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Featured Application

Hewlett Packard Enterprise

Full Digitized Partner Onboarding

Innovation and Creativity

With **70% of HPE revenue generated through indirect channels**, partner onboarding is a critical business process. However, onboarding previously required a total of 52 days end-to-end due to disconnected workflows, manual approvals, limited visibility, and complex compliance requirements. To transform the partner experience, we implemented a data-driven enablement strategy that combined analytics, intelligent automation, and digital self-service capabilities.

Our approach began with creating an end-to-end onboarding intelligence framework using a centralized Power BI dashboard that consolidated data across multiple systems into a single operational view. Through Pareto analysis, we identified the five root causes responsible for nearly 80% of onboarding delays and prioritized targeted improvements.

Key innovations included a **unified onboarding experience** that merged portal registration and program enrollment into a single digital workflow; **automation of business approvals**, program access provisioning, and **automatic program codes assignment** based on the partner portfolio; digital onboarding resources including multilingual videos, Frequently Asked Questions, and **personalized communications**; and **a multi-enrollment** capability that allows partners to join multiple Partner Ready Vantage Centers of Expertise through a single experience.



These capabilities transformed onboarding from a manual process into a scalable partner enablement platform that accelerates partner readiness and growth.

Impact and Results

The initiative delivered measurable results for both partners and HPE.



- Reduced HPE onboarding turnaround time by 90%, from 24 days to 1.4 days for all internal required actions.
- Reduced partner action time by 65%, from 28 days to 4 days.

- Reduced support workload by 20% through a simplified onboarding experience.
- Increased partner enrollments by 27% through personalized digital engagement.
- Achieved a 40% email open rate and 65% engagement rate, significantly exceeding industry benchmarks.
- Increased Partner Ready Vantage Center enrollments by 118% after introducing multi-enrollment functionality.
- Improved partner satisfaction to 8 out of 10.

Automation and Artificial Intelligence capabilities eliminated multiple manual touchpoints, including business approvals and partner enablement activities, reducing turnaround times from days to seconds while improving operational scalability. Today, automation and Artificial Intelligence capabilities support hundreds of applications monthly and enable partners to begin transacting with HPE faster than ever before.

Customer-Centric Approach

Partner feedback was the foundation of this transformation. Insights gathered through Channel Operations Summits, Distributor Partner Conferences, HPE Discover, and direct partner engagement highlighted the need for faster onboarding, greater transparency, and simpler processes.

In response, we redesigned onboarding around partner needs by creating a single, intuitive journey with personalized guidance, multilingual communications, embedded Frequently Asked Questions, status visibility, automated reminders, and direct access to onboarding specialists.

Partners consistently described the new experience as seamless, easy to navigate, and significantly faster. The initiative not only improved satisfaction but also enabled partners to realize business value sooner by reducing the time required to access HPE programs, pricing, and quoting capabilities.

Execution and Implementation

The initiative required extensive collaboration across Customer Experience & Operations, Worldwide Sales, Partner Programs, Distribution, Legal, Compliance, IT, Digital Strategy, Partner Ready Portal, and Entity Master Data Management teams.

Execution followed a structured methodology: establish end-to-end process visibility, identify root causes through analytics, automate high-impact activities, simplify partner interactions, and continuously monitor performance through centralized reporting and governance.

The resulting platform delivers real-time operational insight, automated decisions, streamlined compliance processes, scalable multi-program enrollment, and self-service enablement capabilities. It has become a sustainable foundation for future ecosystem growth while supporting HPE's broader objective of accelerating partner success through intelligent automation and data-driven decision making.

Summary

By combining analytics, automation, digital engagement, and partner-centric design, HPE transformed onboarding from a 52-day process into a highly efficient enablement engine. The initiative dramatically improved partner experience, increased program adoption, accelerated time-to-revenue, and established a scalable model for long-term ecosystem growth.


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