

# Customer Story

A global and innovative leader in server storage technology, Hewlett Packard Enterprise deals in sophisticated and complex technologies that drive today's most advanced business workloads.



To help buyers understand the solutions that drive business growth, HPE engaged Extra Mile Marketing to compose a series of blogs that make the complicated technology of server storage accessible to decision makers.

Company:  
**Hewlett Packard Enterprise**

Industry:  
**Information Technology**

Size:  
**Enterprise**

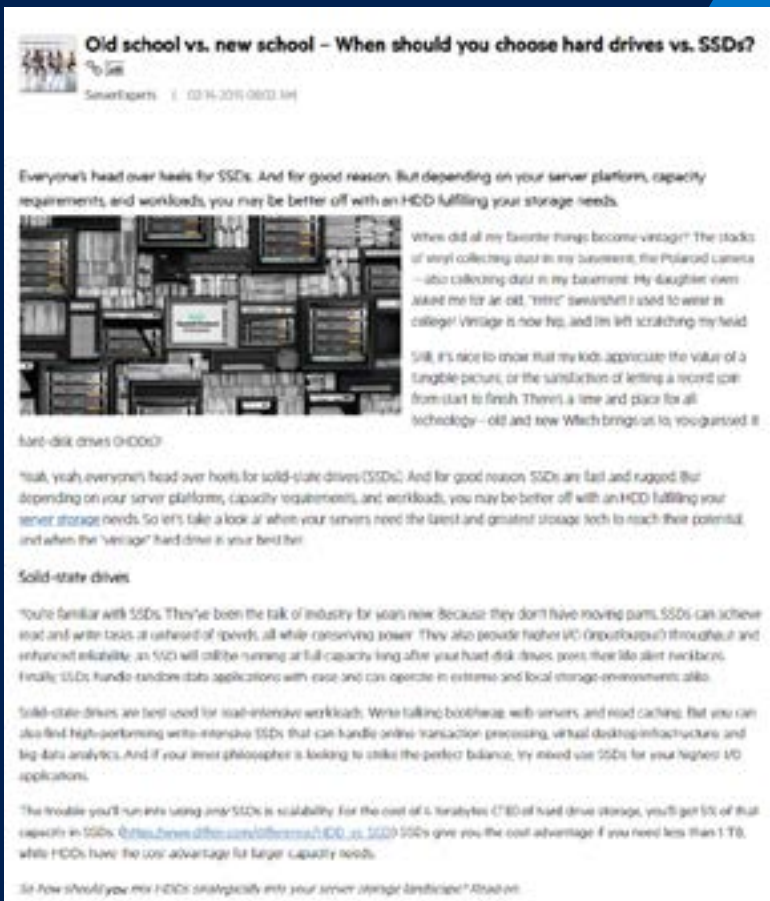
Product or service:  
**Server Storage Technology**

Deliverables:  
**Blog Series**

# Storytelling

The narrative-driven marketing geeks that we are, EMM crafted seven blogs that all contribute to a unifying story. The story we chose to tell was the history behind the highly advanced technologies that HPE employs to create market-leading server storage products.

Each successive blog built on an overarching guide for server storage decision makers on how to choose the right configuration for their unique business needs.



[Read the Blogs](#)

## Jargon-be-gone

Not every technical decision maker speaks in ones and zeros. So, communicating the advantages of a complex solution can be difficult.

That's why EMM abandoned confusing industry jargon, and used metaphors and relatable allegories to talk about the components of server storage. We also created fun graphics to grab readers attention and contribute to the narrative of each blog.



[Read the Blogs](#)



[jesse@emminc.com](mailto:jesse@emminc.com)

**Need help communicating complicated technical solutions to a non-technical audience?**

Contact Jesse to see how EMM's storytelling aficionados can help!