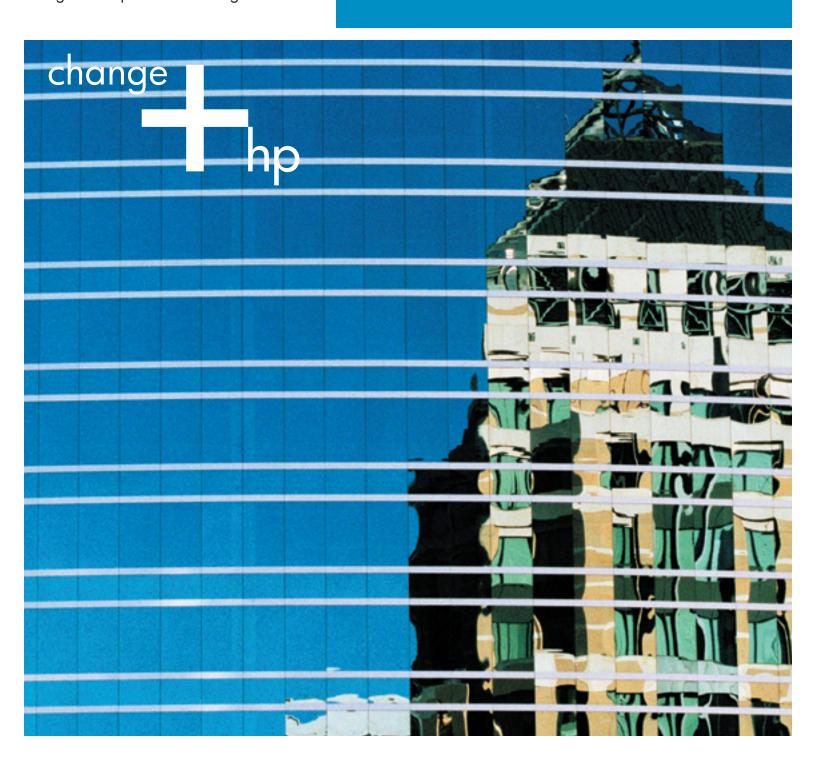# Creating a powerful business-to-customer strategy

Innovation and an integrated portal—
to exceed customer expectations
and gain competitive advantage

change + hp

A customer portal is your company's "face" to the world. And today's customers are expecting that face to do more. They want it to clearly reflect what your company can offer them, and why you're better than the competition. To do that, you need to have a complete business-to-customer strategy that enables you to readily deliver innovative services—in a way that aligns with and even extends your business strategy.

Giving customers more

An effective customer portal builds brand awareness, enables service delivery, attracts and retains customers, and promotes sales—all with a focus on putting you ahead of the competition. A truly successful customer portal can do even more, enabling significant end-to-end integration across your value chain or lines of business and offering differentiating value for your customers across the globe.

HP's value proposition focuses on building a solid, resilient framework for your business-to-customer strategy, rooted in proven design principles. We take a lifecycle approach to meeting your business and customer needs, with offerings that span the full range of systems, software, services, and partnerships. Whether you are extending a new service or repairing old problems, regardless of where you are in the process and the challenge you are facing, we've likely been there before. We've helped organizations of all types and sizes create world-class customer portals, employee portals, and partner portals. And we rely on that experience for your benefit.

At HP, we believe that by aligning business and IT goals in a collaborative framework, you can accomplish nearly anything. This is at the heart of our vision of the Adaptive Enterprise—where business and IT are synchronized to capitalize on change.

It takes more than just technology

It's all about customers and your business—not servers, software, platforms, and protocols. Without question, technology plays an important role in building and sustaining a successful portal. But equally important is aligning business and IT goals to make sure your portal accomplishes what you need. After all, anyone can design and build a Web presence—but what good is the end result if it's a temporary fix that doesn't provide sustained value to your customers and address your business needs?

HP's approach focuses on building a strong, well-grounded foundation for your customer strategy and linking that strategy directly to specific business goals. Think in terms of "innovation with stability"—a cohesive method that follows a formally designed architecture. We take a structured, participatory approach that integrates the needs of both the primary business and the IT stakeholders in your organization. Using a unique four-view model, we systematically capture key information from business, functional, technical, and implementation aspects of your organization. And we work with you to horizontally apply this foundation across your entire enterprise throughout business units, geographies, and technology bases.

Fust AG, the largest company of the Jemoli Group, based in Switzerland, needed an adaptable, Web-based sales and marketing channel for its expanding customer base.

