Partner Social Content Schedule

Project #1

This resulted in…..

- Awareness for different courses on the Partner Portal
- Engaged activity with different partners

I learned….

- How to create a request for social tile through Jira
- The importance of social media as a tool to bring awareness

July

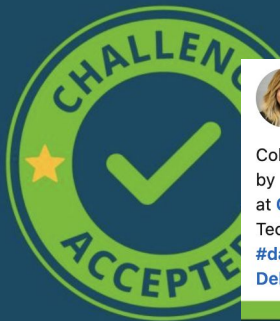| Monday	Tuesday	Wednesday	Thursday	Friday
		29	30	1
		Campaign Challenge (S)		
4	5	6	7	8
		Campaign Challenge - Smartfiles (C)		
11	12	13	14	15
		Marketing Accrediation (D)		
1 8	19	20	21	22
		Cohesity Academy (S)		
25	26	27	28	29
		Marketing Accrediation - Ransomware (C)		

COHESITY

Cassandra Woo (She/Her) • You
Partner Marketing at Cohesity
1mo • 🌐

Cohesity Partners: Cohesity SmartFiles is getting a lot of industry attention! Share this with your customers by launching a campaign using our new marketing sales play. We'll send you a gift as part of our Cohesity Campaign Challenge! Get started on our Partner Portal. **#cohesitypartners Debbie Gililland Shelly Pippin Cathy Moncayo Deb Panos Kate Quinn Canestrari Jamie Henderson**

COHESITY

I Completed
the Cohesity
Campaign
Challenge!

CHALLENGE ACCEPTED

Shelly Pippin • 1st
Global Partner Marketing & Communications at Cohesity
1mo • Edited • 🌐

Cohesity Partners: Learn how to protect data and prevent unauthorized access by completing our Data Security Professional Certification! Complete courses at **Cohesity** Academy where you will also find Security courses for Sales and Technical Sales. Get started on our Partner Portal. **#cohesitypartners #datasecurity #cohesityacademy Claudia Zieschang Kate Quinn Canestrari Debbie Gililland Patty Crowell Aoife Traynor Zoe, Ying So Cassandra Woo**

Know the
importance of
Data Security.

COHESITY
CERTIFIED
Data Security
PROFESSIONAL

Earn your badge today!

👍 You and 22 others   1 comment • 2 shares

👍 Like   💬 Comment   ↪ Share   ✈ Send

Cassandra Woo (She/Her) • You
Partner Marketing at Cohesity
1mo • 🌐

Cohesity Partners: Learn how to develop a ransomware campaign by taking our marketing fundamentals ecourse. Then use our new ransomware sales play to drive demand and pipeline with customers and prospects. Get started with Cohesity Academy on our Partner Portal. **#cohesitypartners Shelly Pippin Debbie Gililland Kate Quinn Canestrari Patty Crowell Claudia Zieschang Zoe Olson**

**Partners:
Up Your
Marketing
Game**

COHESITY
Marketing
Fundamentals
ASSOCIATE

Earn your badge today!

COHESITY

👍 Debbie Gililland and 7 others   1 share

👍 Like   💬 Comment   ↪ Share   ✈ Send

📊 465 impressions   View analytics

Confluence Pages

Confluence Pages

The problem is…

Some Internal Cohesity members do not have access to Salesforce so they were unable to view content on the partner portal

This resulted in…..

- Internal Cohesity members who do not have access to salesforce are able to see the different sales plays
- Able to provide content with partners
- Increased efficiency

I learned….

- How to create a confluence page from scratch and be able to help partners have access to more information

M365

Created by Cassandra Woo, last modified just a moment ago

Table of Contents

Campaign Overview

M365 workloads can be backed up in the cloud with Cohesity BaaS, our SaaS-based backup and recovery solution. Customers need to take control of and protect their data and this email campaign educates our customers and prospects on the Cohesity solution hybrid option - on prem & in the cloud.

Did you know...

25% of data loss is due to malicious deletion - this is the top cause for SaaS data loss

Only 15% are 100% successful in recovering their M365 data

Only 22% use a third-party data protection solution to protect their M365 data

With this sales play, partners have an opportunity to help their customers protect their valuable data.

Sales Play

Baas for M365 Demand Generation Kit
RuthAnn Rodriguez

Reduce Risk. Recover Data. Be Heroic
Use this kit to drive demand and leads for BaaS for M365 backups with DMaaS. Choose an offer and a communication vehicle. If you need co-branding or campaign support, see your Channel Manager, Field Marketing Manager, or email channelmarketing@cohesity.com.

