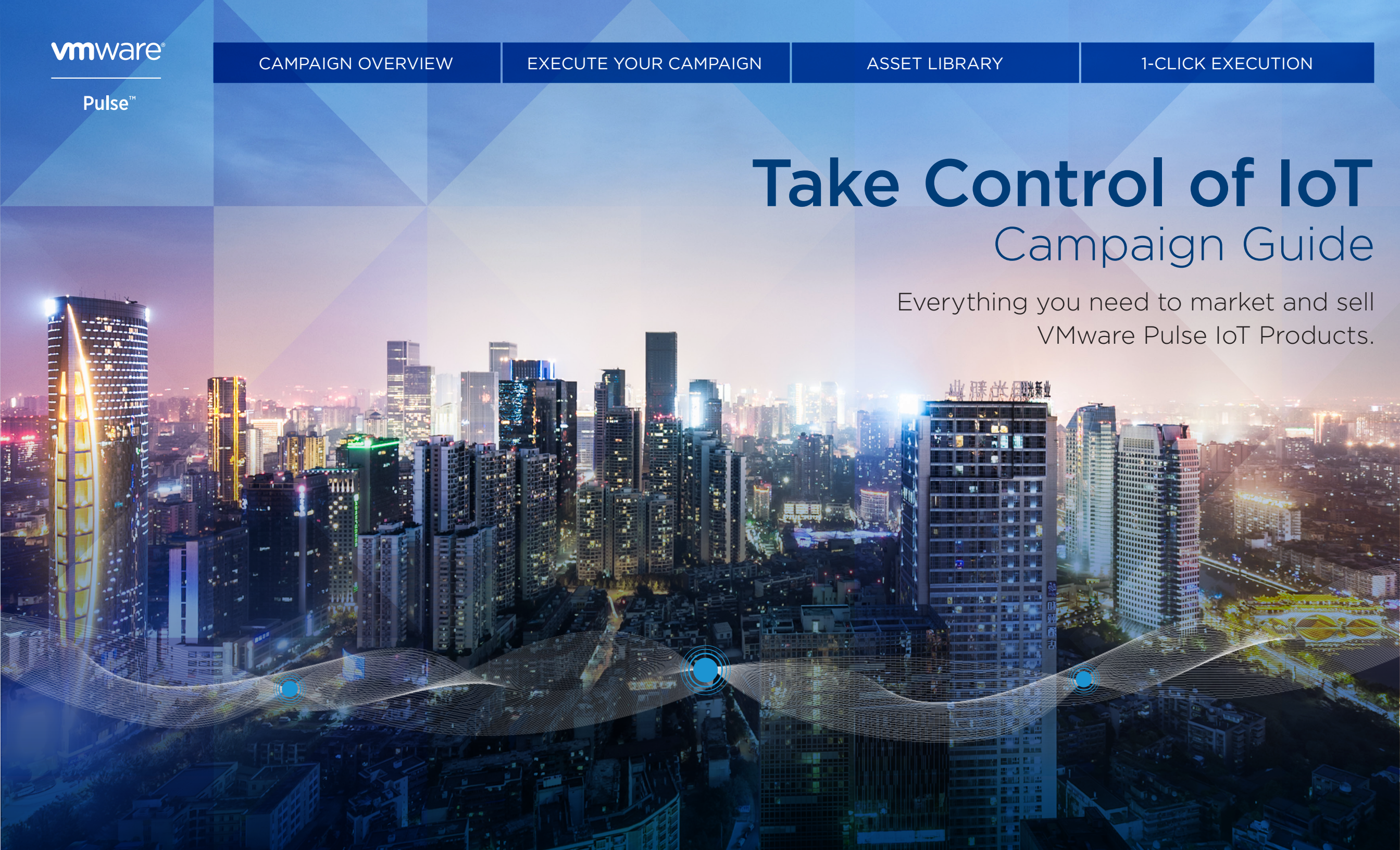# Take Control of IoT
Campaign Guide

Everything you need to market and sell VMware Pulse IoT Products.

