

**Objective**

Gain competitive advantage, increase sales and provide superior customer solutions

Approach

Utilize HPE Customer Engagement Centers to improve customer experience, scope of sale and solution set

IT Matters

- CEC and EBC provide complimentary customer experiences
- CEC provides infrastructure-focused briefings, product R&D labs and factory tours
- EBC provides Senior Executive level engagements, pan-HPE solutions showcase, Labs and Cyber Defense Center tours

Business Matters

- Delivered an incremental \$15 million in HPE solutions to customers
- Expanded size and scope of original solutions 25% - 30%
- Greater close ratio and reduced sales cycles allows customers to achieve business outcomes sooner

Maximize partner revenue, customer engagements

OnX and HPE showcase strength in partnership at Customer Engagement Centers



To accelerate time to value for customers, OnX Enterprise Solutions utilizes tailored customer briefings at the WW Enterprise Group Customer Engagement Center (CEC) and Executive Briefing Center (EBC). Leveraging HPE executive insights and subject matter experts, OnX expands customers' perceptions of what is possible through smart IT solutions for new style of business.

Partnership innovation for the New Style of IT

Information technology offers both challenges and opportunities. Overcoming the first and optimizing the second demands proven expertise and the right technology solutions. OnX, an HPE Platinum Converged Infrastructure Specialist Partner and member of Meg Whitman's Inner Circle partner advisory board, delivers on that promise to help customers drive efficiency, inspire innovation and accelerate success.

OnX employs quarterly briefings at the Hewlett Packard Enterprise CEC in Houston, Texas and the Executive Briefing Center at Hewlett Packard Enterprise headquarters in Palo Alto, California to enable customers to explore how the smart application of technology can drive better business outcomes.

“The OnX quarterly HPE CI and Software Summits have become an imperative for our business. Customers that are ready to optimize, modernize, expand or migrate their IT environment benefit by attending our briefing sessions at the HPE Customer Engagement Center or the Executive Briefing Center. The briefings help customers prioritize and cost-justify projects, enabling them to implement solutions and achieve defined business outcomes faster. In addition, OnX has seen a significant increase in revenue potential and reduced sales cycles as a result of hosting these events. It is clearly a win for everyone.”

– Pat O’Connor, Senior Director, Business Alliances, OnX Enterprise Solutions

A focus on customers

OnX decided several years ago to partner with the Hewlett Packard Enterprise CEC in Houston in order to provide customers with strategic access to HPE’s top technical experts and senior executives. Quarterly, OnX and HPE host four to six companies for a three-day Converged Infrastructure (CI) briefing where they discuss current business challenges and explore how OnX and HPE work in synch to deliver effective, efficient solutions that provide positive business outcomes.

Highlights of the sessions include the Factory Express tour, where customers walk the manufacturing floor from part-sourcing through assembly to QA and shipping, the Data Center tour, the Moonshot Discovery Lab and the Futures discussion that explores enterprise technology trends over the next five years.

Hugely successful, Pat O’Connor, Senior Director, Business Alliances, OnX Enterprise

Solutions, says that there are numerous requests for repeat visits from customers who want to stay abreast of technology innovations. “We have many legacy Hewlett Packard Enterprise customers who ask to return to our CI and Software Summit briefings as they evaluate new projects,” he explains.

Another trend driving customer interest is the agility and flexibility of the Cloud, whether entirely in the Cloud or a hybrid model. At the CEC, customers learn how OnX and HPE can design and deploy a Cloud infrastructure that meets their demand and consumption needs while accelerating innovation and growth. It’s a compelling story and one that customers are eager to put into action.

“We are also seeing more non-HPE customers who are dissatisfied with their existing platforms,” says O’Connor. “These customers are interested in migrating to HPE. They have heard about the incredible performance of HPE 3PAR StoreServ All-Flash Storage or the networking-portfolio-completing Aruba



acquisition and are primed to move forward. A briefing can be a significant deciding factor to advance or even close a deal.”

Complimentary visits leverage in-demand features

Two years ago, OnX and HPE piloted a twice-a-year briefing at the Palo Alto Executive Briefing Center. Software-focused discussions targeted to higher-level customers, these briefings may include a trip to the Garage, the birthplace of Silicon Valley, hearing about HPE’s own IT transformation story from HPE CIO Ramon Baez and the HPE Cyber Defense Center.

