A bespoke portal which allowed HP to manage projects effectively

We work with HP to measure market size and market share among consumers and businesses owning printers. We provide global and regional share metrics, but also granularity at a country level for local teams to make informed decisions.

The Breaking Blue challenge

HP stakeholders are located in teams across the globe and needed to share all the key documents for this project in one place whilst ensuring that the information was easily accessible and secure.

The solution

We created an online portal, Mission Control, with exclusive areas for different elements of the project: a place to locate and save all global documents, a section for local teams only and a summary area containing key information for people who were less familiar with the project.

Mission Control is easily searchable by region and access to each section can be limited to relevant project stakeholders in order to maintain confidentiality. Links to the site are embedded in HP's intranet, allowing staff seamless access.

So...

As a result of our secure file-sharing portal, HP have saved time and money on managing this project and are able to share knowledge more efficiently across key members of the team.

The research has been running for over 20 years and the portal also provides a library of historic data, which is invaluable for forecasters and analysts modelling future trends based on past behaviour.