



Creating Value from Intel® Partner Showcase

Best practice and step-by-step guide to help you
create a lead-generating offering and storefront.

intel.

partner
showcase

Contents

CHAPTER 1

The benefits of Intel® Partner Showcase

CHAPTER 2

User types and management roles

CHAPTER 3

Optimizing your Intel Partner Showcase offering and storefront

CHAPTER 4

Top tips for driving traffic to your storefront

CHAPTER 5

Search Engine Optimization (SEO) and Marketplace Optimization (MPO)

CHAPTER 6

Nurturing your leads

CHAPTER 7

Step-by-step guide on creating and editing your offerings

The benefits of Intel® Partner Showcase

In the new data centric landscape, many business leaders have turned to Marketplaces and Showcases to source their new technology solutions.

The Intel Partner Showcase is available to our community of Gold or Titanium Intel® Partner Alliance members, and allows new customers to find, research and compare the product, service, or solution that you have created using Intel Technologies. It serves as an opportunity to break the ice with prospects, introduce them to your business and offerings, and allow them to request quotes or contact you for further information.

Intel Partner Showcase not only allows customers to accelerate their digital transformation but provides significant opportunity for our partners to network and co-create with industry providers, differentiate your offerings and showcase them to prospective enterprise customers.

With Intel Partner Showcase you will have the opportunity to accelerate your business growth through increased lead generation and access to Intel's customers and partner ecosystem.

Getting started

We want to welcome all our Gold and Titanium Intel Alliance Partners to our Intel Partner Showcase and have created this guide to help you get the most out of your experience and boost your marketing and sales efforts.

It is designed to provide you with marketing strategies and ideas that can help you optimize your storefront and offer listings, draw more traffic to your storefront and engage with your prospects in more meaningful ways.

We also provide step-by-step guidance on how to create your storefront, manage your company profile, add new solutions offerings, and nurture your leads.



80% of B2B decision-makers prefer remote human interactions or digital self-service.

McKinsey & Company

User types and management roles

Intel® Partner Showcase can be managed by different users, each with access to specific aspects as follows:

	Assign admin contacts and roles	Manage Company Storefront	Manage Solution Offerings	Manage Partner Leads
Partner Admin (PA)	✓	✓	✓	✓
Market Specialist (MS)		✓		
Offering Editor (OE)			✓	
Lead Development Rep				Receive partner leads

For details on how to log in to Intel Partner Showcase, please refer to chapter 7.



Optimizing your Intel® Partner Showcase Profile and Offering

Creating compelling profiles for your company and solutions is key to standing out and attracting customers. Go beyond just listing features – tell your unique story and clearly communicate the core value you provide.

When optimizing your company profile, highlight your differentiating strengths and proven successes with the technology. Demonstrate your capability to deliver results and why customers should trust you as a partner.

For your solution listings, focus on articulating the customer problem you solve, the benefits and outcomes you enable, and the return on investment you provide. Explain how you help customers innovate, gain efficiency, and overcome challenges.

With informative yet succinct copy, you can convey the value of your business and offerings. Provide the details prospects need to feel confident engaging with you and purchasing your solution. Differentiate from competitors by showcasing your vision and expertise. The use of imagery and videos can really help you stand out and support your listing.

The goal is to compel customers to learn more, try your products, and ultimately buy from you. An engaging profile and solution listings are the first touchpoints on the journey to achieving that.



10 Benefits of an Optimized Intel® Partner Showcase presence



1. Increase your reach – Intel.com’s multiple industry and segment pages will direct engaged prospects to your business profile PLUS enables Intel sellers to share your solutions with others.



2. Showcase Your Value – highlight your vertical expertise and customer success stories.



3. Reduce barriers to purchase – promote free trials and demo’s where appropriate.



4. Future-Proof Growth – build strategic relationships with Intel to jointly drive innovation.



5. Increased Lead Generation – leverage Intel’s brand strength to generate new leads.



6. Increase Brand Credibility – leverage Intel’s investment in marketing and brand recognition.



7. Shorten the Sales Cycle – engage customers earlier in the buyer journey to accelerate sales



8. Lower Customer Acquisition Costs by leveraging Intel’s co-marketing capabilities.



9. Expand Your Global Presence – access coverage.



10. Improved Lead quality – prospects who request further information from you have already been through the Intel lead qualification process and are therefore more engaged.

7 steps to creating a profile and offering that drives success

1. CRAFT A COMPELLING COMPANY OVERVIEW

The overview sections of your business profile and offer listing shape first impressions. Lead with a clearly stated value proposition summarizing how your solution benefits customers.

In your headline and opening paragraph, focus on:

- The core customer need or pain point your product addresses
- Who gains the most value from your offering
- The primary benefit delivered

By starting with your value proposition, you immediately convey how your product positively impacts businesses.



2. CLEARLY IDENTIFY YOUR TARGET CUSTOMER

Specifically describe the intended audience for your solution in your content. This helps prospects immediately recognize if your product fits their needs.

Ways to convey your target customer:

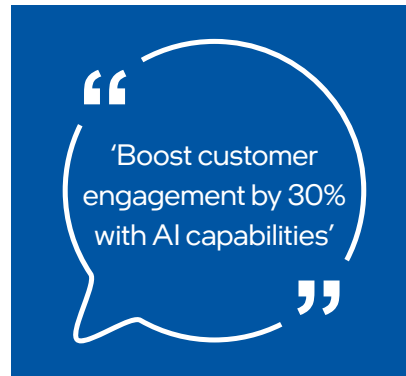
- State the company size you cater to – small businesses, mid-market, enterprise.
- Identify roles your solution is tailored for – IT managers, marketing pros, finance leaders.
- Mention industry verticals you specialize in serving.
- List geographic regions covered or supported.
- Use descriptive terms and demographics that your targets identify with.
- Note complementary solutions you integrate well with.

