



Hewlett Packard Norge AS
Oslo, Norway
www.hp.no

Industry:

High Technology

Annual Revenue:

US\$681 million

Employees:

500

Oracle Products & Services:

Oracle Database
Siebel Partner Portal
Siebel eCustomer
SiebelContent Publishing
Siebel Forecasting
Siebel Price Comparison

“In today’s competitive marketplace, a modern sales organization cannot experience prolonged success without a tool like Oracle’s Siebel. It gives us a basis for more rapid and much better decision-making.”—
Jan Wigen, Head of Sales, Hewlett Packard Norge AS

Hewlett Packard Norge AS Manages Sales and Future Production with Customer Relationship Management

Hewlett Packard Norge AS (HP Norway) is one of Norway’s largest suppliers of IT products and services. The company offers a complete technology portfolio ranging from palmtops to some of the world’s most powerful supercomputers. HP Norway offers consumers a broad range of products and services, from digital photography to digital entertainment and from data processing to home publishing. With such a comprehensive range of products, the company is able to put together the right products, services, and solutions to meet each customer’s specific needs.

Challenges

- Put the customer at the center of all HP Norway’s activities, before, during, and after sales
- Ensure more secure data regarding future sales and provide the ability to predict market and customer changes
- Keep relevant information available despite any turnover of staff
- Obtain decision-making support to allow the company to react more rapidly to individual situations
- Acquire a better data-based foundation for profit and loss analyses

Solution

- Implemented Oracle’s Siebel CRM applications, resulting in a near doubling of sales without additional resources
- Trained the sales department on the use of this solution
- Improved forecast of sales and deliveries greatly by using Siebel CRM statistical tools, thus aiding production
- Performed effective win and loss analyses on prospect data entered during sales process, improving later quality of sales considerably
- Built up comprehensive data on customers in Oracle Database, which gave account managers instant access to all relevant documents and reduced churn factor