The basic elements on which the campaign is structured.

Get Started

VMware and the IoT

Campaign Goals

Campaign Theme

Audience

Key Messages

Product Descriptions

How Pulse IoT fits into the VMware Portfolio

Buyer's Journey

This document outlines the awareness and demand campaign for **VMware Pulse.**

In addition to high-level campaign foundational information, it also contains links to marketing resources you can use to promote and sell VMware Pulse.

For help, please contact pulseiotmarketing@vmware.com.

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24B

Connected IoT devices
by 2020
- Business Insider

60%

Global 1000 companies
integrating IT & OT by 2018
- IDC

27%

Average revenue increase
from IoT initiatives by 2018
- Forbes

IoT is rapidly transforming traditional business models and operational processes to boost innovation and growth. As a tidal wave of IoT use cases hits enterprises, IT (Information Technology) and OT (Operational Technology) departments will struggle to manage, monitor and secure these initiatives. An IoT-ready infrastructure has unique requirements for onboarding, configuring, managing and securing connected devices. To reach ROI quickly, enterprises must be able to implement and scale IoT use cases rapidly and cost-effectively.

VMware can address all of these challenges with our enterprise-grade, secure, end-to-end IoT infrastructure management solution that gives organizations complete control of their Internet of Things—from the edge to the cloud. VMware can help organizations achieve IoT infrastructure excellence and deliver successful business outcomes that meet the needs of both IT and OT organizations, resulting in cost savings, risk reduction and greater strategic agility.

VMware Pulse IoT solutions can help you simplify IoT complexity, improve the reliability and security of your IoT infrastructure, and accelerate the ROI of your IoT use case.

The basic elements on which the campaign is structured.

What Are We Trying To Achieve?

- Establish VMware's reputation as an IoT thought leader and trusted advisor
- Create demand for the VMware Pulse IoT Center

Why You Should Care About IoT

- The IoT conversation gets us meetings with C-level executives and strategic leaders
- IoT helps us pull up our entire product stack
- The IoT topic helps extend our brand, expand our story, and make us more relevant to the market

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Take Control of IoT

With the Internet of Things, companies can now gather new types of data about the physical world which they did not have access to before. This data is helping unlock new opportunities and insights which in turn drives new growth and revenue. However, the true value of the Internet of Things is built on the ability to deploy hundreds, thousands or even millions of sensors and smart devices to gather and analyze data. Deploying, managing, operating and securing large volumes of connected devices and equipment can be complex, time consuming and overwhelming especially since these things can be in remote locations, unmanned and of diverse types.

The "control" message conveys that with VMware Pulse it is possible to implement IoT in a secure and controlled manner to meet an enterprises' changing business needs.

The basic elements on which the campaign is structured.

We're talking to key players in IoT decision-making, which include:

CIO, CTO, COO

IoT & IT Architectural Infrastructure Leads

IoT Strategy Leads

Leaders and Heads of IT/OT Organizations

It is important to note that VMware is trying to reach a new audience (Operational Technology) with this campaign. Operational Technology (OT departments) typically own all the mission critical, high risk, high investment assets in a business. For example, in an Airline company, OT would own the airplanes and IT would own the information processing part. Another example is a manufacturing company where OT is responsible for the plant floor operations, building facilities management, supply chain management, etc. It is important to note that OT drives 50% of all IoT projects in a company and is an audience VMware has not engaged with in the past.

The basic elements on which the campaign is structured.

