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**Project:**

Image & Awareness  
/Usage & Attitude

**Research Type:**

Qualitative

**Sector:**

IT

**Region:**

EMEA (UK)

**Client:**

Jim Campbell  
HP Workstations

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**Business Challenge**

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, imaging and printing. The business management team within HP Workstations has a wealth of industry knowledge and expertise built up over many years, largely based on personal experience, anecdotal reports and informal discussion.



To assist with strategic planning, the business management team wanted to test the validity of their conclusions about market dynamics and trends. As part of a series of tests, Business Advantage was asked to undertake a three-stage research project involving desk research, some telephone interviews and focus groups.

**Methodology**

Initially, various market share reports were investigated and these findings, along with HP's internal perspectives, were validated through interviews with end-user customers, channel partners and competitors.

Then, focus groups took place in London, which were observed by members of the business management team.

Jim particularly appreciated the opportunity to observe the London focus groups in action. Sue Hannay, Research Services Director, moderated the groups herself and produced the reports.

Jim commented:

*“Being able to sit in and listen to the conversation and the way people said things helped us to gauge the strength of their opinions. Because we had witnessed some of the discussion, we knew the conclusions were sound and reflected the views of the participants. The most important thing for us was that it gave us a set of independent opinions. We wanted the focus group participants to disclose their opinions honestly, without knowing who had commissioned the research. At the end they were told the research was on our behalf and the participants volunteered an opinion about HP.”*



*HP is a technology solutions provider to consumers, businesses and institutions globally.*



*Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.*

## Why choose Business Advantage?

Jim Campbell of HP Workstations commented:



*“We needed the focus groups to be done quickly and we were impressed that Business Advantage had the resources and capability to do this. Catherine Williams, Business Advantage’s Qualitative Manager, who handled all the preparatory work, was very experienced and she understood that the research had to be structured carefully so that it was impartial and did not turn into an opinion survey about HP.”*

## What Impact did the result have on your business?

Jim went on to say:

*“It was a very useful exercise, because it made us test our own conclusions, reconsider many of our opinions and reassess many of the actions we were planning as a result of those conclusions. While it substantiated some of our views, there were a number of surprises that made us revisit some of our conclusions and action plans. It made us step back and think whether we were doing the right thing at the right time. The research threw up questions we would not otherwise have asked ourselves and it made us try to be more scientific about the process by which we were reaching decisions.”*

He added:

*“Business Advantage helped us to think outside the box and to understand how we can take advantage of other resources within HP to realise additional opportunities and deliver additional benefits to our business.”*

Jim continued:

*“If every piece of research came back and confirmed what you believed, it would be of no value to you. Real research quality can be measured by how provocative and evocative it is, how much it makes you think. The quality of the Business Advantage process was superb. The results knocked us back on our heels and made us reassess if we were doing the right thing.”*

*“Overall we were very satisfied with the project, because it achieved what it set out to achieve and did it on time. We are very likely to use Business Advantage again in a couple of months’ time when we conduct further tests within Europe.”*

**For further information on this case study please contact:**

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