Leveraging ASPs and *hp's* Channels on Tap™ to Build a Competitive Advantage –
A Case Study

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Situation

- Forsythe Solutions Group
  - Premiere architect, builder, evaluator and manager of technology infrastructure
  - Serve the entire technology infrastructure lifecycle from assessment, design, integration, management

- Looking to expand service offerings by adding message outsourcing to current portfolio
  - Requirements
    - Highly reliable, scalable and secure solution
    - Trusted, experienced partner
    - Complete suite of proven solutions
    - Speed to market
    - Commitment to operational excellence

Options

- Build in-house capabilities
  - Too expensive
  - Too time-consuming
  - Too complex
  - Not core competency

- Partner with a messaging ASP
  - Fast
  - Easy
  - Gain instant subject matter expertise
  - No resource expenditures

Which messaging ASP?

hp's Channels on Tap™

- AgentDepot – *hp's* multi-channel, e-services portal that simplifies the process of partners and solution matching
- Key Benefits:
  - Agents
    - Gain a profitable, annuity revenue stream in the new net economy
    - Expand current solutions portfolio – increase value of the one-stop-shop and quality hosted services
    - Intelligent partner management and tools for agent training, solution profiling and matching
    - Leverage *hp's* commitment to the reseller community
    - Deliver additional value to customers – build customer loyalty
  - Service Providers
    - Faster new markets penetration
    - Incremental sales and expanded market reach
    - Rapid access to a channel of trained *hp* sales agents who are local trusted advisors for customers
    - Increase profits while lowering overhead

The Process

- Forsythe registers through **www.agentdepot.com**

  - Requirements:
    - Highly reliable, scalable and secure solution
    - Trusted, experienced partner
    - Complete suite of proven solutions
    - Speed to market
    - Commitment to operational excellence

- Forsythe provides company information and signs CoT contract.

  - Agent and Service Provider matching criteria:
    - Contact and company information
    - Industry focus
    - Hosted solution experience and focus

hp UNITED STATES

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AgentDepot

welcome to a rich, new e-services resource for service providers and agents.

AgentDepot

→ **search**
→ **contact hp**

AgentDepot home
→ about AgentDepot
→ register
→ login

→ AsktheDepot

demo

This multi-channel B2B2B portal brings agents and service providers together to deliver remotely hosted applications simply and more profitably on the web. It's designed to match you with the right partners to meet customer needs and provides access to a full set of e-services that will open new business opportunities and enhance your service offering.

register

a*gent *n.* A trusted business advisor (reseller, systems integrator, web integrator) who assists customers in the selection of e-services to address business needs.

serv*ice pro*vid*er *n.* ASPs, ISPs, and any other SPs who want to reach new markets while building a steady, more profitable revenue stream.

AgentDepot *n.* Where agents and service providers meet to make great deals happen.

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Internet

Start | Inbox - Micros... | Hotmail Inbox ... | Marketing Upd... | AgentDepot ... | Document1 - ...   EN   11:12 AM

The Result

- Matched with USA.NET, the global eMessaging Service Provider

    - More than 6 years experience providing complete outsourced messaging solutions

    - Product offerings include three different messaging platforms
        - Hosted Microsoft Exchange 2000
        - USA.NET Performance Messaging
        - USA.NET Commercial Messaging Service

    - Provide more than 3,000 business customers worldwide with messaging solutions

USA.NET Support

- On-site and remote training of Forsythe's sales force

- Training and marketing collateral provided

- Demo account(s) set up

- Customer call/sales support – Forsythe and USA.NET call on first customer together

- Account sells!

Speed to market = 10 days!

Well Positioned In The Net World

"…<u>if HP is able to help its partners and, in turn, end users navigate the rough road of Internet solutions</u> without alienating the partners along the way, this too should yield rewards to the company."

Creating a Course for Partners in the SP World – HP's Channels on Tap Program
IDC Bulletin (Feb 2001)

"<u>Channels on Tap</u> is yet another manifestation of HP's ability, demonstrated over the past year or so to launch <u>innovative</u> programs to try to tilt the playing field to its favor in the game it calls the Internet, <u>Chapter Two</u>."

Laurie McCabe - VP of Summit Strategies
March 2000

Building a Competitive Advantage

- Leverage ASPs to increase:
  - Speed to market
  - Value proposition of the one-stop-shop
  - Offering size and expertise
  - Annuity-based revenues
  - Customer loyalty

- Leverage *hp's* Channels on Tap™
  - Simplifies partnering strategy
  - Matches the right agents with the right partners
  - Provides partner management and agent training tools
  - Leverages *hp's* commitment to the reseller community

Thank You!

Questions?