By clearly articulating who your offer is meant for, you enable prospects to self-select and connect their needs to your solution. Ensure your content continually reinforces and speaks directly to your target customers throughout.

3. USE HEADLINES THAT DRIVE ENGAGEMENT

Grab your target customer's attention with benefit and pain-based headline questions that speak directly to what your prospects care about. They compel readers to seek the answers in your content.

Consider headlines such as:

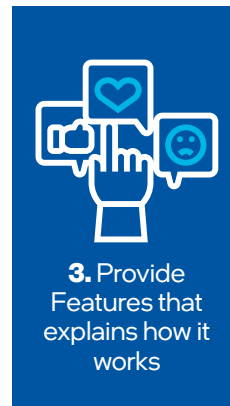


TOP TIPS:

- Keep questions short and scannable in headline format.
- Align questions to your product's value proposition.
- Test different versions and measure engagement.

4. LEAD WITH CUSTOMER PAINS BEFORE BENEFITS AND FEATURES

Make an emotional connection by calling out customer pain points first. Leading with the pain establishes a hook before logically explaining your solution. Craft compelling content following this narrative format:



For example:

Are manual and disconnected contact centre processes costing you customers?" (Pain)

Now you can deliver a partially automated, streamlined experience from a single platform. (Benefit)

Our solution uses AI capabilities to gain efficiencies in contact centres and delivers unified data analytics for improving customer engagement. (Feature)

TOP TIPS:

- Use emotive language and real examples when describing pains. Make it relatable.
- Align benefits to the pains highlighted. Show how you solve them.
- Only include the most relevant features tied to the benefits. Keep it simple.

5. DESCRIBE KEY CAPABILITIES

Follow your overview with concise descriptions of your product's key capabilities and features. Use bulleted lists to make details scannable. Focus on capabilities that deliver the promised customer benefits.



6. QUANTIFY BUSINESS IMPACT

Include metrics or data that quantify the business impact your customers can expect. Demonstrate ROI in tangible terms like increased revenue, time savings, improved customer retention etc.

7. INCORPORATE CUSTOMER PROOF

Third party validation is important for customers when weighing up offerings and deciding which to proceed with. Back up your listed benefits with evidence like quotes, testimonials, case studies, or statistics. Social proof builds trust and credibility for your claims.

Ways to demonstrate proof:

- Pull short, impactful quotes from happy customers that validate your solution's value.
- Include rating stars, number of reviews, or excerpts from reviews.
- Share quantified usage stats or ROI metrics from customer examples.
- List companies who use your product as social proof.
- Link to in-depth case studies detailing customer success.
- Spotlight awards, press coverage, or industry recognition.

Enhance Your Intel Offer Listing with Visual Content

Images, videos, and visuals boost engagement and demonstrate your value. Text alone can cause prospects to tune out.

Support your listing with:

- Screenshots showing your solution's interface and capabilities.
- Product demos and simulations where appropriate.
- Customer implementation examples.
- Charts and graphs quantifying business impact.

Short Videos Drive Engagement

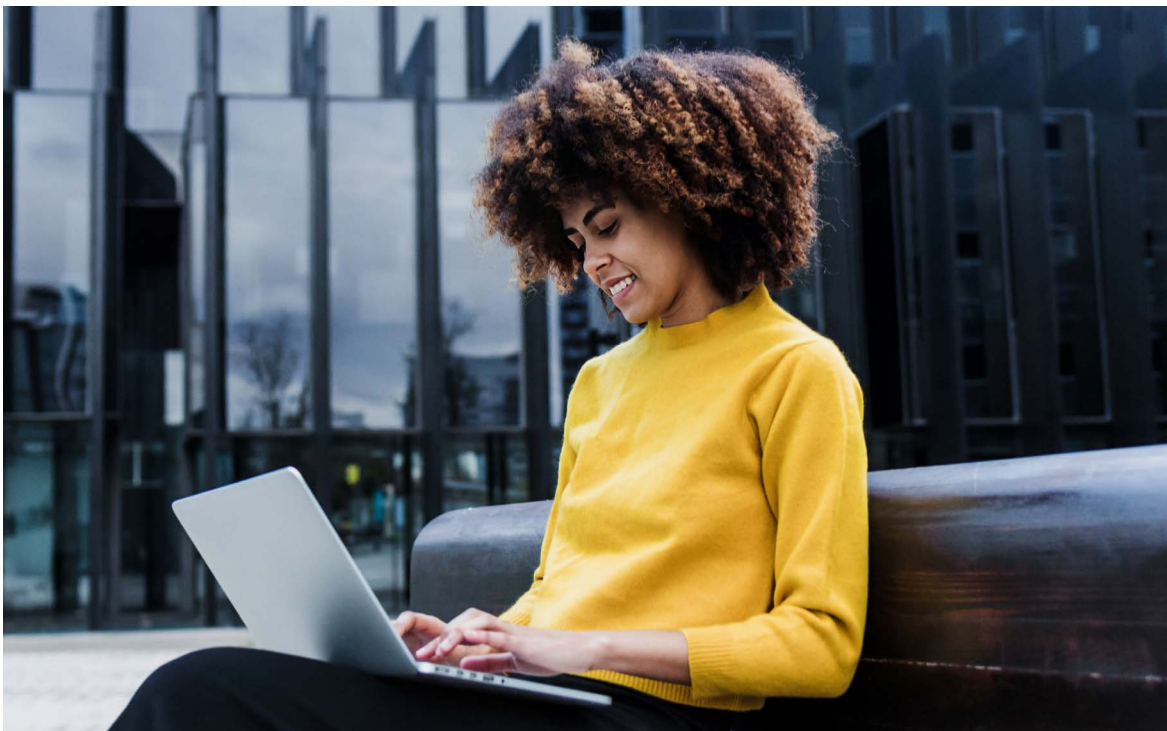
Videos under 2 minutes long generate high interest and convey more than text.

