



aruba
a Hewlett Packard
Enterprise company

Business Continuity – Stay Connected Webinar

Partner Campaign Implementation Guide

v1 April , 2020



Campaign Overview

Aruba is hosting a Business Continuity webinar series for customers and partners. The "Stay Connected" Webinar Series features real-world takeaways, use cases and business continuity recommendations for helping your customers. Tune in for advice on maintaining resiliency while responding quickly to business interruptions and how to minimize losses during these challenging times.

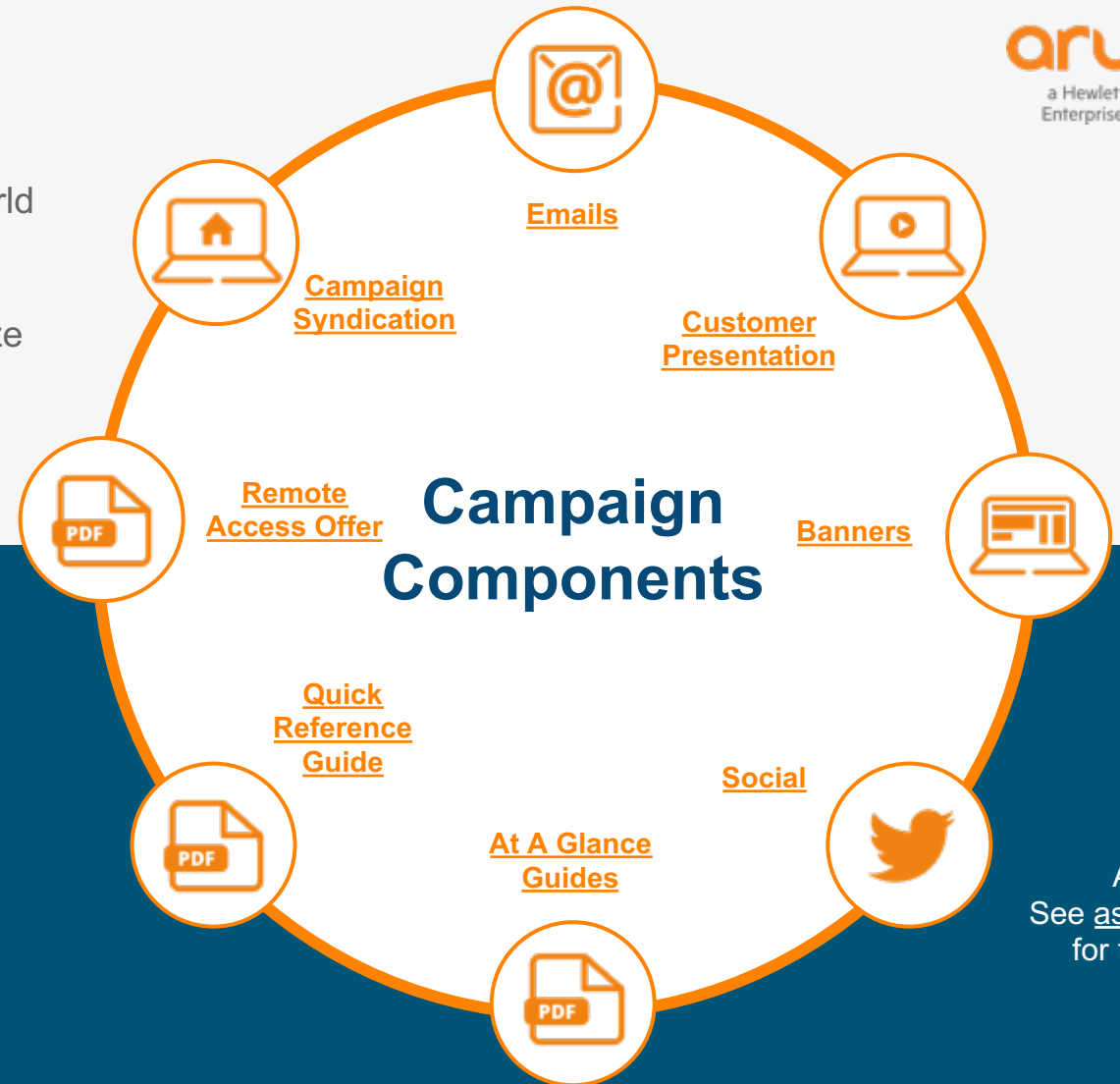
Target Audience and Solution

Target Audience

- Midmarket & Enterprise: 100-5000+ employees
- Industries: Healthcare, Education, Call Center, Retail, Hospitality

