



## HP SMB (Partner for Growth)

How we developed a partner deal registration portal to feed live business opportunities to independent Channel Partners across EMEA in just 2 weeks



### GO GETPARTNERS™

A Solution from TW Connect

#### Client

HP SMB was established to answer the needs of the smaller enterprise. The SMB business is structured around a mix of direct and channel partners. These Partners are increasingly reliant on HP to support them in customer acquisition activities.

#### Project Aim

- To create a sophisticated way of allocating 'opportunities' to the most appropriate 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 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. These were then queried against 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, monitor and compare the Channel Partner activity across countries and currency jurisdictions.

#### Results

- In the first week of launch HP closed **\$350,000** of revenue.
- Deal 'close-time' was reduced from 4 weeks to 2 days.
- **80%** of Channel Partners in EMEA subscribed to the HP Partner Deal Portal.

#### CLIENT COMMENTS

'Within a week the French team had won its 2<sup>nd</sup> Partner for Growth deal worth **\$235k**.

The upfront margin for the Partner is now averaging **12%** on all deals'

**Vincent Brissot**  
Enterprise Channel Program Manager

#### ISSUES

- As a sales director I've got targets to hit and we haven't got enough Partners to hit them - how do I go about this process quickly?
- **How do I:** identify the right Partner?
- **How do I:** map opportunities to the Channel Partner most likely to convert?

#### FEATURES

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