

Expanding the opportunities for HP

“THIS ACCOUNT PROFILE IS THE BEST PIECE OF WORK I HAVE EVER SEEN FROM ANY AGENCY”

HP SALES ACCOUNT MANAGER

The Company

HP is a technology solutions provider to consumers, businesses and institutions globally. The Enterprise Systems Group (ESG) focuses on providing the key technology components of enterprise IT infrastructure to enhance business agility, including enterprise storage, servers, management software and a variety of solutions. In 2002 the company merged with Compaq Computer Corporation.

The Challenge

Following the merger, the UK ESG sales team needed to reassess its nominated accounts so that it could identify which represented the best targets for the combined products and services of the 'new' HP. After the target organisations had been identified the HP sales account managers were asked to supply ITTS with an outline brief. From this ITTS were to uncover intelligence on business goals and key challenges within the business. This included mapping out the core IT infrastructure, providing an insight into main areas for investment and determining the opportunities the account may offer regarding major IT initiatives and procurements.

The Outcome

Over 200 accounts were qualified by ITTS and a comprehensive account profile produced for each one. The HP sales teams were then able to analyse the intelligence provided, determine the potential business for HP and develop an appropriate account plan. Based on the information supplied HP management was better able to understand the level and type of sales resource required for each account. This project also helped to maintain a high level of sales prospecting during the sales integration process.

Why ITTS?

This was a large and often complex campaign which required significant project management. Based on previous experience HP had confidence in ITTS' ability to manage all aspects of the project and ensure that the agreed targets were met.

“ITTS was selected for this project as their Sales Researchers have the industry knowledge and the experience to qualify the accounts as if they were an HP Account Manager”



telemarketing

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