

Brochure

The HP Customer Reference Program



Join Us! The HP Customer Reference Program

At HP, we work to help customers like you succeed. We want to celebrate your accomplishments and share your story with others. That's what the HP Customer Reference Program is all about.

What is a reference?

It's simple. Every HP customer pleased with HP products or services is a reference when they share their success story.

Why should you be a reference?

- It's about you. We feature you, your company and your success
- You demonstrate your company's technology innovation and leadership position
- Telling your story highlights your role in making success happen
- The experiences you share can reach both industry peers and your own management





What does a reference look like?

Just like a favorite coffee drink, a reference can take on different sizes, flavors and special touches but they all start with one main ingredient—your HP story.

Consider the menu of options and make your reference experience to order.

Customer phone calls

Do you enjoy talking with peers on the phone? HP customers want to talk to you. You may be approaching the finish line when they are just starting out and can help them prepare to win the race with a simple phone call.

Customer visits

Some technology solutions are just made to be seen. Hosting an HP customer visiting your site may be the best way to tell your story.

Media

Online publications and industry bloggers are also interested in hearing about customer success. You can explain through media announcements and phone conversations how technology has helped your business. Media is a great way to gain visibility of your company's leadership and innovation.

Industry analysts

Ongoing industry research by leading firms relies on customer input to view and analyze the latest trends. Sometimes this input is confidential through the withholding of company names, while other times it highlights specific customer experiences.

Featured HP case study

You tell us your story and we turn it into a written case study and slide summary, clearly and concisely outlining your objectives, the HP solution you chose, and the benefits and accomplishments to date. As well as being available for your use, HP print solutions case studies are posted on hp.com/go/allcasestudies and shared with customers.

Your story in video or podcast

Like a written case study, a video features your company objectives, the HP solution and accomplishments as a 2-minute production. The video is posted on hp.com and shared with customers at events and meetings and you can showcase the video as well to your own audiences. We keep your time and effort to a minimum by preplanning and working to ensure that the result is a premier production.

Speak up!

Customers often take the stage at live events such as a professional meetings, industry events or HP seminars. This may be as a customer keynote presentation, part of a panel discussion, or as a customer featured in an HP breakout session. With each of these options you will be reaching your professional peers and executives.

What's in it for you?

By sharing your success, you, your team, and your organization, become recognized as leaders in delivering results.

Being an HP reference can also help you:

- Make new contacts
- Learn from your peers
- Advance your career
- Promote your organization
- Strengthen your relationship with HP

What is the time requirement of a reference?

You are in the driver's seat as you and your schedule determine your availability to participate. We contact you with options and you decide.

Let's do a case study. Here's how:

The process for doing a case study is simple and straightforward. Here are the steps:

1. Just say yes

First, we'll ask if you're ready to be featured in a case study, using a simple email-based agreement. Just reply to the email with "I approve" and we take it from there.

2. Pick a time

Next, we'll arrange a 45-minute telephone interview between you and a writer who is fully briefed on you and your HP success.

3. Tell your story

The writer will conduct an interview with you and, if you wish, with others from your team. The interview is informal. Think of it as a friendly conversation.

4. Your stamp of approval

The writer will send you a draft to approve. If you have any comments, we will create a revised draft for your final approval. We will never publish materials without your consent. And if something in the story changes, simply let us know; case studies can be revised or removed at any time.

5. And it's finished!

We will post your case study PDF on hp.com, where anyone interested in your story can read it. It may also be used by HP marketing and sales teams, and, of course, by you!

6. Add some extra splash!

With your permission the HP PR team may share your story with key media to add greater visibility to your success.

Getting started

Contact your account team or email msreference@hp.com so we can talk about getting started together.

To view samples of HP print solutions customer case studies, visit: hp.com/go/allcasestudies.

Thank you!

Sign up for updates
hp.com/go/getupdated