Key Products & Solutions

- WFH Solutions: RAPs
- Wired & Wireless: Access Points, CX Switches
- Management: Aruba Central



And more!
See [asset slides](#)
for the full list

[Overview](#)

[Webinar Series](#)

[Implementation Tracks](#)

[Track 1 Enablement](#)

[Track 2 Digital](#)

[Track 3 Webinar](#)

[Track 4 Syndication](#)

[Assets](#)

Business Continuity – 5 Webinars

The webinar series covers 5 webinars focusing of different verticals and the challenges businesses face in these verticals.

LEARN how Aruba can help you and your customers stay connected during these uncertain times by attending or watching the recording of the webinars.

SHARE these insights with your customers by organizing your own webinar or webinar series.

- Download the presentation and recording and schedule your own webinar
- An email invitation template, banners, copy deck and thank you email template is available to promote and drive registrations to your webinar



Webinar Topics

Business Continuity - CIO Insights: 5 Steps to Delivering Seamless Business Continuity

- How to securely connect employees working from home, and other remote activities.

Healthcare - Simplicity in Chaos: How healthcare network operations flex to meet new challenges

- A look into how healthcare network operations flex to meet critical challenges facing Healthcare IT.

Education - Education today: What is next for schools and universities?

- Learn how the education system is quickly evolving to enable teaching and learning from home.

Call Center - “Aruba on Aruba”, how we have virtualized our own call center

- As resources are spread, learn how Aruba enables its employees to respond to customers quickly.

Retail

- To stay competitive and stay viable, learn how technology can help maintain customer loyalty.