Take Control of IoT

	MANAGE BROADER	OPERATE SMARTER	PROTECT BETTER	INNOVATE FASTER
PILLARS				
BY	Manage millions of things as easily as one.	Provide accurate and real-time visibility of "thing" health and act on anomalies as they arise	Secure IoT infrastructure across things, edge, network, and applications	Streamline and accelerate how IoT gets deployed and scaled
BENEFIT	**Simplify Complexity**	**Improve Reliability**	**Provide Peace of Mind**	**Accelerate ROI**
REASON TO BELIEVE	• Easily on-board, manage, monitor and secure diverse IoT edge systems, connected devices and applications from a single console; • Interoperate between heterogeneous edge systems and connected devices with different hardware, operating systems and communication protocols; and, • Define and track what, where and when things are updated over the air (OTA) or changed -- with a sophisticated and flexible rules engine.	• Real-time infrastructure analytics and real-time monitoring; • Ability to visualize all edge systems, connected devices and their relationships (i.e., status, location, dependencies) IoT use case grouping; and, • Defining KPIs / measures, alerts, and actions.	• Minimize data exposed by creating a tunnel from data point to application by using VMware NSX as an add-on; • Enterprise wipe of data from devices at any time if they are exposed to security threats; and, • Maintain up-to-date firmware and security patches and upgrade software OTA via an integrated policy engine.	• Simplify the deployment of an IoT use case with one management tool for all devices; • Speed time to value with a simple way to onboard devices and update them over time; and, • Dynamically deliver the right information to the right thing at the right time -- from edge to cloud with software lifecycle management.

The basic elements on which the campaign is structured.

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25-word

VMware Pulse IoT Center is an end-to-end IoT infrastructure management solution that enables OT and IT organizations to onboard, manage, monitor and secure IoT use cases.

50-word

VMware Pulse IoT Center is a secure, enterprise-grade, end-to-end IoT infrastructure management solution that allows IT and OT to have complete control of their IoT use cases, from the edge to the cloud, by helping them manage broader, operate smarter, innovate faster and protect better.

100-word

VMware Pulse IoT Center is a secure, enterprise-grade, end-to-end IoT infrastructure management solution that allows OT and IT to have complete control over their IoT use cases, from the edge all the way to the cloud. VMware helps you simplify the complexity of your IoT infrastructure by managing millions of things as easily as one, improve reliability of your infrastructure by providing accurate and real-time visibility of thing "health" and acting on anomalies as they arise, accelerate your IoT ROI by streamlining and speeding up how IoT gets deployed and scaled and enhance peace of mind by securing IoT infrastructure across things, edge, network, and applications.

VMware Pulse IoT Center

VMware Pulse IoT Center is an enterprise grade, end-to-end, IoT infrastructure management solution that helps you onboard, manage, monitor and secure all your IoT things from the edge all the way to the cloud. Under the hood it is built upon AirWatch and vROPs technologies with new functionality and UI specialized for IoT. NSX will be an add-on option and the entire SDDC portfolio is a natural add-on option.

Project Fire

Project Fire helps simplify the deployment of IoT use cases with a pre-packaged, pre-validated, hyperconverged solution for industry specific content. Project Fire is a turnkey Internet of Things (IoT) infrastructure solution that combines VMware Pulse IoT Center (secure, enterprise-grade IoT infrastructure management solution), VMware Cloud Foundation with unified SDDC platform and 3rd party analytics solution starter kit. Customers will have the ability to choose from standard, select, or enterprise options.

The basic elements on which the campaign is structured.

Every customer is at some stage of the Buyer's Journey, depending on their job title, their organization's IoT goals and maturity level, their budget, and other factors. Here is a brief overview of the four stages of the Buyer's Journey and some insight into the mind of a typical customer in each stage.

A large percentage of organizations are in the Awareness and Early Consideration phases of their IoT journey. The resources in this section are primarily targeted at those customers.

AWARENESS	EARLY CONSIDERATION	LATE CONSIDERATION	PURCHASE
Customer is learning about IoT and the possibilities it holds from the general market and industry perspectives.	Customer starts to apply IoT value to their own situation.	Customer begins seriously considering a VMware IoT solution.	Customer has decided to make a purchase and just needs the final details.

AWARENESS
- *Why does the Internet of Things matter?*
- *How have others leveraged the power of IoT for business advantage?*
- *What is VMware's role in IoT?*

EARLY CONSIDERATION
- *What results can I expect from an IoT initiative in my situation?*
- *What is the business case?*
- *What will be the return on investment?*
- *Should I invest in an IoT solution?*
- *What IoT solutions does VMware offer?*
- *What makes VMware a good choice to be my IoT partner?*

LATE CONSIDERATION
- *What specific infrastructure components to do I need for my IoT use case?*
- *What does the implementation process look like?*

PURCHASE
- *Which VMware products do I need?*
- *How do I purchase and implement them?*
- *What kind of post-purchase support can I expect?*
- *How do I plan for my IoT future with VMware?*

The fastest route to launching a campaign.

