



WW BPS Marketing Asset Channel Playbook



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- Marketing Assets
- <u>Driver Assets Partner Version</u>
- Win 11 Brochure Partner Version
- Sales Training
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- <u>LEAD to WIN Program overview</u>



The HP Windows 11 Refresh Initiative



According to Microsoft, there is an installed base of 241 million commercial Win10 devices that cannot be upgraded to Win11, with 202 million held by competitors and 39 million HP Install base devices (updated June 25').

With the end of support for Windows 10 scheduled for October 14th, 2025, it's important for HP Sales and Partners to educate and learn the HP messaging framework and offering with Windows 11 device refresh.

The average Win10-Win11 transition process takes 14 months from planning to completion.

Driver Assets

Email Drivers – slide 5

Social Carousels – slides 6 -18

<u>Display Banners</u> – slides 19 - 23



Email-eDM



Overview of asset:

The email driver assets can be used as a driver, or retargeting asset.

Available sizes and variations:

Developed with Intel and MSFT Branding. Adaptive format for desktop and mobile devices

Key message:

Summarizing the need to refresh, why HP and the urgency. **Recommended subject lines:**

- Transition smoothly to Windows 11 with HP's Al-powered solutions
- Refresh to Windows 11 with HP AI PCs
- Uncover the secret to peak performance for your workforce!

Usage rights:

Channel Partner Use only

Files, links and locations:

Final & Source file can be downloaded here:

Intel Files:

MSFT Files:

AMD Files:

Source Files

• Source Files

Source Files

Available now!

Available now!

Available now!



Work smarter than ever with Intel vPro* and AI PC experiences for busine

Discover new experiences with HPPCs optimized for Windows 11.

With more demands from the hybrid workforce, it's critical to equip your teams with technology to help them thrive and be your force for growth, from anywhere. Old devices will not suffice, locking essential features and issues cousing interruptions.

89%

of employees say that outdated tech directly impacts their productivity.¹

Modernize your workforce with future-ready HP devices offering 26 supplementary intelligent PC features to optimize the Windows 11 experience and help enhance productivity, provide seamless collaboration, and stronger endpoint security.

Support for Windows 10 ends on October 14°, 2025 with the average migration to Windows 11 taking up to 18 months. To ensure a smooth migration, get HP's expert assessment of compatible devices, apps. and infrastructure, as well as continued support.

Plan, prepare, and deploy with HP today.

Learn more

Available at

Partner logo

COSTS, Advanced Micro Devises, Inc. All rights meanwel, AMC and the AMD Arrow Logo, and constitutions thereof are instematiks of Advanced Micro Devises

Source: Control of East Micro Devises in the later block et all in a shored concentration control in the Micro Devise.

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Discover new experiences with HPPCs optimized for Windows 11.

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Plan, prepare, and deploy with HP today.

Learn more

Available at

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Science Future of Digital Work Enterprise resignite Productivity is a shared responsibility reased in sech (Adobe Blog

1. https://ling.adobe.com/arytes/sec/2007/25/16/aro-digital work enterprise resignity productivity shared responsibility rooted in tech.

Social Carousels



Overview of asset:

There are 4 different social carousels and each of these has 5 carousel frames.

Available sizes and variations:

Developed with Intel and MSFT Branding. AMD Coming soon.

Key messages:

The 4 social carousels have a different message, starting with a key statistic/point as we know from insights this draws the customer in. These are a few RTB's for Win 11 and HP.

- > Urgency Driver Act Now reinforcing how time is running out.
- > **Productivity with AI** focusing on the transition to Win 11 to start the AI journey.
- **Productivity Sure Recover** focusing on how with HP and the Sure Recover feature, productivity will not be impacted (e.g. effects of Crowd Strike).
- > Collaboration how new Windows 11 PCs correlate to better collaboration.

Usage rights:

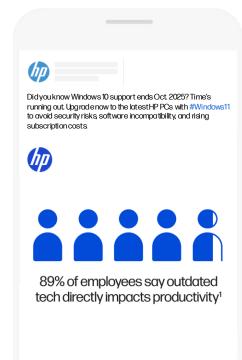
Channel Partner Use only

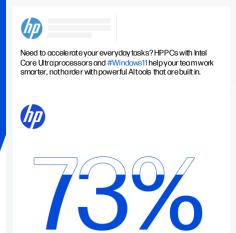
Files, links and locations:

See the following slides which each have the links.

