

# SSD MARKETING/SALES CONTENT CATALOGUE 2010



# Intel Channel Geo/Field Playbook—The Intel® Core™ i7 processor and Intel® Solid-State Drives For Consumer

## Intel® Solid-State Drives

- In-Store Banner
- Poster
- Window Cling
- Bunting Hanging Flag
- Table Tent

- Hanging Mobile
- Static Web Banner
- Animated Web Banners
- System ID

## Intel® Solid-State Drive Upgrade

- In-Store Banner
- Poster
- Window Cling
- Bunting Hanging Flag
- Table Tent

## The Intel® Core™ i7 processor and Intel® Solid-State Drive

- In-Store Banners
- Posters
- Window Clings
- Bunting Hanging Flags
- Table Tents
- Hanging Mobiles
- Static Web Banners
- Resources



To download playbook go to : **IBC**

Type asset id in search box : **10219094**

# SOLID-STATE DRIVE IMAGES

Asset IDS:  
10160213



Asset IDS:  
10153356



Asset IDS:  
10153345



1. Go to IBC <http://brandcenter.intel.com>
- 2 Select Product Marketing
- 3 Type in Asset ID to go directly to asset

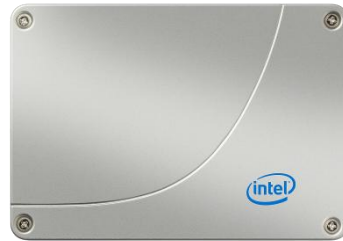


**10061334**

**10061343**

**10049013**

**10049033**



**10048942**

**10048993**

**10048962**

**10048801**



**10048973**

**10048841**

**10048892**

**10048922**



**10042801**

**10048913**

**10048872**

**10048852**



**10048821**

**10048801**

**10089453**

**10089442**



# SSD X25-V BOOTDRIVE CAMPAIGN

**intel**

**Tired of waiting?  
So is your PC.**

Use an Intel® X25-V 40GB Value SATA Solid-State Drive as a boot drive for less waiting around...

**intel**

**Tired of waiting?  
So is your PC.**

Use an Intel® X25-V 40GB Value SATA Solid-State Drive as a boot drive for less waiting around...

[Click here for more information](#)

## Web banners – various sizes

**intel**

**Best of Both Worlds**  
By adding the Intel® X25-V 40GB Value SATA Solid-State Drive into your system with your existing hard drive, it will give you the performance benefits of an Intel® Solid State Drive for your operating system and applications, and the large storage capacity of a mechanical hard drive for your data.

**Blazing PC Performance**  
With an Intel® X25-V as your boot drive, you can speed up-system start-up, the opening of applications and files or resuming from standby. For example boot the SSD with the Microsoft® Windows 7 operating system, Microsoft® Office applications and your favorite gaming application and experience up to **43 percent faster** overall system performance or **86 percent improvement** in your gaming experience.\*\*

**Buy now and start experiencing the benefits**

**What the press say**  
\* the 40GB Intel X25-V is hard to pass up if you are looking to add a SSD boot-drive to your system \*\* [storagereview.com](http://storagereview.com)

The Intel® X25-V SSD drive offers users the performance and reliability advantages of solid-state storage at an affordable entry-level price and the best of both worlds ask your reseller more today.

©2009 Intel. Intel, the Intel logo, Intel X25-V, and the Intel X25-V logo are trademarks of Intel Corporation in the US and other countries. \*Based on system boot time (cold boot) and application launch time (cold boot) for Microsoft Office Word 2007 and Microsoft Office Excel 2007. \*\*Based on system boot time (cold boot) and application launch time (cold boot) for Microsoft Office Word 2007 and Microsoft Office Excel 2007.

**Ad Kits, with Pdf's, psd and Available from:**

**RCO Sharepoint**

**And Sale Tools Store on IRC**

**intel**

**Tired of waiting?  
So is your PC.**

Use an Intel® X25-V 40GB Value SATA Solid-State Drive as a boot drive for less waiting around...