Goals

Staging an IoT event will help you accomplish the following goals:

- Engage attendees in a unique, memorable way
- Highlight IoT use cases that VMware enables
- Clarify VMware's role in the IoT
- Educate and inspire customers regarding their own IoT opportunities
- Spark deeper conversations about VMware's IoT solutions
- Develop warm leads to follow up on

Execute a Sales Event

This section provides all the resources you need to create, promote and execute an engaging and effective sales event featuring key VMware IoT use case demos. The demos and their supporting content were specially developed to help you start important customer conversations around the critical role VMware plays in the IoT.

Interactive Experiences

These interactive experiences will also help you sell to existing customers and new prospects by:

- Positioning VMware as the IoT solution provider
- Giving you consistent messaging to convey
- Helping you grow customer relationships

Sales Outreach

In addition to using this section to execute a larger sales outreach (i.e., your own sales events), you can also use it:

- As a touchstone for messaging
- As a resource for sales tools you can use right away

For questions or further assistance, contact **pulseiotmarketing@vmware.com**.
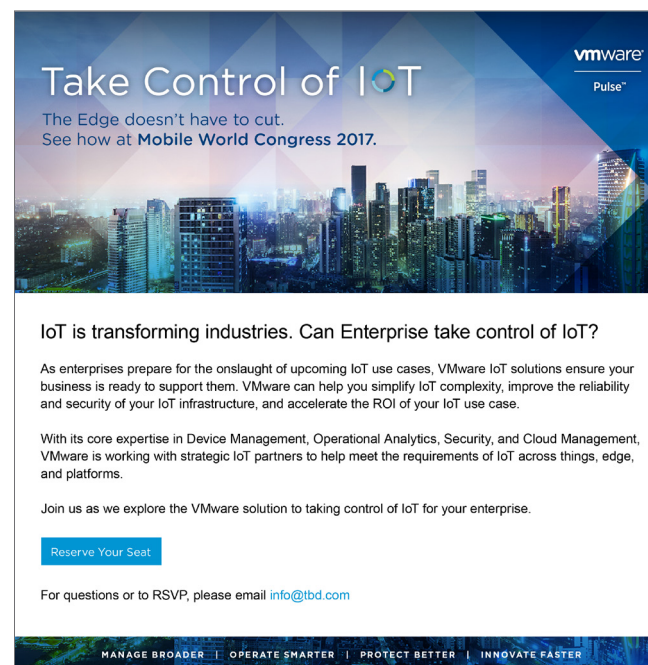
The fastest route to launching a campaign.

Create pre-event assets to promote attendance. Here are some examples:

Save the Date email

Invitation email

Web banners

Remember you'll need a way for people to register for your event. Depending on its scope, you can use a simple email and/or phone number RSVP and collect attendee information by hand, or create a dedicated registration page.

The fastest route to launching a campaign.

You can choose from the following industry specific demos:

SMART FACTORY

In this demo, attendees learn how VMware technology supercharges manufacturing processes by having granular control over factory robots. Knowing operational anomalies beforehand helps prevent downtime and/or drastically reduces costs and time associated with it.

INTERNET OF FIZZ

This demo allows attendees to automate the management and monitoring of freestyle vending machines remotely and in real time using VMware technology. The challenge is to ensure zero downtime so the machine continues to provide enormous choice for consumers—as well as timely business insights for the company.
This demo is available only for North America events

CONNECTED DRIVER

With IoT sensors, cars are fast becoming "devices on wheels." In this demo, attendees learn that the future of driving is a safer, smarter and personalized experience. They play the role of an automotive company to learn how VMware can help minimize recall time due to faulty software.

