, migrate, and renew existing customers to the latest hardware and software solutions.
- Leverage the **Gartner Report**: "Gartner® Report: S/4HANA Adoption and Strategy Insights" to generate interest.
- Develop additional HPE, Intel, SUSE, and SAP content, including eBooks, videos, checklists, and solution guides.

KPIs

147 leads

1K asset downloads

\$3.5M pipeline



Campaign brief

HPE Intel, SUSE, and SAP solutions demand generation campaign

Goal: Increase awareness and demand for HPE, Intel, SUSE, and SAP solutions by executing a multiphase, multi-touch demand generation campaign focused on North America and Latin America

Target audience

- +600 HPE SAP installed base accounts
 - North America and Latin America
 - 7-10 contact names = **10,000**
- +5600 pharosIQ look-alike accounts
 - 7-10 contact names = **40,000**

Engagement flow

- **Step 1**: Email newsletter with **Gartner Report**—gated asset to gather contact names
- Step 2: Content curation with HPE, Intel, SUSE, and SAP solution guide and infographic includes profiling questions that will be sent to the SDR team
- Step 3: pharosIQ Quality Control team validates all emails engaged with the above assets
- Step 4: Direct mail and email to those who responded to content curation—+ five
 -question survey including request for meeting
- Step 5: pharosIQ sends leads to HPE SDR team via normal lead-passing process

Responses

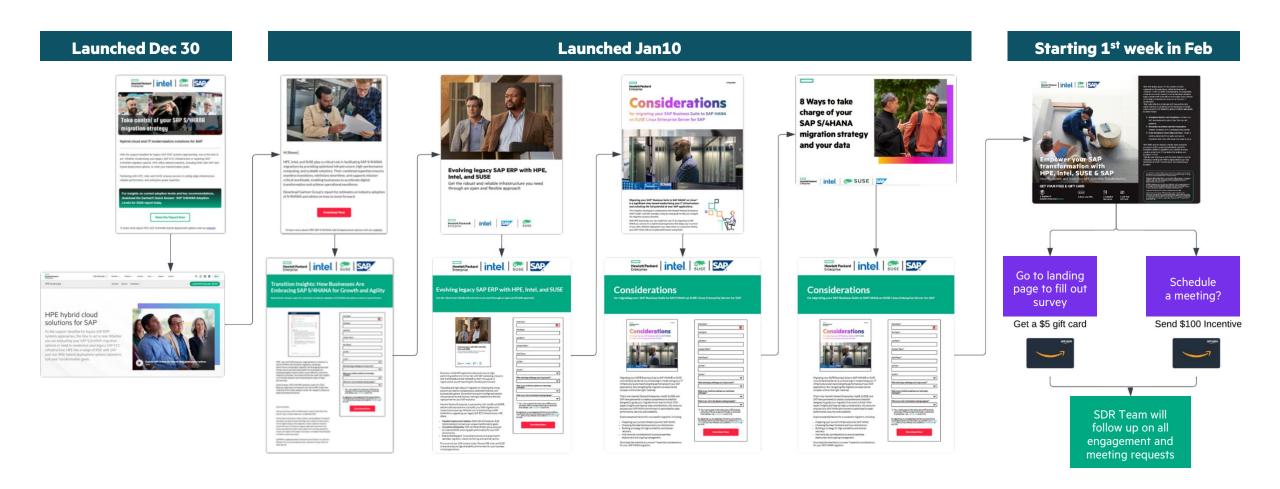
- SDRs will follow up on all survey fills and meeting requests.
- All contacts will receive the newsletter blast (#1).
- The highest engagers will receive content curation (solution brief, checklist, eBook).
- All content curation engagers will get DM with survey.
- People who fill out the survey will receive a **\$5 Amazon card**.
- People who request a meeting will receive a \$50 Amazon card after they meet with HPE.