[Click here for more information](#)

## Posters / Flyers





# SSD UPGRADE CAMPAIGN

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

An Intel® SSD upgrade helps improve Small Business productivity... one PC at a time.

- Performance
- Responsiveness
- Durability
- Battery Life

Stop waiting.  
Stop worrying.  
Get more done.

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

Stop waiting.  
Stop worrying.  
Get more done.

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

An Intel® SSD upgrade helps improve Small Business productivity... one PC at a time.

- Performance
- Responsiveness
- Durability
- Battery Life

Stop waiting.  
Stop worrying.  
Get more done.

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

Stop waiting.  
Stop worrying.  
Get more done.

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

An Intel® SSD upgrade helps improve Small Business productivity... one PC at a time.

- Performance
- Responsiveness
- Durability
- Battery Life

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.

Give your Business PC new life.  
Upgrade to an Intel® Solid-State Drive.



EBLAST



Landing Page

## Banners / Posters ( ENG, DE, FR)

Go to

<http://technologyprovider.intel.com/node/6391>

or

[RCO Share point](#)



# SSD PRINTED MATERIAL

The following are available as printed material for customers in Sales Tools Store in various languages

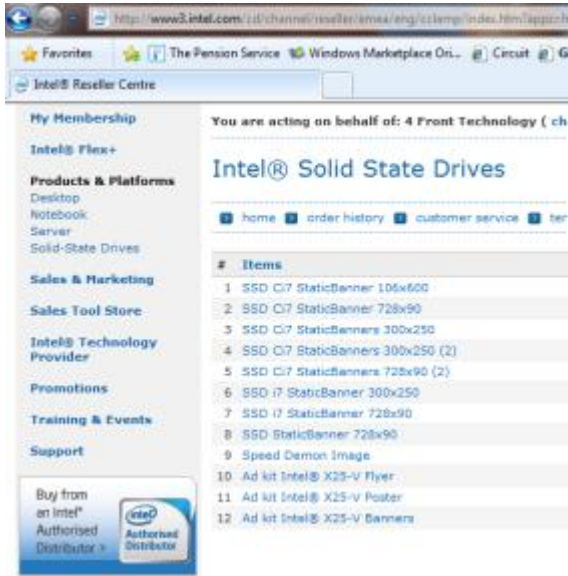
- **Intel® Core i7 Instore Banner**
- **SSD Upgrade Poster**
- **SSD Upgrade Table Tent**
- **SSD Upgrade Display Sticker**

*All as per geo playbook material*

**Go to IRC Sales Tools**



# Generic and Corei7 Banners



Got to :

<http://www3.intel.com/cd/channel/reseller/emea/eng/cclamp/index.htm?appz=http://salestool.apnet.ru/>

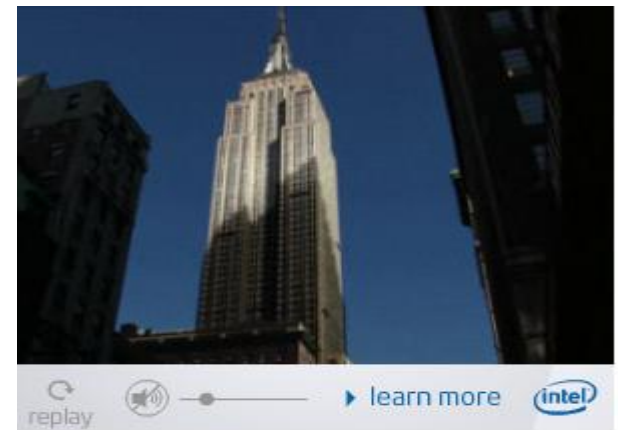
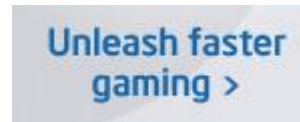


# Solid

## Animated banner in various sizes / videos / images



**SOLID™ Campaign assets** now available on **CDI # 426681** also available in syndication for resellers : **at** <http://syndication.intel.com>. Contact **Alan Frost** for questions



# World Wide University Campaign



## Rugged Intel® Solid-State Drives Protect Your Files

Upgrade your laptop for durability, longer battery life and superior responsiveness. Built to withstand college, rugged Intel® Solid-State Drives survive drops, bumps and bashes without losing essential music, photos and class work.