Notes:

> These carousels are **not** directly taken from the new Vis ID.





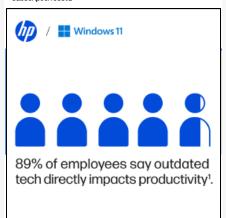
of employees agree that

Al makes their job easier¹

Social Carousel 1: Urgency Act Now MSFT







Post Copy

Did you know Windows 10 support ends Oct. 2025? Time's running out. Upgrade now to the latest HP PCs with #Windows11Pro to avoid security risks, software incompatibility, and rising subscription costs.









Files, links and locations:

Final & Source file can be downloaded here:

MSFT Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- Frame 5

Available now!

Notes:

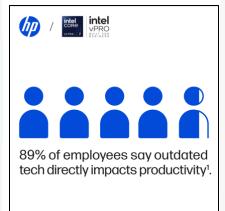
Logo sizing - MSFT:

- Frame 1 HP Logo: 123 x 123 px
- Frame 5 HP Logo: 123 x 123 px
- Frame 5 MSFT Logo: 595 x 110 px

Social Carousel 1: Urgency Act Now: Intel







Post Copy

Did you know Windows 10 support ends Oct. 2025? Time's running out. Upgrade now to the latest HP PCs with Intel® Core™ Ultra processors and Windows 11 to avoid security risks, software incompatibility, and rising subscription costs. #IntelCoreUltra









Files, links and locations:

Final & Source file can be downloaded here:

Intel Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- <u>Frame 5</u>

Notes:

Intel Logo sizing

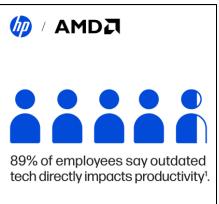
- Frame 1 HP Logo: 123 x 123 px
 Frame 1 Intel Logo: 123 x 274 px
- Fame 5 HP Logo: 207 x 207 px
- Fame 5 Intel Logo: 207 x 462 px

Available now!

Social Carousel 1: Urgency Act Now: AMD

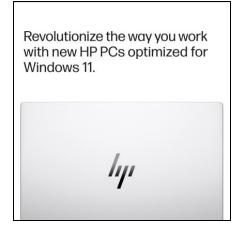






Post Copy

Windows 10 support ends in October 2025 – the clock is ticking. Upgrade today to the latest HP PCs with AMD and Windows 11 Pro to keep your workforce productive, collaborating and secure.



Equipped with over

26

supplementary features to Windows 11 for faster performance and enhanced security to boost employee productivity.





Files, links and locations:

Final & Source file can be downloaded here:

AMD Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- Frame 5

Notes:

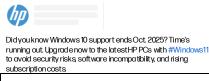
AMD Logo sizing

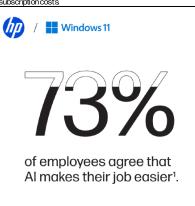
- Frame 1 HP Logo: 123 x 123px
- Frame 1 AMD Logo: 243 x 167px
- Fame 5 HP Logo: 212 x 212px
- Fame 5 AMD Logo: 422 x 290 px

Available now!

Social Carousel 2: Productivity with Al: MSFT

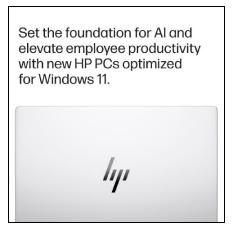


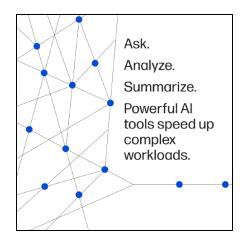




Post Copy

Need to accelerate your everyday tasks? HPPCs with Intel Core Ultra processors and #Windows11Pro help your team work smarter, not harder with powerful Al tools that are built in.









Files, links and locations:

Final & Source file can be downloaded here:

MSFT Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- Frame 5

Available now!

