Q3 AMS Quarterly Partner Marketing Update

August 13, 2013
Agenda

• **Marketing Update** - Anna Dorcey, Sr. Director, Americas Partner Marketing

• **Q4 Programs and Campaigns** - Carolyn O'Connor, Director, Marketing Programs

• **EMC On-line Resources** - Diane Brode, Director, Global Partner Marketing Infrastructure

• **Taking it to the Streets** - Bill Basinas, Director, Technical Marketing
EMC Next Marketing

Anna Dorcey
Sr. Director, Americas Partner Marketing
DIGITAL HEARTBEAT

Channel & transactional demand generation – Lead Flow Index – Fully automated – Industrialized

Social – Online – Digital Body Language – Influence the influencer

EMC Forum – CIO Events – Account Based Marketing – VMWare Forum

DIGITAL INSIGHT DEMAND GENERATION

ONLINE BUZZ EMC MARKETING HEARTBEAT

OFFLINE BUZZ BIG IMPACT EVENTS

PR – THOUGHT LEADERSHIP – CONTENT MARKETING
VSPEX Partner Empowerment Series

• High-touch enablement program for sales, pre-sales, marketing and business development

To register visit: https://community.emc.com
Keyword: VSPEX Events
Engage with EMC on Social Media!

Follow the series on the EMC Community Network: https://community.emc.com
Keyword: Solution Provider
HEADED TO VMWORLD?

EMC Is A Global Diamond Sponsor At This Event And Has Several Partner Initiatives Planned This Year!

Check Out the EMC Booth

EMC will be showcasing VSPEX customer success stories on site.

Meet With An EMC Executive

Schedule 1x1 meetings with EMC Leaders such as: Gregg Ambulos, Leonard Iventosch, and Anna Dorcey.
- Visit our VMWorld Meeting Request site to schedule your meeting and indicate which EMC executive you would prefer to meet with in the comments section.

Attend EMC’s Cloud Festival

On Tuesday August 27th, EMC will be hosting a Street Fair In Ghirardelli Square. Space is limited. Be sure to register here.
Q4 Programs and Campaigns Update

Carolyn O’Connor
Director, Marketing Programs
## NEW FOR Q4

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
<th>Scheduled Release (EN)</th>
</tr>
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<tbody>
<tr>
<td>Introducing VSPEX</td>
<td>Update to Current Program</td>
<td>September 4</td>
</tr>
<tr>
<td>Leading Edge in Backup &amp; Archive</td>
<td>Updated and New Deliverables to Support Recent Data Protection Launch</td>
<td>August</td>
</tr>
<tr>
<td>Data Domain Tech Refresh</td>
<td>New Program</td>
<td>July</td>
</tr>
<tr>
<td>VCE Converged Infrastructure</td>
<td>New VCE Program</td>
<td>August</td>
</tr>
<tr>
<td>Storage Tech Refresh</td>
<td>New Program</td>
<td>September 4</td>
</tr>
<tr>
<td>Flash/XtremSF/XtremSW Cache</td>
<td>New Program</td>
<td>September 4</td>
</tr>
<tr>
<td><strong>Speed To Lead</strong></td>
<td><strong>New Program to Support Post Mega Launch Activity</strong></td>
<td><strong>September 4</strong></td>
</tr>
</tbody>
</table>
Program Updates for Q4

Leading Edge in Backup and Archive

Marketing Kit: Digital / Direct / Event

Includes:
- Email
- Landing Page
- Event: Presentation
- Registration Page
- Event Invitation & Follow-up Email
- Social Media & Search Engine Marketing Guides
- Partner sales & technical Enablement Guides

Supporting Assets:
- ESG Video Blog on Integrated Backup & Archive
- Avamar Competitive Positioning Paper
- Top Reasons for Data Protection Advisor

Introducing VSPEX

Marketing Kit: Digital / Direct / Event

Includes:
- New Email
- New Landing Page
New Programs for Q4

VCE Converged Infrastructure

Digital / Direct Marketing Kit / Event Kit

Includes:
• Banner, Emails
• Event Invitation & Follow-up Email
• Landing Page, Registration Page
• Presentation

Supporting Assets:
• Videos & Gartner Report, IDC Report, ESG Report

Data Domain Tech Refresh

Digital / Direct Marketing Kit

Includes:
• Emails, Sales Emails
• Postcard
• Social Quick Start Guide
• Efficiency Assessment & Video
• Top Reasons

