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## OPS Elite Connection

**November 2009**

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by Andrea Sittig-Rolf



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Know How Now!

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ORIGINAL HP SUPPLIES

#1 brand in TONER.

#1 VALUE.

HIT PRINT AFFORDABLY

### OPS Elite Mythbusters Campaign

We've developed some great resources to help you generate awareness and demand: a direct marketing and telemarketing campaign that debunks common myths about remanufactured/refilled cartridges and supports why your customers should always use Original HP Supplies. Use your subsidies and take advantage today!

- Available to OPS Elite Partners only
- Direct Marketing: includes a set of 3 postcards and e-mails in Campaign Central
  - Themes: Affordability, Environment, Reliability
- Telemarketing for Lead Qualification (LQM)
- \$2,500 subsidy available on a FIRST COME, FIRST SERVED basis—so hurry!
- Available on Campaign Central, via the [Marketing Toolkit](#) >Marketing Subsidy Center> on the HP Partner Portal.

To learn more about marketing activities and resources available, refer to the **IPG OPS Elite Marketing Campaigns and Resources** flyer under 'Sales and marketing tools' on the [OPS Elite member site](#); click 'Enter OPS Elite member site.'

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### IPG Competitive Displacement Commercial Sales Promotion

To help in your efforts of targeting qualified Commercial Sales Accounts (formally called territory accounts) for competitive take-out opportunities, HP is offering a three-part promotion for Q1 FY2010. Eligible partners can participate in one or all three parts of the promotion.

#### Part I: Account Profiling and Lead Qualification

Eligible HP partners can engage Technology Sales Resource Interactive (TSRI) through the Marketing Subsidy Center to develop a qualified account list. TSRI will identify key decision maker(s) for printing

hardware and solutions in a partner-supplied list of 40 Commercial Sales Accounts. Any accounts matched to HP's target list are eligible for the \$500 "Let's Make A C-Level Connection" SPIF, if requirements met.

#### **Part II: \$500 "Let's Make A C-Level Connection" SPIF**

Get \$500 for introducing a HP IPG Commercial Account Manager into a competitive take-out opportunity at a targeted (i.e. must be on approved list) Commercial Sales Account. Please review specific SPIF terms and conditions on SPIF Central on the HP Partner Portal.

#### **Part III: Commercial Sales Account Print Assessment Funding**

Eligible HP Partners will receive funding for a print assessment conducted for a target Commercial Sales account that has been identified as having less than 20% HP IPG hardware currently installed.

For completed details and requirements regarding this promotion, refer to the **IPG Competitive Displacement Commercial Sales Promotion** flyer posted under "Sales and marketing tools" on the [OPS Elite member site](#).

Contact your HP Partner Business Manager if you have any questions.

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### **OPS Elite Virtual Image Print 2009**

We would like to thank everyone who participated in the OPS Elite Virtual Image Print channel event November 4–5. We hope that your time spent at the event was a good use of your time and that you found the information valuable and informative. To view the playback of select OPS Elite Virtual Image Print breakout sessions [click here](#). Once you login, click on 'Auditorium.' The playback links available include:

- OPS Elite Keynote Address
- IPG Marketing Direction and Key Initiatives
- Best Practices in Selling Managed Print Services
- The Impact of Vertical Selling

Note, the playback of the OPS Elite Benefits breakout is only available on the [OPS Elite member site](#). Click on 'Enter OPS Elite member site'; the playback link is located under "What's New."