KPIs

- **147** leads
- **1K** asset downloads
- **\$3.5M** pipeline



pharosIQ email journey





HPE, Intel, SUSE, and SAP assets















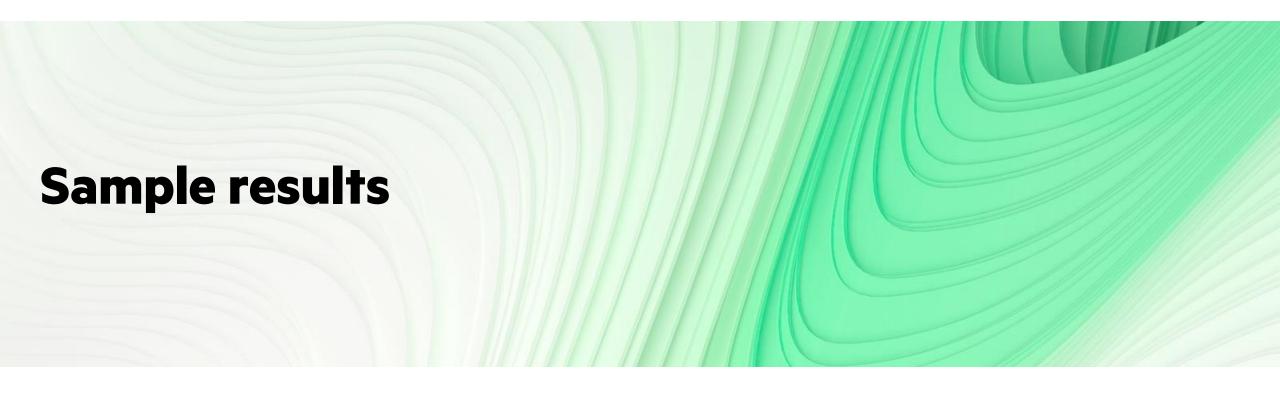
- Gartner Report
- HPE, Intel, SUSE, and SAP solution guide
- SAP Migration considerations checklist
- HPE, Intel, SUSE, and SAP messaging
- SAP Migration strategy playbook
- HPE and SUSE cheat sheet
- HPE and SUSE sales sheet



Campaign components

Campaign component	Target audience / Expected usage	Where to find it
Seismic briefcase blade	Sales / access to all materials	Link to Seismic briefcase
Gartner report	External customers / gated asset for demand gen	Link to Gartner report
pharosIQ email campaign	Campaign blueprint / translation and replication in geo	Link to campaign elements
HPE.com: Landing page	Landing page / organic search	Link to landing page
Infographic	Customer facing / awareness	Link to infographic
Solution brief: HPE, Intel, SUSE, SAP	Customer facing / awareness	Link to solution brief
Quick reference	Sales / messaging	Link to quick reference guide
Cheat sheet	Sales / key questions to ask	Link to cheat sheet
Sales summary sheet	Sales / sales brief	Link to sales summary sheet
eBook	Customers/preference	Link to eBook
Animation	Customers / joint solution overview	Link to video
Social media	Customers/blog	Link to blog
Social media by asset	Customers / social media post examples	Link to social media posts







Sample results (North America campaign, Jan 2025)