Target Audience
• Existing Data Domain customers at end of warranty/lease

Flash Family Event Kit

Event Kit

Includes:
• Event Invitation & Follow-up Email
• Registration Page
• Presentation

Supporting Assets:
• Top Reasons for Flash
• ESG: EMC’s Flash Strategy
• Sketch Video: Flash in a Flash

Storage Tech Refresh

Direct Marketing Kit

Includes:
• Emails, Sales Emails
• Postcard
• Social Quick Start Guide
• Presentation, Top Reasons

Target Audience
• Existing CLARiiON or Celerra customers at end of warranty/lease
Racing to Profitability

EMC delivers *The Speed to Lead* - helping IT lead the way in accelerating business transformation with industry-leading *midrange solutions* that:

- **Speed** your virtualized applications up to 4x
  Next Generation VNX Series, XtremSW Cache 2.0
- **Speed** your operations for self-service IT
  AppSync 1.5, Unisphere Management Suite
- **Speed** your transformation to the cloud
  VSPEX Refresh, Vblock Refresh
Q3 Mega Launch – September 4th

Seamless extension of EMC’s “Mega Launch”
Milan event to Regional Events

Main event: Milan, Italy

Global Simulcast:
September 4, 2013

12 Regional Events
EMEA-APJ-AMERICAS
75-250 Resellers

125 people

Suite of mid-range technology products that transform data to Cloud and Virtualization for mid-market & enterprise customers

Creative Theme: Racing

Rule the Road
EMC Speed to Lead Game

Pit Crew Challenge

Drive your Design
Fuel your Imagination

On Demand Modules
Speed To Lead Campaign Activation Guide

Your Route to Success

• Program Overview
• Integrated Framework
• Social Marketing
• Deliverables
• Taking it to Market

Available September 4
Opportunity to GO BIG

Capitalize on the positive impact of EMC’s global launch.

Campaign assets are designed to create engaging social touch points that allow you to weave a social narrative that helps bring to life the speed to lead and demonstrate how EMC solutions help IT lead the way in business transformation.
INTEGRATED EXECUTION EXAMPLE

MONTH 1
- COUNTRY AR/PR
- Content Syndication
- ‘ALWAYS ON’ Social: ECN, Twitter, Blog, LinkedIn, Facebook
- Banners
- DM
- Email 1
- Speed to Lead – Online Game
- Speed to Lead – Augmented Reality
- Campaign Landing Page
- Shark week
- Tech Refresh

MONTH 2
- COUNTRY AR/PR
- Content Syndication
- ‘ALWAYS ON’ Social: ECN, Twitter, Blog, LinkedIn, Facebook
- Banners
- Email 2
- Event Invite
- Follow up Email
- Event Page
- Blitz days

MONTH 3
- COUNTRY AR/PR
- Content Syndication
- ‘ALWAYS ON’ Social: ECN, Twitter, Blog, LinkedIn, Facebook
- Banners
- Email 3
- Event Invite
- Follow up Email
- Event Page
- Blitz days
Choose Your Team

Start Your Engine

Get the Speed to Lead!

Post Your Results!
SPEED TO LEAD – Direct Mailer with Augmented Reality
## SPEED TO LEAD

### Marketing Kits – Available September 4

#### Direct Marketing Kit

<table>
<thead>
<tr>
<th>AD BANNERS</th>
<th>EMAILS</th>
<th>POSTCARD</th>
<th>AUGMENTED REALITY</th>
<th>LANDING PAGE</th>
<th>RACING GAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="AD BANNERS" /></td>
<td><img src="image2.png" alt="EMAILS" /></td>
<td><img src="image3.png" alt="POSTCARD" /></td>
<td><img src="image4.png" alt="AUGMENTED REALITY" /></td>
<td><img src="image5.png" alt="LANDING PAGE" /></td>
<td><img src="image6.png" alt="RACING GAME" /></td>
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#### Event in a Box

<table>
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<tr>
<th>INVITE</th>
<th>FOLLOW-UP EMAIL</th>
<th>REGISTRATION</th>
<th>POSTER &amp; PULL-UP SIGNS</th>
<th>PPT PRESENTATION &amp; DAY-OF BROADCAST VIDEO MONTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7.png" alt="INVITE" /></td>
<td><img src="image8.png" alt="FOLLOW-UP EMAIL" /></td>
<td><img src="image9.png" alt="REGISTRATION" /></td>
<td><img src="image10.png" alt="POSTER &amp; PULL-UP SIGNS" /></td>
<td><img src="image11.png" alt="PPT PRESENTATION &amp; DAY-OF BROADCAST VIDEO MONTAGE" /></td>
</tr>
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</table>
SPEED TO LEAD – Partner Blitz Kits

