

Engaging a global sales force.

HP ProLiant Solution Central

When HP was seeking a streamlined universal solution to empower their sales force, they turned to Idea. Sharing a decade of successful strategic partnership, HP felt confident entrusting Idea with this critical campaign - a hybrid international sales tool and community site for HP sales staff.

Numbers

1
year

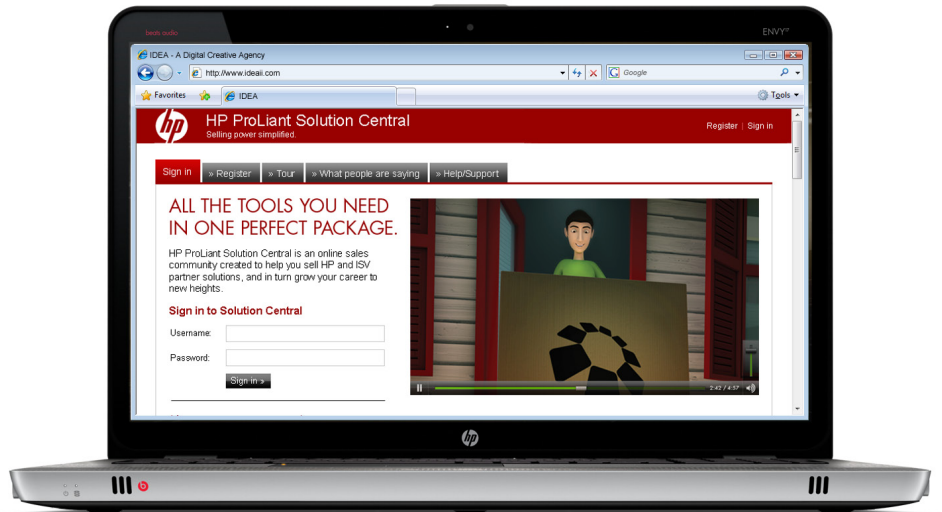
How far ahead of schedule we attained HP's goal of increased market share

750
thousand

Audience members reached (including field sales and channel partners)

800
pieces

Amount of customized content we created for Solution Central



Initial success

With a challenge to increase sales numbers of HP multiprocessor servers, the HP MP Growth team engaged Idea to create and manage a sales growth program to inform and motivate sales teams and Channel Partners worldwide. The result was Solution Blocks, a combined HP hardware and ISV software package of solutions and tools. Solution Blocks empowered the sales force by providing easily accessible detailed product and sales information.

It was an immediate success. Initial global market share of 43% increased to 50% *one full year ahead* of schedule.

Client

HP is among the world's largest IT companies with over 320,000 employees in more than 170 countries. Idea is a global agency of record for HP, researching, planning and executing projects, worldwide.

The universal solution

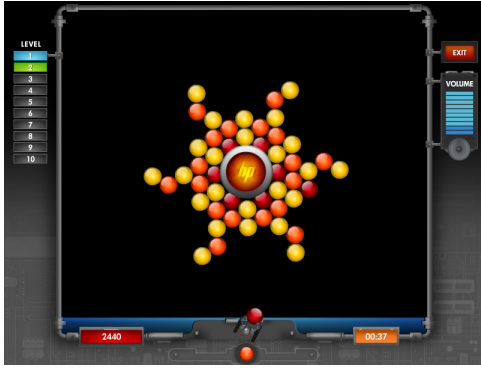
HP then engaged Idea to expand the assignment by supporting the launch of ProLiant G6, the company's biggest ProLiant launch. Idea was challenged to reach over 750,000 global sales and partner team members

**complex.simple
technology.solution**

idea.com

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Keeping it fun



Corebreak

A challenging multi-level video game created for the HP sales force. This initiative added a fun factor and depth to the offerings provided to sales professionals. There were 4,109 page views generated by Corebreak alone. And to this day, nobody has defeated level 10, "The Hurricane."

