



HP PSG (ThinClient)

How we developed a partner deal registration portal to feed live business opportunities to independent Channel Partners across EMEA in just 5 days



GO GETPARTNERS™

A Solution from TW Connect

Client

HP PSG (Personal Services Group) is a business unit within HP set up to promote and sell products across Enterprise and SMB. Traditionally the PSG business was structured around the marketing from Enterprise and PSG. However in 2006 PSG were given mandate to market direct to Partners.

Project Aim

- To create a sophisticated way of identifying and allocating ThinClient 'opportunities' to authorised Partners.
- To enable and manage key Channel Partners by creating an online support infrastructure.
- To combat the risk of HP's competitors fighting for mind-share with the same independent Partners.

Project Solution

- We developed a highly flexible, 'Partner-deal' Portal solution for all Channel Partners in EMEA. The portal identified, logged and allocated only ThinClient opportunities.
- Using our configurable CPS we empowered HP to manage a number of elements of the Portal, i.e. currency exchange, user permissions and deal registration logic.
- In identifying and compiling the opportunities for the Portal our technology undertakes a complex data exercise. All new opportunities are matched against known opportunities from multiple data sources. This is then queried against dynamic profile information on existing partner relationships.
- The resultant opportunity is then allocated to the correct Channel Partner based on these parameters and also the highest probability of conversion.
- The most important aspect of this solution for HP was the ability to manage and monitor the Channel Partner activity across countries and currency jurisdictions.

Results

- **100%** of the Partner pipeline is now visible to HP across all the EMEA territories
- **100%** of Channel Partners in EMEA subscribed to the HP PSG ThinClient Partner Deal Portal.

CLIENT COMMENTS

'Using the established SMB solution we were able to quickly reconfigure and deploy a Partner portal for the specific needs of the PSG ThinClient portfolio. This meant we were up and running in less than a week !'

Karine Christin

PSG Commercial Channel Sales

ISSUES

- We've grown our channel drastically and I have no idea who my Partners are or what they do - how do I keep track of them and enable us to work more effectively with them?
- **How do I:** plan a structured engagement with them?

FEATURES

- Multilingual capability
- Real-time Currency Exchange
- Deal Zone (deal manager function)
- Multilingual capability
- Digital dashboard to monitor EMEA Channel Partner sales pipeline activity