Use videos to:

- Demonstrate product benefits.
- Tell a customer success story.
- Provide a tour and overview of product features.

Videos can also be leveraged across YouTube, social media, and with influencers. The production cost is offset by extended reach and demand.

Intel® Partner Showcase allows partners to include images and videos to strengthen listings.



Best Practice tips for creating effective videos to support your Intel® Partner Showcase listing:



Speak directly to viewers using 'you' language not third person like 'customers'. Make it personal.



Post on YouTube and make easily shareable across other channels.



Keep videos concise - 90 seconds to 2 minutes max.



Use high quality audio that clearly conveys your message.



Incorporate interactivity through links and graphics to boost engagement.



Include captions and alt text for accessibility.



Let customers tell your story for a more powerful testimonial.



End with a clear call-to-action to guide next steps.



Track performance and analyze viewer behavior to optimize future videos.

Top tips for driving traffic to your storefront

Now that you have optimized your profile and offerings, you need to drive traffic to your page. There are several routes by which you can achieve this.

1. RUN A MARKETING CAMPAIGN

Marketing campaigns are a great way to drive awareness of your product or service. By crafting compelling content that educates prospects on the benefits of your offering and how it will help them achieve their goals you are likely to pique their interest. Consider the following when planning your campaigns:

- Define your target market – identify the market segments who will most benefit from your solution and group them by common characteristics or needs – meaning you can serve targeted content that answers their unique challenges.
- Demonstrate industry knowledge and expertise via vertical specific content such as whitepapers blogs and case studies.
- Identify and speak to your specific persona – who is it who buys or influences the purchase of your offering? Ensure your content, be it email, social or your Intel® Partner Showcase page or offering, speaks directly to their individual needs.
- Keep it simple – ensure your messaging is clear and to the point and uses language that resonates with your persona. Eliminate any content that doesn't add value or isn't important.
- Track and optimize Your campaign – measure the results of your campaign and optimize the content and messaging accordingly.

2. IMPLEMENT TARGETED PROMOTION TO INCREASE VISIBILITY OF YOUR INTEL PARTNER SHOWCASE PRESENCE.

By cross-promoting and integrating your Intel Partner Showcase presence across channels, you can effectively amplify awareness and drive greater traffic to your listing. Maximize exposure by leveraging Intel's resources to showcase your solution.

- Announce on your website that customers can view and compare your solution on the Intel Partner Showcase.
- Link to your Intel Partner Showcase listing from social media posts and online content.
- Repurpose collateral from the Intel® Marketing Studio, or other co-marketing assets you have created, to showcase your presence.



3. OPTIMIZE WITH RELEVANT INDUSTRY KEYWORDS

Conduct keyword research to identify terms your audience uses when searching for solutions. Prioritize these trusted industry keywords in your Intel® Partner Showcase listing content to improve search visibility.

Ways to research effective keywords:

- Leverage tools like Google Ads Keyword Planner or SEMrush to find high-volume search terms.
- Analyse keywords competitors rank well for.
- Explore keyword variations and long-tail keywords for your solution area.
- Identify keywords specific to your industry verticals.
- Test the relevance of keywords with your target customers.
- Track keyword searches driving traffic to optimize over time.

4. BUILD THOUGHT LEADERSHIP AND COMMUNITY PRESENCE

By engaging in thought leadership activities and building an active presence in the communities your prospects are members of helps position your company as a subject matter expert. It also provides opportunities to organically link back to your Intel Partner Showcase listing, amplifying its visibility.

You can increase awareness and build presence through:

- Speaking and sponsoring relevant industry events, conferences, and meetups.
- Contributing guest articles or content to publications and blogs your audience reads.
- Engaging consistently on social media channels where your personas are present.
- Commenting on industry discussions and building connections.

Search Engine Optimization (SEO) and Marketplace Optimization (MPO)

Apply SEO best practices to improve organic search visibility and ranking for your Intel® Partner Showcase listing.

- Optimize titles, descriptions, and content with relevant keywords (refer to chapter 4 for more information on keyword targeting).
- Update frequently with new information that search engines value.
- Improve site speed and mobile optimization.
- Build quality backlinks from trusted sites.
- Leverage schema markup to highlight key data.

Also optimize for visibility within Intel Partner Showcase search:

- Align metadata keywords to content keywords for consistency.
- Include industry, solution area, and workload terms prospects use.
- Prioritize keywords in titles and descriptions for weighting.
- Refresh content frequently to prompt Intel Partner Showcase re-crawling.
- Categorize your listing appropriately for filtered searches.



With strong SEO and strategic optimization for Intel's algorithms, you can boost discoverability and ranking for your Intel Partner Showcase listing. This expands your reach to new prospects searching for solutions like yours.

Top tips to boost your Intel® Partner Showcase listings search ranking:

Optimize with Relevant Keywords



Research keywords your audience uses during their buyer's journey.



Add high-volume, low competition keywords naturally throughout your content.



Prioritize keywords in headlines, intros, and key sections.



Avoid over-optimization tactics like stuffing or duplication.



Link out to related materials and drive inbound links from trusted sites.



Promote your listing and keywords across digital channels.



Keep Your Listing Content Fresh



Update screenshots, videos, text, and examples regularly.



Add new, helpful information that provides value for readers.



Maintain a consistent message across channels.



Modify content to match search trends and buyer needs.

Consider Search Engine Marketing



Use SEM/PPC campaigns to promote your listing above organic results.



Target relevant keywords and track performance.



Increase visibility for key solutions, promotions, or launches.

Nurturing your leads

Once you have successfully attracted prospects to your business profile and offer listing, it's key that you clearly signpost the next steps they should take to move them along the buying journey. A clearly defined email nurture sequence will help achieve this.

