

# Imaging and Printing Strategy Consultation

\*\* Internal Use Only Sales Battlecard \*\*



## HP Strategy Consultation Target Customer

HP top 4400 Enterprise accounts, all industries (including Public Sector)

- Chief Executive Officer
- Chief Information Officer
- Chief Financial Officer
- Chief Procurement Officer
- Director of Info Svcs
- Director of Facilities
- Director of Procurement

## Strategy Consultation Objective

Bring together the executive and operational leadership of your customer's organization along with HP to develop an imaging and printing strategy that will align with their business or organizational objectives.

This HP facilitated session has successfully fostered senior executive dialog about the need to better manage the imaging and printing expense line and improve the overall operational efficiency and effectiveness of their business.

The customer will receive an Executive-level presentation highlighting key findings and recommendations, as well as an initial roadmap that show how to address the challenge of balancing business objectives with the available resources and priorities over time.

## Strategy Consultation Customer Benefits

- Create an enterprise-wide output strategy that can
  - reduce operating costs
  - align with business/organizational objectives
  - identify near-term actions that will make an immediate impact
- Achieve consensus across the organization (IT, Purchasing, Facilities, Finance, Lines of Business) regarding critical opportunities and challenges
- Leverage HP's imaging and printing best practices and expertise in crafting the strategy and delivering results
- Develop greater understanding of how the imaging and printing environment can help improve critical organizational processes

## Cost

A half-day session at the customer's enterprise facilitated by one of HP's Strategy Consultation specialists is offered at no cost provided that the customer meets the qualification criteria.

## IPG Strategy Consultation Qualifying Questions

- What is the long-term financial potential for this account? (If small, STOP)
- What is the strategic value of this account to HP (if limited, STOP)
- Through research, have we identified critical business initiatives where imaging and printing can play a significant role? (if yes, PROCEED)
- Does the client already have an imaging and printing strategy? (If no, PROCEED)
- Do we have a champion secured? (if yes, PROCEED)
- Do we have a good idea of the "straw model" scope? (if yes, PROCEED)

## Strategy for using the Strategy Consultation in your account

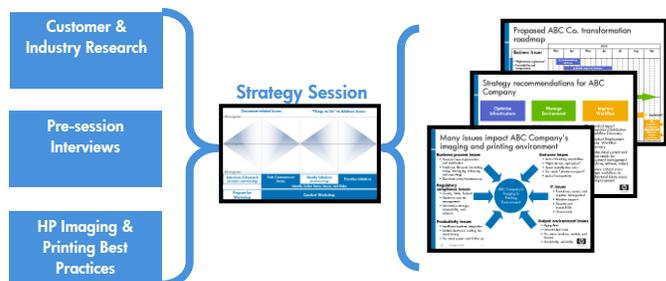
- Propose conducting a program if...
  - The customer sees potential benefit but is unsure how to proceed
  - The customer has been trying to make progress on their own, but progress is unsatisfactory
  - The customer has a relationship with one of our competitors and is unhappy with their performance
- Do not propose conducting a workshop if...
  - The customer already believes an output strategy exists and/or a clear first step is identified
  - If we are close to signing a deal and this program may slow things down

## Call to action

- Schedule time with your customer to gauge their interest and need for a Strategy Consultation by delivering the 30 minute Strategy Consultation positioning presentation located at the link below.
- It is critical that the Account Manager identify a client champion to...
  - Help promote the workshop concept inside their enterprise
  - Act as the account team coach
  - Introduce the half-day session
  - Review the strategy findings and recommendations presentation
- Set the expectation with the client that interviews and fact-finding must be conducted
  - gathering information prior to the workshop will make the workshop session more efficient and effective
  - HP will analyze and organize the customer information for review and comment by workshop participants
  - Client agreement to work with HP prior to the workshop is a good litmus test of client commitment
  - This method also provides you with the opportunity to expand your relationships throughout the organization

## Strategy Consultation Flow

Three phases: 1) arranging for the half-day session, 2) the session with clients, 3) follow-up with recommendations & findings for the client champion.



## IPG Strategy Consultation Lead (Worldwide)

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