Account Name	▼ Question Response 1	▼ Question Response 2	▼ Question Response 3
■ Abbvie Inc - Us	■ Making Kubernetes management easier	■ 6-12 Months	Final Decision Maker
	■ Refreshing your OS	■ 1-3 Months	Part of Collective Decision-Making Team
	■ Securing workloads up and down the stack	■ 1-3 Months	Final Decision Maker
■ Accenture Inc - Us	■ Making Kubernetes management easier	■ 3-6 Months	Key Evaluator or Recommender of Solution
	■ Securing workloads up and down the stack	■ 1-3 Months	Key Evaluator or Recommender of Solution
	■ Simplifying and scaling from edge to cloud	■ 3-6 Months	Final Decision Maker
■ Ace Hardware Corporation	■ Simplifying and scaling from edge to cloud	■ 3-6 Months	Key Evaluator or Recommender of Solution
■ Amerisourcebergen Corporation - Us	■ Ease SAP S4/HANA migration	■ 1-3 Months	Key Evaluator or Recommender of Solution
		■ 6-12 Months	Part of Collective Decision-Making Team
	■ Making Kubernetes management easier	■ 3-6 Months	Part of Collective Decision-Making Team
■ Apple Inc.	■Simplifying and scaling from edge to cloud	■ 6-12 Months	Final Decision Maker
■ Rocket Mortgage		■ 12 or more months	Key Evaluator or Recommender of Solution
■ Rockwell Automation	■ Securing workloads up and down the stack	■ 12 or more months	Final Decision Maker
		■ 1-3 Months	Final Decision Maker
	■Simplifying and scaling from edge to cloud	■ASAP	Final Decision Maker
■SailPoint	■ Ease SAP S4/HANA migration	■ 12 or more months	Key Evaluator or Recommender of Solution
	■ Making Kubernetes management easier	■ 12 or more months	Part of Collective Decision-Making Team
		■ 6-12 Months	Part of Collective Decision-Making Team
■ Silicon Valley Bank	■ Refreshing your OS	■ 12 or more months	Key Evaluator or Recommender of Solution
	■ Simplifying and scaling from edge to cloud	■ 6-12 Months	Part of Collective Decision-Making Team
		■ASAP	Final Decision Maker
■ Stanley Black & Decker, Inc.	■ Ease SAP S4/HANA migration	■ 1-3 Months	Key Evaluator or Recommender of Solution
	■ Securing workloads up and down the stack	■ 12 or more months	Part of Collective Decision-Making Team
■ Target Corporation - Us	■ Ease SAP S4/HANA migration	■ 12 or more months	Final Decision Maker
		■ 6-12 Months	Final Decision Maker
	■ Simplifying and scaling from edge to cloud	■ 6-12 Months	Key Evaluator or Recommender of Solution
☐ Tractor Supply Company	■ Ease SAP S4/HANA migration	■ 6-12 Months	Part of Collective Decision-Making Team
	■ Refreshing your OS	■ 12 or more months	Part of Collective Decision-Making Team
	■ Simplifying and scaling from edge to cloud	■ 12 or more months	Final Decision Maker
∃TSYS	■ Ease SAP S4/HANA migration	■3-6 Months	Part of Collective Decision-Making Team
■ United Airlines	■ Refreshing your OS	■ 3-6 Months	Key Evaluator or Recommender of Solution
	■ Simplifying and scaling from edge to cloud	■ASAP	Final Decision Maker
			Key Evaluator or Recommender of Solution
■ Walgreens Boots Alliance Inc - Us	■ Refreshing your OS	■ 1-3 Months	Key Evaluator or Recommender of Solution
		■ 6-12 Months	Key Evaluator or Recommender of Solution
		■ASAP	Key Evaluator or Recommender of Solution
■ Wells Fargo & Company - Us	■ Making Kubernetes management easier	■ 1-3 Months	Part of Collective Decision-Making Team
	■ Securing workloads up and down the stack	■ 12 or more months	Key Evaluator or Recommender of Solution



Companies looking to engage ASAP (North America campaign, Jan 2025)