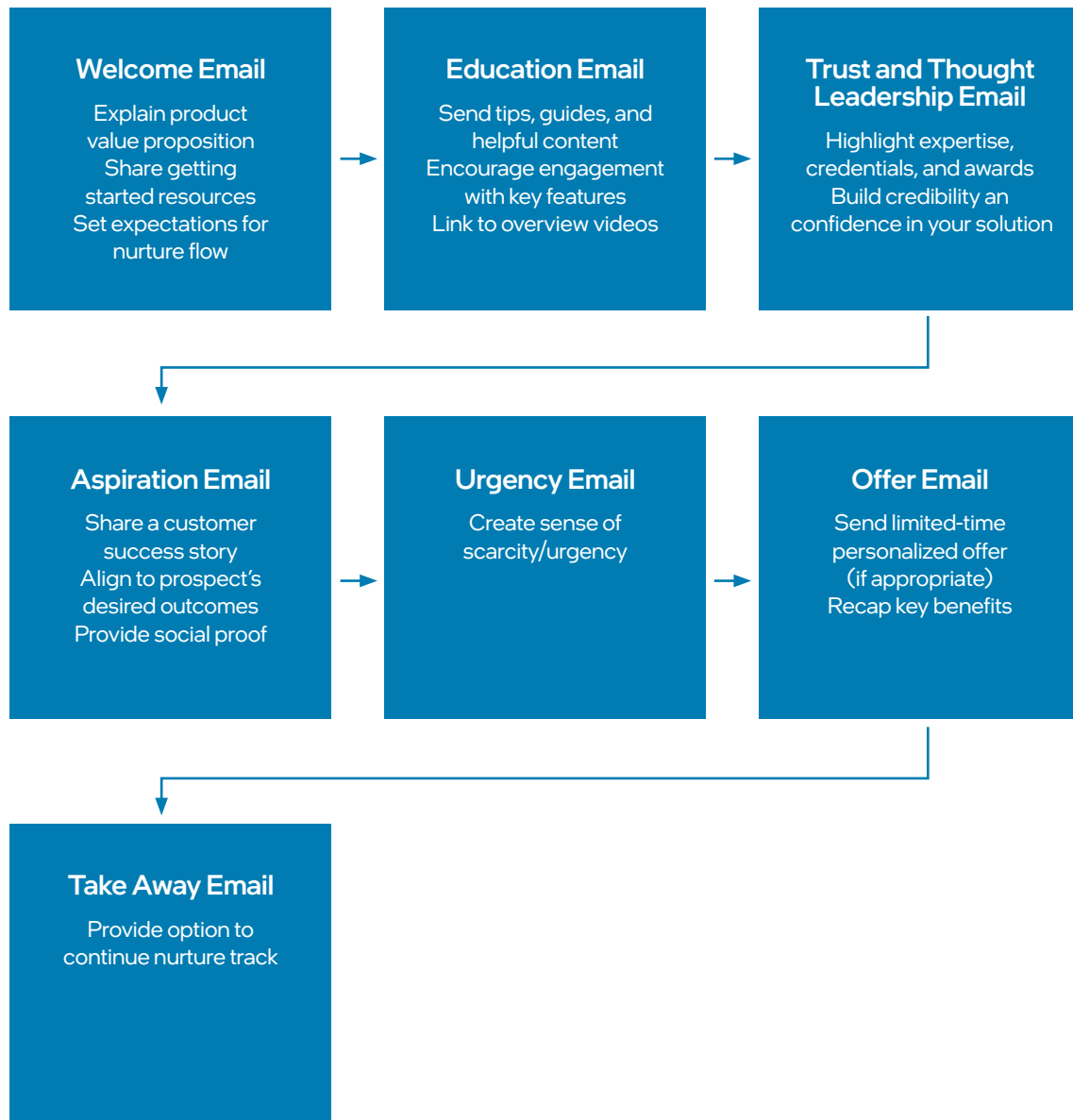
Tips for effective nurturing:

- Start the sequence soon after a prospect engages or downloads content. Strike while interest is high.
- Focus early emails on building awareness, trust, and education. Don't sell too aggressively upfront.
- Share content like guides, blogs, and videos that provide value and highlight your capabilities.
- Use email cadence to steadily move prospects down the sales funnel over time.
- Listen and respond to prospects' questions and concerns throughout nurturing.
- Convert nurture emails into sales conversations whenever interest is conveyed.
- Make pricing and purchase options clear, but don't push hard until later sequence stages.
- Monitor engagement levels and scores to identify hot leads for earlier sales outreach.

With the right balance of helpful content, responsiveness, and appropriately timed promotions, you can effectively nurture prospects to purchase.



A TYPICAL 7-STAGE NURTURE FLOW WITH TAILORED EMAILS THAT EDUCATE, BUILD TRUST, CONVEY URGENCY, AND PROMOTE OFFERS TO CONVERT INTEL® PARTNER SHOWCASE PROSPECTS.



Step by step guide on creating and editing your offerings

Now you've read the best practice on how to maximize the value of your Intel® Partner Showcase profile and listing – let's get started! Our step-by-step guide will walk you through what you need to do to sign in, create or update your business profile and create new offerings.

Firstly, here's a recap of some of the key terms you'll need to know:

Offering – the product, service, or solution you create featuring Intel technologies.

Storefront – the location in Intel Partner Showcase that displays your company description and products and solutions. It's also where you decide whether to accept leads from Intel® Partner Alliance partners and business end users. **NOTE:** Once Intel reviews and approves your storefront for publishing, you'll receive an email notification.