Overview

Webinar Series

Implementation Tracks

Track 1 Enablement

Track 2 Digital

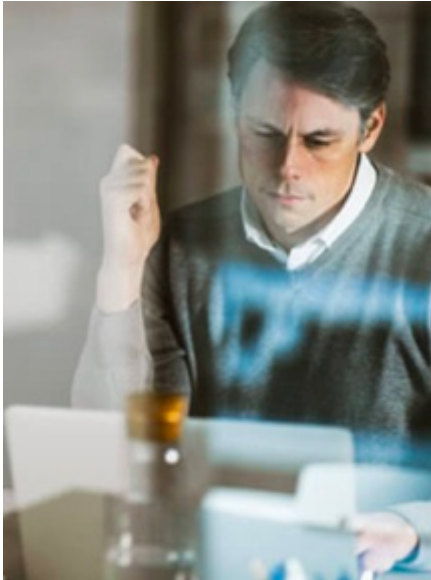
Track 3 Webinar

Track 4 Syndication

Assets

Implementation Track Options

Enablement Track



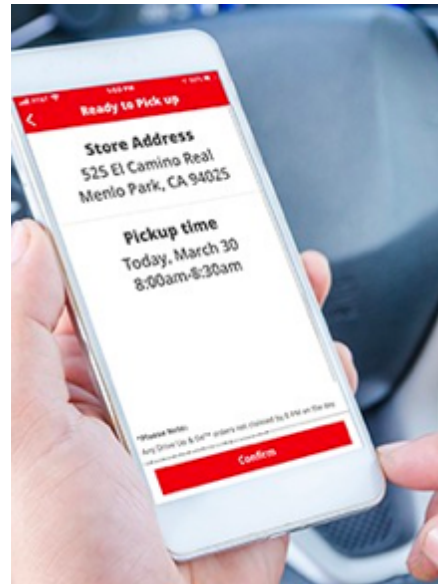
Sales
Enablement

1

Awareness / Demand Gen Tracks

Digital
Engagement

2



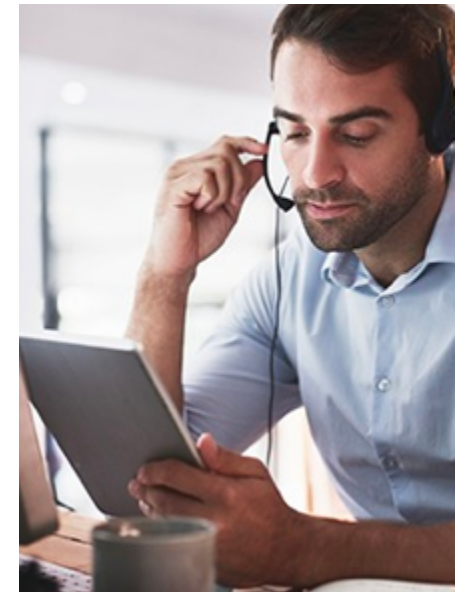
Customer
Webinar

3



Campaign
Syndication

4



[Overview](#)

[Webinar
Series](#)

[Implementation
Tracks](#)

[Track 1
Enablement](#)

[Track 2
Digital](#)

[Track 3
Webinar](#)

[Track 4
Syndication](#)

[Assets](#)

