

Project:
Channel Partner Research

Research Type:
Quantitative

Sector:
IT
Printing

Region:
EMEA

Client:
Susanne Denninger
Product Marketing
Manager
Hewlett Packard

Business Challenge

As an indirect sales company Hewlett Packard's channel partners are a vital route to market and the company runs around 280 different training courses for them. The courses are key to keeping their channel partners well-informed, loyal and motivated. However no recent research had been carried out to find out if the courses were meeting the needs of the channel partners, where there were gaps and how Hewlett Packard's offerings compared with those of its competitors.



Methodology

It was Susanne Denninger, Product Marketing Manager with Hewlett Packard in Germany who chose to investigate the problem.

"We make a heavy financial investment in training and needed to know if the way we are doing the training is the right one. We looked at 13 different countries in EMEA so there were a large number of different languages to cover from Portuguese to Arabic."



Working together with Business Advantage, a telephone questionnaire was developed and interviews in 9 languages were carried out over a period of two months.

Why choose Business Advantage?

"This was the first market research project that I had done. Business Advantage was on the preferred list of vendors and they were also recommended by the research department. I knew, because I had not put one together before, that I would need help formulating the questionnaire. I knew what content I wanted, but not how to phrase it to ensure that people gave the information we were looking for. Business Advantage also really helped me with structuring it to make sure we came up with effective research."



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? (continued...)

Business Advantage's ability to handle multi-lingual projects from one central location was also important. Susanne continues:

"There are not so many people who can do this and it was vitally important that they did it properly."

"Any company that works with Hewlett Packard has to be able to cope with working in a very dynamic environment and, as a consequence, be very flexible. Business Advantage copes with our dynamic environment very well."

What Impact did the result have on your business?



Susanne has been able to share the information with many different departments within Hewlett Packard both within EMEA and worldwide.

"It's important to be able to show our worldwide teams where we need to do things differently. We have to be able to justify the investment we make in training and also have the evidence to drive further investment and this is exactly what the research has given us. It has shown us where we are doing things right and also enabled us to identify gaps, particularly at an individual country level. We have been able to definitively identify where we need to improve our communication to our partners and make recommendations to them on their training programmes."

"Business Advantage did an excellent job for us; I was very pleased with the results."

For further information on this case study please contact:

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