Notes:

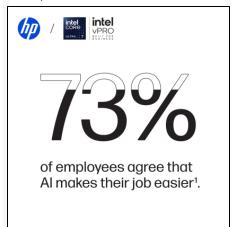
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- Frame 5 MSFT Logo: 595 x 110 px

Social Carousel 2: Productivity with Al: Intel

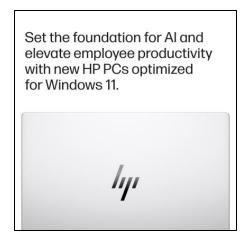


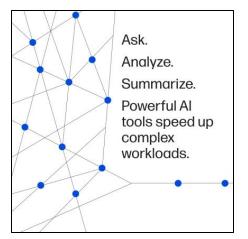




Post Copy

Need to accelerate your everyday tasks? HPPCs with Intel® Core® Ultra processors and Windows 11 help your team work smarter, not harder with powerful AI tools that are built in. #IntelCoreUltra









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Intel Files:

- Source Files
- Frame 1
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- <u>Frame 5</u>

Available now!

Notes:

Intel Logo sizing

• Frame 1 HP Logo: 123 x 123 px

Frame 1 Intel Logo: 123 x 274 px

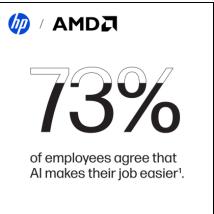
• Fame 5 HP Logo: 207 x 207 px

• Fame 5 Intel Logo: 207 x 462 px

Social Carousel 2: Productivity with Al: AMD

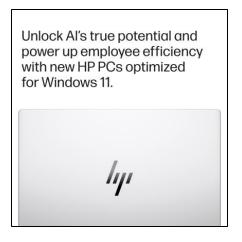


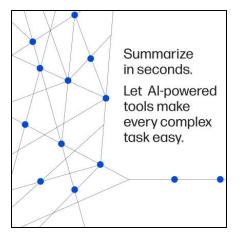




Post Copy

Looking to speed up daily tasks and move to supercharged efficiency? HP PCs with AMD and Windows 11 Pro come equipped with built-in Al tools that help your team work smarter—not harder.









Files, links and locations:

Final & Source file can be downloaded here:

AMD Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- Frame 5

Notes:

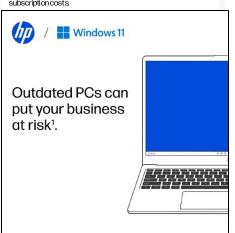
AMD Logo sizing

- Frame 1 HP Logo: 123 x 123px
- Frame 1 AMD Logo: 243 x 167px
- Fame 5 HP Logo: 212 x 212px
- Fame 5 AMD Logo: 422 x 290 px

Available now!

Social Carousel 3: Productivity HP Sure Recover: MSPT

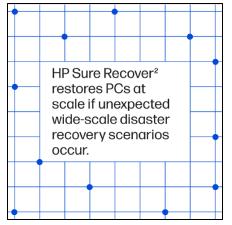




Post Copy

Want to simplify your migration to #Windows11Pro? HP Sure Recover is a key component for your refresh. It reimages Windows remotely to avoid downtime, trips into the office, and IT headaches.









Files, links and locations:

Final & Source file can be downloaded here:

MSFT Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- <u>Frame 5</u>

Available now!

Notes:

Logo sizing - MSFT:

- Frame 1 HP Logo: 123 x 123 px
- Frame 5 HP Logo: 123 x 123 px
- Frame 5 MSFT Logo: 595 x 110 px

Social Carousel 3: Productivity HP Sure Recover: Inter

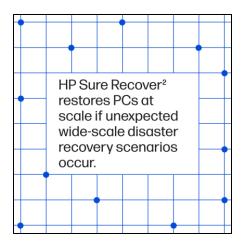




Post Copy

Want to simplify your migration to Windows 11? HP Sure Recover is a key component for your refresh. It reimages Windows remotely to avoid downtime, trips into the office, and IT headaches. #IntelCoreUltra









Files, links and locations:

Final & Source file can be downloaded here:

Intel Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- <u>Frame 5</u>

Available now!