Track – Partner Enablement

1

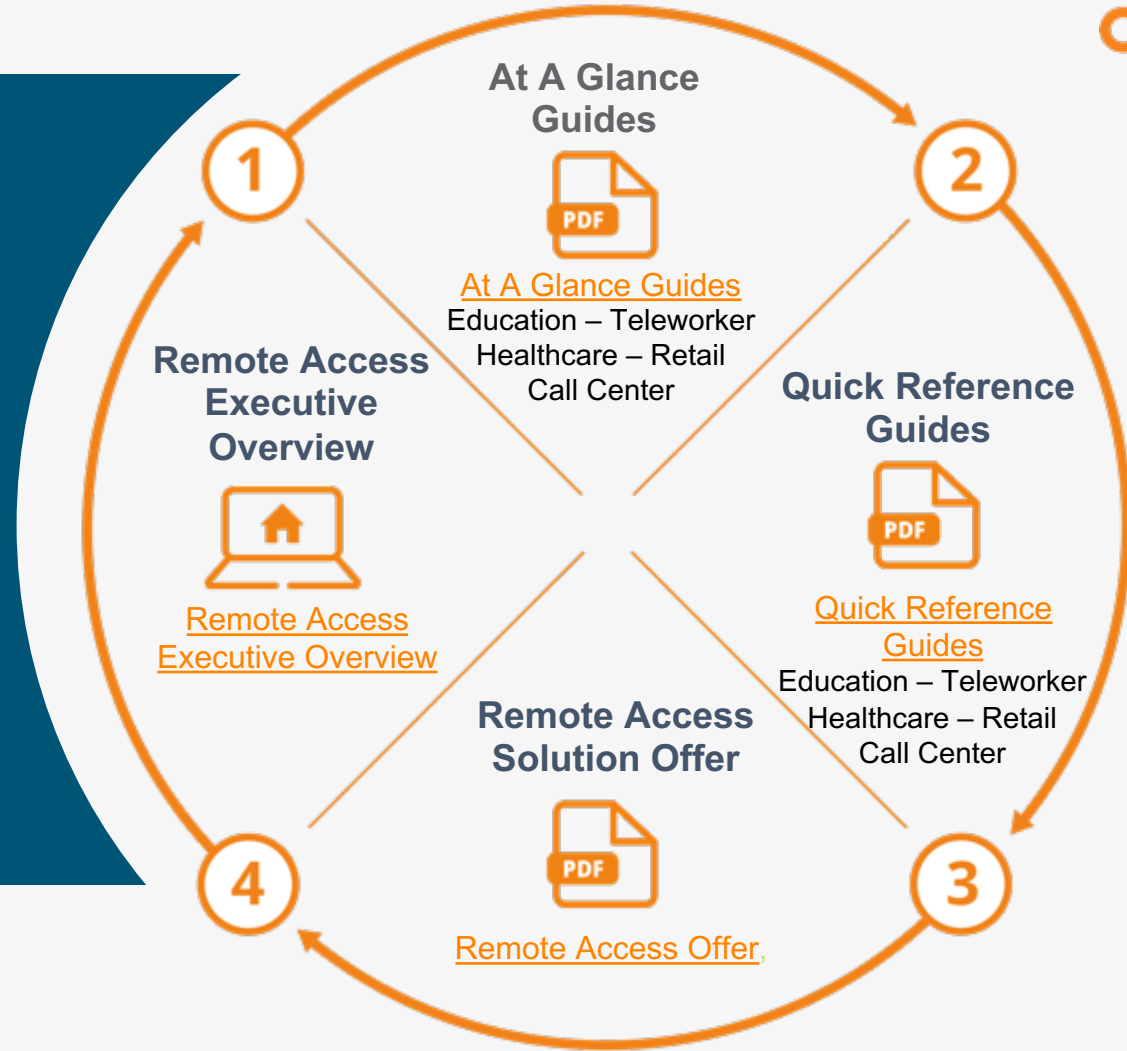
Funnel Stage(s): Education

Audience(s): Partners / Distributors

Implementation Cost: Low

