

Thank you!

Delineo is proud to work closely with Bell Micro. Your projects, large and small, help keep our days busy, varied and interesting. So thank you for the chance to work on so many varied things.

Some of the projects we've recently worked on for Bell Micro

- Sshhh campaign – Hitachi Data Systems – Uncovering the hidden opportunity in mid-market storage
- Brocade Brand & Sales Training Campaign – It's what's inside that counts
- Symantec New Year Campaign – Just a little taste
- HP Media Wall – Bringing HP products and strategy to life
- SPOT Online Lead Management Tool – Opportunity SPOTting
- Business Matters Q1 Campaign – Virtualisation – Riding the Wave of Virtualisation

Sshhh Campaign – Hitachi Data Systems Uncovering the hidden opportunity in mid-market storage

Educating partners and Bell Micro Sales about the opportunity in Hitachi Data Systems Adaptable Modular Storage, delivering the high-end, scalable pedigree of Hitachi Data Systems storage at an SMB price point. Encouraging partners to take advantage of improved margins in this less crowded storage space.

The campaign is based on a Delineo defined value proposition for resellers and a series of downloadable resources to help the sales teams of resellers to increase business activity.

Integrated campaign elements:

Digital and sales promotion

Visit <http://bit.ly/8Ymltc> to view the campaign



The image shows two screenshots. The left one is a screenshot of the Bell Micro website's 'Web Home Page' for the Sshhh campaign. It features a navigation bar with 'HOME', 'ABOUT US', 'WHAT WE OFFER', 'BECOME A CUSTOMER', 'CONTACT US', and 'SEARCH'. The main content area has a sidebar with 'UPPER CASES', 'MIDDLE CASES', and 'LOWER CASES'. The main text reads: 'There's a hidden opportunity in mid-market storage... sshhh!'. Below this, it says 'Hitachi Adaptable Modular Storage (AMS) is a modular SAN solution delivering enterprise class features and reliability at a right competitive price point. Starting at around £12k per bundle, AMS is less expensive than you think!'. It also mentions 'Hitachi Adaptable Modular Storage (AMS) is a modular SAN solution delivering enterprise class features and reliability at a right competitive price point. Starting at around £12k per bundle, AMS is less expensive than you think!'. The right screenshot is an 'Eshot' advertisement. It features a woman with her finger to her lips, saying 'sshhh!'. The text reads: 'There's a hidden opportunity in mid-market storage, be quick and get the early advantage.' Below this, it says 'Struggling to differentiate yourself in the crowded storage market? Stand out from the crowd with HDS Adaptable Modular Storage (AMS). Combining high-end pedigree with SMB pricing, AMS delivers powerful virtualisation alongside competition-busting scalability, flexibility and availability. Starting at approximately £12k per bundle, AMS is less expensive than you think. Cost effective to operate, easy to manage and secure, HDS AMS offers partners a path to profitable storage business via compelling channel promotions, sales training and hands-on support from Bell Micro and HDS for seamless delivery. Moving to an all-channel model, HDS is working with Bell Micro to incentivise and recruit proactive business partners. Get to market quickly with HDS to take full advantage of this market-beating technology and the hidden opportunity AMS provides. Everything you need to scope and close AMS business is online now.' At the bottom, it says 'Contact us' with icons for email and phone, and 'HITACHI Inspire the Next | Hitachi Data Systems'.

Web Home Page

Eshot



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Brocade Brand & Sales Training Campaign

It's what's inside that counts

Online campaign encouraging partners and Bell Micro sales to make sure it's a Brocade sale, upselling from cheaper generic switches that aren't as reliable over time. Follow-up sales training campaign, enabling partners to develop their in-house Brocade capabilities.

Integrated campaign elements:

e-shot, digital and brand communication

Visit <http://bit.ly/bfsbVO>

to view the campaign



Symantec New Year Campaign

Just a little taste

DM campaign highlighting Bell Micro Symantec success in 2009 and thanking partners for their contribution, followed up with messaging that identifies the opportunities partners can expect in the coming year.