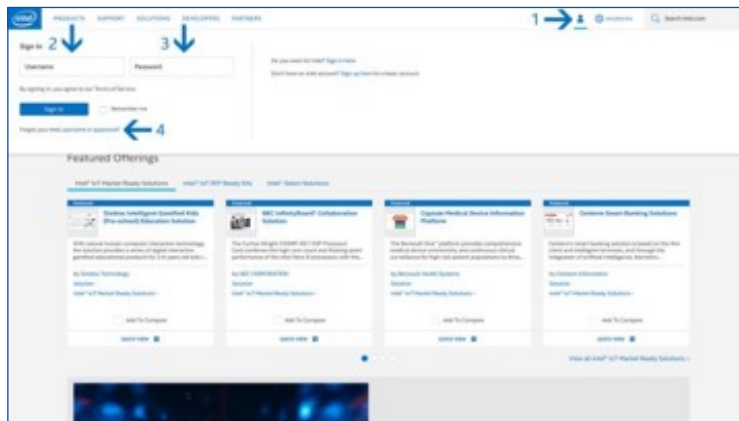
Intel Partner Showcase Offering Catalogue – an expansive platform where partners and business end users can research and filter offering results, and see a quick view of your product, service, or solution from an Offering Card. Users can compare your offering to similar offerings from other partners, as well as contact you to Ask a Question or Request a Quote.

Offering Detail Page – an in-depth view of your offering displaying images, a description, technical specifications, your business role, regional coverage, industry, included Intel technologies, marketing information, company resources, and website address. An All Company Offerings button takes users to the offering catalog where they can see all the offerings you have available.

1. Sign into the Intel® Partner Showcase Admin Experience

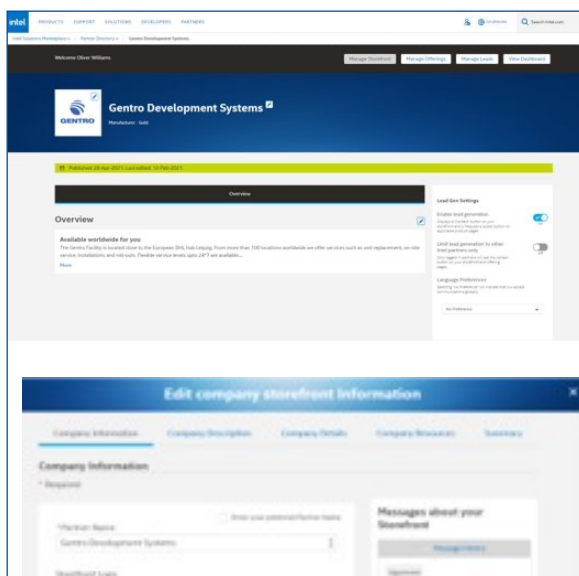
- Use the person icon in the header to sign into the **Intel Partner Showcase Admin Experience**
- Enter your **username**
- Enter your **password**
- If you've forgotten your Intel **username** or **password**, select the appropriate link under the Sign In button

NOTE: If you select a link that's been sent to you in an Intel Partner Showcase email, you will land on the sign-in screen and will not be required to select the person icon.



2. Create or update your company profile

- Clicking Manage Storefront will direct you to your own Storefront
- When you reach your storefront, you'll need to click on the pencil icon to edit your company details and complete your business profile.
- Complete your company profile details.



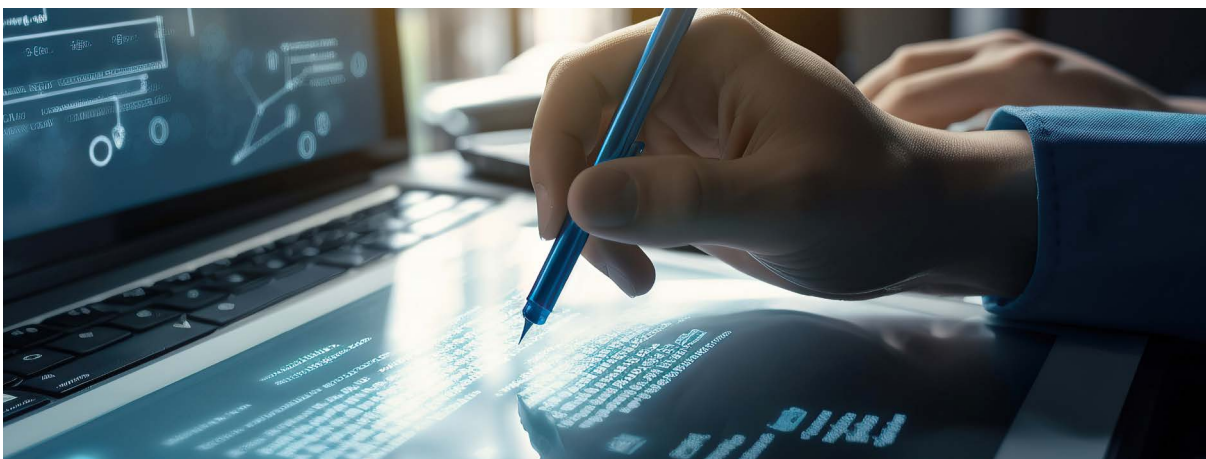
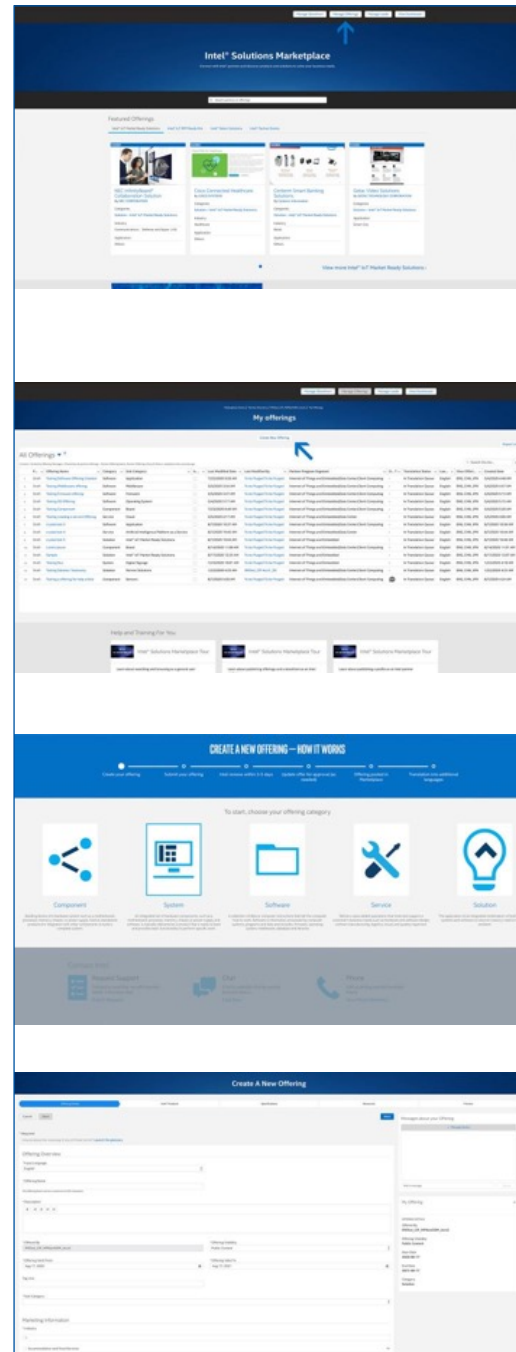
REMEMBER!