Account Name	Question Response 1	Question Response 2	✓ Question Response 3
■Abbott	■ Making Kubernetes management easier	■ASAP	Key Evaluator or Recommender of Solution
■Accruent	■ Ease SAP S4/HANA migration	⊟ ASAP	Key Evaluator or Recommender of Solution
■Advansix	■ Simplifying and scaling from edge to cloud	■ASAP	Key Evaluator or Recommender of Solution
⊟Amd	■ Ease SAP S4/HANA migration	■ASAP	Key Evaluator or Recommender of Solution
■Amdocs	■ Refreshing your OS	■ASAP	Key Evaluator or Recommender of Solution
■Ameren	■ Refreshing your OS	■ ASAP	Final Decision Maker
■ American Bureau of Shipping (ABS)	■ Refreshing your OS	■ ASAP	Key Evaluator or Recommender of Solution
■ American Family Insurance	■ Simplifying and scaling from edge to cloud	■ASAP	Key Evaluator or Recommender of Solution
■ Americaneagle.com	■ Refreshing your OS	■ASAP	Part of Collective Decision-Making Team
■ ANB Bank	■ Refreshing your OS	■ASAP	Key Evaluator or Recommender of Solution
■ Anduril Industries	■ Making Kubernetes management easier	■ASAP	Part of Collective Decision-Making Team
■ Applied Materials Inc - Us	■ Securing workloads up and down the stack	■ASAP	Part of Collective Decision-Making Team
■ Aqr Capital Management	■ Refreshing your OS	■ASAP	Final Decision Maker
■ Associated Wholesale Grocers	■ Refreshing your OS	⊟ ASAP	Final Decision Maker
■ Avaya Corporation	■ Making Kubernetes management easier	⊟ ASAP	Final Decision Maker
■ Avepoint	■ Securing workloads up and down the stack	⊟ ASAP	Final Decision Maker
■ Baruch College	■ Making Kubernetes management easier	■ASAP	Key Evaluator or Recommender of Solution
■ Baxter International Inc.	■ Making Kubernetes management easier	■ ASAP	Final Decision Maker
■ Baystate Health	■ Making Kubernetes management easier	■ ASAP	Key Evaluator or Recommender of Solution
■ Beyondtrust	■ Simplifying and scaling from edge to cloud	■ ASAP	Part of Collective Decision-Making Team
■ BJ's Wholesale Club, Inc.	■ Making Kubernetes management easier	■ASAP	Part of Collective Decision-Making Team
	■ Securing workloads up and down the stack	■ASAP	Key Evaluator or Recommender of Solution
■ Blackstone	■ Refreshing your OS	■ASAP	Part of Collective Decision-Making Team
■ Boeing Company The - Us	■ Making Kubernetes management easier	■ASAP	Part of Collective Decision-Making Team
■BorgWarner	■ Securing workloads up and down the stack	■ASAP	Key Evaluator or Recommender of Solution
■ Boyd Gaming	■ Refreshing your OS	■ASAP	Key Evaluator or Recommender of Solution
■ Brink's Inc	■ Simplifying and scaling from edge to cloud	⊟ ASAP	Final Decision Maker
■ Burlington Stores, Inc.	■ Making Kubernetes management easier	⊟ ASAP	Final Decision Maker
☐ Caesars Entertainment	■ Refreshing your OS	■ASAP	Key Evaluator or Recommender of Solution
□ Capital One	■ Ease SAP S4/HANA migration	■ASAP	Part of Collective Decision-Making Team
	■ Simplifying and scaling from edge to cloud	■ASAP	Final Decision Maker
□ Cedar Gate Technologies	■ Making Kubernetes management easier	■ASAP	Final Decision Maker
☐ Cerner Corporation - Us ☐ Cerner Corporation - Us	■ Securing workloads up and down the stack	■ASAP	Final Decision Maker
■ CGS (Computer Generated Solutions)	■ Making Kubernetes management easier	■ASAP	Key Evaluator or Recommender of Solution
	"		



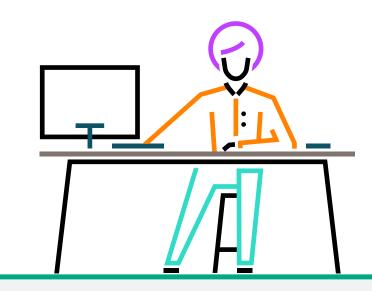




Campaign elements

This section includes examples for each step in the campaign flow. Each asset can be used as desired in the geo. The assets are available in English and will need to be translated for local use.

The Gartner landing page is available in Dutch, French, traditional Chinese, Spanish, Italian, Japanese, and Korean.



