

Brochure

# Let us tell your story

Get extra benefits from your HP solution

Imagining the world of tomorrow means looking at the world of today, learning from the lessons of others, and being open to challenging new ideas. Like HP, innovation is at the heart of our customers businesses.

To imagine the future of the enterprise, we must understand the forces that are transforming our world and the technological innovations that are shaping the future. We would like to invite you to be a part of shaping the future of innovation and tell your story.



# Benefits

We want to share your story of innovation where HP technology acted as an enabler and helped you increase productivity or re-invent how your business processes or service delivery were improved.

## Let us share how HP technology helped solve your business challenge.

Don't hide your success story – let HP share it with the world. How does your investment in HP Technology help you add value to your business processes?

### Shows you are innovative

If an idea can reduce operating cost or increase productivity its worth sharing and can rightly be called innovative. Whether it's an incremental improvement or a complete rethink about how a task should be executed, sharing this knowledge will demonstrate how you embrace technology to achieve a better return on investment.

### Enhances your market credibility with competitors and peers

Innovative companies are admired and emulated by their industry peers. This adds to the value of your organisation because you command respect in the market and your opinion is highly sought after.

### Demonstrates your leadership in the marketplace

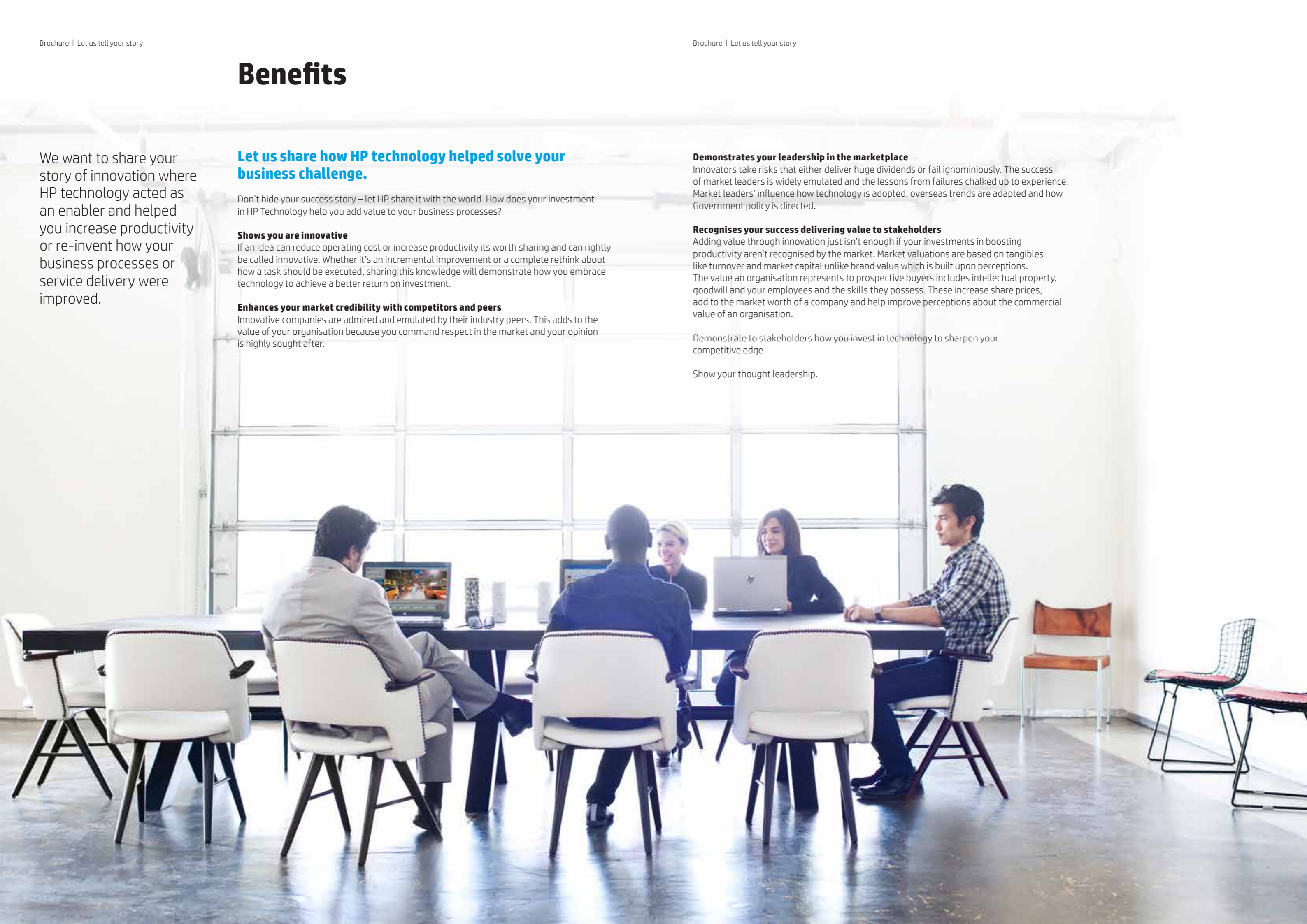
Innovators take risks that either deliver huge dividends or fail ignominiously. The success of market leaders is widely emulated and the lessons from failures chalked up to experience. Market leaders' influence how technology is adopted, overseas trends are adapted and how Government policy is directed.