To position your company in the best possible light, and to differentiate from your competitors, ensure your value proposition is clearly articulated.

- What you do and who you do it for
- What value you deliver/challenges you help overcome
- How you do it better/differently from the competition

3. Manage and add new offerings

- Select the **Manage Offerings** button in the black ribbon at the top of the Admin Experience page.
- On the **My Offerings** page, select the **Create New Offering** button.
- Select your offering category to get started:
 - Component
 - System
 - Software
 - Service
 - Solution
- Enter your offering details using the tips from **Chapter 3** above. If you're unsure about any of the terms listed when creating an offering, launch the **Glossary**.
- Select the **Input Language** using the drop-down menu. You can choose English, Simplified Chinese, or Japanese. If your details are not entered in English, Intel® will translate it into English before reviewing your offering.
- Enter the name of your offering, using a maximum of 255 characters. Only the first few words will appear on your offering card. Make sure to be descriptive and clear.
- Enter a captivating description for your offering. The first 15-20 words of your description will appear on your offering card. Aim to describe your offering clearly in those words. The entire description will display on your offering detail page.

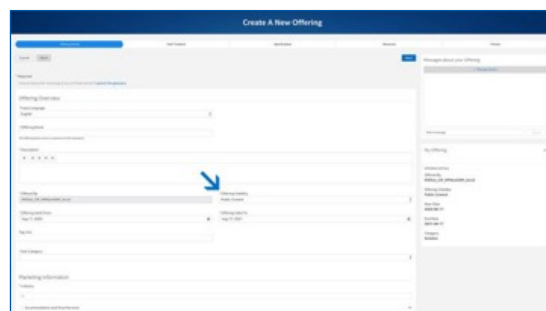


Your captivating offering description checklist

- ✓ Have you clearly articulated the value you offer partners and prospects?
- ✓ Have you included elements from your value proposition that highlight what you are best at?
- ✓ Have you identified your key target audience – those who will benefit most from your offer?
- ✓ Are you communicating using business pains and benefits instead of just listing features?
- ✓ Does your messaging speak directly to your target persona?
- ✓ Is the messaging in your listing different from your competitors – have you clearly articulated your USP's?
- ✓ Have you provide clear CTA's so your prospects can continue their self-driven buyer journey?

▪ Enter the Offering Visibility for your offering:

- **Public Content:** Intel Admins/Intel Employees, logged in users, and non-logged in public can view the offering
- **Partner Content:** Only Intel Admins/Intel Employees and logged in partners can view the offering
- **Intel Only Content:** Only Intel Admins/Intel Employees can access the offering



If you select the offering visibility on the offering details tab as **Partner Content** or **Intel Only Content**, you can then select pre-release products as part of your offering when you're on the **Intel Products** tab. These are annotated with a Pre-Release label. You have the option to decide whether your offering should be automatically published once the Intel **pre-release** product is released.

NOTE: Your offering will not be published until the Intel pre-release product is released. You will receive an email from Intel when your offering is published if you chose that option.

- Enter the **Offering Valid From** and **Offering Valid To** dates.
- Enter an **Offering Tagline**. This will display on your offering detail page under the title of your offering. It is used as a brief differentiator with less than 100 characters.
- Enter a **Sub-Category**. For example, if you chose **System** as your category, a sub-category needs to be selected to further define what type of product you are featuring in your offering (e.g., laptop, server, desktop).

Marketing Information

TIP: Use the magnifying glass/open field to search for applicable industries and applications.

- Check all boxes for the industry or industries in which the offering represents.
- Check all boxes for the applications in which the offering applies. Selecting industries and applications that are relevant for your offering ensures it displays when a user is browsing and filtering the offering catalog

Regional Coverage

Check all boxes for the regional coverage of your offering. This indicates to a user if an offering is available in their region.

NOTE: If you check the **Select All** box, your company's offering will show up in the Intel® Partner Showcase that it is available globally.

End-Customer Type

Check all boxes that apply (e.g., Enterprise, Other, Consumer, Small, and Medium Size Businesses).

Select the **Next** button to move to the next tab. Any mandatory fields (marked with a red*) that are missing will be highlighted. You cannot move to the next tab until all mandatory fields have been completed. You can save your offering at any time, which creates a draft that you can come back later to complete.

Tab 2: Intel Products

TIP: Use the magnifying glass/open field to search for applicable Intel® processors, chipsets, Intel® FPGA, and Intel® technologies.

Processors

- Check all boxes that apply to the Intel processors used.
- Check the box if the processor is socketed.
- Enter the number of processors/socketed.

