Fujitsu AI Test Drive partner kit

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Marketing assets to drive your sales of the Fujitsu AI Test Drive

Risk-free access to AI infrastructure

Risk-free and cost-free access to customized infrastructure they can use to build a business case for their AI projects is a compelling proposition for many companies that are starting out on their AI journeys. The Fujitsu AI Test Drive, together with Intel®, offers them just that.

To help you build a business narrative for your customers and drive your own sales, we have assembled a comprehensive library of both online and offline promotional material. From a roll-up banner, print ad, and white paper to social media posts, banners, and videos, this kit provides the material to stage compelling campaigns of your own across a range of communication channels.

Help your customers make the best start to their AI journeys.

Fujitsu AI Test Drive: Informing

These offline assets encourage your customers to take action and find out more about the advantages of the AI Test Drive.
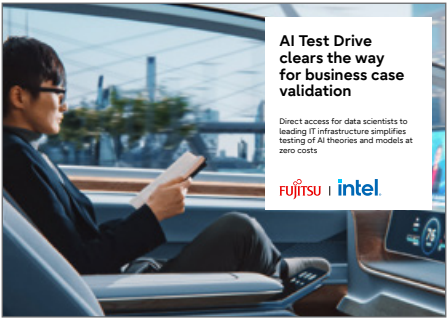

Roll-up banner
A visually striking roll-up banner clearly sets out the benefits of the AI Test Drive and allows customers to register for it.

Print ad
Emphasizing the risk- and cost-free aspects of the AI Test Drive along with the available support, this print ad invites your customers to register their interest.
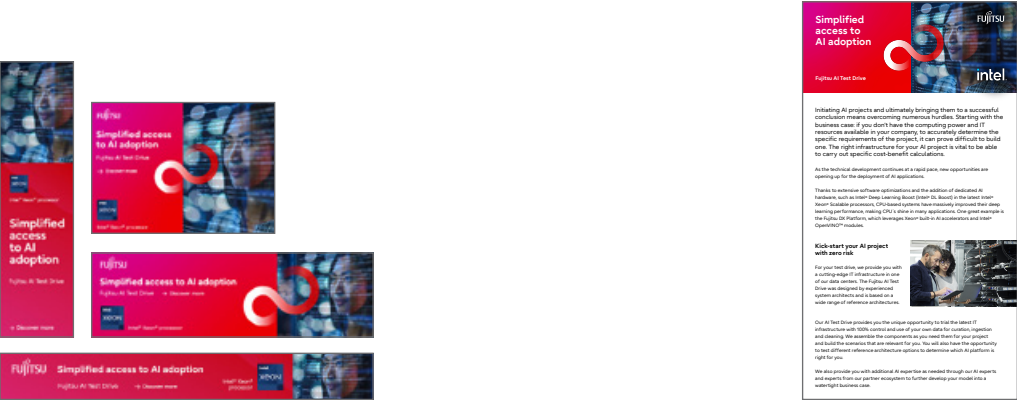
White paper
This is a comprehensive explanation of how the AI Test Drive enables data scientists to validate use cases and build a business case.

Fujitsu AI Test Drive:
Informing and campaigning

These online assets enable you to put together your campaign, targeting customers interested in learning more about the AI Test Drive.

Online banners
Banner-type visuals in various formats. They feature brief promotional copy and can be used in your mailings, newsletters, and other communications to promote sales.

HTML newsletter
This easy-to-read newsletter walks your customers through the advantages of the AI Test Drive and the support available while emphasizing the control that customers retain over their data.

Social media copy book
A series of social media posts targeting subgroups of your audience, from data scientists to decision-makers.
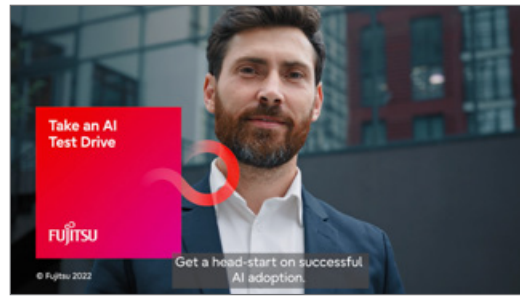
Fujitsu AI Test Drive: Informing

This set of videos targets different audiences, from the investor to the data scientist and the decision-maker.
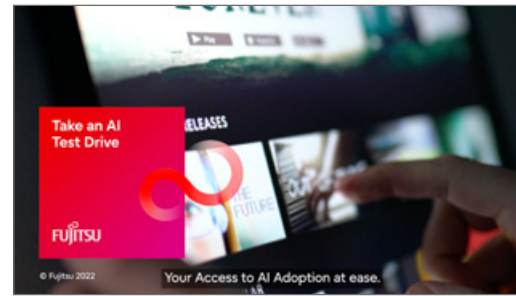

Video 1
Invite your customers to dip into the adoption of AI and trial the latest in AI infrastructure at no cost.

Video 2
Show your customers how to get a head start on AI adoption by building scenarios relevant to their business goals.

Video 3
This video invites customers to assemble components as they need them for their respective projects.

Video 4
Listing the full set of reasons to take the AI Test Drive, this video targets both data scientists and decision-makers.

Help us to help you

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We want to give you creative marketing material that drives your business growth with new sales powered by Fujitsu and Intel®. We rely on your feedback to make the material as effective as possible and design it more closely around the business scenarios of your customers.

So do let us know:

• What material worked well?
• How did you combine these assets with other marketing material?
• What messages did your customers respond to?

To give us your views (or to ask questions), please contact us at:
askfujitsu@fujitsu.com

Good luck with your marketing activities!