

Marketing Plan of Record for Small Resellers

Reignite data center business

New

- **Storage**
 - Launch thru-partner demand gen supporting Rising Stars
- **Data Protection**
 - Partner trainings on DMXXX

Continue/Evolve

- **Server Digital Door Opener**
 - Driving engagement w/ incentive redeemable after taking short survey
- **Server "Welcome Back" customer gift kit**
 - High-level server portfolio value prop to increase conversion & create loyalty
- **Dedicated monthly email series**
 - Focused on Servers Q3-4, expanding to other lines of business in 1H
- **One Affinity & The Channel Co thru-partner demand gen**
- **Optimize virtual event strategy**
- **Distributor-led Storage programs**

Achieve PC Buyer Growth/Attach

New

- **To-partner strategic marcom**
 - Launch digital door opener to drive peripherals "bundles" post-DT/LT purchase & drive traffic to WorkReimagined site
 - Sales-driven Windows OS refresh clutter buster to ~100 Partners w/ open opportunities to drive deal closure

Continue/Evolve

- **Collaborate with Client Solutions Group field marketing team to optimize sales activations**
- **Leverage One Affinity thru-partner demand gen**
 - Position Premium PC products
 - Promote peripherals attach

Drive online purchase paths

New

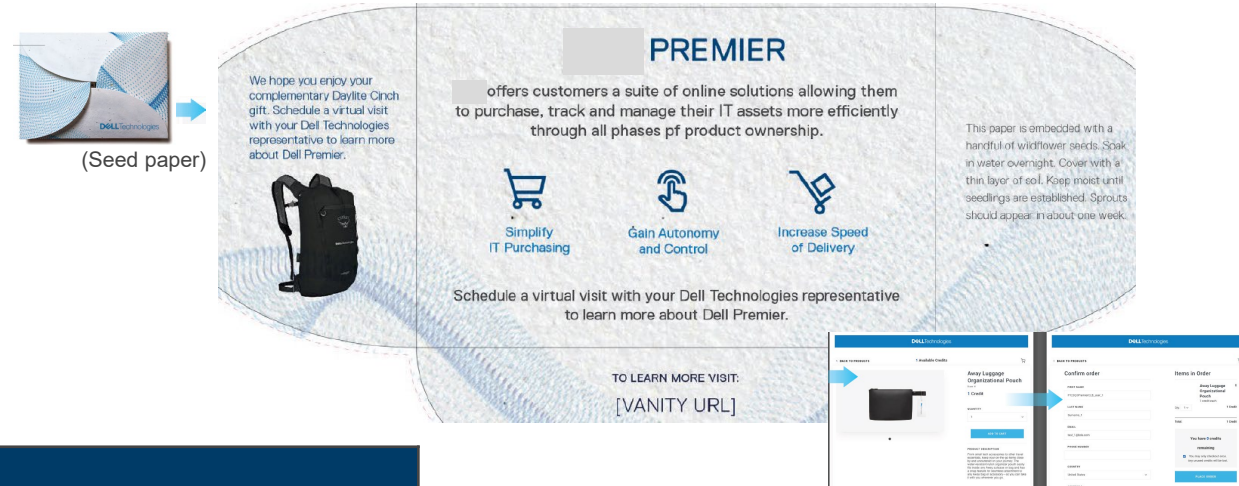
- **To-partner strategic marcom**
 - Channelize Premier clutter buster (below) done as digital door opener
 - Drive traffic via email comms
- **Virtual event** educating unmanaged partners on Premier & special discount

Continue/Evolve

- **Enable sales to drive the right transactions to online**
 - Trainings/Power weeks
 - Outbound pilot for unmanaged

Account Strategy

- **Give more support to ~4k Prime accounts with inside-led coverage**
- **Reach ~40k unmanaged accounts via marketing vehicles with scale**
- **Seek net-new/whitespace accounts**
- **Achieve growth in high-potential Authorized and all Gold partners**



Key Outcomes

- Increased exposure of sales teams to events & marketing activations they can drive w/ partners
- Increased partner engagement with value-add resources (e.g. Digital Marketing Tool Partner Portal)
- Transactional business recovery & buyer base growth in Server, Storage+ & PC

Small Reseller Acceleration Strategy