- Speed to Lead Online Game & Speed to Lead Microsite
- F1 Car Branded USB
- Execution Guide
- List Criteria
- Training Materials
- Battle Cards
- Pitch Sheets
- Wall banner
- Race themed cubicle flag
Experiential Packages for Partner Events - Q4 into 2014

**Pit Crew Challenge**

$40,685*

**Drive Your Design**

$27,835*

**Sprint to Lead Race Game**

$8,700

*Cost based on MAX travel, shipping, & labor estimates. Actual operational costs to be billed

Eligible for MDF Reimbursement!
## Experiential Packages for Partner Events - Q4 into 2014

<table>
<thead>
<tr>
<th><strong>PIT CREW CHALLENGE</strong></th>
<th><strong>DRIVE YOUR DESIGN</strong></th>
<th><strong>EVENT IN A BOX</strong></th>
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<tr>
<td><strong>$40,685</strong>*</td>
<td><strong>$27,835</strong>*</td>
<td><strong>$8,700</strong></td>
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<tr>
<td><strong>PACKAGE OPTIONS:</strong></td>
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</tr>
<tr>
<td>Pit Crew Challenge</td>
<td>65” Plasma Screen with stand to provide larger viewing display of the user’s design</td>
<td>Three (3) iPad tablets with cradles, preloaded with Drive your Design Race Car game, EMC Speed to Lead Racing Game, and Blippar Augmented Reality application</td>
</tr>
<tr>
<td>Hydraulic Tools, accessories for play</td>
<td>One (1) iPad tablet with cradle, preloaded with Design Your Race Car game</td>
<td>One (1) Podium with one (1) Tabletop Easel Graphic</td>
</tr>
<tr>
<td>Two (2) 9’ Double-Sided Razor Sail Banners with Bases</td>
<td>Two (2) 9’ Double-Sided Razor Sail Banners with Bases</td>
<td>One (1) 8’x10’ Back-wall with Graphic Treatment</td>
</tr>
<tr>
<td>One (1) 8’ x 10’ Freestanding Fabric Wall with graphic treatment</td>
<td>One (1) 8’ x 10’ Freestanding Fabric Wall with graphic treatment</td>
<td>This “Event in a Box” is intended to be set up by the partner and does not require any additional labor or on site support</td>
</tr>
<tr>
<td>Pit Crew Manager to run the activity</td>
<td>All Shipping, set up, break down, agency fee and all other operational costs</td>
<td>All Shipping, set up, break down, agency fee and all other operational costs</td>
</tr>
<tr>
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<td></td>
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*Cost based on **MAX** travel, shipping, & labor estimates. Actual operational costs to be billed*

Eligible for MDF Reimbursement!
How to Order

All requests for experiential options will require at least six (6) weeks lead time from your event, and are subject to availability.

Step 1: Determine which option(s) you are interested in & consider venue limitations/feasibility

Step 2: Confirm venue for experiential activity

Step 3: Request activity selection by submitting the following to Megan.Lacey@emc.com

- Requestor name, phone number and email address
- Partner Company Name
- Event Date
- Event Location, including venue name, venue contact, shipping address, phone number
- Targeted Arrival Date for Shipment
- Outline of requested experiential option(s)

Step 4: GPJ Agency to contact Requestor directly to discuss event & set up direct payment terms.

Step 5: Successful execution of experiential activity.

Step 6: Final invoice of actual costs provided to Requestor.

Step 7: Submit GPJ invoice receipt through standard MDF process.
## CURRENT PROGRAMS