### Recognises your success delivering value to stakeholders

Adding value through innovation just isn't enough if your investments in boosting productivity aren't recognised by the market. Market valuations are based on tangibles like turnover and market capital unlike brand value which is built upon perceptions. The value an organisation represents to prospective buyers includes intellectual property, goodwill and your employees and the skills they possess. These increase share prices, add to the market worth of a company and help improve perceptions about the commercial value of an organisation.

Demonstrate to stakeholders how you invest in technology to sharpen your competitive edge.

Show your thought leadership.







## How it works (generally)

The first step in creating a Case Study is to tell a writer your story in a brief 15-20 minute telephone interview. They will want to discover the important pieces about your story and convert these into a Case Study.

The structure of a case study is designed to tell a story in three steps.

### Part 1: The beginning

#### What was your business challenge?

Tell your audience about the challenge that you confronted and identify specific points about how existing systems or processes were failing to deliver the best outcome for your organisation. Discuss your selection criteria for a replacement and any important aspects of this selection process.

### Part 2: The middle

#### What was the solution you implemented to solve this challenge?

Describe how you migrated from the old solution and sketch a story of how the installation proceeded. Did you face any unexpected hurdles or learn anything that may help others in a similar situation?

### Part 3: The end

#### Describe how the solution has delivered (or exceeded) your expectations.

Has it reduced the time to complete task or reduced the costs of production?  
Has it reduced the time of any process by a measurable amount?  
Has it cut costs by a specific percentage?

Here are some examples;

- We could monitor the performance of systems located in remote offices helping us troubleshoot without having to send an engineer on-site.
- Improvements to our supply chain reduced perishable losses by 20%.
- Our accountant was able to work from home during maternity leave and help us keep on top of our BAS statements.

### Part 4: Approval process and rewriting

Telling your story may require management approvals prior to commencement and publishing the completed Case Study to HP's website. Our writers will collaborate with your organisation ensuring the facts are correct and that you are satisfied that the document is an accurate reflection of the project and its outcomes. This is your story, and it's important that your accomplishments are recognised and can assist others achieve successful outcomes.

### Part 5: Reaching a broader audience with the press

Wherever possible, HP tries to adapt Case Studies for publishing in mainstream or trade press. This further enhances your reputation with peers and partners and increases market awareness of your organisation. As part of the approval process your permission will be sought if this is acceptable.

