

How F1 Consultancy improved performance at the world's largest technology company



For many years F1 Consultancy has worked alongside the HP UK Marketing Team providing the IT infrastructure needed on HP exhibition stands at trade fairs, seminars, and press launches across the country.

In 2009 Hewlett Packard UK charged F1 Consultancy Limited with the strategic relocation of its Server hardware for events to a secure and centralised location.

Events form the backbone of HP's marketing and sales activity, and therefore the delivery of this function had to run without hiccup and be supported by an online web portal giving HP's Marketing Team instant access to available stock.

The centralised location and web portal delivered by F1 Consultancy resulted in improved standards of service for HP and its customers.

Background

Hewlett-Packard (HP) Company is a consumer electronics corporation headquartered in Palo Alto, California, USA. HP is the largest technology company in the world and operates in nearly every country. HP specialises in developing and manufacturing computing, storage, and networking hardware, software and services.

Major product lines include personal computing devices, enterprise servers, related storage devices, as well as a diverse range of printers and other imaging products. HP markets its products to households, small to medium size businesses, and enterprises directly via; online distribution; consumer-electronics and office supply retailers; software partners, and major technology vendors.

A key component in our relationship with HP is the provision of HP's server loan pool, which requires building and configuring before being dispatched to HP or alternatively installed by one of F1's consultants. As all of the pre-configuration work is performed by F1 Consultancy, a decision was made to relocate the stock into F1's secure warehouse facility and held in a bonded stock location.



Our solution would need to be tailored to suit the individual requirements of the UK Marketing Team and the overall HP business necessity to maintain excellence.

This decision meant that it was imperative that a number of IT infrastructure and logistical issues be addressed by F1, and the creation of bespoke solutions to ensure the smooth running of future HP marketing events. Furthermore, a system that enabled HP staff to access stock files also had to be fashioned in order to meet customer expectations.

Objectives

The main objective of the project was to address the business issue that the current provision of Server hardware for events was uncoordinated and lacked process. Hence the challenge was to provide HP with a centralised and secure location for HP's Server stock, and to create the necessary processes for the end-to-end management of the HP Server loan pool.

Solution

Pre-planning and customer knowledge and understanding were essential to the effective delivery of an improved service to Hewlett Packard. Much of the research phase of this project had already been undertaken, as F1 Consultancy had worked alongside the HP UK Marketing Team for many years. Based on our pre-existing knowledge and a sound working relationship with HP, F1 carried out the relocation of HP's Server stock to a centralised and secure location at one of our bonded warehouses.

In addition, we supplied the processes needed for the end-to-end management of the HP Server loan pool. In order to enhance the customer experience, and increase speed of service by decreasing turn around time in the configuration and delivery of stock, F1 Consultancy's team of developers designed and built a web portal suited to HP's business requirements. The web portal made booking and management of loan requests available online to HP employees. HP now had immediate access to its stock.

Events, by their very nature, often result in a shortage of time. Therefore, pre-planning and pre-staging were used strategically by F1 to ensure a smooth and timely delivery process throughout the whole of relocation process.

Addressing the uncoordinated approach to the provision of server hardware for events was F1's primary concern. Based on years of technical event experience, and with a strong working relationship in place, we recommended that HP relocate its Server stock to a centralized and secure F1 bonded warehouse.



Another critical success factor in this particular project also involved the development of a custom-made web portal. By equipping the HP Marketing Team with up-to-the-minute stock information, they were able to ensure accurate booking requests on behalf of clients.

The transition from an on-site location to an off-site location for Server hardware was made all the more smoother by the execution of the web portal.

This solution addressed several of the delay and coordination factors affecting the supply of Server hardware to HP events, and would speed-up the pre-configuring process carried out by F1 Consultancy. The main benefit to HP of the relocation was the immediacy in which file server(s) can be picked, configured, and dispatched by F1 Consultancy - all from a single location.

Our years of technical event experience married with our highly skilled staff meant that F1 were ideal candidates for the provision of HP's technical and logistical support.

The new storage site provides a secure and easily accessible facility for HP UK's Marketing Team, significantly improving performance and response times.

Crucially F1 Consultancy's technical resources and expertise were used to improve and enhance HP's offering to its customers. With events forming the backbone of HP's marketing and sales strategy it was important that the relocation of and future access to Server hardware stock be completed quickly and accurately.

Adam Earle, the Events and Sponsorship Manager at Hewlett Packard, said;

"F1 Consultancy's expertise provides an extremely valuable and reliable technical resource; they are an essential part of the team when it comes to an event irrespective of timescales or complexity."

