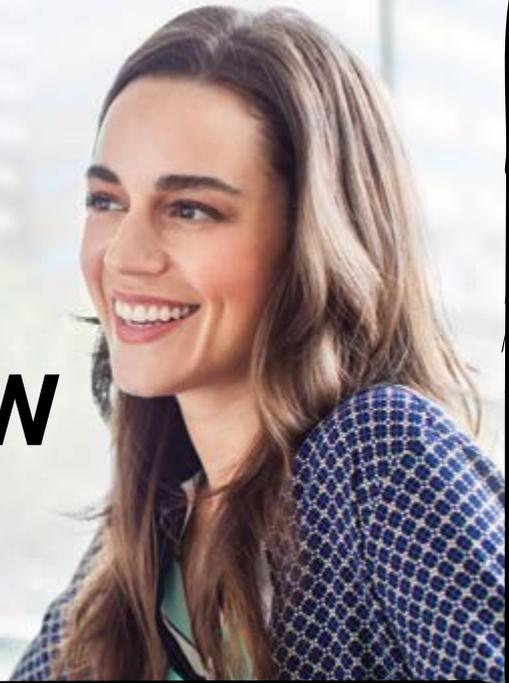




**Hewlett Packard
Enterprise**

ENGAGE & GROW



HPE EMEA Engage & Grow

Incentive Program by Aximpro®

Hewlett Packard Enterprise (HPE) wanted to drive partner growth and increase sell out in the Silver, Business and Proximity reseller segment. We created a targeted incentive program to motivate sales reps through proper engagement and easy accessibility to information about HPE's key products for the SMB market. As a global corporation with a complex network of distributors and resellers, HPE turned to Aximpro for a comprehensive solution to make this program as effective, efficient, and simple as possible.

A FULL-SERVICE GROWTH PLATFORM SITUATION

Notes:

Until now, some countries have run their own individual programs for resellers, although a centrally managed incentive program to grow business in the SMB segment that takes account of regional legal and tax requirements would be far more efficient.

In addition to standard portal functions such as registration, email, news and online training, HPE was also looking for a solution to allow it to engage with its partner base and drive sales growth through incentives and training. Being a broadly distributed international operation, HPE was also eager to avoid various administrative headaches ranging from reward delivery through to translation and local taxation requirements across selected countries in the EMEA region.

Specifically, HPE wanted a single solution to allow easy communication with participating partners, which would also make it easy to manage incentive programs for all these resellers. HPE wanted

to engage with existing partners, 'grow' these relationships by making it easy for partners to train sales reps on HPE's products and services as and when required, increase their interest in and loyalty to HPE, and reward sales reps for their success.

Aximpro as a company stood out for its clear focus and extensive experience in the design and implementation of growth programs for companies like HPE. This combined with the range of functions offered by [Aximpro's modular ChannelValue® software-as-a-service \(SaaS\) solution](#) combined with the complementary business services designed to minimize the administrative headaches made Aximpro a natural choice.

SOLUTION

Strategy

The HPE Engage & Grow incentive program was designed to enable HPE to engage, maintain, and improve its relationships and sell out with distributors and Silver- and Business-level HPE resellers through a simple web-based platform. [Aximpro's ChannelValue® solution](#) introduced easy-to-use communication tools to facilitate the delivery of newsletters and partner-specific information and one-to-one interaction, allowing deep engagement with the brand.

From a technical perspective, ChannelValue® is run as a SaaS solution, meaning the entire system is stored on Aximpro's servers and

HPE's IT department never has to get involved in administration and maintenance. This makes the whole process much simpler and quicker to implement – HPE and its partners just have to go to www.engageandgrow.eu.

Meanwhile, attractive incentives and targeted on-demand training on HPE-specific information simultaneously enhance sales teams' brand loyalty and motivation to sell HPE's products and services while giving them the knowledge they need to close sales. All of this is complemented by ongoing support services such as consulting and business intelligence reporting, while the live system is run on a SaaS subscription model.

“As real growth and engagement specialists, Aximpro was able to take care of the entire process. It would have taken too long and been too expensive to do it all in house. Aximpro’s unique solution is what made the whole project easier.”

Özer Basar
Sales Manager Silver, Business and Proximity
Resellers EMEA
Hewlett-Packard GmbH

Stress-free rewards delivery

The **ChannelValue® SaaS solution** allows HPE to set up and administer all aspects of incentive programs through the web interface. Alongside general business intelligence, it also processes the valuable sell out data provided by HPE so that HPE can use this to identify potential up- and cross-selling opportunities.

Earnings from incentives are recorded in ‘bonus points’, which are awarded on a per-partner basis. Each sales rep is also given a prepaid MasterCard in their own name. Resellers and distributors can then convert bonus points into cash and top up the cards of their sales reps through the system. The sales reps can then spend the cash on the cards like a normal MasterCard.

Full-service growth support

Aximpro’s tailor-made solution goes beyond conventional communication, training, and reward delivery tools. Aximpro also supported and continues to support HPE with its broad range of business tools and services. This has spared HPE the considerable time, effort and expense it would have taken to organize this internally.

HPE needed the chosen system to be multilingual and multi-country, something where Aximpro has considerable experience. Several potentially complicated matters from the issue of credit cards to country-level tax reporting are made easier thanks to Aximpro, saving HPE the headache and ensuring HPE’s engage and grow solution could be launched on time and on budget.



Each individual sales rep receives their own prepaid MasterCards in HPE-branded design.

The partner has complete control over the administration of the payments to the card, without any need to worry about tax and legal issues thanks to Aximpro’s support in this area - depending on the individual tax regulations of the respective country.

PROCESS

Aximpro first provided extensive consulting to HPE to discuss existing aspirations and other ideas HPE had not yet considered, but could benefit from. The careful consultation gave Aximpro the opportunity to explore many aspects of HPE’s existing interaction with partners and what HPE hoped to achieve – and propose a solution to match.

The standard **ChannelValue® software** allowed a quick and reliable implementation of the standard features, while Aximpro also took care of legal and tax considerations, translation and custom programming to ensure

HPE had exactly the modules and adjustments they needed. The system is securely hosted on Aximpro’s servers and the live system can be easily adapted to meet additional requirements at any time.

The entire project was implemented within just three months from start to finish.

WHY AXIMPRO

HPE is among a number of manufacturers and distributors in the tech sector who put its trust in Aximpro to create a custom high-tech solution to drive partner growth and increase sales.

A couple of reasons HPE and others chose Aximpro

- ▶ Channel experts – we know how indirect channels work
- ▶ Growth specialists – growth is at the center of what we do
- ▶ Unique ChannelValue® solution – state-of-the-art modular software fully tailored to clients' needs and branded in clients' corporate identity

- ▶ Multiple localization options – including taxation, legal, and linguistic checks and adaptation
- ▶ Broad experience in everything from simple cashback projects to extensive partner relationship management (PRM) and targeted growth programs

Find out more at

www.aximpro.com

RESULTS

As of the time of writing (early 2017), the full extent of the cumulative effects of the program remain to be seen. That said, HPE has already seen significant faster growth among resellers participating in the program compare to those who

are not. HPE is delighted with the results so far and is confident that Aximpro's ChannelValue® solution has set the group on a healthy path for continued sustainable growth.

CURIOUS TO SEE WHAT WE CAN DO FOR YOU?

The best way to find out would be to request a free demo of the ChannelValue® solution and no-obligation initial consultation with one of our advisors. Get in touch now by sending a brief email to info@aximpro.com to get the ball rolling.

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