



**Hewlett Packard
Enterprise**

HPE Partner Ready Portal

A single site for everything a partner needs to do business with HPE

Summary

Hewlett Packard Enterprise's Partner Ready Portal revolutionizes partner experiences with a single entry point for more than 610,000 users.

partner.hpe.com



Nobody's been able to throw anything at us that we couldn't handle. Our portal supports growing, changing business needs, but it does it in a way that we don't need to re-engineer it every time.

It's pretty awesome.

Anne Anderson, Vice President, Experience and Change Management,
Hewlett Packard Enterprise

In Brief

INDUSTRY:

IT

COUNTRY/REGION:

Global

USE CASE:

Partner Portals,
Extranets, Mobile

KEY FEATURES:

WCM, Single Sign On,
Solr/ZooKeeper integrations,
High Availability/Clustering,
Site Import/Export, Staging,
Documents & Media, Asset
Publisher, Permissions,
Organizations (100,000+)

Challenges

- In 2014, replace seven portals with one flexible enough to support complex roles across 650,000 users
- Serve 170,000 partner organizations across 174 countries in 24 languages
- Provide secure access to and management of 3,000 worldwide content owners

Results



Complex permissioning for a multi-tiered partner program



50% jump in partner adoption and utilization in 2015



Customizable, dynamic homepage and dashboard

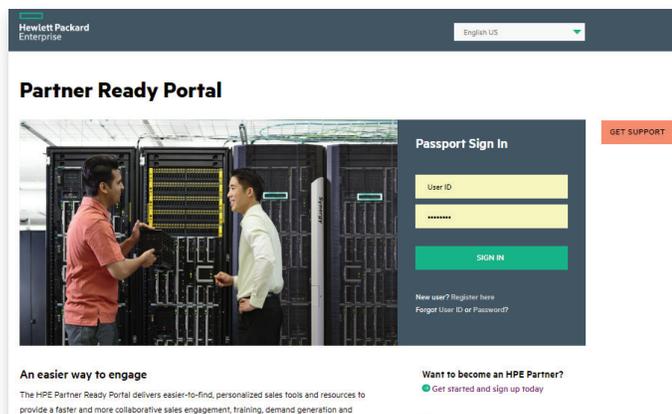


Two additional portals cloned from the original following changes to HP

A Passion for Partners

Hewlett Packard Enterprise is a multinational information technology company with more than 170,000 channel partners worldwide, comprised of more than 600,000 people who interact with the company on a day-to-day basis. The company's partner portal story described in this case study starts prior to the formation of Hewlett Packard Enterprise with Hewlett-Packard's separation on November 1, 2015.

In 2013, when Anne Anderson was appointed as Senior Director of Partner Portal and Experience at Hewlett-Packard, she was faced with seven separate aging partner portals across various geographies and business units running on outdated software to support the technology giant's partners worldwide. Because partner interactions were dispersed across disjointed portal experiences, users had to deal with numerous different logins and old technology that did not allow customization to support unique needs that change from partner to partner.



A benchmark review of other companies' partner portals in 2013 found HP far behind competitors in delivering best practice partner experiences. To grow the partner business, HP needed a single, modern portal offering.

Taking an Outside-In Approach

Anderson and her extended team also needed to radically change their approach from 'inside-out' to 'outside-in.' They sought extensive feedback from HP's partners and portal experts, deciding they needed a new Portal technology that could handle:

- 3,000 content providers
- 600,000 users across 174 countries in 25 languages
- Diverse business units with millions of HP products
- A multi-tiered channel program
- Radically different types of partner businesses
- A variety of user roles among partners
- Global, 24/7 operations

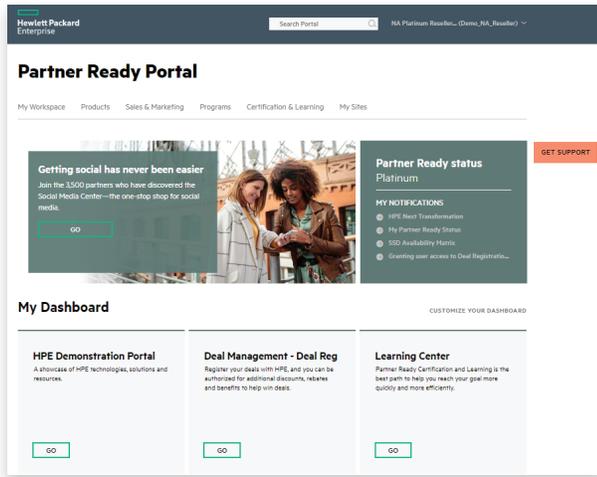
HP chose Liferay as its new portal platform due to its flexibility in being able to support complex needs, dynamic features, permissioning through content management and targeted user experiences for nearly a million users worldwide.

A Single Global Entry Point

In just 11 months, the HP team and its technology partners went live with the new HP Unison Partner Portal for HP's top global partners. Over the following 13 months, HP consolidated all business tools and information on one portal platform, retired seven legacy portals and rolled out the Portal to its 170,000 channel partners worldwide.

HP was able to offer all its partners a single global URL and entry point to all of the services and tools available within the partner ecosystem, including a catalog of products, deal registration, order management, quoting and compensation, training, partner news and marketing support. Additionally, users can self-configure business

tools on their homepages for rapid, one-click access, and navigation is organized by partner task rather than business structure for easy-to-find content. By using HP Moonshot Servers, customized Liferay extensions and real-time monitoring, partners can rapidly respond to issues worldwide.



Following the company separation in 2015, part of the HP Unison Partner Portal became the Hewlett Packard Enterprise Partner Ready Portal. In addition, HPE has completed eight different acquisitions and two divestitures that required integration with numerous different assets within the Portal environment. Through it all, the flexibility and permissioning capabilities of Liferay have made HPE's Portal a success and a benefit for partners working with the company who now have access to effective tools and fast data communication made possible through the Portal.

With more than 170,000 companies partnering with HPE, the Portal helps the company stay up to date with and provide needed tools for the consistent stream of new users and the changing roles of existing ones. Through a fast registration process and easy-to-navigate layouts, new Portal users are able to access needed information quickly. In addition, a customizable dashboard, notifications for important

business deals and quick access to vital tools helps partners maximize the value of their time spent using the Portal.

With Liferay, HPE has created a dependable Portal that has met the wide variety of needs across internal departments, partners and acquisitions found around the world. By finding needed answers and accessing tools to support their needs online, partners are being helped faster and in larger numbers than ever before.

“We, on average, see about 70 percent of our active population returning multiple times a day. We see about 85 percent multiple times a week,” said Anderson. “Which is really outstanding when you think about how this is a population that could be calling in to the help desk a lot. To see them actively self-serving is really terrific.”

The continued success found with Liferay has led HPE to recently launch increased mobile functionality for their Portal, including the ability for some users to view order status through their smartphones. Combined with the consistent growth of the solution, HPE's Partner Ready Portal has become a cornerstone of everyday global partner business.