Communication Support Materials & Offers

Message	Assets
Get a 360 View of Microsoft 365 Protection Goal: Introduce BaaS for M365 with this Data Protection Pack, a collection of assets. Use these assets to create your customized landing page **Display banners and Co-branding Guide - ZIP** **Copybook with landing page and email copy - DOC**	The primary offer for **this new campaign** is the M365 Data Protection Pack. It includes the following assets: - M365 Data Loss Infographic - Tip Sheet: 5 Reasons Your Business Needs to Consider a Third-party Solution to Back Up Microsoft 365 - M365 Data Protection Buyer's Checklist - M365 Quickstart Guide - Customer Success and Quotes **Link to individual assets - ZIP**

Partner Portal Update

Partner Portal Update

The problem was…

Content on the partner portal needed to be updated

Reached out to the owners of the content to see if they wanted to keep it

Review the content to make sure its current

This resulted in…..

- A more updated partner portal with the accurate information

I learned….

- How to communicate with different members and see the updated content

Content Expiring Soon

As of 2022-05-09 13:17:40 Pacific Standard Time/PST • Generated by Katie Peabody

Filtered By

Expiration Date equals NEXT 15 DAYS

Version Title	Content Poster	Content Author	Portal Page/Campaign Location	Classic Link URL	Published Date	Expiration Date	New Expiration Date	Disposition (Keep/Update/Remove)	Library Folder Name	Portal Upload Name
Disaster Recovery Use Case One-Pager 2021	Debbie Gililland	Sanjeev Desai	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DjTjQAL	5/20/2021 6:16 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
File and Object Use Case One-Pager 2021	Debbie Gililland	Sanjeev Desai	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DjUcQAL	5/20/2021 6:18 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
Ransomware Use Case One-Pager 2021	Debbie Gililland	Sanjeev Desai	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DjVVQA1	5/20/2021 6:20 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
The Total Economic Impact of Cohesity on Cisco UCS Nov 2020	Debbie Gililland	Joanna Paul	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DjVWQA1	5/20/2021 6:22 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
Cisco-Cohesity Target Storage Partner Presentation Nov 2020	Debbie Gililland	Joanna Paul	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/#version/068 2J00000EX9iJ?1	5/20/2021 9:16 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
Cisco-Cohesity Target Storage Solution Brief 2020	Debbie Gililland	Joanna Paul	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DkFOQA1	5/20/2021 9:25 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
Cisco Event Email Copy	Debbie Gililland	Joanna Paul	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DkFPQA1	5/20/2021 9:44 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
Cohesity Quantum Case Study Email	Debbie Gililland	Sanjeev Desai	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DkGHQA1	5/20/2021 9:34 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
Cohesity Quantum Case Study	Debbie Gililland	Sanjeev Desai	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DkGIQA1	5/20/2021 9:36 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes
Cisco-Cohesity Banner Ads	Debbie Gililland	Joanna Paul	Marketing >Technology Partner Sales Plays > Cisco + Cohesity	https://partners.cohesity.com/s/contentdocument/0692J00000E DkGJQA1	5/20/2021 9:48 PM	5/20/2022			Company ≠ *HPE*, Hewlett Packard*, Lenovo	Jacqueline Paredes

Partner Night Passport

PARTNER NIGHT @808

PASSPORT

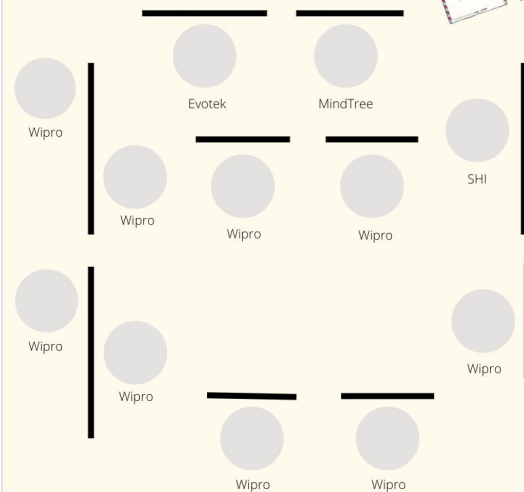*EAT, DRINK & MINGLE WITH OUR PARTNERS!*

Here's how it works:

*ENGAGE in conversation with each partner
and learn how to jointly go to market*

COLLECT a stamp from each partner

*ENTER completed passports at the check-in stand
for a chance to WIN a raffle prize*

Partner Showcase Map – Reception Area

Evotek

MindTree

SHI

Wipro

Wipro

Wipro

Wipro

Wipro

Wipro

Wipro

Wipro

Partner Showcase Map – Chapel Area

Wipro

Wipro

Wipro

Wipro

Wipro

Wipro