SMART RETAIL

The store of the future is here. Occupancy sensor's and gateway's in a retail outlet can help enhance in-store shopping experiences and unlock critical insights to convert data to dollars. Learn more on how VMware helps manage, monitor, secure, and onboard occupancy sensors that allow retail stores to determine the footfall and customer engagement level in each aisle of their stores.

CITY OF THE FUTURE

This demo shows a future with safer, smarter, sustainable buildings and cities. Attendees will see how VMware can manage and monitor data from the various modeled devices of the building (temperature sensor, solar panel, elevator, doors, lights, HVAC, glass panels) and provide actionable insights to reduce energy costs while promoting tenant safety and convenience.

A SAFER WORLD

This demo shows attendees how VMware helps manage a solar-powered, wireless surveillance system to eliminate security concerns in public areas. VMware helps onboard, monitor, and secure these cameras and sends accurate preset alerts in real time to administrators in case of failures.

PROACTIVE HEALTH CARE

The IoT has the potential to radically change health care by allowing smart devices to improve communications between providers and patients, and to enable real-time monitoring of patient health. In this demo, attendees see how VMware's management and monitoring capabilities can save time, money, and lives.

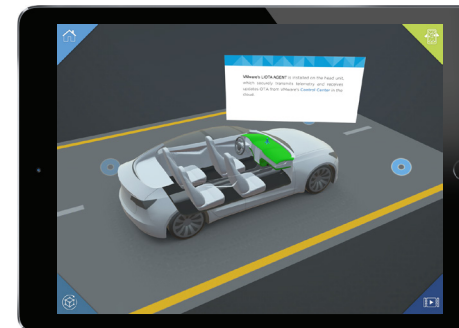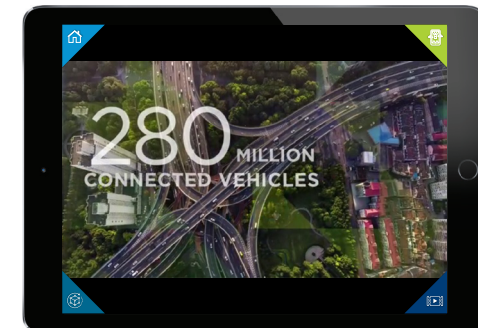*The fastest route to launching a campaign.*

The VMware Pulse App is how attendees will experience the demo content at your event. It will come pre-loaded on the iPads you request in the planning stage. The app has three elements:
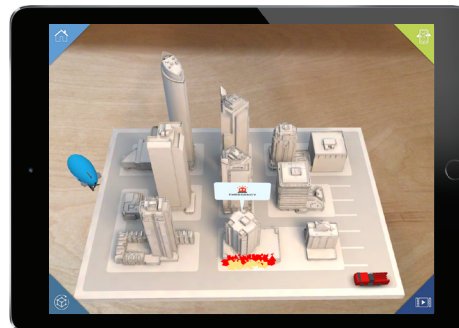
Augmented Reality (AR) Mode

Technical 360° Mode

Video Mode

The app has **six AR animations** that cover the topics below.