- Chinese
- French
- French Africa
- French Belgium
- French Canada
- French Switzerland
- German
- German Austria

- German Switzerland
- Italian
- <u>Japanese</u>
- Korean
- Spanish
- Spanish Latin America
- Spanish Mexico





Sample SDR qualification process

1

Follow up on all the direct mail contacts with phone calls and emails.

2

Add campaign code (CAMPAIGN ID: **521113471**) to **all** opportunities.

3

Schedule meetings with as many customers as possible.

4

For more technical questions about SUSE for SAP, contact Nathalie Herrmann (HPE) and Mike Nelson and Michelle Cartwright at SUSE.

5

SAPinsider: March 18

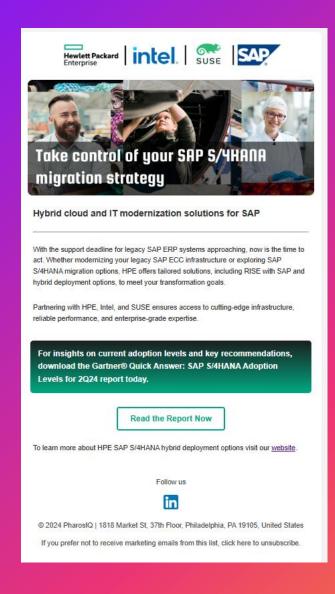
- •SUSE will be a Platinum Sponsor at SAPinsider at Bellagio in Las Vegas (March 18–20).
- •SUSE would **welcome meetings** with HPE/SAP customers and prospects as part of this joint campaign.



Provide **all account details** to help HPE and SUSE teams close more deals.



Newsletter: Download Gartner report



Quick Answer: SAP S/4HANA Adoption Levels for 2Q24



Overview

Because organizations frequently ask Gartner® to help them understand this suite's adoption level, this research shares our latest estimates and advice.

technology users to select only those vanders with the highest ratings or other designation. Carring research publication consist of the colores of Gurtner's resource constraints and should not be constraint as statements of fact. Gurtner

strategy? To keep exploring our premium resources, please complete the form.

Would this research be helpful for defining your

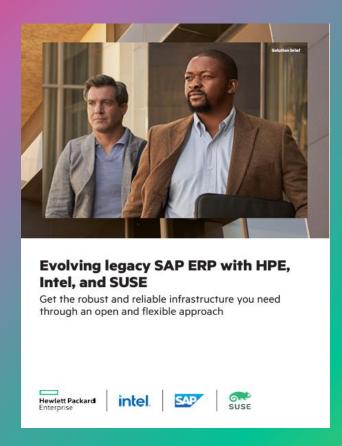
May HPE provide you with personalized communications about HPE and select HPE-partner

Yes, please email me





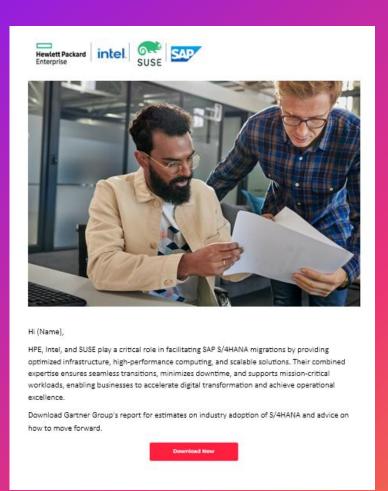
Content curation (first touch): Gartner report

