Leveraging ASPs and *hp's* Channels on Tap<sup>TM</sup> 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

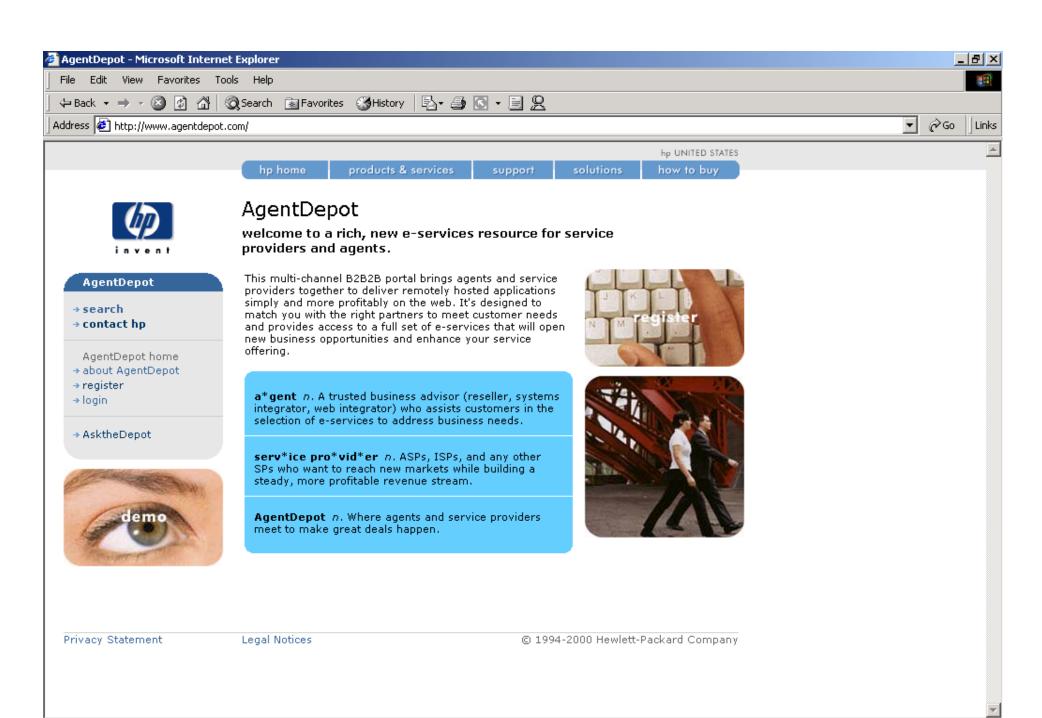
Which messaging ASP?

# 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 onestop-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





#### 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</u> the rough road of Internet solutions 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)

"Channels on Tap 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

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## **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<sup>TM</sup>
  - 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?**