We wanted to thank all of our OPS Elite partners for their sales of HP imaging and printing products and solutions during FY09. During our last breakout, we took the opportunity to celebrate the successes of a few of our OPS Elite partners in the face of a challenging economic year. Those partners recognized were:

Highest Top line MFP Growth – West: **Availe, Inc.**

Highest Top line MFP Growth – Central: **Marimon Business Systems, Inc.**

Highest Top line MFP Growth – East: **ASI System Integration, Inc.**

Highest Top Line IPG Hardware Growth – West: **Toshiba America Business Solutions, Inc.**

Highest Top Line IPG Hardware Growth – Central: **Advanced Imaging Solutions, Inc.**

Highest Top Line IPG Hardware Growth – East: **United Business Technologies**

Most End-users under SMP Contracts – West: **Source Office Products**

Most End-users under SMP Contracts – Central: **Businessware Solutions**

Most End-users under SMP Contracts – East: **U.S. Office Solutions, Inc.**

Highest Territory Account Revenue – National: **Compucom Systems, Inc.**

Highest Territory Account Revenue – West: **Availe, Inc.**

Highest Territory Account Revenue – Central: **MCPc, Inc.**

Highest Territory Account Revenue – East: **United Business Technologies**

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### **Updated OPS Elite Materials Available on HP Partner Portal**

Office Printing Solutions Elite program information and materials have been refreshed on the HP Partner Portal for FY2010.

#### **OPS Elite Member Site Refresh**

The [OPS Elite member site](#) has been updated and includes new information for the FY2010 program. Included are program overview materials, links to sales and marketing resources and tools, and other information

exclusive for OPS Elite partners. Please bookmark this link and check frequently for updates.

### FY2010 OPS Elite Brochure

The OPS Elite Brochure for FY2010 is now available on Campaign Central. As an Elite partner you will be able to use your PartnerONE marketing subsidy to place orders in quantities to use for mailings, as leave-behinds for your customers or include in proposals. The brochure highlights HP's endorsement of Elite partners and their unique focus and competencies. When placing an order through Campaign Central, you may insert your company logo and include 1–2 sentences of custom taglines or other marketing text.



The OPS Elite brochure is also available on the Elite home page ([www.hp.com/partners/us/elite](http://www.hp.com/partners/us/elite)) under the Office Printing Solutions Elite section. This version of the brochure however does not allow you to drop in your logo; this version is to allow you to quickly print a copy for a customer visit.

### OPS Elite Demand Generation Tools on Campaign Central

You can utilize your PartnerONE marketing subsidy to help fund the creation of these updated OPS Elite demand generation tools on Campaign Central—postcard and e-mail—only available to HP Elite partners.



- Log into [HP Partner Portal](#)
- Select **Marketing Toolkit** on left navigation bar
- Under Create Demand, select **Marketing Subsidy Center**
- Under Eligible Activities select **Campaign Central** and log in

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### FY10 OPS Elite Sales and Technical Training

The FY10 OPS Elite sales and technical training courses and exams are now available on the [HP Partner Portal](#) under 'Train & certify'. For details on specific course and exam numbers and how to register, refer to the [OPS Elite Sales and Technical Training Requirements](#) posted on the [OPS Elite website](#) under 'OPS Elite requirements.'

Classes will be available beginning mid-December. A calendar of scheduled Q1 and Q2 OPS Elite sales and technical training courses is available under 'What's new' on the [OPS Elite member site](#), click "Enter OPS Elite member site."

If you have any questions or problems registering for a class please contact HP Partner Learning at 1-800-732-5741, option 4.

**Reminder:** FY10 OPS Elite training requirements are to be completed before March 31, 2010.

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## New LaserJet Installed Base Upgrade Tools Now Available

Contact Name: [Kimberly Shansby](#)

In conjunction with HP's Trade-In and Save initiative, two new sales tools are now available to help HP channel sales representatives recommend the right replacement product and articulate the customer benefits.

- The [Installed Base Upgrade Matrix](#) (.xls tool) identifies over 90% of HP's LaserJet installed base devices and cartridges along with the recommended current HP LaserJet device whether the customer need is color, mono, single- or multi-function. The Matrix also identifies key competitive installed base devices and states the recommended HP upgrade device.
- The [Installed Base Upgrade Tool](#) (.ppt tool) identifies the top installed base single-function mono products to target for upgrade, including HP and competitive devices. In addition, customer benefits, specific to the upgrade recommended whether color, mono, single- or multi-function, are articulated. Benefits include productivity improvements and energy and toner cost savings.

