

HP Client Reference Programme



Becoming an HP reference provides you, as a user of technologies, services and solutions, the opportunity to showcase your successes and highlight your company as a technology innovator. You'll have the opportunity to share experiences with your peers and learn from those exchanges while strengthening your relationship with HP in the process. We deeply value our relationship with you and have a key focus on making your reference experience engaging and positive.

This document explains the benefits of being a reference for HP and guides you and your account team to determine how you would like to be a reference.

How will you benefit?

You will gain positive exposure for your organisation, both within your industry and in the business world at large.

The programme can also help you to:

- Network and share experiences with your peers in other companies
- Raise the profiles of key executives within your organisation
- Promote your organisation as a leader in using technology to make your business more successful
- Highlight project results within your organisation
- Strengthen your relationship with HP

Reference Opportunities

We have many reference options for you –

Reference calls and site visits

Share your knowledge and network with your peers. Discuss your experiences via 1:1 phone calls. You control the number of calls you are willing to take each month/quarter. We also encourage clients to showcase their implementation by hosting individuals at their site.

Media and Analyst Relations

Press and analysts are always interested in speaking to organisations that can provide proof points on how technology has impacted their business. They can help you create greater awareness for your organisation and tell your story to a wider audience through press releases, press interviews and analyst briefings.

Case studies and slides

Case studies provide a detailed insight into your experience working with HP products and solutions. They include a clear overview of the challenge your business faced, the solution HP provided and the core business benefits gained from the solution. Typically two to four pages long, and/or in Powerpoint format, the case study will discuss measurable benefits useful for those contemplating an HP purchase. The slides are simply abbreviated versions of your case study that focus on the implementation of our services and technologies, as well as the benefits derived.

Speaking opportunities

Present your success to a varied audience of senior decision-makers, peers, industry analysts and press.

Videos and podcasts

Audio and video content focus on the impact a technology solution has had on your organisation, as well as your broader relationship with HP. They are used at client and trade events, on the Web, and for training purposes.

An example – the written case study process explained

To help you understand what is required, we have outlined the standard process for creating a case study. We respect your time, so the process is simple and straightforward.

1. Participation

You will be asked to agree to the points outlined in the email-based HP Client Information Release form. By replying to the email with “I approve”, you will move to the next step.

2. Timing and language choices

An experienced industry writer will contact you to schedule a 45-minute telephone interview. They will have been fully briefed on the background of your relationship with HP. At this time, you will choose the language in which you would like to be interviewed.

3. The interview and your approval

Once the interview has taken place, the draft will be written and sent to you for your comments/approval. An HP project manager will be available to talk through your feedback. The revised document will then be sent back to you for final approval.

Please be assured that we will never publish any reference materials without your approval. You can ask us to stop using them at any time.

4. Use of your case study

Your case study will be posted to www.hp.com and may be used by HP marketing and sales teams.

Next step

Contact your account team to discuss your reference options.

To view HP customer case studies, please go to:

www.hp.com/go/casestudies

