

**HP Storage
Sales Enablement Update**

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Hit a homerun with the NEW HP Storage Sales Play Assets Available on the WW Sales Portal Now!

Sales Plays provide you with a solutions-based approach to address your customers' business goals and IT challenges.

Field Team - Hit the ground running with these enablement tools!

This storage specific content is mapped to the 10 EG sales plays. Get Storage Playcards, presentations, videos and more on the [WW Storage Sales Portal](#).

Get the news directly from David Scott!

Grow your deal size and pipeline. Watch David succinctly explain how Storage Sales Plays impact your business.

[Watch Video 1– Storage Sales Play Introduction \(4 minutes\)](#)

[Watch Video 2 - Meet the plays \(4 minutes\)](#)

Playcards (translated in all languages)

Internal tools to help you understand the market opportunity/drivers, key differentiators, quantified values, key competitors, winning strategies, and more for each of the plays.

[Put them to use!](#)

Sales Play Overview Videos

In less than 10 minutes, learn about the key characteristics of each sales play.

[Access the Sales Play videos](#)

Customer Decks & Brainshark Trainings

Need to show your customers why they should change and how HP Converged Storage offerings can provide the right IT solution?

[Get Trained and Get Selling!](#)

Close more Deals!

Sales Play Quick Links

Virtualization and Cloud

[Watch the quick overview video](#)

[Get Sales Tools](#)

Modernize IT (Tier 1 Apps)

[Watch the quick overview video](#)

[Get Sales Tools](#)

Workforce Productivity (Exchange & SharePoint)

[Watch the quick overview video](#)

[Get Sales Tools](#)

Modernize IT (Installed Base)

[Get Sales Tools](#)

Mobility

[Get Sales Tools](#)

ROBO

[Get Sales Tools](#)

Backup Modernization

[Watch the quick overview video](#)

[Get Sales Tools](#)

Backup ROBO

[Watch the quick overview video](#)

[Get Sales Tools](#)

Archive

[Watch the quick overview video](#)

[Get Sales Tools](#)

Synch/Share

[Get Sales Tools](#)

Just Right IT

[Get Sales Tools](#)

Call to Action—Get Prepared!

Own the conversation: HP is Architecting for Simplicity!

- 1) Get trained. Visit the [WW Storage Sales Portal](#) for all Sales Play material.
- 2) Reach out to your Sales Enablement team with questions or feedback:

WW Contacts:

See individual sales plays on the [WW Storage Sales Portal](#)

Regional Contacts:

Americas: Ruth Anne Ares

APJ: Les Mansour

China: Ray Xu

EMEA: Till Stimberg and David Smith