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## Grow SMB Printing with the HP Creative Studio for Business

Contact Name: [Joanna Sinnwell](#)

Jump start HP supplies, media and color printer sales by promoting a new resource for SMB customers. A newly designed e-asset for partners, the [HP Creative Studio for Business](#) offers free and affordable resources, advice and templates to help Small Businesses market themselves.

The HP Creative Studio for Business easily integrates into your marketing promotions to SMB customers. This site will **not** link customers to HP.com or other sites that may contain competitive product offers. All links are to complimentary resources or content to help small businesses develop their own marketing campaigns.

Studio content includes:

- Free downloadable template sets in Microsoft Word, Powerpoint and Publisher. The sets cover a broad range of printed marketing materials including business cards, letterhead, postcards, calendars, presentation kits, brochures and flyers.
- Free software such as Print View including the Print Cost Estimating feature
- Partner offers:
  - Links out to Yahoo for discounted web hosting
  - Logoworks for affordable custom design services
  - Stocklayouts & istockphoto for more templates or stock photography
  - Avery custom binders, Stamps.com, tiny prints, and Blurb for ordering additional types of marketing materials.
- Ideas and advice from customers and online authors.

In addition to the content resources, the site promotes HP color printers, Original HP supplies, plus HP and Avery specialty media products for a professional finish.

Add this site in your arsenal of marketing collateral and websites to help your customers grow their business.

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## HPFS Extends Most Popular Lease Promotions Through The End of Q1

In today's economy, large and small companies alike are finding it harder to make the financial commitments needed to enhance or even maintain IT infrastructures. That doesn't mean your sales have to stall. From now until January 31, 2010, HP Financial Services is offering a special promotion in which customers can lease their HP equipment using a 0% lease rate. Customers get the equipment they need—you close a sale.

Offer details:

- 0% lease rate for 36 months with FMV purchase option
- Transactions must be between \$1,500 – \$150,000

- Available on wide variety HP products including various notebooks, desktops, workstations, monitors, imaging and printing equipment, servers, storage and networking equipment. Certain restrictions apply.

Moreover, when you work with HP Financial Services, you

- Increase deal size
- Enhance margin
- Create annuity business
- Reduce days of sales outstanding (DSO)

For more information, contact your Financial Area Manager or our Rapid Response Center at 1-888-277-5942

Implicit lease rate, assuming lessee does not exercise a fair market value purchase option at the end of the lease term and timely returns the leased equipment to Hewlett-Packard Financial Services Company (HPFSC) at the end of the lease term and disregarding any charges payable by lessee other than rent payments (such as taxes, fees and shipping charges). Financing available through HPFSC to qualified commercial, education, and state, local and Federal government customers in the United States and Canada and are subject to credit approval and execution of standard HPFSC documentation. Offer valid through January 31, 2010. For U.S. Federal customers, a minimum transaction size of \$50,000 applies. Rates are based on customer's credit rating, financing terms, offering types, equipment type and options. Not all HP products are eligible for 0% lease rate. Not all customers may qualify for these rates. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.

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### Partner Websites 2.0: The Importance of Good Website Content



Contact Name: [Darrell Amy](#)  
Phone: 214.224.0050

Very few of your clients will ever visit your office. However, virtually all of your current (and potential) clients will visit your website.

Now, more than ever, your website plays a critical role in your business. A website can make a small company look big and a big company look small. A website can also make a smart company look not-so-smart. Or it can make a company that is new in a business segment look like old pros.

The world of the web continues to evolve. What was cool five or ten years ago now looks out of date. And what used to work to get you top rankings in the search engines (see last month's article on "The New Yellow Pages) now is different.

Given the importance of websites and the fact that the web is evolving, it may be time to reevaluate your web strategy. In this article we will explore the critical factor that is overlooked in most websites and present a strategy to make sure version 2.0 of your dealership's website makes a big impact. [Click here](#) to view full article.

