Hewlett Packard Enterprise

Summary:
Read how HPE customised the Bitsing Model to transform its use of data, dramatically increasing efficiency and turnover. "In the year that followed my implementation of the Bitsing programme, turnover increased by 168%!" Martin Boermans, HPE EMEA

Interview with Martijn Boermans, Sales Program Manager EMEA (Europe, Middle East and Africa)

Bitsing is mainly based on information, data. Populating models with data produces answers, which tell you what to do to achieve your goal. But what is data, actually? We've all heard of 'big data'… that organisations are sitting on extremely large quantities of data. But what happens when that quantity is really big? When it's from several sources? When there is so much of it that you no longer know what to do with it, let alone how to apply it?

HPE is not only the largest IT company in the world, it also has an immense amount of data tucked away in various corners of the organisation. How do you structure this data - and then effectively and efficiently make it work for your organisation?

Martijn: "it's not a simple task to work out what's useful, what you need for each task, how to make choices, set priorities and know the extent to which you have to focus on them. These are the common problems with data. As are the issues about calculating potential turnover and working out which resources will be most effective in extracting maximum benefit. The Bitsing method and its models have helped me enormously in this. I'll try to explain how I've applied it in my work with our international team."

Where did Bitsing come in and how did you apply it to HPE's data?

"I started using Bitsing after reading your book. It was given to me by a business contact. This triggered me to deepen my understanding and take a Masters course at Nyenrode University. There I was exposed the background of the Bitsing method and got hands-on experience in applying the method to current HPE data, which was very inspiring.
It was clear from the start that the model and the methodology of information management yielded so many data points that I could make use of the Bitsing scientific method. I extracted and converted the data relevant for Bitsing from our big data. I formed this into a single, integrated overview, covering regions, countries, markets, customers, product lifecycles, related sales activities and so on.
Three substantial insights emerged from this.
Firstly, we could immediately see which programmes were necessary for the coming year, as well as the relevant priorities and planning requirements. This focus clarified things enormously. The big data analysis and HPE information flows, in conjunction with our self-developed Bitsing overview, now direct selection of the right product/market combinations. At the same time, we get a visualisation of our

strategic focus, our tactical product and operational marketing programmes and, most importantly, the continuous turnover stream produced by these programmes.

Secondly, and I really like this, was the insight we got into the development of our conversion rates, as we rolled out the various components of sales programme (marketing, sales enablement, sales cycle management and after-sales programmes. We also got a great view of results by region and country. We could see conversion from prospect to lead and from lead to opportunity. And we could see the scores of the various sales stages within the pipeline and the conversion from pipeline to actual opportunities gained. The conversion ratios that emerged appeared to be correct and were also in line with my results predictions.

Finally, the third benefit of the model was, of course, a very clear view of what we had to do, at each of the steps in the model. As a result, the alignment of marketing processes at HP has improved considerably, and I have been able to link our targeted results to a continuous process of activity programme development. The programmes ensure continuity while maximising results."

So, you've really derived your own version of the Bitsing model?

"Yes, it's still your, specific method – but basically I have developed systems that make it workable at HPE. The KPIs appear in my dashboard, with recaps showing actual results. You can immediately see where you're behind, where you're ahead and if your organisational focus is still correct. In fact, you can immediately see the results of your efforts, your current situation what you have to do next. Our self-developed dashboard literally shows red, amber or green lights. This happens automatically, via a live link with our internal information system, which gives access to the sales activities in our programmes and to current results. This also makes the dashboard interesting for our management. The information streams show, for instance, whether a country or region underperformed on certain programmes. Which means we can then offer help there." He laughs, "The benefit of Bitsing, huh!"

What has Bitsing been worth to you, specifically?

"There are, of course, more factors involved than just the Bitsing method – as regards achievement of our goal. But in the year that followed my implementation of the Bitsing programme, turnover increased by 168%!. I believe that everyone here is very happy with this and I've also had a lot of international attention as a result. Which, of course, helps when it comes to the implementation of new programmes. These successes have a long-lasting effect."

Any final thoughts?

"In relation to the Bitsing Method – adopt it! Absorb the information, adopt the methodology–and find data points in the organisation that will support it. Analyse the information– bring your own perspective to it. Feel free and have fun! This is how you make it applicable to your situation. You can even use Bitsing to prove your own ideas and concepts. I adopted Bitsing because I wanted to change something. My aim was to improve our programme by applying the method – and that worked exceedingly well. I'm always trying to make everything I do smarter and more efficient.

"Our organisation has room for new ideas of this type, though you always have to prove their validity. So, we still make relatively extensive use of MS Excel as an analysis tool. Now I'm looking for newer BI software – to further improve our insights into the data. Data engineering and data modelling (Big Data tooling) are undergoing huge developments at the moment and I think we're ready for the next step in this regard. Because, if you just do what you've always done, you only get what you always got!"