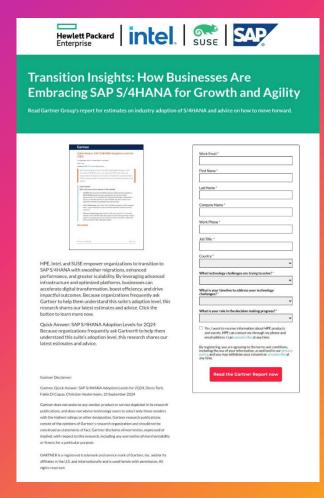


HPE, Intel, SUSE, & SAP Solution Guide

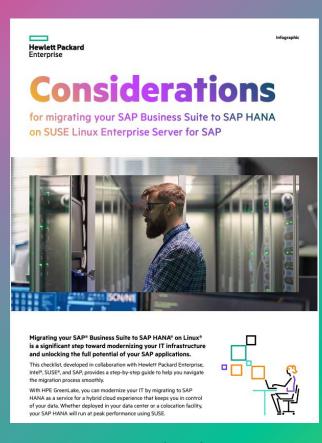


Content curation (second touch): Evolving legacy ERP





Content curation (third touch): **Considerations**



SAP Migration Considerations Checklist









Considerations

for migrating your SAP Business Suite to SAP HANA on SUSE Linux Enterprise Server for SAP



Migrating your SAP® Business Suite to SAP HANA® on SUSE Linux Enterprise Server is a critical step in modernizing your IT infrastructure and maximizing the performance of your SAP applications. But navigating the migration process can be complex without the right roadmap.

That's why Hewlett Packard Enterprise, Intel®, SUSE®, and SAP have partnered to create a comprehensive checklist designed to guide your migration from start to finish. With expert insights and step-by-step considerations, this resource ensures your SAP HANA environment is optimized for peak performance, security, and scalability.

Explore essential factors for a successful migration, including

- · Preparing your current infrastructure for SAP HANA.
- . Choosing the ideal hardware and Linux distribution. Building a strategy for high availability and disaster
- And more key considerations to ensure seamless

deployment and ongoing management. Download the checklist to uncover 7 essential considerations for your SAP HANA migration.





Content curation (fourth touch): eBook





8 Ways to take charge of your **SAPS/4HANA** migration strategy and your data











SAP Migration Strategy eBook



Direct mail asset



Video

Retain control of your unique SAP strategy with hybrid cloud solutions from HPE and SUSE



Blog

Retain control of your unique SAP strategy with hybrid cloud solutions from HPE and SUSE

Whether you're evaluating your SAP S/4HANA migration options or modernizing your legacy ERP infrastructure, HPE, Intel® and SUSE® have teamed up to offer a portfolio of SAP-optimized services and solutions that allow you to keep control of your data. This partnership brings you the power to choose your own SAP path and timeline without sacrificing availability, performance, customizations and cloud economics.

Decades of Co-innovation with SAP

This collaboration between HPE, Intel® SUSE®, and SAP brings together the strengths of four industry leaders to deliver unparalleled value to businesses. HPE's expertise in hybrid cloud deployments, SAP-certified infrastructure and services, combined with Intel's cutting-edge technology, and SUSE's robust Linux solutions, creates a powerful synergy drives efficiency, scalability, and innovation to ensure your SAP environment runs at peak performance.

Modernizing Your SAP Environment

Modernizing your SAP environment is essential for staying competitive in today's market. The partnership between HPE, Intel®, SUSE®, and SAP offers a range of solutions to help you achieve this goal. These solutions include:

- 1. Infrastructure Optimization: HPE provides state-of-the-art infrastructure solutions that are optimized for SAP environments. This includes servers, storage, and networking solutions that are designed to deliver high performance, reliability, and scalability. HPE's predefined configurations offer a fully built-out compute, storage, and networking environment that is validated and tested in their labs, ensuring a seamless deployment experience for customers.
- Advanced Technology: Intel's advanced processors and technologies ensure that your SAP environment runs smoothly
 and efficiently. With Intel's innovations, you can achieve faster processing speeds, improved data management, and
 enhanced security.
- 3. Robust Linux and High Availability Solutions: SUSE's Linux solutions are specifically designed for SAP environments, providing a stable and secure platform for your ERP applications. SUSE's solutions also offer advanced features such as automated deployment and management, which help to reduce complexity and improve efficiency. SUSE's high availability resource agents, included with the SLES for SAP license at no additional cost, cover everything from the protection of SAP Central Services to multiple high availability scenarios for SAPS/4HANA.
- 4. Innovative ERP Software: SAP's ERP software is at the heart of this partnership, offering a comprehensive suite of applications that help you manage your business processes more effectively. SAP's software is designed to be flexible and scalable, allowing you to adapt to changing business needs and drive innovation.