"Our new Internet solution allowed us to design our sales process to be as ergonomic as possible for visitors to our Web site. Prompt responses, links to the correct accessory items, and cross-selling play important roles. And the solution integrates directly into the standard processes of our merchandising system."
Thomas Giger, Manager of E-commerce, Fust AG

What can a highly effective customer portal provide?

The most effective customer portals decrease the cost of serving your customers while significantly increasing the services you can provide to them. Businesses with successful customer portals cite these differentiators:

- Increased customer service—improved efficiency, lower cost to add new customers, increased customer retention
- Electronic fulfillment of digital products
- Customer self-service for checking order status, viewing specifications, and reading instructions ("my portal" functionality)
- Ability to introduce new products and services quickly
- Faster and better self-service access to accurate information for customers
- Full-service, anytime/anywhere access for mobile users
- Dynamic personalization of information based on a customer's profile
- Ability to launch creative and targeted sales and marketing efforts
- Faster response to changing business needs and market shifts

Is your business-to-customer strategy working as well as it could?

Customer portals and related strategies have evolved a great deal over the past five years—and at a very rapid pace. It's likely that your business has a portal—or two— in place, but is it being used by your customers and leveraged by your business as effectively as possible, and does it offer more than the competition? Does it give your customers a consistent, integrated view of your products as well as an easy means of navigating and finding information—while also providing an innovative competitive advantage for your business?

To succeed, a customer-focused strategy must have an effective method of involving business leadership. Only by involving key decision makers can the goals of the business become aligned with supporting technology. Many business-to-customer strategies are less effective than they should be. These are the typical reasons:

- Multiple—often redundant—technologies and e-processes across the enterprise
- A complex and non-rationalized collection of Internet standards, protocols, and servers
- Intense internal competition for attention and resources, with limited oversight and governance
- Inability to present a consistent "face" to the customer
- Duplication of effort across the enterprise, resulting in needless expense
- Inability to respond to market opportunities and implement changes quickly

Moving from business strategy and goals to a complete solution:

Business aspects	Functional aspects	Technical aspects	Implementation aspects
Business principles and motivational context for change	What it does for whom; processes needed	How it is built and how it interfaces with other systems	How it is implemented, operated, and governed
Identification and guidelines for specific goal-related business issues that require change	Users, information, processes, and services needed; attributes include adaptability, availability, security, scalability	Application data, systems, subsystems, components, structure, interrelationships, constraints	Stages, phases, migrations, resources, partners, funding, governance, operational processes

About HP Customer Portal solutions

HP Customer Portal solutions help you plan, design, build, integrate, and manage a portal that meets the precise needs of your enterprise. We understand the unique challenges of creating a highly successful customer portal, and we've designed a portfolio of services with that in mind.

Customer Portal Assessment and Strategy Service sets the overall scope for the solution, building consensus among management and aligning business needs with the proposed investment. It also investigates current customer portal solutions and infrastructure, evaluating them in relation to business needs and best practices.

Customer Portal Planning and Design Service creates a blueprint of the target solution, clearly defining the future states and implementation plans for the business. Areas addressed include business components and processes, information flow and services, system characteristics, applications, data and databases, and overall IT management and operation.

Customer Portal Proof-of-Concept creates a proof-of-concept solution and prototypes the key mechanisms of the portal solution.

Customer Portal Implementation builds, deploys, and maintains the portal solution to your specifications, meeting key requirements for schedule and budget.

Service-oriented architecture (SOA) and Web services solutions

HP embraces solutions that rely on service-oriented architecture (SOA) and Web services—features that are gaining a great deal of notice these days. In simple terms, the goal of SOA is to create a worldwide "mesh" of collaborating services that deliver greater agility to Web-based architectures. It aims to foster dynamic collaboration among services, so that real-time decisions can be made about the selection and provider of a service. SOA provides a model for aggregating the information and business logic of multiple, diverse systems into a single interface. HP's customer portal solutions are designed to take full advantage of SOA and Web services, as well as integrate into your existing application environment. Our approach is to innovate and integrate along a roadmap that moves from problem to solution. Along the way, we continually focus on aligning your business goals and your IT infrastructure—a key goal of the Adaptive Enterprise.

WESCO International chose HP as its solution partner to design and deploy a new e-commerce portal based on HP ProLiant servers and Microsoft® portal technology.

"With expert Microsoft .NET skills and project-management savvy provided by HP Services and Microsoft, WESCO has more than met customer requirements. We are responsively positioned for growth."
John Conte, Chief Information Officer, WESCO International, the International Operations Unit of WESCO Distribution Inc.

What gets in the way?