Chipsets

- Check all boxes that apply to consumer chipsets.
- Check all boxes that apply to server chipsets.
- Check all boxes that apply to legacy chipsets.

Intel FPGA

Check all boxes that apply to Intel FPGA.

Intel Technologies

Check all boxes that apply to Intel technologies.

Select the **Next** button to move to **Tab 3**.

[illegible]

Tab 3: Specifications

Specifications are contextual to the category and sub-category of your offering.

Check all the boxes that apply. The more detailed the information you add, the easier it is for a user to find and compare offerings that meet their business requirements.

Select the **Next** button to reach **Tab 4**.

The screenshot shows the 'Create A New Offering' form, specifically the 'Specifications' tab. The form is divided into several sections. On the left, there's a 'Links and Attachments' section with an 'Upload Images' button and a table for 'Product Web Page'. Below this is an 'Additional Resources' section with a 'Manage Resources' button. On the right, there's a 'Messages about your Offering' sidebar with fields for 'Offering Name', 'Offered By', 'Offering Validity', 'Start Date', 'End Date', 'Category', 'Sub-category', 'Evaluation', 'Application(s)', and 'Country'. The 'Offering Name' field is filled with 'Sample'. The 'Offered By' field is filled with 'PilotNet_CIP_HIPNewCDM_Avni'. The 'Offering Validity' section has 'Public Comment' selected. The 'Start Date' is '2020-06-17' and the 'End Date' is '2021-06-17'. The 'Category' is 'Solutions', 'Sub-category' is 'Intel® IoT Platform Ready Solutions', 'Evaluation' is 'Evaluation', 'Application(s)' is 'Advanced Analytics', and 'Country' is 'Asia, Pacific, and Japan (Australia, Europe, Middle East, and Africa) Product Ready for China, Australia and New Zealand Applications Best of Asia Best'.

Tab 4: Resources Links and Attachments

The Importance of Selecting an Image for Your Offering.

Adding images of your offering helps users quickly scan and distinguish your offering from other ones listed in the Intel® Partner Showcase Offering Catalog. The image that displays on your offering card is small, so try to select one that clearly represents your offering.

- Select the Upload Files button.
- Select the image files from your local drive.

NOTE: You can upload up to (5) images. Files must be less than 5 MB. Images must be png, gif, jpg, or jpeg. Recommended size: 600 x 800.

Product Webpage or Sales Landing Page

Point a user to additional information about your offering by entering a URL and title. NOTE: This is a mandatory field.

- Enter the product title
- Enter the product URL

Having a dedicated sales landing page will help promote the benefits of your solution and create a more seamless user journey. The following example sales landing page and recommendations will help you optimise your page to drive engagement and conversion.

TOP TIP:

Refer back to Chapter 3 for the importance of using high-quality supporting imagery and video in your offering.

Ensure your brand is prominent to drive credibility.

Use a streamlined menu. Keep it simple and descriptive to shorten the buyer journey.

Use imagery to draw attention and create a vision of what the customer could achieve with your solution.

Articulate your value proposition up front.

Drive action by highlighting pain points. Articulate your customers key challenges.

Pose questions to capture interest and highlight relevancy.

Leverage video to further tell your story.

Include a specific call to action such as try or buy (where possible).

The image shows a website for 'Clearview Cloud Security'. At the top left is the logo, which consists of a stylized green eye icon followed by the text 'Clearview' in bold and 'Cloud Security' below it. To the right of the logo is a navigation bar with four blue buttons: 'Pricing' (with a dollar sign icon), 'Buy Now' (with a shopping cart icon), 'Learn' (with a magnifying glass icon), and 'Contact' (with a phone icon). Below the navigation bar is a large hero section with a background image of a modern interior with a yellow table, a laptop, and a bowl of food. The text in the hero section reads: 'Seamless protection for your network. From anywhere.' Below this is a sub-header: 'Clearview Cloud Security provides the agility, integration and control you need to keep your network protected. Always.' Underneath the sub-header are three columns of text, each starting with a bold heading and followed by a question and a paragraph of Lorem Ipsum text. The first column is titled 'Integrate seamlessly' and asks 'Are you tired of managing disparate systems that don't give you the complete picture?'. The second column is titled 'Reduce hassle' and asks 'Are you forever managing system updates to keep abreast?'. The third column is titled '100% Protection' and asks 'Do you experience system malfunctions or security drop-outs?'. Below these columns is a video player with a play button icon. To the right of the video player are two more columns of text, each starting with a bold heading and followed by a paragraph of Lorem Ipsum text. The first column is titled 'Get full visibility, ultimate control and complete peace of mind.' and the second is titled 'Focus on growing your business'. At the bottom of the page is a footer with the text 'Explore What's possible. Start your free trial today' and a green button labeled 'Start Free Trial'.

Clearview
Cloud Security

Pricing Buy Now Learn Contact

Seamless protection for your network.
From anywhere.

Clearview Cloud Security provides the agility, integration and control you need to keep your network protected. Always.

Integrate seamlessly
Are you tired of managing disparate systems that don't give you the complete picture?
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nullam mattis a odio.

Reduce hassle
Are you forever managing system updates to keep abreast?
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nullam mattis a odio.

100% Protection
Do you experience system malfunctions or security drop-outs?
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nullam mattis a odio.

Get full visibility, ultimate control and complete peace of mind.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a sodales purus. Donec fringilla risus vel nulla aliquet, eget eleifend.

Focus on growing your business
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a sodales purus. Donec fringilla risus vel nulla aliquet, eget eleifend.

Explore What's possible. Start your free trial today

Start Free Trial

Use images, graphs or iconography to boost engagement.

Call out the key benefits or value your customers will derive from your solution.

Use accent or bright colours to draw attention to buttons and CTA's. Adhere to your brand guidelines for a consistent experience.

Leverage the Intel brand and your partner status to provide credibility.

