

HP Reinforces focus on SMEs

Written by SEI News Desk

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Hewlett-Packard India announced that it has significantly widened its products and solutions portfolio in order to ensure that businesses get the most from technology. With a deep understanding of the unique needs of businesses today, the new line up of HP products and services helps them in achieving real results from their technology investments. As the largest PC supplier in the world, HP offers products to meet the requirements of customers across various industries.

HP aims to provide a seamless, simple and comprehensive package to enterprise as well as SMB customers. The new product portfolio merges their requirements of reliable technologies, manageability, superior performance and innovation with state-of-the art design and style.

Vinay Awasthi, Senior Director, Product Category, Personal Systems Group, Hewlett Packard India, stated, "HP is committed to having a robust set of products supported by a well-defined and compelling roadmap, based on constantly changing customer needs. This product line-up will deliver the best value to our enterprise and SMB customers, hence demonstrating our market and technology leadership."

HP has always been at the forefront of identifying and addressing the needs of the SMB market in the most comprehensive manner and in order to enable immediate IT consultation and support, has launched an interactive customer-focused campaign –the 'Make IT Happen (MITH)' campaign 2011. This platform serves as a one-stop online information centre, where SMBs will have quick access to customer case studies, video streams, product information and other resources aimed at helping small business owners achieve real business results.

Speaking on the company's efforts at strengthening its product portfolio and services for SMBs, Mr. Gurpreet Brar, Director, SMB and Commercial Channel, Personal Systems Group, Hewlett Packard India, said, "The SMB market continues to be very important to HP and remains one of the fastest growing segments for us. This is what constantly motivates us, at HP, to keep

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innovating.” He further added, “With the help of our channel partners, the new product range will enable SMBs to improve security, reliability and value. HP commercial products help small & medium businesses increase their ROI on technology investment. From a customer education perspective, with the ‘Make IT Happen’ campaign SMB customers are learning more about the multitude of benefits of technology options available.”

The ‘Make IT Happen: See Real Results’ is an integrated digital campaign which has been launched in collaboration with Intel Corp and will showcase to businesses the value of investing in technology. Created in collaboration with media partner CBSi, the campaign will see HP engaging and supporting SMBs across India through a dedicated interactive microsite (<http://in.we-makeithappen.com>

), that is a one-stop repository of information and solutions for SMBs. Further, HP and Intel are also running ‘The Small Business BIG IT Challenge’

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which aims to showcase how existing SMBs are taking their businesses to the next level with technology.

HP has also introduced the ‘SMB exchange’ program through which HP aims to reach out to small business owners and offer them customized services and solutions.