



Client: Hewlett-Packard (South Asia)
Solution: Partner Relationship Management

Hewlett-Packard (HP) sells a number of products such as PCs, servers, laser printers, PDAs & storage solutions through the channel. The ePoints program is part of HP's global PartnerOne initiative that aims at increasing interaction with channel partners and their sales team.

THE PROBLEM

Through the ePoints program, HP aimed at:

- Directly connecting to sales representative, knowing them and motivating them to sell more of HP products.
- Developing a common communication platform for informing sales representative of different types of promotions.
- Designing a cost-effective platform for running channel promotions.

THE BUSINESS CHALLENGE

HP engaged SurfGold with the specific view of:

- Implementing the program quickly in eight countries in Asia-Pacific with full-fledged operations.
- Achieving a common branded loyalty program that could be customized across Asia-Pacific countries.
- Accomplishing a partner relationship management program which will facilitate enhanced relationship with sales representatives.

THE SOLUTION

To achieve these objectives, SurfGold proposed:

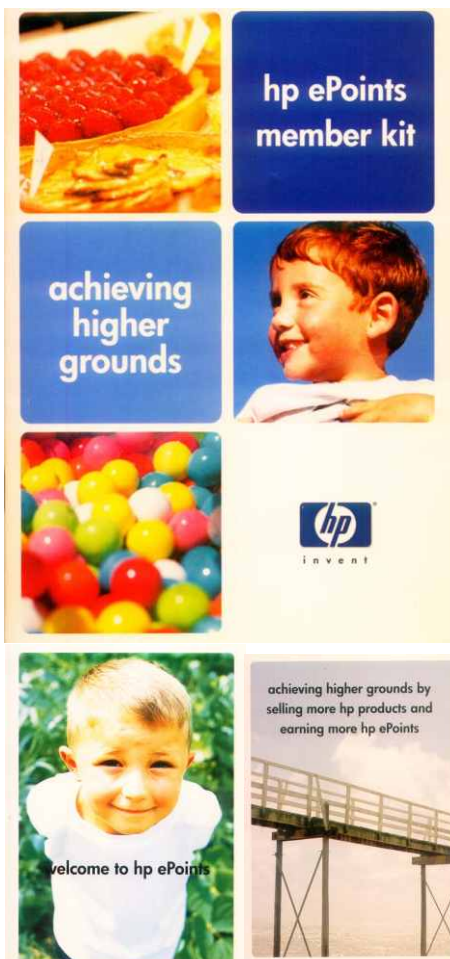
- A custom-tailored online technology that facilitated dealers and sales representatives to browse rewards catalog, view and update program details, enter transaction data, redeem points, etc.
- The technology allowed processing transaction data including end-user invoices.
- This technology could be implemented across countries through a central Website (www.hpepoints.com).



CASE STUDY

THE RESULTS

- Today, over 80% of target audiences in selected countries are members of the ePoints program.
- Additionally, more than 50% of sales for eligible products are captured through the program.



Each member received a member kit which gave them complete details of the program, the reward points they could accumulate and how they can redeem the rewards

EXAMPLE: TAIWAN ePoints

- After implementing the HP ePoints program, HP Taiwan has managed to engage thousands of final tier channel partners and individual sales people.
- Using segmented information, HP knew exactly which category of sales person to spend its marketing costs on. In Taiwan, the maximum budget was allotted to the small and middle reseller.
- In due course of time, the investment on each sales person decreased while loyalty and revenues increased.
- The strong communication network of ePoints resulted in faster delivery times and reduced average response times by half.



ePoints is a critical marketing tool that has helped us to identify and motivate our most successful reseller sales reps. We have managed to build a meaningful relationship with the reps, whose performance is critical to our business.

H. Ang, Regional Channel Development Manager, Hewlett-Packard



SurfGold is Asia's premier partner relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.