CONNECTED CAR: **Performance**	CONNECTED CAR: **Personalization**	CONNECTED CAR: **Safety**	CONNECTED CITY: **Emergency Response**	CONNECTED CITY: **Traffic Control**	CONNECTED CITY: **Waste Management**
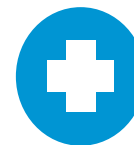
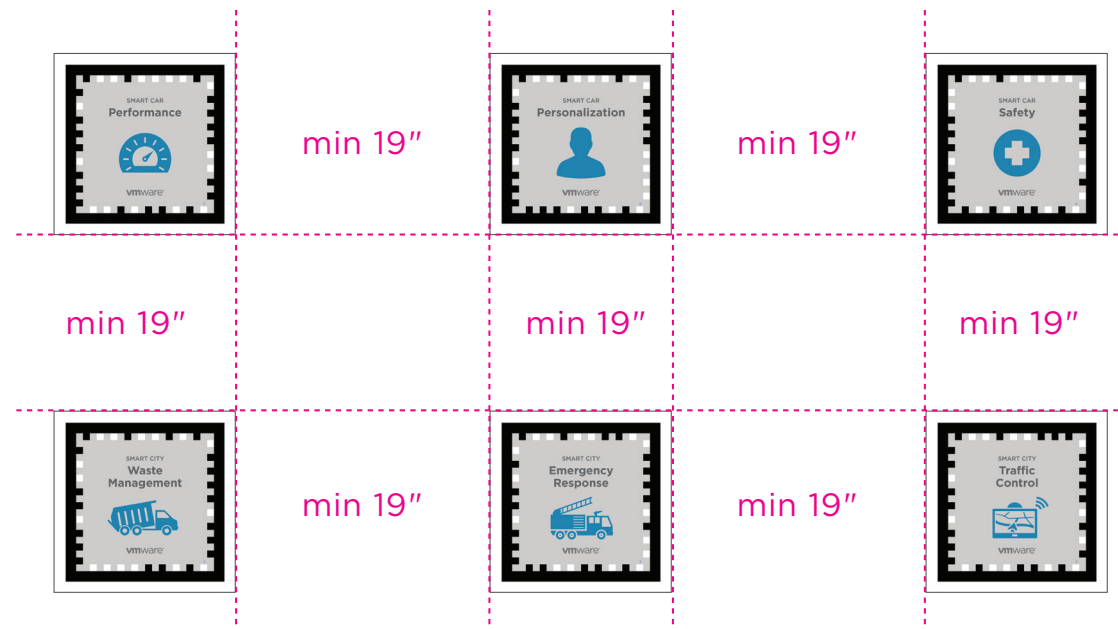*The fastest route to launching a campaign.*

Each AR animation is launched by a special marker that the iPad "reads" with its built-in camera. Your materials come pre-printed with these markers in the correct size, color and orientation. There are just a few things to keep in mind when setting them up.

The overarching principle behind your setup
You don't want the iPad to "see" more than one AR marker at a time so the stations have to be spaced far enough apart (min. 19") to prevent the markers from interfering with each other.

The simple way to think of AR is that it places virtual objects in the real world. It's taking something that's right in front of you and putting a digital overlay on it.

Because it's grounded in the physical, AR is not the same as virtual reality (VR), which **replaces** the real world with a simulated one. AR is simpler in that it doesn't require special goggles.

The fastest route to launching a campaign.

You can expect these interactive demos to be popular, so create your setup with good traffic flow in mind. Give attendees plenty of room to move around without bumping into each other or impeding the flow of others.

SIX STATIONS

ONE STATION

TWO STATIONS

THREE STATIONS

Create and Execute
an IoT Event

Pre-Event Promotion

Demos

VMware Pulse App

AR Best Practices

App Station Setup

Post-Event Follow-Up

Event Timeline

Event Checklist

Get Social

A post-event Thank You email is a good way to nurture customer relationships and move prospects further along the Buyer's Journey.

Thank You
for your participation at
Mobile World Congress 2017.

vmware Pulse™

We greatly appreciate your interest in spending time with us. We will gladly add your name to our invitation list for future events.

If you and your colleagues would like to discover how VMware Pulse can transform your business, please reach out to info@tbd.com.

Best regards,
VMware Pulse IoT Team

MANAGE BROADER | OPERATE SMARTER | PROTECT BETTER | INNOVATE FASTER

The fastest route to launching a campaign.

Pre-event planning

6-8 weeks

Event promotion

4-6 weeks

Finalize content

2 weeks

EVENT

Follow-up

1 week

The fastest route to launching a campaign.

PRE-EVENT

- [ ] Secure a location (based on # of attendees and chosen demo's technical requirements)
- [ ] Order signage and other on-site print collateral
- [ ] Buy online media for web banner placements
- [ ] Set up method for collecting registration information
- [ ] Line up food & beverage
- [ ] Book speakers, if applicable
- [ ] Create/prepare content
- [ ] Set up Save the Date emails
- [ ] Set up email invitations
- [ ] Order event swag
- [ ] Ensure electrical source/cords to keep iPads charged
- [ ] Order iPads & stands

AT EVENT

- [ ] Have customers fill out NDAs and surveys
- [ ] Socialize event on VMware IoT Twitter channels (pics, etc.)

