LogicBay

Build, scale, and optimize your channel.

Hewlett Packard: Supporting Sales Training with a PRM Solution

CASE STUDY

Background

Hewlett Packard 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. Because Workstation product updates were happening faster than the information about those products could be prepared and disseminated to sales executives world-wide, the following problems arose:

- The most up-to-date product information was not being delivered to the consumer. In turn client satisfaction suffered.

- Sales executives driven to provide accurate data to clients began breaking process and hunting for up-to-date product data wherever they could find it leading to poor productivity and dissatisfaction.

- Most importantly, misdirected resources and process breaks between sales and marketing resulted in lost opportunities and lost revenues.

Solution

HP selected LogicBay's Performance Center™, a dynamic, role-based, SaaS Web application, to streamline and manage all communications and content management between Product Development, Marketing and Sales within the Workstation Product Group. This reduced frustration amongst the functional teams, but most importantly increased responsiveness to the consumer with accurate information delivered on-time. In turn, revenues and profitability increased significantly:

LogicBay's engagement with Hewlett Packard included:

- Content and Workflow Analysis

- Content Aggregation from multiple internal sites into a single portal

- Surveying users to gauge performance improvement over the baseline condition

- Development of online tutorials covering key sales best practices

- Motivation program development including incentive tracking tools

- Collaboration tools within private user communities including product based sales forums

Result

The Workstation Sales Resource Center was released in three phases, focusing first on 30 Workstation specialists, then opening it to a team of over 300 generalists, and finally offering similar programs to members within the HP channel. New team members favored the site for its support during their onboarding process, and longer-term specialists claimed the site was easy to use and cut down on time spent locating information and storing it on their own machines. In the channel, results showed that those sales reps who used the site and went through the associated sales development program outsold those who did not by 3X.

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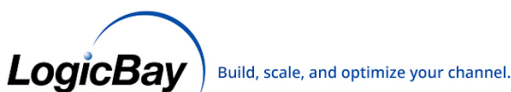
Corporate Headquarters:
LogicBay Corporation
1508 Military Cutoff Road, Ste 201B
Wilmington, NC 28403
Phone: 800-910-8221

Official Correspondence/Mailing Address:
LogicBay Corporation
Attn. Finance and Legal
4060 Post Road
Warwick, RI 02886
Phone: 888-301-0751
Fax: 888-301-0752

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