

# HP Gains Perspective through Corporate Account Reporting

## Overview

When a company such as Hewlett-Packard lacks a global view of its customer data, it is difficult to make informed decisions. ClearPeaks' customer embarked on a reporting project to address this issue. The objective: deliver a single, comprehensive, worldwide reporting solution for the corporate and enterprise customer business (code-named "CAR"), supporting the needs of both management and sales operations while offering high-level insight into the company's most valued customers.

## First Steps

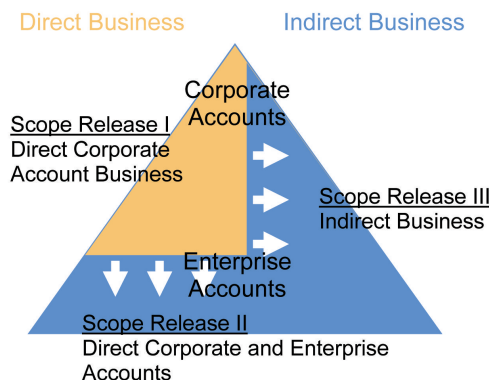
The CAR project team, supported by a ClearPeaks BI business analyst, set out to define the business reporting requirements, metrics and dashboards. The team analyzed functional gaps in current processes, identified and resolved business issues, and highlighted strategic and operations challenges. Critical questions asked during this process included:

- What, where and when is the customer buying?
- What amounts of revenue and profit do corporate and enterprise customers bring?
- Who are our most valuable customers in terms of profit?
- Are today's business transactions in line with long-term pricing and contractual agreements?

Once the requirements and business/IT priorities were identified, ClearPeaks specified, developed and delivered the corporate accounts report packs and dashboards to the different user levels. These reports and dashboards were published on the customer's secure internal portal, allowing easy online access to recent and historical information and enabling more informed decision-making.

## Expanding the Solution

With the success of the first phase, the solution was expanded by enriching existing reports and dashboards with additional customer-focused metrics. To further support business needs, vital data sources such as indirect channel business data, worldwide opportunity funnel and operational orders, and shipment information were included in the reporting solution. In addition, the focus was extended from corporate and enterprise accounts to all global and public sector accounts.



Caption: CAR scope releases

## Solution Overview

### The Client

Hewlett Packard (HP): worldwide supplier of market-leading technology solutions specifically designed to meet the needs of individual consumers, small and mid-sized businesses, enterprises and public sector customers in more than 170 countries.

### Industry

High technology

### Challenge

Implement a centralized Reporting Portal, supporting both internal management and sales operations and enabling visibility of corporate and enterprise customers' key business performance indicators.

### Solution

Develop a web-based reporting solution to capture the entire spectrum of corporate and enterprise customer financials in an easy-to-access, secure portal.

### Benefits

- Enable a high-level view of corporate and enterprise customers' business performance indicators
- Provide the ability to view accounts' performance by industry, region and business unit
- Deliver a secure and centralized portal with easy access for all users
- Improve sales team satisfaction with enhanced visibility into corporate account business activity, resulting in improved customer satisfaction
- Facilitate decision-making — from sales operations to management, both regionally and globally — based on common and consistent business information.



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### The Outcome - A Comprehensive Solution

By harnessing the rich corporate data provided through the CAR data warehouse, HP's business users now have secure access to a comprehensive set of dashboards and reports provided through the portal, as illustrated in the table below.

Dashboard Report	Global	Corporate	Enterprise	Region	Industry	Segment	Direct Revenue	Indirect Revenue	Orders
<b>Global Accounts Dashboard</b> (> 300 accounts)	*								
Ranking report				✓	✓	✓	✓	✓	
Time analysis report				✓	✓	✓	✓	✓	✓
Status-to-date report				✓	✓	✓	✓		
Geography — business unit matrix				✓		✓	✓		✓
<b>Corporate &amp; Enterprise Dashboard</b> (> 3,700 accounts)		*	*						
Ranking report				✓	✓	✓	✓	✓	
Time analysis report				✓	✓	✓	✓	✓	✓
Status-to-date report				✓	✓	✓	✓		
Geography — business unit matrix				✓		✓	✓		✓
<b>Sales Dashboard</b>	*	*	*						
Ranking report				✓	✓	✓	✓	✓	
Time analysis report				✓	✓	✓	✓	✓	✓
Status-to-date report				✓	✓	✓	✓		
Geography — business unit matrix				✓	✓	✓	✓		✓

For in-depth analysis and reporting, CAR also provides business analysts with a richly detailed, ad-hoc reporting tool. Driven by a Business Objects™ Web Intelligence environment and a Business Objects universe, analysts have rapid and convenient access to all corporate data to support their day-to-day business information requirements.

The integration of an account-focused, web-based reporting solution improved the quality of HP's decision-making and helped drive incremental sales — a major achievement, especially considering that corporate and enterprise customers represent 50% of HP's business.

*“Having these reports at our fingertips impact HP's corporate accounts business — providing us a worldwide perspective.”*

**Dieter Wagner**  
CAR Worldwide Sales  
Operations Manager  
Hewlett Packard



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