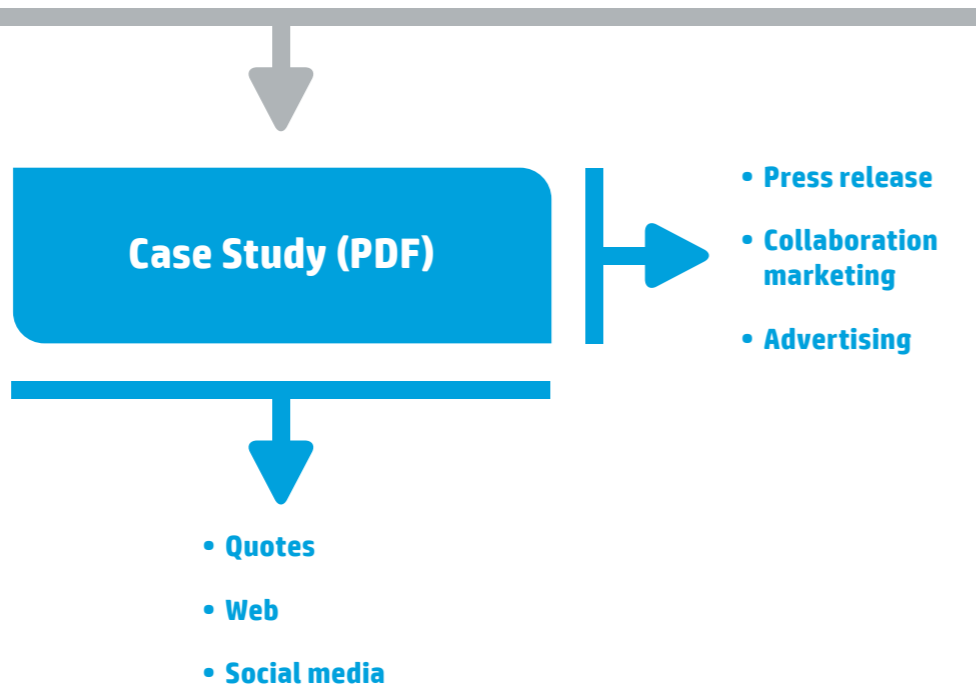
### Part 6: New media

#### YouTube and Podcasts

If the story is compelling or an industry game-changer you may be invited to be interviewed for HP's YouTube channel to elaborate on the project and its successful outcome.

# Building your story is easy

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# Deliverables

**What's next?**  
The final draft is completed and your success story is accurately recounted in a Case Study.

HP's marketing team will promote the Case Study for commercial purposes which will raise awareness of your business.

HP and its partners will use a number of methods to promote your story.

**Press releases**

A press release is a document written to publicise an event or success. HP use press releases to target press and media to alert them of a customer success or new product release. Press releases may result in follow up calls from reporters or other media organisations for additional information or permission to adapt the story for newspaper, radio or TV broadcast or publication or as an aid for further research.

**Trade or Mainstream press adaptation**

Case Studies often provide the foundation for a newspaper or trade publication story that a journalist may develop further to reach a wider audience. Copywriters often create two versions of a Case Study to help raise awareness of the success story.

**Rich media**

Rich media includes Video or Audio adaptation for inclusion in YouTube or a Podcast.

**Sales kits**

HP and their partners use sales kits to develop new opportunities using a client story as a reference site or an example of a solution meeting client expectations.

**Direct mail outs to existing or target clients**

A case study is used as part of a marketing campaign to highlight the success of the product or service

**HP and partner websites**

Success stories are often published on websites managed by HP or their authorised Partners

**Analyst briefing and interviews**

Analyst briefing occasional reference client wins or success stories to support their claims.

**eDM Electronic Direct Mail**

Email broadcasts can occasionally use case studies as reference material to support a marketing initiative.

**HP Industry seminars, events and presentations**

HP often requests participation from stakeholder within organisations who have participated in creating a case study. The events are held locally and globally and you may be asked to present an overview of your case study to a seminar or trade show as the guest of Hewlett Packard.

**Webinar usage**

You may be asked to participate in a webinar that is specific to your case study. This may be about your industry, the technology or a combination of these where your opinion can assist and influence the audience.

**Chief Information Officer (CIO) and Executive roundtables**

As a respected member of the industry your opinions and advice may be sought to contribute to a roundtable event of your peers and contemporaries. This may be used in other forums like rock media for wider dissemination to a broader audience.

This may be targeted to industry peers and competitors either locally or globally and will raise your organisation's profile and recognise your achievements.

# Let's get started – can we share your unique story?

**If you have any further questions please contact your HP or Partner account manager**

**Alicia Price**

Enterprise Group Marketing Manager  
HP South Pacific

E: [alicia.price@hp.com](mailto:alicia.price@hp.com)  
M: +61 400 218 266

Hewlett-Packard Company  
410 Concord Road  
Rhodes NSW 2138  
Australia

## How has a Hewlett Packard solution helped your organisation?

The size and complexity of your case study are not the most critical measure used in the selection process. Far more important is how the solution increased productivity, reduced costs and helped your organisation offer a more competitive offering to your customers.

## Here's what we require to get started

1.

A signed release that indicates your approval for HP to create a Case Study based on your success story.

2.

Any conditions on how the story will be used. (refer to attachment annexe a)

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