



HPE Digital Marketing Maturity Assessment Overview

Your journey to better digital marketing
success begins here.

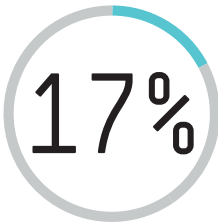
Today’s B2B buyers rely on digital content and interactions to educate and impact their purchasing decisions. By combining traditional marketing methods with digital and social marketing, you can make an impact in reaching and engaging with these prospects at different stages of the buyer’s journey.

How digital marketing ready are you? Find out.

The HPE Digital Marketing Maturity Assessment, developed as part of the HPE Partner Ready Digital Marketing Program, is designed to evaluate your current digital and social capabilities, processes, and status to help you accelerate your digital transformation. Through this assessment, you will be provided with a summary of your level of digital marketing maturity across various areas and recommendations on steps you can take to further refine your capabilities and optimize your digital marketing efforts.



Over 90% of organizations describe themselves as “somewhere on the journey” to a digital transformation¹



Only 17% of companies currently deliver a new digital experience¹

The pillars to greater digital marketing success.

Following the completion of a short online survey, you will be provided with a detailed, customized Digital Marketing Maturity Assessment Report. This report will score your digital and social capabilities through a structured assessment framework, measured across the following five pillars.

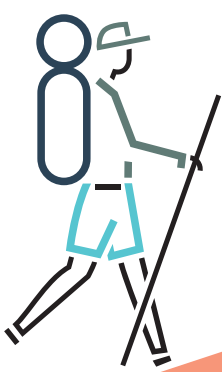
| Pillar 1 Digital Identity | Pillar 2 Organizational Commitment | Pillar 3 Analytical Framework | Pillar 4 Customer Relationship Management | Pillar 5 Campaign Planning & Execution |
|--|---|--|--|---|
| Measures the strength of your organization's website capabilities and content, your social presence as well as the visibility of HPE branding on your website. | Assesses how integrated your digital marketing strategy is with your overall business strategy, and if there are adequately skilled resources in place to support the execution of this strategy. | Measures how well you define and track metrics, and use analytics to further improve results from your digital marketing activities. | Reviews and measures your CRM practices as well as how you drive lead qualification and scoring. | Assesses how effectively you plan and execute your digital marketing campaigns and their alignment to your business priorities. |

Know the score: understand your stage of digital marketing maturity.

The Digital Marketing Maturity Assessment Report provides you with an overall score indicating your level of maturity across four defined stages. These four stages are progressive and your score indicates your corresponding maturity level based on the responses you provided in the survey.

Each of the pillars and the elements have a maximum score of 100. There are four stages of maturity based on the scores achieved.

- 1-25 Pre-Digital
- 26-50 React Digital
- 51-75 Planned Digital
- 76-100 Optimized Digital



Assess your digital marketing readiness today.

Join the conversation

The HPE Digital Marketing Maturity Assessment and survey can be accessed by logging into the HPE Partner Ready Portal via this navigation path:
HPE Partner Ready Portal home page >Sales & Marketing > Marketing Resources > Digital Marketing > Digital Marketing Maturity Assessment.

Access via the HPE Partner Ready Portal

1 OgilvyRED's Digital Transformation Survey:
<https://image.ogilvy.com/wp-content/uploads/2017/04/OgilvyRED-ThinkSeries-Mind-the-Gap.pdf>
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