Spurring competition

Rank	Username	Points
1	Kim Scheidegger	830
2	fstaudacher	253
3	Marlon Urena	110
4	fluffy1	98
5	agh@cp	60
6	ccwb	12
7	Jugal Doshi	10
8	Miten	0
9	Peter Groth	0
10	steinar.os@hp.com	0
8	chrisungate	0

Leaderboard

A point-based leaderboard system rewarded users for their site activity. Monthly prizes were awarded to the most active site users.

in a more collaborative way, by establishing a companywide standard sales collaboration tool. The new solution was made up of three major components:

ProliantSolutionCentral.com*

This site provided a globally accessible, regularly updated repository of sales resources, leveraging social tools to grow a collaborative sales community. Streamlined navigation and customization options transformed a visit to Solution Central into a regular daily habit. Elements included product information, discussion forums, solution-specific podcasts and interactive demonstrations, with activity tracked weekly via KPI dashboards.

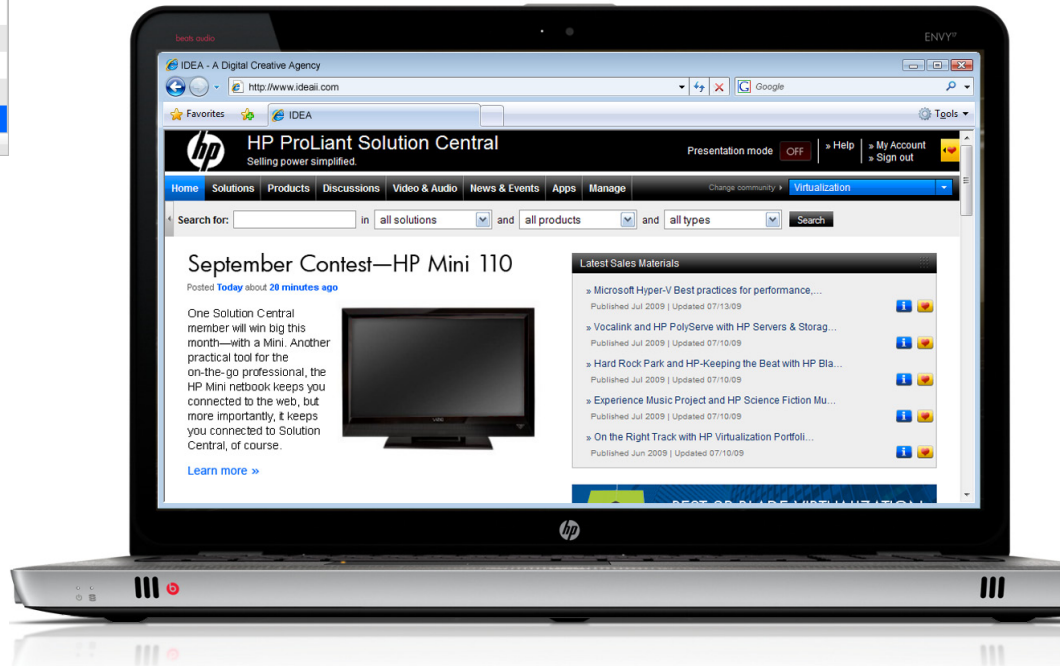
To support this initiative, 100 iPods embedded with a custom-built Solution Central app were given to key influencers within the sales force, to expand word of mouth buzz.

Solution Block Development

This content cache of sales support material supported over 40 individual solutions, comprised of 240 individual sales assets. Key elements included a solution brief, customer presentation, sales battle card, competitive positioning, reference configuration, content reviews and a reference tool providing tips about optimal combinations of block assets. Sales force feedback was encouraged via community bulletin boards and contests, with prizes sent to winners, monthly.

Promotional Videos, Product Tours, and Email Campaigns

Over 15 promotional videos and product tours, including a humorous webisode series, elevated the excitement level and stickiness amongst the international sales community. Monthly email campaigns helped to keep users coming back.



Real-world promotion



Posters and banners created resonance by echoing online and video messaging.

Hundreds of supporting promotional posters were distributed to 78 HP locations in the Americas, Europe, Middle East and Asia Pacific, featuring the campaign line "Selling power simplified." This brand message was echoed in web banner ads and large scale wall banners at HP campuses.

Services

- Brand Experience & Design
- Market Analysis & Customer Insights
- Product Launches / Promotions & Service Marketing
- Content & Search Strategy
- Visual, Video and Motion Design

Campaign results

- HP's goal of increased market share was achieved **one full year** ahead of schedule
- 750,000 sales professionals accessed the site
- 800 individual pieces of customized content were created by Idea

COREBREAK