Notes:

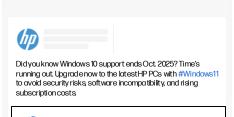
Intel Logo sizing

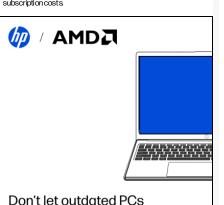
Frame 1 HP Logo: 123 x 123 px
 Frame 1 Intel Logo: 123 x 274 px

• Fame 5 HP Logo: 207 x 207 px

• Fame 5 Intel Logo: 207 x 462 px

Social Carousel 3: Productivity HP Sure Recover: AM®

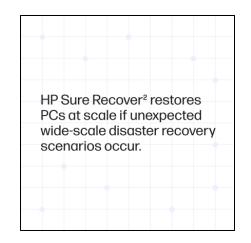




Post Copy

HP can help your organisation plan, prepare and deploy your transition to new HP PCs with AMD and Windows 11 Pro. HP solutions keep your employees productive, and delivering, even if disaster strikes.









Files, links and locations:

put your business at risk.

Final & Source file can be downloaded here:

AMD Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- <u>Frame 5</u>

Available now!

Notes:

AMD Logo sizing

- Frame 1 HP Logo: 123 x 123px
- Frame 1 AMD Logo: 243 x 167px
- Fame 5 HP Logo: 212 x 212px
- Fame 5 AMD Logo: 422 x 290 px

Social Carousel 4: Collaboration: MSFT

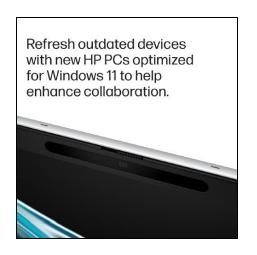






Post Copy

Invite AI to your team meetings. HP PCs with Intel Core Ultra processors and #Windows11Pro feature the latest collaboration tools, so your employees can truly connect—anytime, anywhere.









Files, links and locations:

Final & Source file can be downloaded here:

MSFT Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- Frame 5

Available now!

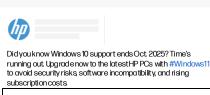
Notes:

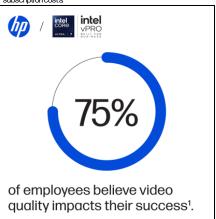
Logo sizing - MSFT:

- Frame 1 HP Logo: 123 x 123 px
- Frame 5 HP Logo: 123 x 123 px
- Frame 5 MSFT Logo: 595 x 110 px

Social Carousel 4: Collaboration: Intel







Post Copy

Invite AI to your team meetings. HPPCs with Intel® Core™ Ultra processors and Windows 11 feature the latest collaboration tools, so your employees can truly connect—anytime, anywhere. #IntelCoreUltra









Files, links and locations:

Final & Source file can be downloaded here:

Intel Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- <u>Frame 5</u>

Available now!

Notes:

Intel Logo sizing

• Frame 1 HP Logo: 123 x 123 px

Frame 1 Intel Logo: 123 x 274 px

Fame 5 HP Logo: 207 x 207 px

• Fame 5 Intel Logo: 207 x 462 px

Social Carousel 4: Collaboration: AMD



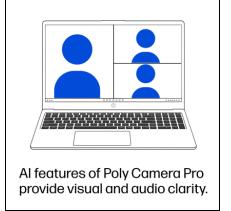




Post Copy

Bring Al into your team meetings. HP PCs with AMD and Windows 11 Pro offer advanced collaboration tools, empowering your employees to connect seamlessly—anytime, anywhere.









Files, links and locations:

Final & Source file can be downloaded here:

AMD Files:

- Source Files
- Frame 1
- Frame 2
- Frame 3
- Frame 4
- Frame 5

Notes:

AMD Logo sizing

- Frame 1 HP Logo: 123 x 123px
- Frame 1 AMD Logo: 243 x 167px
- Fame 5 HP Logo: 212 x 212px
- Fame 5 AMD Logo: 422 x 290 px

Available now!

Display Banners



intel

VPRO

Overview of asset:

There are **4** different social carousels and each of these have **3** sizes each. These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

Developed with Intel and MSFT Branding. AMD Coming soon. Created in 728x90:160x600 and 300x250

Key messages:

The 4 display banners have a different message, each covering a key question and the solution being to upgrade to new HP PCs with Win 11. **Urgency Driver** – Act Now – reinforcing how time is running out.

- > Time to upgrade outdated tech? Upgrade before Win 10 EOS.
- Is outdated tech slowing your team down? Solution is new HP PCs and features.
- > Ready to refresh to HP PCs with Windows 11? HP helps the journey with HPS before EOS.
- Outdated devices hindering employee experiences? HP PCs and features.