## Longer Battery Life

No moving parts equals better energy efficiency.<sup>1</sup> Imagine more time unplugged.

## Better Performance

Experience up to 56% faster<sup>2</sup> PC responsiveness compared to traditional hard drives.

## Upgrade Today

Why chance it? Upgrade today and know that your files are protected.

See your university tech outpost for details.

<sup>1</sup> Battery life improvement will vary depending on host system and usage. An Intel® X25-M SSD typically consumes less power than the 2.5" hard disk drive it replaces. See [www.intel.com/gossad](http://www.intel.com/gossad) for more information.  
<sup>2</sup> As measured by PCMark Vantage™. Performance tests and ratings measured using a Toshiba™ A305-S6916 laptop with 80 GB 2.5" Intel® X25-M SATA Solid-State Disk and 320GB Hitachi™ SATA Hard Disk Drive. Tests reflect approximate performance of Intel products as measured by those tests. Any difference in system hardware, software, or configuration may affect actual performance. Buyers should consult other sources of information to evaluate performance of systems or components they are considering purchasing. For more information on performance tests and performance of Intel products, visit <http://www.intel.com/performance>.  
 Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and other countries. \*Other names and brands may be claimed as the property of others. © 2010, Intel Corporation. All rights reserved.

**Rugged Intel® Solid-State Drives**  
 Encourage students to upgrade laptops with Intel® Solid-State Drives for durability, longer battery life and superior responsiveness. Rugged Intel Solid-State Drives survive drops, bumps and bashes without losing essential music, photos and class work. Students get peace of mind knowing that all their essential files are safer.

**Intel® Solid-State Drives for Students**

- Durable**  
With no moving parts, Intel® Solid-State Drives help protect data from drops and impacts.
- Efficient**  
Intel Solid-State Drives operate more efficiently than old-school hard drives, enabling better laptop battery life.<sup>1</sup>
- Better performance**  
Experience up to 56% faster<sup>2</sup> PC responsiveness compared to traditional hard drives.

**Contact your Intel® Authorized Distributor Today for Details.**



## Emails, Banners, Posters

[Got to RCO SHARE POINT](#)





# Videos

Video Name	Description	Location
Four Reasons Why	Troy Winslow explaining 4 reason why customers should buy SSD's	<a href="#">RCO SHAREPOINT</a>
Bottleneck ram TV	Tech insight video explaining technology, and i/o bottleneck	<a href="#">RCO SHAREPOINT</a>
SSD Terminology	Troy Winslow explaining SSD's and nand terminology	<a href="#">RCO SHAREPOINT</a>
Adventures with Intel SSDs	Videos that show, running over, hitting you name it..with Intel SSD's	<a href="#">All on WWW</a>



# Training Presentations

Presentation Name	Description	Location
SSD Performance that matters	D Byrne standard SSD presentation	<a href="#">RCO Sharepoint</a>
SalesCentreQ2SSDTrainingV1.2	Andrew Gold presentation on SSD's for Sale Center, good for a base knowledge presentation	<a href="#">RCO Sharepoint</a>
Field Comp training	Competitive Client SSD positioning	<a href="#">RCO Sharepoint</a>
Sales Centre Q2 SSD Training V1.2	Webinar – Andrew Gold, for use with customers	<a href="#">RCO Sharepoint</a>
From MOW when working !!		