HP can work with you to conquer some of the most common obstacles, which include these:

- A need for change management across the enterprise
- Lack of internal readiness for e-business initiatives across business processes
- Inability to integrate the required end-to-end business processes into the portal solution
- Difficulty in aligning strategies within a large enterprise
  - Detailed planning and execution originate at the divisional level of separate business units
  - Integrated worldwide operations must accommodate country-specific requirements
- Organizational changes requiring integration of new organizations and technologies to achieve cost savings and process efficiencies
- Business transformation, to better adapt to market forces such as new revenue opportunities or to achieve compliance with industry data transaction standards

Don't just take our word for it . . .

HP has helped hundreds of companies and organizations design, build, and manage successful customer portals. Here are a few examples:

- Banque COVEFI
- DaimlerChrysler AG
- Amway Corporation
- WESCO Distribution Inc.
- Borsheim's Fine Jewelry
- Society of Danish Engineers
- Raiffeisen Bank, Hungary
- ENI
- Nationale bank van Belgie/Banque nationale de Belgique
- Oversea-Chinese Banking Corporation Limited (OCBC Bank)
- Water Corporation of Western Australia
- Caixa Tarragona
- JR East Japan Information Systems Company
- Wuhan Optic Valley Administrative Office
- Agricore United

Midwest Wireless relies on solutions from HP and Microsoft to decrease service delivery costs, and respond quickly to stores, independent agents, and customers.

"There's a high level of trust that's developed between Midwest and HP over the years. We view HP consultants as trusted members of our team. They come into each project with a can-do attitude right from the beginning."
Mark Allen, Chief Information Officer, Midwest Wireless

The HP advantage: Customer value comes first

HP prides itself on providing the best customer experience and customer value possible. We have developed a rigorous Professions program to build awareness of the qualities and capabilities required for our consultants to deliver the highest levels of customer satisfaction—in business consulting, program management, solution architecture, and service management.
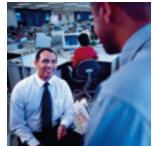
HP's highly experienced professionals throughout the world provide you with:

- Extensive experience and proven methodologies—more than 200 successful portal implementations for customers worldwide

- End-to-end vertical and horizontal expertise

- Unique products, proven success, and end-to-end lifecycle services

- Strong partnerships with leading independent software vendors, including BEA, Microsoft, SAP, Oracle, Siebel, and PeopleSoft

- Strategic relationships with leading global systems integrators, including Accenture, BearingPoint, Capgemini, and Deloitte Consulting

- Support for heterogeneous environments, including Linux,® Java™ 2 Platform, Enterprise Edition (J2EE), and Microsoft platforms

Global Method for IT Strategy and Architecture (ITSA)

The HP Global Method for IT Strategy and Architecture is HP's exclusive approach to creating solution architecture—built on time-tested methodologies and years of experience with clients worldwide. We believe that a well-constructed, formally defined architecture provides a stable framework for consistent IT decision-making. For more than 15 years, HP has successfully applied ITSA in hundreds of customer engagements. The primary focus is on a four-view model that gives our consultants and solution architects a systematic, consistent way of capturing information (business view, functional view, technical view, implementation view).

Collaborative approach

Collaboration differentiates HP Services solutions. A key element of our approach is to partner with client resources, selected independent software vendors (ISVs), and system integrators (SIs). This approach revolves around a promise to apply the best possible expertise and approach rather than prescribe an "our way or no way" mandate. HP's open approach to partnership results in IT thought leadership from industry leaders such as Microsoft and BEA.

Collaboration also means we partner closely with you—helping you design, build, integrate, manage, and evolve your portal solution for increased agility.

Leadership in innovation

Each year, HP technological innovation delivers approximately $75 billion in new products and services and secures thousands of patents. HP is at heart a technology company, fed and fueled by progress and innovation.

Key components of the HP innovative advantage include:

- A wealth of technology, tools, and best practices poised for global delivery

- A position among the top 3 consulting and system integration providers worldwide (according to IDC)

- 65,000 service professionals with unmatched technical expertise in 170 countries, including:
  – 5000+ consultants on J2EE and .NET
  – 6,500 Linux specialists
  – 1,200 solution architects
  – 23,000 Microsoft trained specialists
  – 5,000 Microsoft certified engineers
  – 7,500 Internet/network consultants
  – 18,000 UNIX®-experienced engineers
  – 6,000 experienced Cisco engineers
  – 5,300 OpenVMS engineers
  – 2,100 project management professionals
  – 10,000+ software professionals
  – CMM Level 5 certification

For more information

To learn more about how HP can help your enterprise develop and manage an effective business-to-customer strategy, contact your local HP representative or visit: **www.hp.com/hps/portals/**

To learn more, visit www.hp.com

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