# Building three-way vertical propositions
## for Hewlett Packard Enterprise & Scality
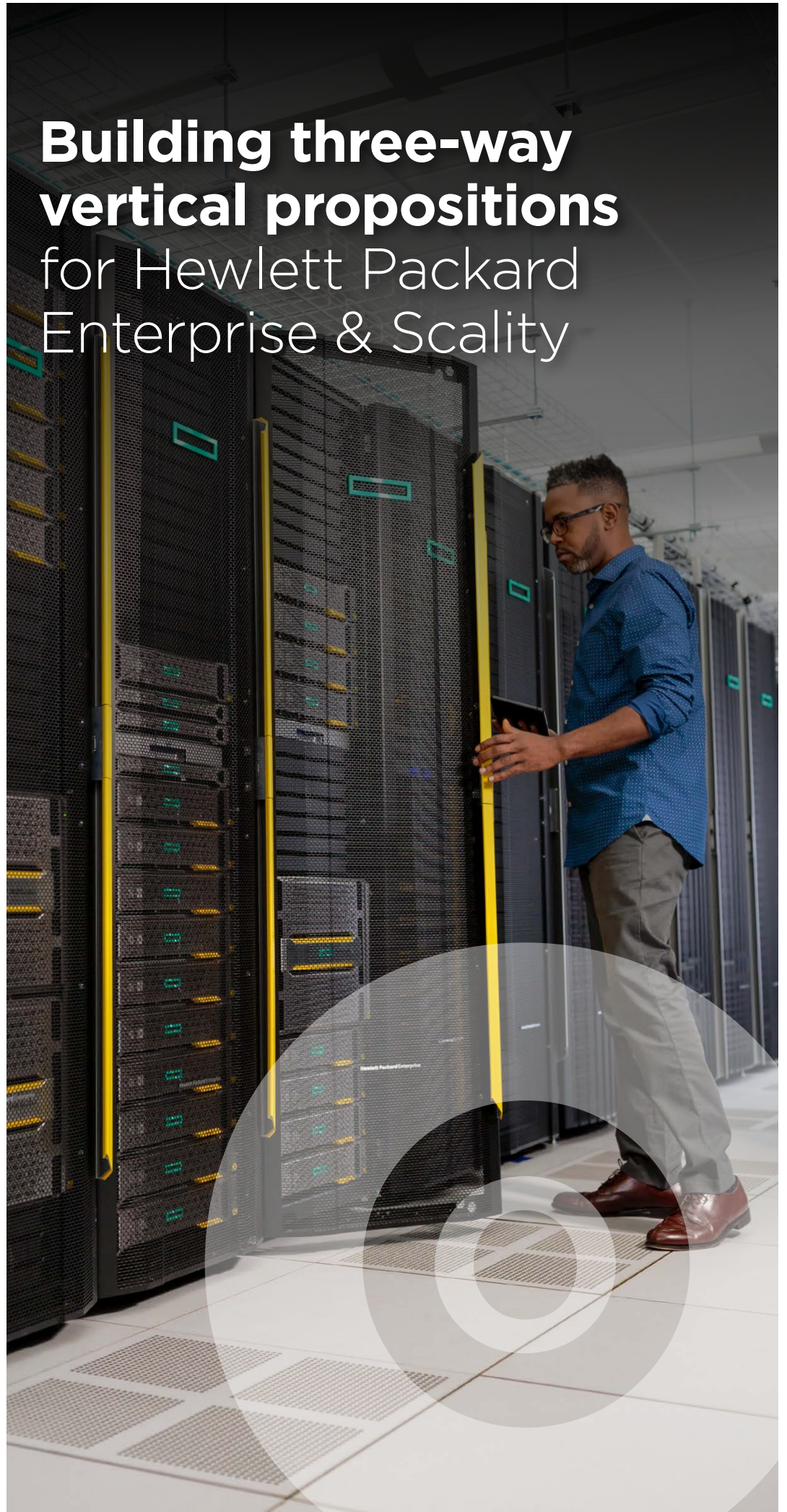
HPE and Scality wanted to target a number of vertical sectors in conjunction with certain key channel partners who were specialists in those verticals.

SCALITY

Hewlett Packard
Enterprise

HPE + Scality
Healthcare Deck

## Key points:

- Hewlett Packard Enterprise and Scality's alliance is focused on helping enterprise and public sector organisations meet the challenges created by the explosive growth of unstructured data.

- As part of the GTM strategy in the UK, HPE and Scality wanted to target a number of vertical sectors in conjunction with certain key channel partners who were specialists in those verticals.