POST EVENT

- [ ] Measure attendance and event success
- [ ] Send Thank You emails

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CAMPAIGN OVERVIEW

EXECUTE YOUR CAMPAIGN

ASSET LIBRARY

1-CLICK EXECUTION

The fastest route to launching a campaign.

Social media campaigns are an important element of event marketing. Here are some hints for promoting your event on social media in a variety of ways.

- Create a **LinkedIn group** and a **Facebook page** for your event. Topics for posts can include event activities, photos, sponsors, special guests, speakers, agenda info, and anything else relevant for the event. Organically growing an attendee community on these networks means higher sharability for your event.

- Be sure **Twitter and LinkedIn** event posts contain a strong visual image.

- Ask partners and event speakers to promote your event via their social networks to expand your reach. It is to their own advantage to advertise events where they are speaking. When you tweet, make sure to mention them with the hopes of a retweet.

- Be sure to include **@vmwareiot** in your tweets and they will be posted on the corporate VMware IoT feed.
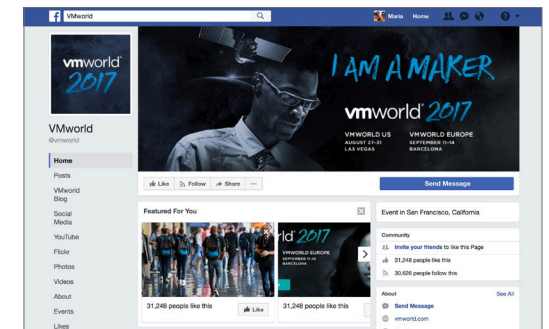
Event Assets

Marketing Assets

Healthcare

Automotive

Public Sector

Manufacturing

Retail

Energy/Oil/Gas

Use these links to access/download the assets you need for your event.

⊕ **Event emails (design reference)**

Save the Date

Event invitation

Thank You

⊕ **Signage (design reference)**

Rollup banner

Backdrop

⊕ **Promotional web banners**

Pulse App Downloads

To download the Pulse app for iOS and/or Android, contact **pulseiotmarketing@vmware.com**

iPads & stands for demo stations

For how/where to acquire iPads and stands, contact **pulseiotmarketing@vmware.com**

Swag

For how/where to acquire t-shirts, stickers, power banks, tile mates, etc., contact **pulseiotmarketing@vmware.com**

Pictures, descriptions and execution guidance for each asset.

Event Assets

Marketing Assets

Healthcare

Automotive

Public Sector

Manufacturing

Retail

Energy/Oil/Gas

Datasheets

⊕ VMware Pulse IoT Center
An end-to-end IoT infrastructure management solution that enables both OT and IT organizations to have complete visibility and control of their IoT use cases.

⊕ Little IoT Agent (Liota) by VMware

Solution Overview

⊕ How to Plan for IoT Success: Strategy and Recommendations
Enterprise IoT is hard. Learn about the typical challenges faced by enterprises as they embrace IoT and best practices to address these.

⊕ Meeting at the Edge with VMware Internet Of Things

Videos

⊕ Best of All Worlds
⊕ Best of All Worlds (new video)

Infographic

⊕ Internet of Things at Enterprise Scale

Study

⊕ IDG Research Services: Study Internet of Things 2016

Presentation

⊕ Sales Deck
⊕ Customer Facing Deck

Pictures, descriptions and execution guidance for each asset.

Event Assets

Marketing Assets

Healthcare

Automotive

Public Sector

Manufacturing

Retail

Energy/Oil/Gas

Datasheets

⊕ How Smart is Your Hospital?
See how the joint solution of VizExplorer's operational intelligence platform and VMWare's IoT Infrastructure Solutions will enable hospitals to enter the IoT revolution by providing real-time IoT analytics, management and security solutions.