The EBC briefings quickly became quarterly events. O’Connor explains that part of the demand has come from customers who visit the CEC and are exposed to an HPE offering that peaks their interest. “A customer might come to a CI briefing in Houston to learn about 3PAR and they hear Chris Surdak, award-winning author of Data Crush and Global Subject Matter Expert, Analytics, Governance and eDiscovery, HP Software and suddenly they want to know more about how their data can work smarter for them, or how it could be more secure. A visit to the EBC is the perfect next step,” says O’Connor.

Michele Mulcare, HPE Business Partner Manager says, “One of the key benefits of a briefing is that customers get to experience OnX and HPE working in close collaboration to deliver exceptional solutions. They see the close alignment of our strategies and approach. It creates a high degree of confidence in the partnership.”

Investing for growth

Planning and producing a briefing is a significant investment for OnX, one that would be difficult to justify if customers weren’t motivated to implement solutions. O’Connor says, “This full-immersion experience not only frequently reduces sales cycles by up to half, but is conservatively responsible for an additional \$15 million in annual OnX revenue.” He explains that a significant percentage of customers come to a briefing with one specific need in mind, but end up purchasing more or additional solutions. “Easily 25% to 30% of customers we invite increase the

scope and functionality of their original solution. They might come out for storage and purchase networking, too, or vice versa. Perhaps they came to the EBC to hear about Big Data but a week later we get a call about a Fortify opportunity,” says O’Connor.

It works because the customer experiences technology innovation, the value of the partnership and, when an interest in a particular area is noted, the HPE team moves quickly to bring in a subject matter expert at lunch or an appropriate executive at dinner. Having the precise expertise within walking distance to explore opportunities when the customers’ interest is whetted makes converting those possibilities into realities.

For example, a long-term HPE customer was considering several new applications and was quickly moving toward a competitor. OnX invited them to a CI briefing and while there, the customer worked with OnX and HPE to rewrite the RFP to reflect a better solution.

Similarly, a \$45M application lifecycle management deal was going to an HPE competitor but a deep dive at the EBC convinced the customer that there was a smarter alternative, one that would serve them well today and in the future.

“This full-immersion experience accelerates time to value for our customers while also reducing sales cycles by up to half.”

– Pat O’Connor, Senior Director, Business Alliances, OnX Enterprise Solutions

Smart preparation yields impressive results

CEC and EBC briefings help OnX customers, and their own expert staff, understand a wider breadth of solutions that can improve their mission-critical processes and expose them to new technologies. “Showcasing HPE’s products, solutions and services, side by side with OnX, in our engaging, innovative Centers is a strong factor in our combined success rate,” says Jennifer Welch, HP Storage Chief Technologist.



O'Connor adds that, in addition to reducing complex and potentially long sales cycles, OnX and its guests to the centers generally agree to work together and implement HPE solutions and OnX services, signing on the dotted line a full 75% of the time and adding a conservative \$15 million in annual OnX revenue to the bottom line.

Of course, a large component of the success of the briefings is due to the OnX team's careful preparation and vetting of customers that are nominated to attend a briefing. Peter Moser, HPE Director and Chief Technologist explains, "OnX does a terrific job of preparing

the HPE team for a successful event. They provide very detailed customer profiles that include key customer interests, objectives and challenges. Then, OnX follows up to ensure that customers walked away with value that met or exceeded their expectations. And, they track ROI on briefing sessions religiously."

"Between the inclusive breadth of the HPE solution portfolio and the knowledge transfer that HPE provides through the CEC and EBC sessions, the HPE and OnX partnership adds very concrete value and confidence to our mutual customers," concludes O'Connor.

At a glance

WW Enterprise Group Customer Engagement Center, Houston, Texas

Enterprise infrastructure-focused briefings with custom deep dives into HPE Enterprise technologies

- Areas of expertise: Enterprise Servers, Storage and Networking
- Features: Product R&D labs, Factory Express, Data Center tours, product management and roadmaps

Executive Briefing Center, Palo Alto, California

Pan-HPE solution briefings with HPE senior executives, executive dialogue, including board-to-board engagements

- Areas of expertise: Senior Executive level engagements, HPE and innovation strategies, pan-HPE Transformation Areas showcase
- Features: Hewlett Packard Labs, Cyber Defense Operations Center tours, TechWorks solutions showcase, ENVISION workshops, Silicon Valley Ecosystem



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