Hewlett-Packard Case Study

"We need to accelerate sales through improved processes and content management."

LogicBay

Background

Hewlett-Packard (HP) is a $100 Billion technology company operating in more than 170 countries worldwide. The company's diverse offerings include infrastructure and business services ranging from handheld devices to supercomputer installations as well as digital photography and entertainment, computing and printing solutions. With such a wide reaching market, including dozens of product lines being sold to myriad vertical markets through a combination of direct and indirect sales channels it is no surprise that Hewlett Packard is constantly striving to refine internal processes that support this complex selling model world-wide.

Challenge

In one product segment in particular, it became very difficult for HP's Marketing infrastructure to keep up with new product innovation and changes in their sales processes. The B2B printer industry had evolved from a sales model where the focus was selling printers and then supporting them with maintenance and supplies over time on a purely transactional basis to a Managed Print Services (MPS) model. The MPS model called for long term, fixed price contracts that covered all the printing needs of an organization. This evolution created the following challenges:

- *Change management* – assisting the channel sales people that worked across hundreds of independent Value Added Resellers (VARs) in learning how to sell the MPS value proposition and managing the dramatic change involved in moving away from "the way we always sold printers" to the new MPS way.

- *Best practice sharing* – deploying a scalable MPS sales process based on best practices that's easy to access and follow and update as best practices evolve across the channel.

- *Mindshare* – getting the attention of the VARs to commit to the HP MPS offering as it competes with competitive offerings that most VARs sold as well. The trick was to make it easy for the sales reps and their VAR managers to commit the time and effort to get up to speed on MPS instead of spending more time selling competitive offerings that they were used to selling instead.

Solution

HP selected LogicBay's Performance Center™, a dynamic, role-based, Cloud application, to streamline and manage all communications and content management between Product Development, Marketing and Sales within the MPS Group. The Performance Center™ solution allowed these groups to combine their efforts within the Performance Center™ so that sales reps at the VAR network could easily start selling MPS. LogicBay's engagement with Hewlett Packard included:

- Content gap analysis and overall program design
- Collaboration with an HP consultant who developed the new MPS sales process
- Design and development of small online tutorials used to train and certify reps in MPS
- Best practice asset development tied right into the sales process reps would access to sell MPS
- Management report design such that VAR managers could manage the program locally
- Motivation program development including incentive tracking tools
- Collaboration tools within private user communities including product based sales forums

Result

The MPS Performance Center™ was released in two phases, focusing first on top selling VARs to fine tune the site and sales process, then scaling it to the entire VAR network. VAR owners/sales managers favored the site for its support during their sales reps' onboarding process. They viewed the Performance Center™ as a great asset being provided by HP for free that they would never have implemented with their own resources. In particular, the built-in scorecard capability allowed sales managers at the VAR level to coach and mentor their reps easily. In the channel, the change management process was well executed at scale and HP exceeded its sales goals for MPS.

About Us

LogicBay has been helping companies achieve breakthrough performance from their sales channels by applying proven best practices combined with Partner Relationship Management (PRM) technology since 2003.