Give prospects clear indicators for the next step in their journey. Provide assets for further information or provide clear options to try (or buy) your solution.

Provide third party validation of the value your solution delivers via customer testimonials and case studies.

Use statistics, facts and figures to support your claims and showcase the results your solution delivers.

Include a link back to your offering on Intel® Partner Showcase.

Provide a clear call to action to progress prospects along the buyer journey.

Increased Visibility

Centralized Management

Automatic Updates

View our dashboards

Request a Demo

Discover all features

Discover why Clearview is the best solution to secure your cloud-first business
Integrated, robust and agile cloud-security powered by Intel Technology

Download factsheet

“ Clearview centralized our cloud and hybrid environments in a single, integrated system, reducing workloads, increasing the visibility into our security posture and improving threat tracking across our entire environment. Plus, it saved us money and time too. ”
Mr Smith, Happy Customer

Read the full Case Study →

25% reduction in costs

30% improvement in speed

100% Protection

38% increase in visibility

Ready to take your first step to Cloud Security Nirvana?
Learn more and customize →

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Additional Resources

Select the **Manage Resources** button to add additional resources (e.g., Product Briefs, Video, Customer testimonials, Demos, Tutorials) to help users learn more about your company and offerings.

NOTE: It's important to post a datasheet or hardware specification sheet in the **Additional Resources** section if you have one available. Intel Admins can then easily confirm the specifications listed for the product when reviewing and approving your offering for publishing. Select the **Next** button to reach **Tab 5**.

REMEMBER!

Third party validation is a key factor in the purchasing decision so include testimonials, case studies and key success metrics to clearly articulate the value you deliver.

The screenshot shows the 'Create A New Offering' form, specifically the 'Resources' tab. The form is divided into several sections: 'Processors' with a list of Intel processor families (Core, Atom, Xeon, etc.), 'Chipsets' with a list of Intel chipsets (Consumer, Server, etc.), and 'Additional Resources' with a list of links to external resources. A blue arrow points to the 'Next' button in the top right corner of the form.

Messaging System

When creating an offering, you can use the messaging system located in the right-hand navigation to post a message if you have a question or concern. Your Intel Admin will respond to you.

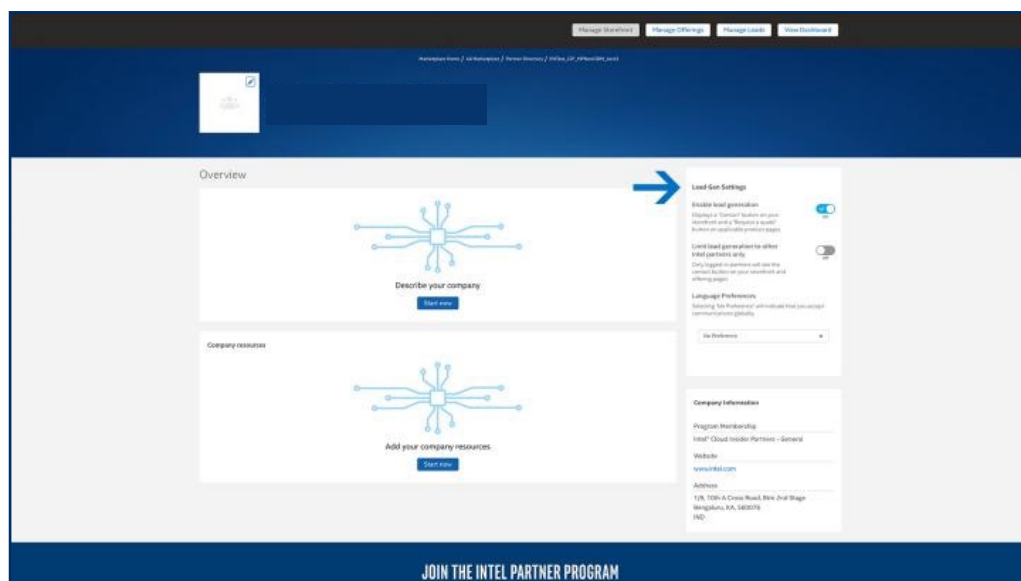
The screenshot shows the 'Create A New Offering' form, specifically the 'Preview' tab. The form displays a preview of the offering details, including the title, description, and technical specifications. A blue arrow points to the 'Next' button in the top right corner of the form.

Tab 5: Preview

- Preview your offering and review it to ensure everything displays according to the selections you made.
- Select the **Submit** button.
- Intel will review your offering and contact you with any edits required prior to posting it to the Intel® Partner Showcase.
- You will receive an email, typically within 3-5 business days, informing you that it's been approved or notifying you that changes are required, which will require resubmitting it for Intel review.

NOTES:

- Intel will send you an email notification in (3) business days and a second reminder in (7) business days to remind you to submit your updated offering for Intel review.
- If you don't submit offering(s) after your storefront is approved and published, Intel will send you an email notification, **Action Required: Create Offerings for Your <Partner Name> Storefront**, to remind you to create offering(s).



Lead Generation Settings

NOTE: Your Partner Admin can review and update lead generation settings. To define lead generation settings, log into the Admin Experience and select the **Manage Storefront** button. In the storefront view, you will see the following items in the right navigation:

- **Enable lead generation:** sliding the toggle on displays a Contact Partner button on offering cards, partner cards, on partner profiles, storefronts, and on detailed offering pages.
- **Limit lead generation to other Intel partners only:** sliding the toggle on allows only logged-in partners to see the contact button on your storefront and offering pages.
- **Language Preferences:** use the drop-down menu to select English, Simplified Chinese, or Japanese. If you do not make a selection, **No Preference** will indicate that you accept communications globally.

Select **Save**.

REMEMBER!

A lead is not necessarily going to convert on its own. A structured lead nurture process is required to push prospects along the sale funnel. See Chapter 6 for tips and outline email nurture sequence.

