

Channel Marketing: Hewlett-Packard

summary

Facing a dizzying array of marketing channel issues including siloing, development time and cost each time changes were needed, and a lack of ability to effectively deal with funds-- Hewlett-Packard doubled participation in its Marketing Channel and increased orders processed by 500% through using a turnkey solution: **Marketing Bridge**.

challenge

Like many larger companies, Hewlett-Packard (HP) was struggling to keep up with its many resellers and partners in a streamlined fashion. Due to siloing and an aging proprietary solution, scaling the marketing channel required development time and cost with each change, and different pieces of the puzzle were cumbersome to fit together. To save time, stay nimble, and save costs, Hewlett-Packard needed a streamlined, scalable marketing channel that could grow and adapt to new business needs on a dime. They also needed to move their fairly ad-hoc ROI reporting to a centralized, automated process with full data reporting.

customer

HP's customer in this endeavor was their own partner resellers. They needed fast, easy access to co-brandable marketing materials, as well as easy access to co-marketing dollars, which was a very complex problem under the existing system due to varying levels of partner membership. Additionally, their partner resellers needed a way to have smooth communication during larger meetings and discussions, and a repository for these discussions for future reference and ease of access to information.

strategy

One of the smaller groups within HP was having a very good experience with Marketing Bridge, a Magnet 360 Company: a channel marketing automation platform managed by Gage Marketing. HP decided to streamline all of their marketing channel efforts into this single, turnkey solution.

"One of the biggest points in making this decision," says John Daly, Manager of Marketing Bridge for Gage, "was that HP had a robust but complex program for co-marketing dollars that they needed to promote and distribute to different partner groups based on content, partner membership level, etc." Marketing Bridge, unlike many channel marketing solutions, already had fund administration baked-in to the program. "We gave them speed, agility, control, and scalability," says Daly. When HP added in the

technical and customer service support via phone for themselves and their partners, the switch was truly a no-brainer.

advantages to the change

Resellers accessed:

By using Marketing Bridge, HP resellers were able to access and customize marketing materials to better target their local markets in a simple, streamlined manner. Partners with questions on order fulfillment or Marketing Bridge offerings were able to access a customer service or a Campaign Support rep by phone and email during standard US business hours (8 to 5 CST) and via email at other times. At certain times, exceptions did occur that required a higher level of support such as at the quarter, end, or during major changes to HP's marketing program. When exceptions occurred, upon HP approval, additional Customer Support hours (Ad Hoc Services) were made available as needed at standard rates. (\$125/hr.)

HP maintained:

- Complete centralized control
- Message consistency
- Brand integrity
- Consolidated ROI results
- Easy access/process for content management.

The Marketing Bridge Platform handled the details of support and campaign execution, including:

- Content support and management
- Financial approvals
- Workflow approvals
- Payment processing
- Vendor management
- Fund tracking
- User support
- Reporting and Metrics

The Marketing Bridge Platform was delivered as a standard SaaS application, there was no software or hardware to install, no downloads, no upgrades, and any ongoing IT involvement in its maintenance and support was related specifically to integration with other existing HP web portals.

More employee satisfaction:

"I don't have any qualms in saying our relationship with Marketing Bridge has been the BEST EXPERIENCE I've ever had in all my years at HP, by far." – a ONE Demand Generation Manager, HP

"The collaboration, commitment and professionalism were second to none – and the camaraderie and rapport among our teams was cherished." -- an EG AMS Channel Marketing professional, HP

ongoing support

Content management: Dedicated Marketing Bridge Personnel provided Campaign Support throughout the quarter for each Business Unit, which had access to a dedicated team of Marketing Bridge personnel to assist with:

- Customized content creation
- Updating campaign content and organization
- Updating business rules and user permissions
- Custom reporting

Training: Training documents were provided in Word and PowerPoint format. Further training was provided as needed by Marketing Bridge throughout the life of the program via additional documentation, embedded video tutorials and webinars for targeted user audiences as part of campaign and portal support services.

Status Reports & Project meetings: Marketing Bridge provided weekly written status reports and conducted weekly status meetings to summarize, manage projects and discuss new development, review status updates, and schedule planning for project launches and application maintenance tasks.

Reports and project meetings typically included (but were not limited to):

- (a) The Services (including all tasks and activities) performed and effort (hours) expended by Marketing Bridge for that time period.
- (b) A forecast of activities proposed for completion by Marketing Bridge during future weeks and the estimated effort (number of hours) to complete those activities. These projections for future week's activities and effort were designed for informational purposes only and were not typically considered as binding.
- (c) Any new and ongoing concerns or issues needing to be addressed.

Marketing Bridge typically submitted status reports to the designated HP Project Manager each week in advance of the upcoming weekly status meeting.

The Marketing Bridge Program Manager, Key Marketing Bridge Personnel, and HP Program Manager participated in quarterly review meetings following the end of each HP fiscal quarter. The purpose was to review the quarterly status report & dashboard provided by Marketing Bridge and to ascertain any

issues or requests for platform and program enhancements that needed to be addressed for future quarters.

Platform Subscription: The Marketing Bridge Platform Subscription allowed HP and HP resellers to use The Marketing Bridge Platform to customize co-branded channel marketing campaigns. The Quarterly Platform Subscription included:

- Access for up to 10,000 users
- 75 program support hours per quarter (to be used for hi-level program support, status meetings, planning, etc.)
- Up to 1.5 million emails sent by resellers per quarter
- 200 GB of file storage
- Marketing material storage
- Regular software releases

results

Increased volume and participation:

- Quarter over quarter / year over year growth in # of orders processed via Marketing Depot. From program inception to peak utilization was an increase of approximately 500 percent.
- Quarter over quarter / year over year growth in # of materials/assets made available for partner utilization via Marketing Depot. From program inception to peak utilization was an increase of approximately 250 percent.
- Year over year growth in number of active partner use, from program inception to peak utilization, was an increase of approximately double.
- Average of approximately \$2.5 million in co-marketing/promotional funding was used via the platform during FY/2014.

Savings:

- Marketing Bridge's efficient management and coordination of both operational and campaign support needs translated into a significant time and cost savings for HP, ultimately allowing HP to streamline their program budgets, resources and reduce their dedicated team by two FTE's.

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- Marketing Bridge's ability to efficiently manage the allocation of co-marketing and promotional funds for HP partner utilization resulted in HP securing and distributing a nearly three-fold increase in promotional co-marketing funding via alliance vendor partnerships.