Integrated campaign elements:

e-shot, direct marketing and brand communication

Eshot

Swing tag

Postcard



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HP Media Wall Bringing HP products and strategy to life

Talking Head video footage featuring Bell Micro HP speakers providing a strategic viewpoint on storage virtualisation and HP Converged Infrastructure to partners. A series of 'animations' provide a fresh new approach to product awareness and sales training.

Integrated capaign elements:

Digital and brand communication

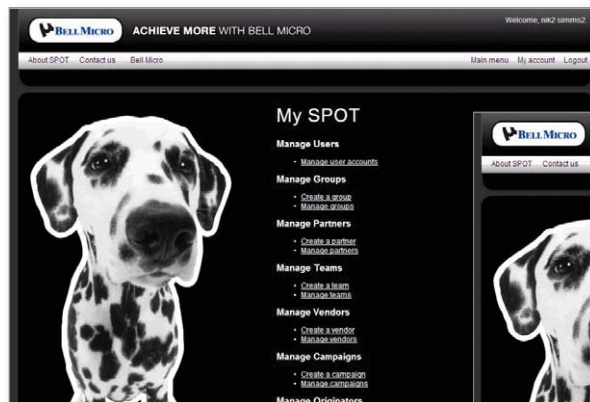
Visit <http://bit.ly/bMDi77> to view the HP media wall



Digital

SPOT Online Lead Management Tool Opportunity SPOTting

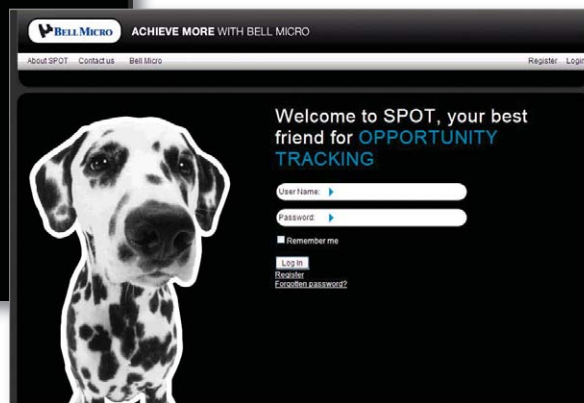
Phase 2 of the development of Bell Micro's online lead management application enables all Bell Micro's vendors, partners and internal teams with a shared space for collaboration and sharing information on leads, ideal for ROI on vendor campaigns.



Web application

Integrated capaign elements:

Digital and sales promotion



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Business Matters Q1 Campaign – Virtualisation Riding the Wave of Virtualisation

Large company-wide campaign taking a vendor agnostic approach to Bell Micro's virtualisation offer, using the Business Matters portal to connect partners to the business insights they need and then identifying the virtualisation centric products and services they can sell via Bell Micro.

Integrated campaign elements: Digital, sales promotion and events
Visit <http://bit.ly/9U1LB1> to view this campaign

The collage displays several key campaign elements:

- Web pages:** Multiple screenshots of the Business Matters website, showing navigation menus, featured articles like "The business issues driving Virtualisation", and a "business matters / expert blog" section.
- Postcard:** A promotional postcard titled "Q1-Ride the wave of Virtualisation" with a list of sponsoring vendors including Microsoft, Novell, Red Hat, and others.
- E-shots:** Two email newsletters. One is titled "Q1-Ride the wave of Virtualisation" and includes statistics such as "80% of all new workloads will be deployed on virtual servers in 2010". The other is titled "March 18 - The day you turn virtualisation into tangible new business" and promotes a live event.
- Agenda and feedback form:** A detailed agenda for the "Ride the Wave of Virtualisation" event on 18 March 2010 at the Burrell Golf Club, listing speakers and topics. Below it is a feedback form with various questions and checkboxes.

E-shots

Agenda and feedback form

Remember if you need to contact us, the Client Services Team includes Natalie, Lauren, and Lynette.

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