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### MPS: Capturing Hard and Soft Costs



Contact Name: [Ed Carroll](#)  
Phone: 703-722-2973

Working with clients throughout North America gives Strategy Development a unique perspective of understanding the challenges many businesses face with the implementation of a Managed Print Services Program (MPS). After all, if MPS is a new business model for your company it is going to be a challenge to roll out and be successful.

If your current business is geared towards selling hardware, or if you are a service and supply provider, or even if you are a systems integrator, building a case to manage document output for customers is very different to your core business. In summary the most significant difference is taking what

was previously transactional business and now managing it as a service focused offering. This is very similar

to software companies, who are focused on selling and installing their solution, shifting their business model to a SAAS (software as a service) model. It not easy to accomplish and it must meet the needs of a broader base of customers in order to make it economically valuable to the software company.

To be successful in MPS you need a sound ability to evaluate, analyze and build a business case that will support the prospect's business reasons to outsource this area. It is building the business case that I see many sales professionals struggle with.

In building this business case it is well understood the importance of capturing cartridge (toner), service and parts costs. The area that is often overlooked, or ignored, is the prospect's resources currently in place to support the fleet of output devices.

One of the reasons for this is either the sales professional or the prospect believes this is a soft cost associated with managing the fleet and the business case is focused on only "hard costs." If you believe this to be the case you are failing to identify a key component of the fleet's current expense.

I would agree, in order to build a sound business case, we need to concentrate our focus on capturing hard costs. Soft costs should only be used to further validate the reasons for the change. But how are resources directly involved with the support of a fleet of output devices not hard costs?

The perception is that since the position handling this responsibility will not go away it therefore is a soft cost related to the actual output costs. While in most cases the position will not go away, the fact is the time currently spent in this area will go away and this resource can and should be re-deployed in other areas of the business.

How is this different then say an Accounts Payable clerk's time processing invoices? Through deployment on a MPS offering the amount of invoices being processed will be reduced and therefore there is a savings to be realized. This is true, but the significant difference is that the internal resource handling calls related to problems with the output device, or being the front line of defense before an outside service provider is called in, or being the resources involved in the selection and installation of new devices, is directly involved in managing the fleet of assets and the accounts payable clerk is not. The accounts payable clerk has no direct involvement with the fleet, only processes invoice (indirect involvement), and therefore is not a responsibility you will be inheriting when you implement a MPS offering for this account. On the other hand you will be inheriting the responsibility to manage, move, answer calls, and provide technical support for the equipment in the fleet along with providing the supplies, parts and break fix resources for the all output devices under contract. This is a direct expense (hard cost) for you so why would one not consider this as a hard cost for the current environment you are assessing?

You started the process by confirming that the prospect either did not have a good understanding of their total costs associated with output on a cost per page basis, or the prospect was looking to validate what they believed this cost to be. You should have an understanding, belief and conviction as to what are the costs that should be incorporated in this analysis. If you don't you are not providing your prospect with a clear understanding of the expenses associated with managing a fleet of output devices and you will be under evaluating the importance of outsourcing this responsibility to you.

Knowing what to capture, why it is important and how to properly present the business case is a key component to the success of your MPS program. Capturing, understanding and properly portraying the cost, hard vs. soft, is critical if you are looking to make this a profitable growing part of your business.

Ed Carroll is a principal of Strategy Development, a management consulting firm for the technology and outsourcing space specializing in business planning, sales effectiveness, advanced sales training, and operational and service improvement ([www.strategydevelopment.org](http://www.strategydevelopment.org)). From 2003 – 2007, Carroll was an executive with IKON Office Solutions, most recently vice president and general manager of IKON's Greater Capital Area. Prior to IKON, Carroll was the CEO of CyLex Systems, Inc, a venture based document management ASP, which was acquired by Ricoh Corporation in 2003. Prior to CyLex Systems, Carroll was with Panasonic for 21 years holding various executive positions including President and COO—Panasonic Document Imaging Co, and President—Panasonic Document Systems Co. Ed has B.S.—Accounting from Canisius College, Buffalo, New York. Ed can be reached at [carroll@strategydevelopment.org](mailto:carroll@strategydevelopment.org) or 703.722.2973

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