HP enterprise services: HP Enterprise e-Channel strategy service
Situation overview

Enterprise e-Channels are a new way of integrating and consolidating business information. With a single web-enabled interface, people can conduct business, no matter where they are. e-Channels are a terrific solution for any company’s employees, partners and customers because they increase effectiveness and productivity, while dramatically lowering costs.

With e-Channels, corporations can transform business processes by eliminating redundancies and making processes more rigorous, effective and cost-effective. This is possible because e-Channel solutions combine traditional legacy sources and procedures with other information and services from your Intranet and the Internet. It’s all in one place. So your employees, customers and business partners have “self-service” access to the information they need, all within the context of your enterprise’s process. They change the way you work.

The HP Enterprise e-Channel Strategy Service is the first step of a set of services built around HP’s expertise in this area. With years of experience building Internet and Intranet solutions, we are uniquely qualified to help you build your e-Channel solution. And since we’ve successfully implemented solutions both within HP and for customers worldwide, HP Services has a proven and comprehensive set of services that effectively address the overall business and technical needs of your organization.

Channel your capabilities, e-Channel your business

The HP Enterprise e-Channel Strategy Service will lead you through processes to develop, articulate and document your strategy to use enterprise e-Channels quickly and effectively. At the end of the engagement, you will have:

- A clear enterprise e-Channels strategy
- A set of initiatives to fulfill the strategies
- An action plan detailing specific tasks and their owners
- A timeline for implementing the strategies

How it works

To achieve this leap forward in your enterprise e-Channels implementation, the HP Enterprise e-Channels Strategy Service is structured to understand your current situation first so we can devise a strategy that delivers on key business requirements. Then we conduct a workshop. The service consists of some preliminary preparation and five major modules.

Pre-workshop preparation

Before we start with the service workshops, HP consultants will conduct the following preliminary steps:

- Interview sponsor to identify issues and opportunities, key stakeholders and the enterprise’s current initiatives
- Review documentation provided by the client
- Interview key stakeholders
- Evaluate interview results
- Modify individual exercises within the modules to respond to the issues and opportunities discovered in the interviews

Module 1—Frame the environment

During this time, we seek to understand what you hope to accomplish. HP consultants will:

- Ensure the workshop objectives, established by the design team, are understood and agreed
- Assess why you want enterprise e-Channels
- Identify the environment creating the need for enterprise e-Channels
Module 2—Examine today’s practices
At this stage of the service, HP consultants will help you:

• Determine who your stakeholders and customers are and how they work today

• Assess how informational, transactional and collaborative processes are governed today

• Determine how well these processes support the corporate objectives

Module 3—Determine the desired future
This is a key planning phase in which HP consultants will help you:

• Examine the roles of the stakeholders, as well as define who they should be and what roles they should have

• Identify the benefits of enterprise e-Channels in terms of the stakeholders desires and the enterprise’s objectives

• Create the desired, overall view for enterprise e-Channels

Module 4—Identify strategies to fulfill the desired future
In order to identify strategies for moving forward, HP consultants will help you:

• Identify organizational criteria to evaluate such programs, critical success factors and potential roadblocks

• Identify, agree, document and prioritize breakthrough objectives that have a major impact on the enterprise’s objectives

• Analyze Strengths, Problems, Opportunities and Threats (SPOT)

• Determine the functional, organizational, financial and partnership strategies to fulfill the desired future state

• Identify the top five “bold steps” to be taken to implement the strategies

Module 5—Strategic roadmap and actions
HP will create a game plan and map out next steps. This includes the following:

• Identify quick-win opportunities

• Create a game plan of actions for priority objectives and quick-wins

• Map out next steps including owners, timelines and measures

The full proceedings of the HP Enterprise e-Channel Strategy Service will be documented, including actions and next steps

Service options
In subsequent steps, HP Services can help identify best-in-class partners to work with our joint teams to develop and deliver the appropriate technology solutions. Our leading operational consultants are available to ensure that the enterprise e-Channels architecture is viable, scalable and operationally efficient. They can also verify that the correct supporting infrastructure, services and mission critical support are in place.

Just as importantly, HP consultants can help you develop and implement the governance structures and processes necessary to incorporate your enterprise e-Channels into your business processes and culture. Please contact your local HP sales representative for more details.

Ordering information
HP Enterprise e-Channel Strategy Service
HP P/N U4121A

For more information
For more information on this offering, or to get started, please contact your local HP representative or contact us via our web page: http://www.hp.com/hps