Usage rights:

For Channel Partner Use only

Files, links and locations:

See the following slides which each have the links.

Notes:

This is **not** directly taken from the new Vis ID.





Display Banner 1: Urgency



Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

Developed with Intel and MSFT Branding. AMD Coming soon. Created in 728x90;160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HPPCs with Win 11. **Urgency Driver** – Act Now – reinforcing how time is running out.

> Time to upgrade outdated tech? – Upgrade before Win 10 EOS.

Files, links and locations:

MSFT Files:

- Source Files
- 728x90
- 160x600
- <u>300x250</u>

Logo Sizing: HP Logo: 20x20 px Windows Logo: 18x97 px MSFT message: 12pt

Available now!

Intel Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: px Intel Logo: px (minimum size required)

SMF message:

Available now!

AMD Files:

- Source Files
- 728x90
- 160x600
- 300x250

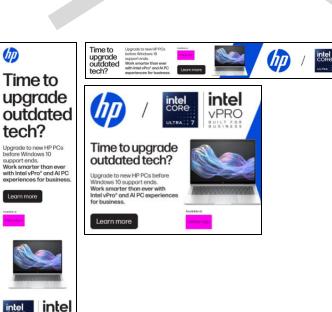
Logo Sizing: HP Logo: 35x35 px AMD Logo: 69x48 px

Available now!



VPRC







/ AMD

MDMA / m

Time to switch

from outdated

Upgrade to new HP PCs before

tech?

Learn more

Display Banner 2: Outdated Tech / Devices



Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

Developed with Intel and MSFT Branding. AMD Coming soon. Created in 728x90:160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HPPCs with Win 11. Urgency Driver - Act Now - reinforcing how time is running out.

> Is outdated tech slowing your team down?—Solution is new HPPCs and features

Files, links and locations:

MSFT Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: 20x20 px Windows Logo: 18x97 px MSFT message: 12pt

Available now!

Intel Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: px Intel Logo: px (minimum size required) SMF message:

Available now!

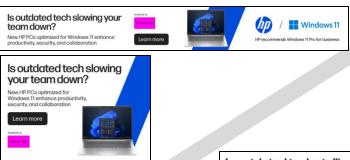
AMD Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: 35x35 px AMD Logo: 69x48 px

Available now!









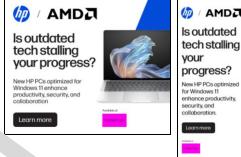




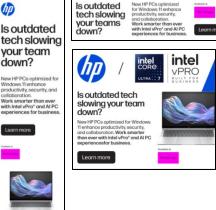












inte **VPRO**

Display Banner 3: Define and Deploy



Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

Developed with Intel and MSFT Branding. AMD Coming soon. Created in 728x90:160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HP PCs with Win 11. **Urgency Driver** - Act Now - reinforcing how time is running out.

> Ready to refresh to HP PCs with Windows 11? – HP helps the journey with HPS before EOS.

Files. links and locations:

MSFT Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: 20x20 px Windows Logo: 18x97 px MSFT message: 12pt

Available now!

Intel Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: px Intel Logo: px (minimum size required) SMF message:

Available now!

AMD Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: 35x35 px AMD Logo: 69x48 px

Available now!



Ready to

refresh to

HPPCs with

Windows 11?

HP can help you define

design, and deploy you

Work smarter than eve

experiences for busine

with Intel vPro* and ALPC

intel **VPRO**

Oct. 2025.





transition before Oct 2025

Learn more



HP can help you define, design, and deploy your entire transition before Oct. 2025





AMDA



Display Banner 4: HPPC Features



Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

Developed with Intel and MSFT Branding. AMD Coming soon. Created in 728x90:160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HP PCs with Win 11. **Urgency Driver** – Act Now – reinforcing how time is running out.

Outdated devices hindering employee experiences?—HPPCs and features.

Files, links and locations:

MSFT Files:

- · Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: 20x20 px Windows Logo: 18x97 px MSFT message: 12pt

Available now!

Intel Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing:
HP Logo: px
Intel Logo: px
(minimum size required)
SMF message:

Available now!

AMD Files:

- Source Files
- 728x90
- 160x600
- 300x250

Logo Sizing: HP Logo: 35x35 px AMD Logo: 69x48 px

Available now!









