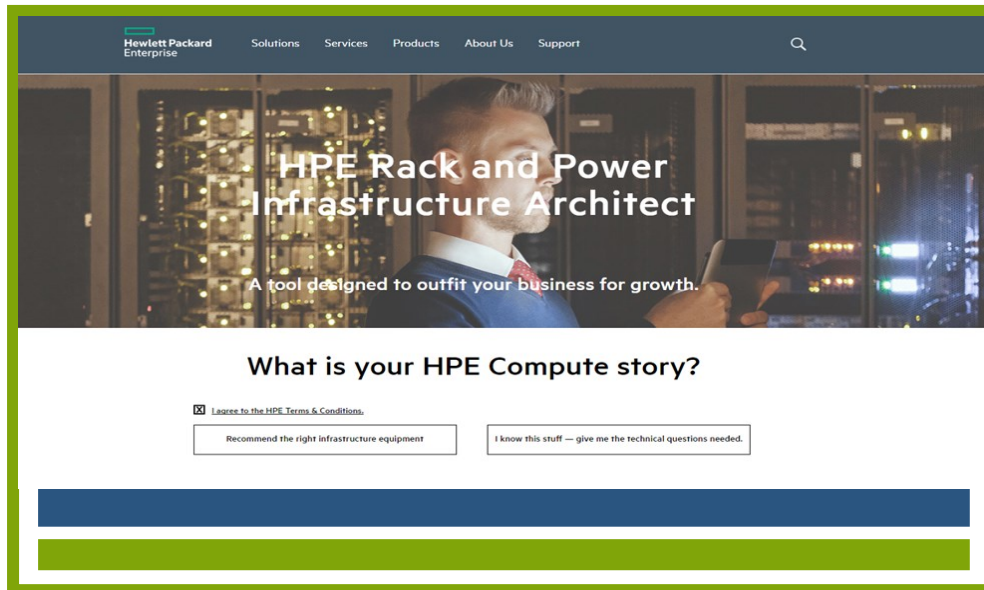# CUSTOMER STORY

## Hewlett Packard Enterprise



**Solution Overview**
**Products and Services**
Widget Tool

**Industry**
Information Technology & Services

**Organization Size**
201-500 employees

**Country**
Worldwide

**Language**
English

## HPE launches Rack and Power Infrastructure Tool

Hewlett Packard Enterprise engaged EMM to develop a tool that would increase rack and power infrastructure sales. EMM had a good understanding of HPE's products from previous projects and worked with multiple stakeholders, from engineering to sales, to come up with a strategy to meet their needs.
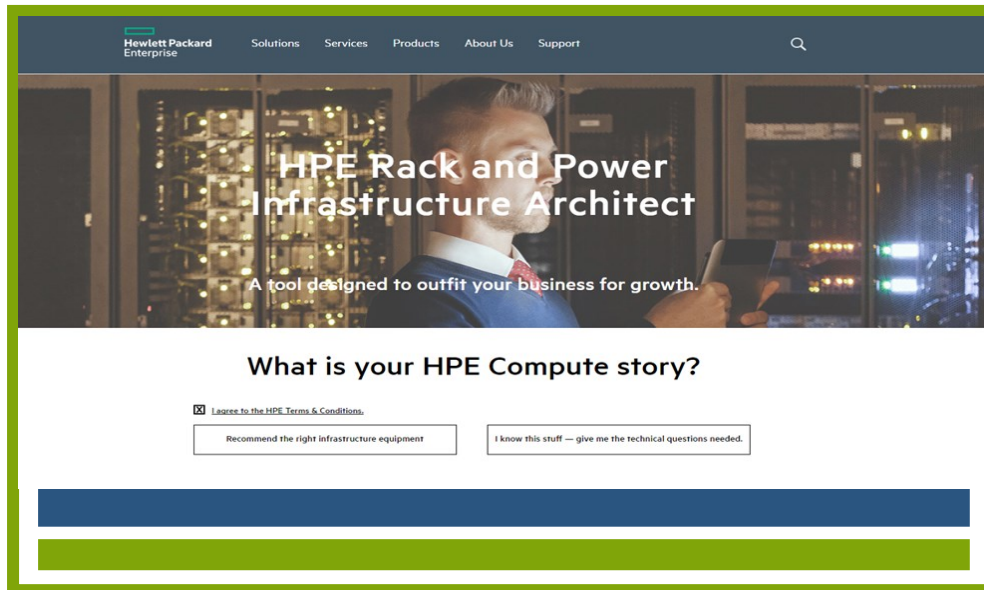
### Understanding their needs:

Hewlett Packard Enterprise engaged EMM to develop a tool that would increase rack and power infrastructure sales. EMM had a good understanding of HPE's products from previous projects and worked with multiple stakeholders, from engineering to sales, to come up with a strategy to meet their needs.

### How we helped:

HPE needed to create a user-friendly tool to help customers and partners navigate through their wide variety of products.  It was key that this tool could be used by people with no background technical knowledge and also for those with technical experience.  EMM worked with HPE stakeholders to develop a comprehensive list of requirements.  From each department, EMM was able to gain valuable insight into how all the products fit together, as well as an understanding of what information was important to communicate to their target audience.

# CUSTOMER STORY

## Hewlett Packard Enterprise



**Solution Overview**
**Products and Services**
Widget Tool

**Industry**
Information Technology & Services

**Organization Size**
201-500 employees

**Country**
Worldwide

**Language**
English

## How we helped (*continued*):

EMM first focused on translating the technical information that HPE provided into user-friendly language within an easy-to-follow interface. The tool was designed to be user friendly with two "tracks". People with no technical background are guided through a series of questions leading to exactly what they need. For experienced technical users, the tool provides an option to bypass this step-by-step guidance and allows users to self-select products that meet their needs.

The tool was launched to a worldwide audience at HPE's Discover conference in London and was well-received. Customers and partners are able to easily build a rack and power infrastructure architecture, whether they have a technical background or not, accelerating HPE's sales process.

*"I just wanted to take a second in all the flurry to STOP and say THANK YOU for the amazing work you just pulled off…this tool is pretty darn impressive. Thank you for a job well done."*

*-Cole Humphreys, Manager, HPE Server Options, Rack & Power Infrastructure*