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
</table>
| Cloud Transforms IT                              | Solutions focused program targeting organizations who are looking to simplify how their IT infrastructure is built and deployed, how backup is integrated across physical and virtual infrastructures, and how application performance and availability can be improved – all while lowering costs. Designed to be executed as a series of multi-touch programs.  
  *Key Offers: VSPEX, VNX, BRS portfolio*                                                                                                                                   |
| Transform IT For Less                            | Product focused program designed specifically to help increase sales for EMC’s entry-level storage and backup solutions. Provides a full set of materials that speak directly to the critical needs of your customers—who want simple, efficient solutions they can rely on every day. All at an affordable price.  
  *Key Offers: EMC VNXe and Data Domain DD160.*                                                                                                                                |
| Cisco EMC VSPEX Private Cloud                    | New multi-faceted program designed to increase VSPEX Partner sales skills, generate awareness and preference for VSPEX, and accelerate VSPEX with Cisco UDC sales.                                                                                                                                                                                                 |
| ‘Take the Easy Route’ EMC VSPEX for VMware End User Computing | This co-branded (EMC/VMware) program shows how customers can take the easy route to next-generation virtual desktops with EMC VSPEX and VMware Horizon View. They can benefit from greater end-user freedom while maintaining IT security and control – using a proven infrastructure that combines the best-in-class solutions from EMC and VMware.  
  *Key Offers: EMC VSPEX with VMware Horizon View*                                                                                                                               |
| Leading Edge in Backup & Archive                | This program targets organizations who are looking to improve and simplify their application backup across physical and virtual infrastructures – all while lowering costs. This program is persona-based and focuses on key topics: Tape Replacement, Backup for Virtualization, Backup for key Applications, and Backup for Oracle.  
  *Key Offers: EMC VSPEX, BRS portfolio*                                                                                                                                             |
| Data Domain Technology Refresh                   | This is an integrated sales and marketing program designed to increase customer retention with compelling propositions and offers to drive technology refresh. This program targets existing Data Domain customers approaching end of warranty or lease and position the benefits of trading-up to the new generation of mid-range Data Domain systems (DD2500, DD4200, DD4500, DD7200).  
  *Key Offers: Mid-Range Data Domain Systems*                                                                                                                                       |
| Global Financial Services                        | GFS offers overcome customer cost objections for guaranteed business pipeline and customer lock-in. By communicating the financial benefits and ease of procurement for end-users, these offers will: CREATE deal opportunities, ACCELERATE the sales process, GROW deal size, PROTECT customer accounts.  
  *Key Offers: Trade In/Swap Out, Leasing, Financing*                                                                                                                             |
| Inside Sales                                      | Programs focused on calling efforts on customers/prospects around a specific product and/or solution set (includes sales enablement materials to support calling activity, integrated marketing and sales materials).  
  *Key Offers: Varies*                                                                                                                                                              |
Campaign Execution Options

- **Velocity Campaign Center**: EMC’s Partner Marketing Automation platform
  - Select from a variety of activities, customize templates, schedule and execute campaigns, capture results – all from your desktop.
  - Concierge services are also available to support your campaign execution
    
    www.emc.com/velocitycampaigncenter

- **Campaign Library**: Agency/In House Execution
  - Download campaign source files, assets and enablement materials for free.
    
    www.emc.com/partnercampaignlibrary
  - View “Marketing Concierge” section to work with trusted agencies who offer packaged and a la carte options.

*Requires annual subscription.*
Improving Your Online & Marketing Experience

New Partner Resources on emc.com & Launch of Partner Campaign Library

Diane Brode
Director, Global Partner Marketing Infrastructure
New Central Site for Partner Resources

http://Partner.emc.com

- Easy, public access on emc.com
- Centralizes all key partner resources
- Locked content/applications require login
- Pre-requisite for new Partner Portal (to replace Powerlink)
## Designed for Easy, Quick Access

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<tr>
<th>Partner Engagement Areas</th>
<th>Quickly Find Relevant Resources (Examples)</th>
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<tbody>
<tr>
<td><strong>Manage Your Business</strong></td>
<td>EMC Partner Central, ChannelXpress, PSC</td>
</tr>
<tr>
<td><strong>Understand Your EMC Partner Program</strong></td>
<td>All Velocity Solution Provider Program Information, Playbook</td>
</tr>
<tr>
<td><strong>Access Marketing &amp; Sales Resources</strong></td>
<td>Velocity Campaign Center, EMC Showcase, Logos + New Partner Campaign Library</td>
</tr>
<tr>
<td><strong>Locate Training &amp; Certification Information</strong></td>
<td>Onboarding, Sales and Pre-Sales Training, Full Catalog, Cert Tracker</td>
</tr>
<tr>
<td><strong>Access Services &amp; Support</strong></td>
<td>Online Support, Services Partner Web, Tool Shed, Communities and more</td>
</tr>
</tbody>
</table>
Flexible, Expansive Design

ACCESS SALES & MARKETING RESOURCES
NEW: EMC Partner Campaign Library

www.emc.com/partnercampaignlibrary

• Easy to find via Partner Resources on EMC.com
• Replaces Velocity Partner Marketing Guide
• New navigation and search features
• Translated user interface in localized languages ...coming soon!
Campaign Library: Easy Access

- Bookmark URL
- OR [partner.emc.com](http://partner.emc.com) and click Partner Campaign Library
- Enter Powerlink credentials
Campaign Overview Page