New HP PCs offer over 26 supplementary features to Windows 11 to supercharge employee collaboration, productivity and security.

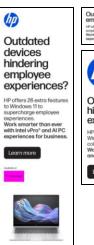












intel



Brochure

Win 11 Brochure – slide 25



hp.

Win 11 Brochure – Partner Version

Overview of asset:

Evaluation asset: can be used after Sales Meetings as a handout, as a driver asset link (social, email etc.) and is located on HP.com.

Available sizes and variations:

Developed with OPEX branding, Intel and MSFT, and AMD Branding.

Key message:

Follows on from the sales deck, covering the why refresh, HP and now story, but detailing the HP solutions.

Files, links and locations:

Intel Files:

MSFT Files:

AMD Files:

- Source Files
- Source Files
- Source Files

- Final File
- Final File

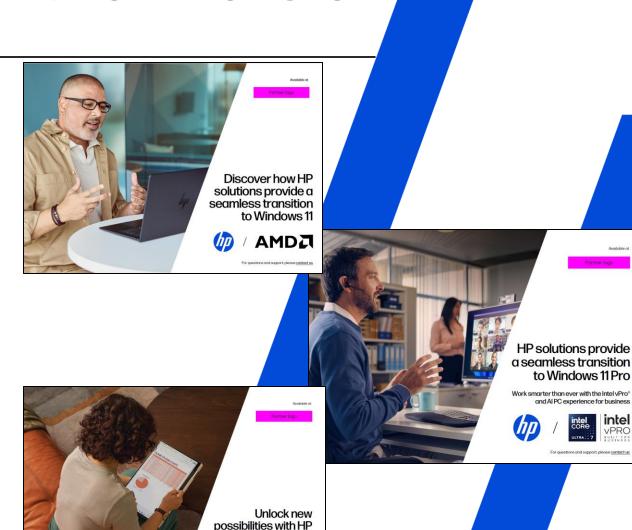
Final Files

Available now!

Available now!

Available now!

Notes:



Windows 11

Sales Training





Windows 11 Refresh training - Intel

This course explains why customers should refresh to Windows 11 Pro and why they should choose the latest HP devices with Intel® CoreTM Ultra processors for this refresh.

By the end of this course, you should be able to:

- List the reasons why customers should refresh to Windows 11 Pro.
- Explain why your customers should choose HP with Intel® CoreTM Ultra processors.
- Describe why customers should refresh to Windows 11 Pro and latest HP devices now.

<u>External Users</u>

https://url.us.m.mimecastprotect.com/s/D8hoCVOrBrc4PGPZjhGfquENROM?domain=urldefense.com







Windows 11 Refresh training - AMD

This training provides an overview of the challenges customers face as they navigate today's Al-driven landscape and explains how refreshing to Windows 11 Pro with AMD can help them overcome these challenges.

By the end of this course, you should be able to:

- Outline the reasons why customers should refresh their old Windows 10 devices, that are ineligible to be upgraded, to Windows 11 with HP.
- Describe why customers should choose HP PCs advanced by AMD RyzenTM processors for this refresh.
- And explain why customers should refresh to Windows 11 Pro now.

External Users

https://hpi-external.sabacloud.com/Saba/Web_s pf/HPI/common/ledetail/0001119831/ latestversion





Contact

For more information, visit:

www.partner.hp.com

Or contact your Partner Business Manager



LEAD to WIN Program Info





Lead, Educate, Activate, Drive: WINdows 11 refresh



LEAD to WIN

A comprehensive global Windows 11 refresh program framework







Target & Messaging

Resources and support to build knowledge around Why Refresh Now, Why HP

Activities to create opportunities to capitalize on the market opportunity

HP and Alliance partners programs and incentives

What's in for you?

It's a huge opportunity to capitalize on commercial Win10 PCs that are ineligible¹ for a WIN11 upgrade





END USER

Enable your workforce to work from anywhere without worry. Old devices won't suffice.