Videos

⊕ Proactive Healthcare

Whitepapers

⊕ Enabling Connected Healthcare
IoT devices and data will make healthcare provisioning more efficient, effective and tailored to individual patient needs. This whitepaper highlights the benefits and the challenges of integrating IoT into healthcare use cases.

Presentation

⊕ VMware Pulse Healthcare Deck

Event Assets

Marketing Assets

Healthcare

Automotive

Public Sector

Manufacturing

Retail

Energy/Oil/Gas

Solution Overview

⊕ VMware Solutions for the Connected Car

Videos

⊕ Connected Vehicles

Infographic

⊕ Connected Car: The Complexity Dilemma
Understand why it is hard to manage connected cars with traditional management platforms.

Presentation

⊕ VMware Pulse Automotive Deck

Whitepapers

Connected Car Business Brief Series
Explains how VMware helps automotive OEMs build a highly scalable and secure infrastructure for the connected car and driverless vehicle era.

⊕ Connected Car Business Brief Series: Vision
⊕ Connected Car Business Brief Series: Security
⊕ Connected Car Business Brief Series: Software over-the-air
⊕ Connected Car Business Brief Series: Data collection & analysis
⊕ Connected Car Business Brief Series: New business models

Event Assets

Marketing Assets

Healthcare

Automotive

Public Sector

Manufacturing

Retail

Energy/Oil/Gas

Videos
⊕ Smart Cities

Whitepapers
⊕ Creating Smart Cities

IoT is transforming public sector operations at municipal, regional and national levels, leveraging the power of connected "things" to meet the needs of a population increasingly reliant on digital services and interactivity. This whitepaper discusses a wide variety of Smart City use cases and the infrastructure required to deliver them.

Presentation
⊕ VMware Pulse Public Sector Deck

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CAMPAIGN OVERVIEW

EXECUTE YOUR CAMPAIGN

ASSET LIBRARY

1-CLICK EXECUTION

Pictures, descriptions and execution guidance for each asset.

Event Assets

Marketing Assets

Healthcare

Automotive

Public Sector

Manufacturing

Retail

Energy/Oil/Gas

Videos
⊕ Connected Manufacturing

Whitepapers
⊕ Powering the Smart Factory

IoT has the power to radically reshape every aspect of manufacturing, from factory operations to product and service development and delivery, from the plant floor to every aspect of the value chain. This whitepaper highlights the importance of strong IT and OT partnerships to ensure the integration of IT tools for security, data management and infrastructure monitoring.

Presentation
⊕ VMware Pulse Manufacturing Deck

Pictures, descriptions and execution guidance for each asset.

Event Assets

Marketing Assets

　Healthcare

　Automotive

　Public Sector

　Manufacturing

　Retail

　Energy/Oil/Gas

Datasheets

⊕ Smart Retail Solution: Convert Customer Insights Into Dollars
Harman and VMware are coming together to provide retailers with the industry's most powerful and secure retail IoT platform.

Videos

⊕ Connected Retail

Presentation

⊕ VMware Pulse Retail Deck

Event Assets

Marketing Assets

Healthcare

Automotive

Public Sector

Manufacturing

Retail

Energy/Oil/Gas

Whitepapers

⊕ Driving Society Forward

Power and transport keep the world moving. With the right infrastructure platform, IoT can enable greater speed and efficiency for both these crucial sectors – and much more.

Presentation

⊕ VMware Pulse Energy and Oil & Gas Deck

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If you know what kind of marketing campaign you need to run and want to dive right into execution, this is where you'll find the resources to do it. Click on your industry from the list below to access the assets that will have you up and running quickly.

⊕ Download Event In A Box

⊕ Download Overall Marketing Assets

⊕ Download Healthcare Marketing Assets

⊕ Download Automotive Marketing Assets

⊕ Download Public Sector Marketing Assets

⊕ Download Manufacturing Marketing Assets

⊕ Download Retail Industry Marketing

⊕ Download Energy/Oil/Gas Marketing Assets