

AXIMPRO



USE CASE

HPE EMEA ENGAGE & GROW INCENTIVE-PROGRAM



A FULL-SERVICE GROWTH PLATFORM

HPE ENGAGE & GROW

Hewlett Packard Enterprise (HPE) wanted to drive partner growth and increase sell out in the Silver, Business and Proximity reseller segment. 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.

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. 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.

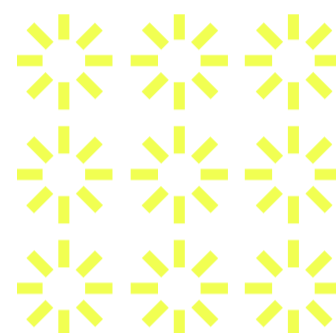
Being a broadly distributed international operation, HPE was also eager to avoid various administrative headaches ranging from reward delivery through to translation and local taxation requirements across selected countries in the EMEA.



SOLUTION

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.

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.



FULL-SERVICE GROWTH

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.

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 MasterCard 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.

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RESULTS

As a result, HPE has already seen significantly faster growth among resellers participating in the program compared 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.

The entire project was implemented within just three months from start to finish. The system is securely hosted on Aximpro's servers and the livesystem can be easily adapted to meet additional requirements at any time.

„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



WANT TO FIND OUT ABOUT WHAT WE CAN DO FOR YOU?

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