

Case study

SEMIC

HP Financial Services helps SEMIC Spain win more SMB customers with HP Subscription



Organization

SEMIC

Country

Spain

Industry

- HP Platinum partner
- IT Services and solutions

HP

- PCs, notebooks, tablets

HP Financial Services

- HP Subscription
- HP Financial Services Partner Connection Portal



“Working with HP Financial Services is easy, effective and delivers results. They bring innovative solutions, which means we can be competitive and offer our SMB customers a choice in how they acquire and pay for IT. Like us, our customers are looking for business agility as a key competitive advantage. HP Subscription delivers just that, giving access the latest HP products, services and accessories as a single bundled solution that customers can subscribe to for a low monthly payment.”

– Oscar Lopez, CEO, SEMIC Spain

Organization profile

SEMIC¹ is an IT services and solutions business with over 30 years in the Iberian market, more than 50 managed service points and 1800 customers among SMB, large companies and public administrations. SEMIC specializes in helping SMB organizations integrate technology and people to achieve the outcomes that matter to them. A solid technology base, permanent innovation, quality of service, effective management and a highly qualified team of over 225 professionals, are the basis of SEMIC’s success. From consulting services and systems integration to IT infrastructure management, SEMIC provides comprehensive services including planning, design, implementation and management of business environments and highly effective IT.

Business situation

SEMIC's success comes from providing SMB customers with flexible, reliable solutions and services that speed access to the latest technology. SEMIC customers were having difficulty keeping technology refreshed and up-to-date with the accelerating pace of change. Customers, in particular those in education, healthcare and professional services sectors, wanted a better way to manage their technology within their restricted budgets. Challenged to find new ways to meet IT demands, customers were seeking alternative ways to buy IT, and were moving away from traditional approaches that limit their ability to adapt to current demands.

HP Subscription in action

SEMIC was able to satisfy customer needs by embracing HP Subscription—a turnkey SMB solution that provides a straightforward, yet flexible way to acquire a custom bundle including PCs, support services, and software through a convenient per seat/user model. Schools, health centers and professional services customers were offered a flexible and affordable way to regularly provide new technology to their staff and students—an essential factor for productivity and satisfaction that eliminates the likelihood of obsolescence and disruptions in work or learning environments.

With HP Subscription, SEMIC's customers were able to securely refresh their technology every three years availing themselves of data cleansing and recycling services built-in to the program.

In addition, SEMIC and HPFS are trialing other consumption models to provide flexible options for customers to acquire and pay for IT in alignment with how they want to use it.

Using HP Subscription and the flexibility it affords, SEMIC has doubled the size of its SMB customer base.

HP Financial Services (HPFS) Partner Connection Portal

One of the benefits of working with HP Financial Services for SEMIC is the HPFS Partner Connection Portal which SEMIC uses to transact business quickly, easily and securely online. As one of the first users of the tool, they value speedy access to quick quotes and credit scoring. Using HPFS Partner Connection alongside HP Subscription makes doing business with SEMIC fast and easy for their customers too.

Benefits

By utilizing HP Subscription, SEMIC customers are able to:

- Move more quickly and easily to a modern workplace or campus with the latest technology from HP
- Save time by simplifying the planning, acquisition and replacement of technology
- Maximize cash flow and reduce ongoing maintenance and support costs

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¹ Servicios de Microinformática, S.A

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