- Offers you a single view of all partner ready campaigns available
- Filter by Campaign Topics
- Easily drill into each campaign page and all applicable content
- Navigate quickly to additional marketing resources
Sample Campaign Page

**INTRODUCING EMC VSPEX**

- Learn about campaign, target market and segments
- Review all available materials
- Click thumbnails to preview source files in PDF
- Download source files for use by your marketing team or agency
- Download sales kits and other marketing to round-out your campaign initiatives
Marketing Concierge Packages

- EMC agency will work with you to make it easy and quick
- Choose from pre-defined bundles of campaign options
- Includes email, direct mail, telemarketing or event mgmt
- Select packages or a la carte to best meet your objectives
Spread the Word and Stay Tuned

• All available today via emc.com Partner section
  – [http://Partner.emc.com](http://Partner.emc.com)

• Don’t forget to bookmark these key URLs

• Please let your teams know about recent online resources launched from EMC

• Stay tuned for continual improvements to your online partner experience!
Taking it to the Streets Update

Bill Basinas
Director, Technical Marketing
Taking it to the Streets

2013 Enablement program

“Take this message to my brother
You will find him...everywhere
Wherever people live together”

- Michael McDonald

Bill Basinas
Dir. Technical Marketing - USD
2013 Taking it to the Streets Overview

What is it?
Worldwide enablement focused on EMC Mid-Tier solutions, leveraging the EMC portfolio

Who Attends?
Resellers, partners, EMC Sales and SE’s are all welcome to attend

Who from EMC?
USD with participation of many of our BU’s, Showing the power of the portfolio.

Where and When?
Kicked off in July, wraps up in Mid November. 37 Cities around the world.

https://emcinformation.com/131604/MTP/.ashx#
Sample Weekly Agenda
Taking it to the Streets 2 Campaign

Saturday or Sunday

- Travel Day(s)
- Team arrives City #1 by Sunday night

Monday

- Partner & EMC Sales 3-4 hours
- Open Afternoon/Evening 2-6pm

Tuesday

- Partner and EMC Technical 8 hours

Wednesday

- Travel Day

Thursday

- Partner and EMC Sales 3-4 hours
- Open Afternoon/Evening 2-6pm

Friday

- Partner and EMC Technical 8 hours

Saturday

- Travel Day

Legend:
- Green = EMC & Partners Sales
- Yellow = EMC & Partner TC's
- Blue = Partners and External Customers
Program Support - Sponsors

Diamond Sponsor

BROCADE

Gold Sponsors

[Logos of various sponsors]

EMC CONFIDENTIAL—INTERNAL USE ONLY
2013 City Schedule – 37 Cities

North America
- Hopkinton, MA - DONE
- Chicago/Toronto – DONE
- Dallas/Atlanta - DONE
- NYC – Aug
- Washington DC - Oct
- Santa Clara/Irvine, CA - Oct
- Vancouver - Oct

Latin America
- Mexico City/Bogota - DONE
- Sao Paulo/Buenos Aires - DONE

EMEA
- London/Manchester - Nov
- Madrid/Milan - Oct
- Munich/Dusseldorf - Oct
- Paris/Amsterdam - Oct
- Zurich/Vienna - Nov

APJ
- Tokyo/Seoul - Aug
- Beijing/Shanghai - Aug
- Sydney/Melbourne - Aug
- Singapore/KL - Aug
- Bangalore/Delhi - Aug

3 Cities in EMEA ADDED!
How you can help:

- Drive partner participation!

https://emcinformation.com/131604/MTP/.ashx#
What are they saying?

“My team of 13 presale architects have been designing and selling EMC solutions for up to 17 years and yesterday was one of the most valuable sessions attended”

“Taking It to the Streets allows us to understand the big picture and get to our customers first with solutions, that strengthens our role as trusted advisors.”

Focus Technology Solutions, Alan White

“This event is great for helping us get a more detailed understanding of EMC products so we can provide a more complete solution to our customers” Forsythe

Stephen Dale
“Taking to the Streets”
Call to Actions

- Join us at VSPEX series: [https://community.emc.com](https://community.emc.com) Keyword: VSPEX Events
- Participate with EMC at VMWorld: [VMWorld Meeting Request](#)
- Bookmark these key URLs
  - [http://Partner.emc.com](http://Partner.emc.com)
  - [http://www.emc.com/partnercampaignlibrary](http://www.emc.com/partnercampaignlibrary)
- Please let your teams know about recent online resources
- Get involved with EMC Social Media!