



# Computer House

HP Partner Leverages ZINFI Partner Marketing Services to Dramatically Increase Sales and Integrate Marketing Campaigns

## Challenges

Computer House, a computer retailer founded in Hong Kong in the mid-1990s, provides a variety of IT solutions to customers, both onsite and online. Because it is a relatively small business, Computer House has limited in-house resources to develop marketing plans, define quarterly objectives or track metrics like ROI. Although Computer House was originally focused on selling Lenovo computers, four years ago the company was approached by HP and soon added HP hardware to its inventory. Early in 2016, Computer House decided to make a more concerted effort to increase sales of HP computers through a formal partner marketing initiative.

## Solution

Computer House turned to the partner marketing expertise of ZINFI, which helped the retailer in several key areas. Together, Computer House and ZINFI developed a set of mutually defined objectives for all demand generation activities, established a plan for integrating marketing and sales campaigns across a variety of media, streamlined marketing processes and developed a plan for measuring ROI on an ongoing basis. Using co-branded marketing assets provided through the HP Partner First program—which leverages ZINFI Unified Channel Management technology and manages partner relationships through a ZINFI-provided partner portal—Computer House ran a series of integrated campaigns over a six-week period using direct mail assets, co-branded ads in PCM Magazine and e-Zone Magazine, and Google AdWord advertisements with a variety of co-branded banner images that led interested viewers to a landing page.

## Results

ZINFI's partner marketing services resulted in an immediate increase in sales of HP computers. In fact, by October 2016 the retailer had sold more than double the number of HP computers (387) than it sold in all of 2015 (186). Computer House attributes much of its recent success to the more formalized marketing plans and programs it began with the help of ZINFI, particularly the tightly integrated campaigns, which increased the number of leads and drove revenue over Q3 and Q4 of 2016. Alfred Ng, Computer House's director of sales, noted that the more than 100 HP PCs the store had in stock sold out in Q4 after the campaigns in that quarter. "This was a very impressive result," Ng said. "ZINFI's partner marketing assistance has really helped streamline our marketing operations so we can focus our efforts on sales instead."

## Overview

Computer House, established in 1994, is a Hong Kong computer retailer who partners with HP through HP's Partner First program. It is a relatively small business (8 employees) with limited in-house resources for marketing.

## At a Glance



**Website:** <http://www.computerhouse.com.hk/>

**Headquarters:** Hong Kong

**Contact:** 011-852-23692225

**Sector:** Computer Retail

**Solutions offered:** Onsite and Online IT Solutions and hardware

The dramatic response to its HP partner marketing campaigns has had additional benefits for Computer House: It has brought more customers into its store to check out its full range of products and services. Also, the success of the HP campaigns has also attracted the attention of Computer House's suppliers of Lenovo computers, who have recently indicated they may lower the prices they offer to the retailer.

## About ZINFI Technologies

ZINFI Technologies, the leader in Unified Channel Management (UCM) innovation, enables vendors and their channel partners to achieve profitable growth predictably and rapidly on a worldwide level. Headquartered in Silicon Valley, USA and founded by channel veterans with extensive global channel management experience, we at ZINFI see an immense opportunity to build high-performing sales channels by deploying an easy-to-use, comprehensive Unified Channel Management platform that streamlines and manages the entire partner lifecycle.

ZINFI's Unified Channel Management innovation incorporates three core state-of-the-art SaaS applications—partner relationship management automation, channel marketing management automation and channel sales management automation - which enable organizations selling via the channel to integrate the full spectrum of channel partner management activities—from recruitment, onboarding, training and certification to lead management, co-branded demand generation, sales performance and success, and on to fulfillment and renewal management. Powered by the efficacy and superior experience of ZINFI's UCM solutions, any organization can build a high-performing channel and realize increased ROI from partner sales. In 26 countries, these three core UCM SaaS applications are also locally supported by ZINFI's global marketing services team members.

The word ZINFI, to us, means Zero to Infinity—reflecting our mission to enable customers, employees and communities to realize their infinite potentials. In its most applied form in our day-to-day existence, the word refers to an analytical and mathematical approach to marketing and sales methodologies, an approach that allows our customers to realize the true potential of their own products and services and to continuously grow their business via the channel.



### Challenges

- Ramp up sales of HP computers with limited in-house resources, formalize marketing activities, measure the success of marketing efforts.

### Solution

- Engage ZINFI partner marketing services, which helped Computer House develop formal quarterly marketing plans and goals, execute integrated campaigns across a variety of media, streamline operations and establish benchmarks for measuring campaign success and ROI.

### Results

- Immediate increase in lead generation and sales. HP computers sold out in Q4 2016.