

success story



**First DataCorp
blazes trail as hp's
first hp OpenView
Services Integrator
(SVI) Partner**



**FIRST
DATACORP**

Quality of support and customer intimacy are widely recognised as key contributors to customer satisfaction. But if you're already an acknowledged leader in achieving high customer satisfaction, how do you make it even better?

Hewlett-Packard, which has consistently won international awards for customer satisfaction, knows well that customer satisfaction and quality support must be fought and won through establishing good working relationship with customer. It also realises that often, it is the HP reseller that closes the sale, installs and integrates the solution that forms the lasting first impression with the customer.

In improving an already excellent reputation for its quality of support and service, HP's OpenView Services & Support Organisation forged ahead with a radical innovation — it decided to empower its resellers to offer HP OpenView customers with the critical first-line support. In the HP OpenView's Services Integrator Program (SVI), the reseller will provide the first-line support using the customers using the HP OpenView Enterprise Management Solution, and escalate more complex issues to HP OpenView technical support specialists.

But it's not any ordinary reseller that earns this privilege to become an SVI partner. To maintain the high level quality of first-line support, the reseller must meet stringent conditions. Apart from a solid business track-record, these include investments in a robust support infrastructure (call center) staffed by HP OpenView certified technical personnel, as well as a commitment to meet HP's high service performance standards.

HP OpenView SVI program was introduced in a phased manner on a worldwide basis starting with Europe in 2000. It was extended to the Asia-Pacific region in 2001.

blazing the asia-pacific trail

The HP OpenView Services and Support Organisation launched its SVI program in May 2001 in the Asia-Pacific with the appointment of its first partner, First DataCorp in the Philippines.

First DataCorp is no newcomer to HP. Incorporated in 1985, it is HP's focussed distributor, Premier Service Provider and an Authorised HP Service Center. The company is highly focussed on the enterprise market, providing a range of application development, technical consulting and service management services. It also distributes a range of HP enterprise solutions, including the HP9000, HP OpenView, NetServer and other solutions.

First DataCorp major customers include leading organisations such as Ayala Corporation, Manila Water Company Matsushita Electric and others.

"Our relationship with HP started from the company's inception, and almost 75 percent of our revenue today is derived from sales of HP products and services," said Jorge C. Buenaventura, President of First DataCorp.

"When HP first mooted the idea of the SVI programme a year ago, I thought it was radical!" said Mr Buenaventura. "But I quickly saw the mutual benefits that both HP and we could gain from this new business model."

The company's transition to becoming an SVI Partner was not difficult, according to Mr Buenaventura. "The backbone of the support infrastructure already exists to support our existing role as HP Premier Service Provider for the hardware products."

First DataCorp's investments include a full-fledged call centre which can easily be expanded to include support for HP OpenView products, as well as a fully certified HP OpenView support team.

"We already have two support engineers who are certified at Level 300, plus two more who are trained in HP OpenView and will be certified to Level 300," he added.

To ensure that the right processes are in place, a pilot run of the HP OpenView SVI programme was conducted over a 30-day period in early 2001. This gave the comfort level for both partners to launch the programme in May.



mutual benefits

As radical as the SVI programme may seem, it definitely makes good business sense. From HP OpenView Services' perspective the programme will be a major step towards further improving its already high level of customer satisfaction. "HP employees are already being measured by the customer satisfaction they achieve, and it's inevitable that we extend this performance measure to our business partners," said Madanjit Singh, HP's Regional Business Development Manager for HP OpenView Services & Support, Asia Pacific Region.

"Furthermore, this programme adds to the Total Customer Experience (TCE) that we're aiming for at HP, by empowering our partners to offer and deliver a more comprehensive range of solutions and services to their customers."

Beyond creating a new revenue stream from support contracts, the SVI programme also benefits First DataCorp in other ways. Mr Buenaventura sees a positive impact in three main areas:

"The first and obvious benefit is in our Customer Relationship Management," he explained. "With the HP OpenView SVI program, we can stay with the customer throughout the solution life-cycle — from consulting, through design and deployment and now, thanks to the SVI, even beyond into the support phase."

"This will enable us to build greater customer loyalty and intimacy leading us to customer delight."

"Secondly, the SVI programme will enable us to leverage our existing HP OpenView expertise beyond the SVI programme and into delivering other high-value technical services such as consulting and solution deployment focussed on HP OpenView," he added. "The cross-selling opportunities are tremendous, and the SVI support revenue is an added bonus for us."

"Finally and most importantly, the SVI appointment is a very strong endorsement by HP in our company. It is a testimonial to, and recognition of, our competence and professional HP OpenView services capabilities, that is invaluable.

With its successful debut through First DataCorp., the HP OpenView SVI programme will be progressively extended to other HP OpenView partners throughout the Asia-Pacific region.

the challenge

To provide first-line support for customers using OpenView Enterprise Management Solution.

the solution

To deploy HP OpenView's Services Integrator Program (SVI).

the benefits

Enhanced customer satisfaction is achieved through full range of services, from consultation, design, deployment to support.

For more information about HP OpenView software, please call your local HP reseller or HP sales office.

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