- The objective was to drive sales of Scality's storage platform and HPE's associated infrastructure and services by targeting each of those sectors with a compelling, joint value proposition, which addressed the specific needs and challenges of that sector.

- Hewlett Packard Enterprise engaged OneGTM to help develop these propositions, and equip partners and sales teams with the tools they needed to communicate to prospective customers.

## The client

Hewlett Packard Enterprise is a business-focused organisation that specialises in enterprise products and business services. Scality is a market-leader in the fast-growing area of scale-out object storage, in which HPE took a 10% equity stake in 2015.

The two companies are collaborating on go-to-market activity with the aim of driving sales of both Scality's storage platform and HPE's associated infrastructure and services.

## The challenge

Although the technological benefits of HPE and Scality's respective offerings were well understood across the two companies, they were lacking in content that articulated the business value of their joint proposition to targeted verticals. The content that did exist was too focused on product and technology features.

While HPE and Scality were keen to work with channel partners who could provide insight into the issues facing the individual sectors, they had no process or framework in place for building joint value propositions with partners.

HPE and Scality approached OneGTM because of our expertise in helping build joint value propositions across multiple parties, and our ability to then translate that into compelling sales collateral. We had been recommended to the HPE/Scality team as a result of other projects we had successfully delivered for HPE.

We wanted to build a compelling story, which explained how the combination of Scality, HPE and the channel partners addresses the specific challenges of organisations in each vertical.

HPE + Scality
Higher Education Deck

## Approach

Our approach to this project was structured around two stages:

**Stage 1** – Develop the generic HPE and Scality value proposition

**Stage 2** – Develop three-way propositions for each of the 3 verticals and build a series of customer-facing decks

### Stage 1

We initially ran a kick-off workshop involving key stakeholders from HPE and Scality. The objective of this stage was to ensure that we had a solid foundation for building the vertical-specific value propositions with individual partners, and that we had clarity around the respective roles and capabilities of HPE and Scality. This enabled us to focus specifically on the proposition to the individual verticals within the partner workshops.

### Stage 2

With the two-way HPE + Scality proposition as a foundation, we then focused on developing the vertical-specific propositions. This was achieved through a series of workshops involving the relevant partner for each vertical.

The emphasis here was on building a compelling story, which explained how the combination of Scality, HPE and the channel partners addresses the specific challenges of organisations in that sector. For example, the Higher Education workshop analysed how scale-out object storage could help organisations respond to a more competitive environment, the impact of Brexit and new data protection regulation. In Healthcare we explored the increasing challenge of addressing funding gaps in a pressurised public and political climate, and the need to improve front-line staff productivity. While in Policing, we focused on factors such as the explosive growth in digital evidence and the spike in cybercrime.

Based on the workshop output and our own additional research into the issues facing each sector, we then developed a series of fully designed and animated Vertical Market Proposition Decks, which included complete supporting notes to help salespeople present the joint propositions.
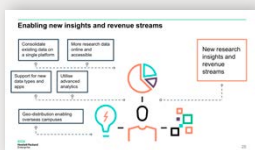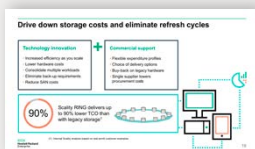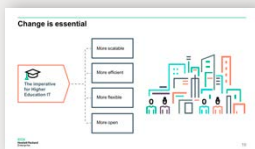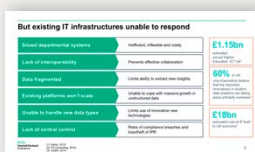
We were able to build a clear narrative for each of the verticals, which showed how the combined capabilities of the partners were relevant to the needs of the that sector.









HPE + Scality Police Deck

## Outcome

The outputs were very well received within HPE and Scality, with a lot of positive feedback about the way we were able to build a clear narrative for each of the verticals, which showed how the combined capabilities of the partners were relevant to the needs of the that sector. The decks are also proving useful tools for partner and HPE sales teams to help communicate the proposition to prospective customers.

As a sign of the project's success, since the delivery of the new propositions and vertical decks, we have been approached by other areas of the Hewlett Packard Enterprise and Scality businesses to conduct similar projects.

### They said

" We were impressed at OneGTM's ability to develop a compelling story for each of the sectors we wanted to target, and then communicate that story through an effective set of sales tools. It provided a refreshing change to the normal features-led approach, and has provided a template for building further vertical propositions. "

**– Nigel Houghton, EMEA Channel Sales Director, Scality**

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