

**Project:**  
Usage & Attitude

**Research Type:**  
Quantitative

**Region:**  
EMEA (UK, Germany,  
France & Italy)

**Sector:**  
Printing  
CAD/CAM/PLM

**Client:**  
World Wide Market  
Research Manager for Large  
Format Supplies  
Hewlett Packard

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

**Sue Hannay**  
*Director*  
Research Services  
Business Advantage  
Pel House  
35 Station Square  
Petts Wood  
Kent, BR5 1LZ  
United Kingdom

**Email:**  
sue.hannay@business-  
advantage.com

**Tel:** +44 (0)1689 873636

**Web:**  
www.business-advantage.com

## **Business Challenge**

The Hewlett-Packard Company is a leading global provider of computing and imaging solutions and services. HP wanted to better understand the purchasing behaviour of users of consumables for large format printers, and the capabilities and cost structures of its channel. To achieve this, Business Advantage conducted in-depth interviews by telephone with customers and channel partners in the UK, Germany, France and Italy.

The World Wide Market Research Manager, HP Large Format Supplies, said:

*"Business Advantage has provided us with the answers to some vital questions. For our customers, we now have a much better understanding of where and why they purchase, and how open they are to changing these patterns. For our channel partners, we have a greater understanding of their margin expectations, and their sales empowerment needs."*

*"Business Advantage's highly proactive approach, plus their ability to suggest workable solutions to the challenges that arose, enabled the project to be finished on time with excellent results. They are highly skilled at conducting research in a consistent and productive way across different countries. We have found it best to call on their consultancy expertise when setting objectives and measures for success - they are the professionals. We are looking forward to using their expertise again in future; not just for research, but also in developing follow-on market and channel empowerment strategies."*



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