

Case study

MCL Computer & Zubehör GmbH

MCL sets itself apart and wins in a crowded market with HP Subscription



Organization

MCL Computer & Zubehör GmbH

Country

Germany

Industry

IT services

HP Financial Services

HP Subscription



“Our customers want new, simpler ways to acquire and pay for technology. They want to stay up-to-date and refresh when they want. A subscription model allows us to offer customers the convenience of using technology without the burden of owning and maintaining it. HP Subscription is a straightforward and easy-to-manage solution for our customers. Working with HPFS is easy, fast and flexible. They are helping us create a competitive advantage based on value and not only on price.”

– Andreas Nisi, Personal Systems Sales Manager, MCL



Organization profile

MCL is a gold partner with HP Inc. and has a team of 130 experienced staff operating from Germany and Austria. Focused on the SMB market, they have more than 20 years' of experience in IT hardware and infrastructure. MCL sets itself apart as a specialist with services and support, with the ability to provide cutting-edge technology. With volume buying capacity, large storage and inventory holdings—MCL can ship on demand and price attractively.

Business situation

MCL operates in a fiercely competitive and price sensitive market, so being agile, resourceful and innovative is key to its success.

MCL sells its products across Germany and Austria providing rollout and implementation services. It uses its vendors to provide ongoing onsite services cost effectively for all its customers.

MCL's customers' needs are changing. Many are looking for new ways to acquire and pay for technology. They want to stay up-to-date and refresh when they want, simplify billing and payment models, and bundle services with hardware—all while avoiding upfront investments.

MCL needed a new proposition to meet changing customer needs. HP Subscription ticked all the boxes.

How it started

One of MCL's customers, a long time user of Dell PCs, wanted to move to HP. MCL configured a test system for the client with HP products to compare ease of use and performance. The customer was convinced by the HP solution. As well as the EliteBooks, notebooks and desktop accessories for the workplace environment, which the customer wanted to be able to refresh after 3 years, the customer's business also required on-site backup and recovery services which MCL did not have the capability to provide on its own. Furthermore, the customer wanted the total package rolled up in a single contract with MCL.

HP Subscription was the perfect answer. Working with HP Financial Services, MCL was able to provide a simple solution and give the customer exactly what he wanted.

- Access to latest technology
- Services and hardware bundled into a single solution

- A better ROI compared to an upfront purchase
- Optimized cash flow and planning
- Simplified payment structures

Partner Connection Portal

HP Subscription also makes doing business quick and simple for MCL. Using HP Financial Services Partner Connection online portal, MCL is able to complete the whole transaction without third party intervention from credit checks, through raising quotes, to placing contracts and orders.

Benefits

- With HP Subscription, MCL can set itself apart and alter the basis of the customer decision. They can offer a complete solution for a monthly price avoiding any discussion of a purchase price
- This means they can sell more, attach more services and offer a wider range of options to their customers
- MCL is able to mitigate its customer credit risk and recognize revenues up front with HPFS managing the customer billing
- Most of all, MCL can build and sustain longer term, higher value relationships with its customers.

HP Subscription is proving to be a great fit with MCL's strategy to move from purely transactional relationships with its customers to contractual. Using the subscription approach, MCL has been able to change the conversation with its customers and to focus on business outcomes rather than pricing.

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