Achieving Transformation Goals

By leveraging the combined strengths of HPE, Intel®, SUSE®, and SAP, you can achieve your transformation goals.

Future-proof your SAP Landscape with hybrid cloud: For customers wanting a cloud experience but do not want to run their
ERP in the hyperscalers, HPE offers RISE with SAP S/4HANA and non-RISE hybrid deployments powered by HPE GreenLake
cloud. Because ERP systems interconnect with a host of other mission-critical non-SAP apps, bringing the cloud to your data
allows you to align to transformation goals and prepare for future growth and technological advancements.

- Improve Efficiency: Streamline your business processes and reduce operational costs with optimized infrastructure and advanced technology. For example, SUSE's high availability resource agents provide protection for SAP Central Services and multiple high availability scenarios for SAPS/4HANA, ensuring that SAP systems remain reliable and available.
- Enhance Scalability: Scale your operations seamlessly to meet growing business demands with flexible and scalable solutions.

 HPE's predefined configurations offer a streamlined deployment process, reducing complexity and time-to-value for customers.
- Drive Innovation: Foster a culture of innovation by leveraging cutting-edge technology and software to stay ahead of the
 competition. SUSE's development platform for SAP ensures that new releases of SAP HANA are rigorously tested and validated
 on SUSE Linux providing a reliable and stable platform for customers.
- **Ensure Security**: Protect your critical business data with robust security features and solutions. SUSE's Live Kernel Patching allows customers to patch the kernel without requiring a reboot, significantly reducing downtime and increasing SLAs.

Success Stories

Many businesses have already benefited from the partnership between HPE, Intel®, SUSE®, and SAP. For example, a leading manufacturing company was able to modernize its SAP environment, resulting in a 30% reduction in operational costs and a 50% improvement in processing speeds. Another retail giant leveraged the partnership to enhance its scalability, allowing it to expand its operations globally without any disruptions.

Conclusion

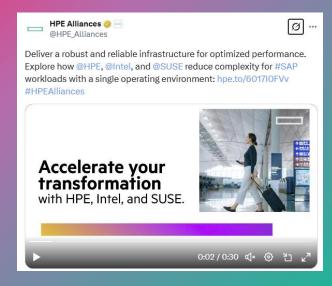
The partnership between HPE, Intel®, SUSE®, and SAP offers a complete portfolio of SAP-optimized services and solutions that can help you modernize your SAP environment and achieve your transformation goals. By leveraging the strengths of these industry leaders, you can improve efficiency, enhance scalability, drive innovation, and ensure security. Don't miss out on the opportunity to unlock the future of your ERP environment with this powerful partnership.

For more information, check out the following resources:

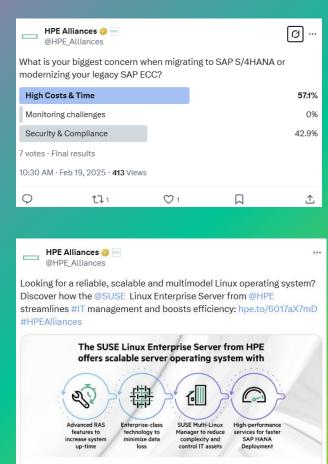
- Gartner® Quick Answer: SAP S/4HANA Adoption Levels for 2Q24
- Animation: Retain control of your unique SAP strategy with hybrid cloud solutions from HPE and SUSE
- Infographic: Considerations for migrating your SAP Business Suite to SAP HANA on SUSE Linux Enterprise Server for SAP
- Brochure: 8 ways to take charge of your SAP S/4HANA migration strategy and your data
- Solution Brief: Evolving legacy SAP ERP with HPE, Intel, and SUSE
- Website: HPE hybrid cloud solutions for SAP



Social media posts







Hewlett Packard SUSE

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