Requirements: Schedule Training Sessions

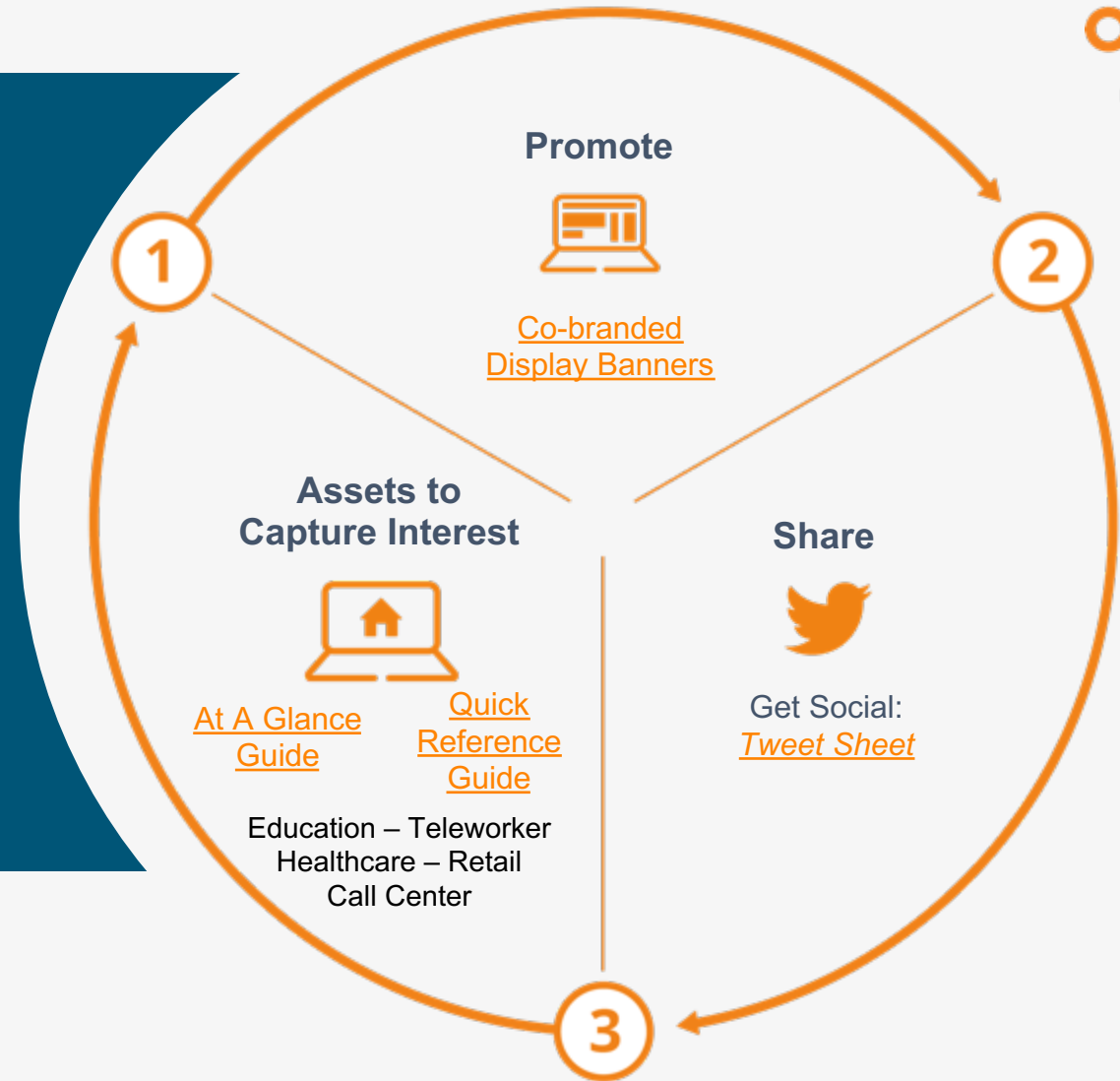
Core Assets: At A Glance Guide, Quick Reference Guide, Solution Overview



