

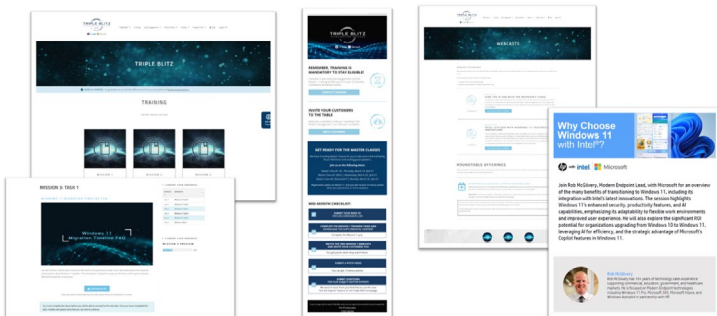
# How three tech giants increased sales and enablement through an integrated platform

## Challenge

HP, Intel & Microsoft needed a cohesive and centralized approach to boost sales, track representative activities, promote their solutions, while enabling and incenting their representatives.

## Solution

The Triple Blitz program was initiated, targeting over 400 HP Commercial, Enterprise, Canadian Sales, FED, and SLED OSRs, ISRs, and managers within the end user sales organization. The program employs a custom training system featuring interactive modules, videos, and quizzes. Users can engage in customer outreach directly through the platform, inviting them to webcasts and roundtables. Users are informed about program news and updates, resulting in a cohesive engagement and experience.



## Results

In FY23, Triple Blitz achieved a record-breaking **\$1.4+ billion** in sales influence. The program boasted an average customer engagement rate of **37%** and a **98%** training completion rate among all representatives and managers.



## Overview

- Targeted over 400 HP end-user sales representatives annually
- Core components included:
  - Tailored monthly training aligned with Microsoft/Intel/HP priorities
  - Customer-facing on-demand webcasts and live roundtables
  - Direct customer engagement through platform
- Key engagement metrics
  - Training consumption
  - Webinar attendance by customers and representatives
  - 1:1 customer call with Microsoft and Intel
  - Roundtable attendance by customers and representatives
  - Total customer engagement increased by 22% YoY
  - Program sales influence rose by 16% YoY

This comprehensive platform seamlessly integrated target training, sales, customer engagement and go-to-market campaigns to effectively drive sales and enablement, while showcasing the synergistic capabilities of Microsoft, Intel, and HP.