

HP case study: HP Virtual Rooms deliver a full, interactive IT demonstration experience in the HP Solution Demo Portal.

Industry: IT marketing

HP Virtual Rooms key to success of HP Solution Demo Portal



“Because HP is very focused on demonstration of the product, an online collaboration tool like HP Virtual Rooms is crucial. And because IT solutions are so complex, the demonstrations require a great deal of interactivity, often with more than two parties. HP Virtual Rooms is a good fit.”
— Esther Poon, Vice President for Technology, MeetExpo

Objective:

Provide a reliable, fully functional demonstration of IT solutions without requiring travel to a data center or customer site, either by HP personnel or potential customers.

Approach:

With the aid of third-party integrator MeetExpo, HP created a Solution Demo Portal that provides virtual demonstration experiences in HP Virtual Rooms.

Business benefits:

- Lower costs for both HP and the potential customer.
- Elimination of travel for IT solution demonstrations.
- Elimination of interruptions to everyone’s work schedule.
- Dramatically enhanced productivity for PreSales staff.

Eat your own cooking

Trust the chef who eats his own cooking. And the IT provider that builds with its own products.

When HP set out to create the Solution Demo Portal — a place where customers could experience a virtual demonstration of HP solutions — it naturally chose to base the portal on the interactive, media-rich HP Virtual Rooms. HP’s vision for the portal: to provide customers with a full demonstration of HP products and fully integrated solutions, without requiring either the customer or an HP technical team to travel.

The HP Solution Demo Portal provides multiple benefits. It lowers costs for both HP and the potential customer. It eliminates the need to travel for IT solution demonstrations. That in turn, reduces interruptions to work schedules, and saves time for everyone involved. The bottom line: dramatically enhanced productivity for PreSales staff and customers alike.

Design challenges in the HP Solution Demo Portal

To build the portal itself, HP chose MeetExpo, which specializes in the creation of product demonstration sites. MeetExpo is a leading provider of interactive solutions to enhance marketing and sales effectiveness. Its solutions are powered by a web-based, multi-tenant, interactive application framework based on service-oriented architecture.

The challenge to MeetExpo had many dimensions. First, it required the company to address the needs of HP’s worldwide business. Every region has its own specific needs. So the challenge was to design a unified solution as a baseline, and then to accommodate the varying needs it found regionally.

Equally challenging: this would be MeetExpo’s first project involving HP Virtual Rooms.

Customer solution at a glance

Primary application

HP Solution Demo Portal: an online resource enabling customers to experience a virtual demonstration of integrated HP solutions

Primary hardware

Desktop PC with Internet connection

Primary software

HP Virtual Rooms using its Application Programming Interface

Why use HP Virtual Rooms?

"We fully understood HP's decision to use HP Virtual Rooms in the Solution Demo Portal," recalls Esther Poon, Vice President of Technology for MeetExpo.

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HP provided MeetExpo with the Applications Programming Interface for HP Virtual Rooms integration and let it get to work. Poon says using the API to integrate the portal was straightforward and easy to use. "We're not yet leveraging 100 percent of the Virtual Room's capabilities, and the portal is proving to be fully effective."

HP Solution Demo Portal provides media-rich experience

In the past, HP product or industry experts would either travel cross-country to demonstrate a solution, or create a DVD demo for the local sales team.

Now, customers sitting in their own office utilizing the HP Solution Demo Portal might first experience a pre-recorded demo presentation — much more visually friendly than a technical paper or list of specifications, with a full demonstration of how the solution works using video or Flash files. The HP PreSales team — often hundreds or thousands of miles away — is available to respond interactively to customer queries and requests to create a live, real-time individualized demo tailored to the customer's specific needs.

The HP Solution Demo Portal enables the host of the demonstration event to schedule a virtual meeting,

schedule availability of the resources necessary for the demo itself (including the latest hardware, software and IT solutions), automatically generate an invitation to the event, and notify participants of updates or schedule changes. After the event, the site gathers information on who attended the event and collects their feedback.

Results

Over the years, one constant has remained in the IT business: customers want to see a live demo before they buy. Now, with the HP Solution Demo Portal utilizing HP Virtual Rooms, that demo can be delivered right to a customer's desktop remotely.

How important is that? Last year, the HP Solution Demo Portal was used to deliver demos to Thailand and Australia from Singapore. Thousands of miles, and several days, of travel were eliminated. And the message got through quickly and efficiently to meet customer needs.

As one HP sales consultant says, "If we don't do a demo as part of the presentation," he says, "we're taking a chance the customer may not understand what the HP solution can do. But with a demo, their eyes light up. They understand. The Solution Demo Portal helps build the confidence we need to advise our customers."

Another HP sales consultant notes that using the Solution Demo Portal "saved a week's worth of effort. Precious time is saved while accelerating the access to information our customers require in their purchasing process."

Want to know more?

To learn more about HP Virtual Rooms, visit us at www.hp.com/info/rooms, or contact our sales team. To learn about the HP Solution Demo Portal, visit <http://www.hp.com/go/solutiondemoportal>.

To learn more, visit www.hp.com/info/rooms

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