Track – Digital Engagement

2

Funnel Stage(s): Awareness / Consideration
Audience(s): Prospects / Customers
Implementation Cost: Low - Medium
Requirements: Display and Collect
Core Assets: Digital Banners, Social, Content Syndication



Track – Customer Webinar

3

Funnel Stage(s): Consideration
Audience(s): Prospects / Customers
Implementation Cost: Medium
Requirements: Invite attendees, schedule webinar, execute webinar
Core Assets: Invitation, Presentation, Banners



Track – Campaign Syndication

4

Funnel Stage(s): Awareness / Consideration

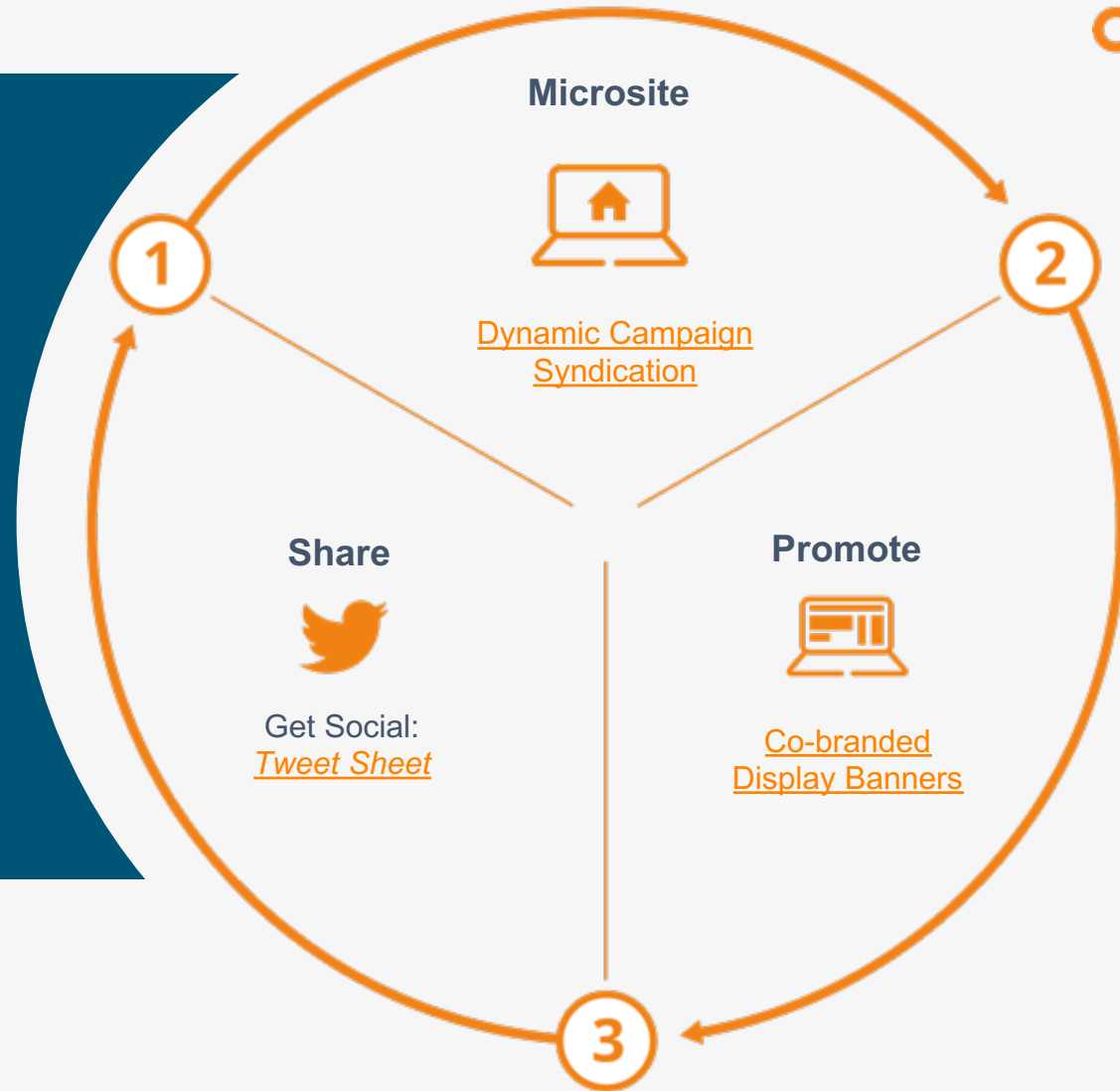
Audience(s): Prospects / Customers

Implementation Cost: Low

Requirements: Display and Collect

Business Continuity Campaign Syndication

- Add a simple microsite to your website through Dynamic Campaign Syndication. The Business Continuity microsite offers your customers relevant solution information, the option to download content and to connect with you through the Contact Us link.
- All you have to do is embed a simple code on your website, Dynamic campaign syndication works on any website and is maintenance free



Webinars

All webinar content will be available through Arubapedia

[Webinar PPT and Recording](#)

- Configuring Remote Access Point Solutions
- Business Continuity - CIO Insights: 5 Steps to Delivering Seamless Business Continuity (3/31)
- Healthcare - Simplicity in Chaos: How healthcare network operations flex to meet new challenges (4/10)
- Education - Education today: What is next for schools and universities? (4/17)
- Call Center - “Aruba on Aruba”, how we have virtualized our own call center (4/24)
- Retail - Reinventing retail: The next round of innovation (5/1)

Tactics

Co-brandable HTML Email

[Source Files](#)

Co-brandable Webinar Registration Page

[Source Files](#)

Co-brandable Digital Banners

[Source Files](#)

Partner Copy Deck

[Partner Copy Deck](#)

Social Media

[Partner Tweet Sheet](#)

Dynamic Campaign Syndication

[Installation Guide and Access](#)

PSD / DOCX: Digital Banners & Social Cards: Source Files in EN. Sizes 300x250, 300x600, 728x90, 300x50, 970x90; Paid Social: Facebook 1080x1080, LinkedIn - 1200x627.

HTML / DOCX: Copy Decks contain content for all HTML email copy, banner copy, registration pages and snackable descriptions of assets.

[Overview](#)

[Webinar Series](#)

[Implementation Tracks](#)

[Track 1 Enablement](#)

[Track 2 Digital](#)

[Track 3 Webinar](#)

[Track 4 Syndication](#)

[Assets](#)