Set the foundation to be future ready and Al ready by Refreshing your old PC installed based to Win 11

Prevent extra cost as support for Win10 and M365 apps is ending soon (Oct 14th, 25). Extension will be \$61 per user for year 1

PARTNER

We give you a better story to tell than just selling a new device

You can make more money with HP leveraging our programs

We enable you to sell what you have faster

Windows 11 Refresh

The Critical Moment for Transition

M

It's a huge opportunity to capitalize on commercial Win10 PCs that are ineligible¹ for a WIN11 upgrade

The urgency of now

Time is Running Out

- Windows 10 and M365 apps support ending October 14, 2025
- Increasing security vulnerabilities in older systems & risk of non-compliance with data protection regulations
- It will cost \$61 per user for year 1 to extend security updates for those devices. It increases to \$122 for year 2 and to \$244 for year 3.

Technology is Evolving Rapidly

- Al and machine learning reshaping business processes
- Remote and hybrid work becoming the norm
- Cybersecurity threats growing in sophistication

The cost of waiting

Missed Opportunities

- Enhanced productivity through Al-powered tools
- Improved collaboration with advanced features
- Competitive advantage from cutting-edge technology

Increasing Risks

- Greater exposure to cyber threats
- Potential data breaches and associated costs
- Difficulty in attracting and retaining top talent

How to tell the refresh story?

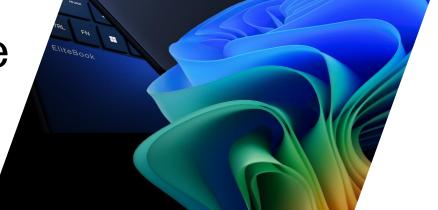




How to	Tell " Why Win 11?"	Tell "Why refresh, Why HP, Why now"	Get trained on	Activate thanks to dedicated assets	Migrate to W11
With	Windows 10 EOS Windows 11 Pro Copilot+PC Copilot+PC Microsoft Windows Commercial Storybook ² link TCO calculator EOS Calculator	The HP, AMD, and Windows 11 Pro! Advantage The Uttracts Solution for Modern Business Conference Your ultimate ecosystem for the modern workforce with intel workforce Sales Enablement AMD and Intel Experiences Tool xp.hp.com	Windows 11 Pro Refresh Course durifor: 15 minutes Course durifor: 15 minute	Channel Activation Channel Insiders Hub	### Description for one districts a final state of the control of
HP	\bigcirc	\bigcirc		\bigcirc	\bigcirc
Channel	\bigcirc	\bigcirc		\bigcirc	
Customers	\bigcirc	\bigcirc		\bigcirc	\bigcirc

Enable customers to modernize their workforce with

LEAD to WIN





How to

Tell "Why Win 11?"

Tell "Why refresh, Why HP, Why now"

Get trained on

Activate thanks to dedicated assets

Drive

With

Windows 10 EOS Windows 11 Pro Copilot+PC

Microsoft Windows Commercial Storybook² link TCO calculator | EOS Calculator



Sales Enablement AMD and Intel



Experiences Tool xp.hp.com





Why Refresh, Why HP, Why Now Intel: <u>HP employee</u>, <u>channel partner</u> AMD: HP employee, channel partner



WIN11 Refresh landing page



Activation Assets Playbook



Channel Activation Channel Insiders Hub

Partner Portal Page



Amplify Data Insights

Check with you PBM for local programs and incentives

Lead, Educate and Activate Assets

Lead: Explore the new Resources today



Drive Key Narratives Internally & Externally and Ensure Best Product Collateral Execution



Experiences sales training G9/10 Internal & external G11 Internal & External



Experiences Why Premium training (Internal & external)



Experiences Training (SMB)



Competitive Training Competitive Map Table

Experiences



Experiences Customer Insights Report



PC Refresh Customer insights Report



Win11 Refresh Training Intel: HP employee, channel partner AMD: HP employee, channel partner



Build tools to help support sales and improve customer engagement experience



G9/10 and G11 Experiences



End User Experiences Videos Library & Asset Hub Link



AMD W11 refresh deck







W11 refresh videos YouTube, DAM 15s: Now, Productivity, Productivity+WS

Intel W11 refresh deck



Provide programmatic framework to drive RTM sales



MyPC experiences landing page



BPS WIN11Refresh Asset Playbook



WIN11Refresh landing page



W11 refresh Social Media banners



eDM Intel & MSFT



W11 refresh brochure Opex and Microsoft

Messaging: Why refresh + Why HP

Connecting MSFT CEP and SMB reasons to refresh to our Why HP Story

