



Solving HP Partner's Pain Points

Case Study

HP is the world's largest technology company with thousands of channel partners worldwide. When they needed a way to help their partners become better marketers of HP products, they turned to SharedVue.

Introduction: Executive Summary

Using Content Syndication to Empower Partners

As the world's largest technology company, HP needed a way to improve their channel partners' online marketing efforts. Many partners were busy with face-to-face sales and did not have the time, ability or resources to focus on online marketing and lead generation. Katie Spence, Director of US Partner Marketing, Enterprise Servers, Storage and Networking at Hewlett-Packard, was receiving consistent feedback from partners needing help with all aspects of their online presence.

That's why HP turned to Everything Channel's SharedVue Platform.

"It was a real pain point for our partners" said Katie. "They would tell us, 'The technology is changing so rapidly and the only way we can get the content is to scrape it down off your Web site. And then, we need a whole back room of people we can't afford to be Web technicians and manage this content for us.'"

Katie recognized three major business challenges facing HP:

1. How to provide partners the tools needed to market HP products more effectively online
2. How to make it easy for partners to tell the HP story in a simple and concise way with the most recent content
3. How to empower partners to use their web presence to generate new business

"Those were the three business problems we were trying to solve," said Katie. "And those are the three business problems we have solved with the SharedVue solution. In fact, the same week that SharedVue first called us, one of our partners brought them to our attention and said, 'This is exactly the kind of solution we need.' I guess this relationship was destined to be."

Katie highlighted that the key to HP's success with SharedVue was their ability to solve her three business challenges with one end-to-end solution, a one-stop-shop for online partner marketing. SharedVue provided HP with the tools to deliver web content to partners, and the ability to keep it up-to-date and current without the need for added web staff. And the reporting functionality let them track visitors and view the content downloaded from partner sites, making it easier for Katie's team to help partners optimize their websites to more effectively generate and nurture new online business.

GLOBAL REACH

SharedVue has over 7,200 registered channel partners world-wide and is the most widely adopted channel syndication platform.

Here's what HP partners are saying about SharedVue:

"It is a great program and I have been receiving positive feedback from our customer base about the wealth of information all in one spot."

"It is a great asset to our Web site. We have all of the HP content right there without having to constantly update."

"It was so easy to install and I felt it definitely added dimension to our site."

Implementation to Results

Testing the Strategy

Prior to launching the SharedVue platform throughout their vast partner community, HP initiated a six-month SharedVue pilot with approximately 100 partners. Sara Bryson, Director of Account Services for SharedVue, felt the pilot was the ideal way for all parties to optimize the program. "The pilot really helped us test acceptance by the partner community," said Sara. "We were able to test the content and troubleshoot any implementation issues they were having. We gathered informal feedback from partners along the way through conversations and formal feedback through two on-line surveys conducted during the pilot."

Success to Date

According to Katie, the greatest benefit recognized by HP has been SharedVue's ability to help HP syndicate content to partners through "HP Showcase" (HP's internal name for the SharedVue solution). "Showcase has been a winner from both perspectives. Response from partners has been overwhelmingly positive. The first thing they liked, loved actually, was the content. They love the fact that it is quality content; that they didn't have to develop it, maintain it, update it or worry about whether it's current. The content itself has been a big winner."

Katie particularly appreciated SharedVue's unique ability to accommodate the needs of different-sized partners with different levels of marketing savvy. HP partners with a vast pool of organizations, all with varying needs, abilities and resources. SharedVue was able to accommodate every last one of them.

"Having different options for partners based on their varied business models has been a tremendous benefit," said Katie. "We have partners of all different sizes and levels of marketing expertise. We have large partners reaching across the country with very robust marketing organizations. But we also have mid-sized and smaller partners who probably don't have a lot of marketing resources. The fact that SharedVue can offer different approaches to syndication is just excellent. SharedVue even helped some partners develop a web presence who'd never had one before; they didn't even have a website."

Another key to the successful pilot and subsequent launch of HP Showcase was the collaboration between HP's business unit content experts the cloud marketing team at SharedVue.

"This has been an extremely collaborative effort since day one," said Katie. "All of HP's various business units are participating in the Showcase and providing content. All of the strategies formed and decisions made around the Showcase were done in a collaborative fashion, thanks to SharedVue's background and experience with content syndication. Their experience was invaluable to helping us plan our strategy."

Katie also noted an important lesson for all channel marketers when implementing a new partner marketing program: stay in touch with your partners.

"It's so important to have open communication with partners as you're implementing a syndication strategy. You need to be sure you're meeting their expectations and getting them what they need. It's important to know if they've having any issues whatsoever while implementing the program. Make sure you're always gathering feedback, through formal surveys or frequent informal conversations. Or both."



What's Next?

The next step for Katie and HP is to help their partners market their Showcase as a quick way for them to accelerate HP-focused demand generation. "We're helping them drive traffic to their websites," Katie said. "SharedVue provides excellent tools and metrics for helping us gauge where customers are going on our partners' sites. We can see which areas the customers find most interesting. This is all extremely valuable information for us. And partners are getting the leads."

Overall, Katie considers HP's partnership with SharedVue an overwhelming success.

"SharedVue has just been amazing to work with. They are a model vendor for HP. From the working relationship to the quality of the work delivered, to their ability to collaborate and customize. We're very excited about our relationship with SharedVue and look forward to our continued work together."

KEY FACTORS FOR CONTENT SYNDICATION SUCCESS

There are a few key questions you must answer before starting a successful content syndication program.

1. What am I trying to accomplish? Do I want to raise my brand awareness? Control brand messaging? Increase leads for my partners?
2. How often do I want to update my content? Will it be quarterly, weekly, or monthly?
3. Where will the content from from? Will it come from the product managers, marketing department, or is there a central repository I can pull from?
4. What type of key performance indicators can I track to measure success? Page views, lead captures, asset downloads or free trial registrations?

Content Syndication and You

If you'd like to know more about content syndication and how it can benefit your channel, contact SharedVue and Everything Channel today for a demo or visit us on the web:

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