THE CHALLENGE OF SIZE AND SCALE

HP is one of the leading systems manufacturers in the world, highly regarded for both their inventive culture and their ability to create and grow new product categories. But like many enterprises of their size and scale, and with HP's highly matrixed global environment, it was challenging for the marketing function to have end-to-end visibility of their overall marketing investment across multiple business units, regions and functions.

Consequently, the strategic alignment between marketing investments, marketing strategies and business objectives were remanaged at various levels of the organization, where individual teams tracked the efficiency and effectiveness of their respective marketing investments.

THE MRM JOURNEY: REINVENTING MARKETING

With the direction of MTS, HP began began to reinvent its idea of marketing. The MRM journey at HP started with a clearly articulated business problem – show the ROI of its marketing investments. MTS' solution was to devise a strategy that placed MRM as the core marketing infrastructure. Because the marketing leadership at HP understood the need for cultural transformation, there was a significant investment in change management. Each team was responsible for identifying stakeholders and developing an integrated change management plan to ensure readoption across the organization.

To date, HP is the largest MRM implementation on record. With almost 3,000 users worldwide, HP has completely reinvented their marketing infrastructure.

Company:
Hewlett-Packard

Industry:
IT Infrastructure, Services, Computing, Printing

Headquarters:
Palo Alto, CA

Number of Employees:
150,000

Target Customers:
• Consumers
• Businesses and Institutions

"*MTS brought invaluable industry perspective to our efforts in marketing automation ... This coupled with their ability to communicate to senior management and individual marketers made ... marketing automation increase 10 fold.*"

- Holly Garcia, Director of Worldwide Marketing Resource Management, HP