

Case study

MetaComp

HP Financial Services helps MetaComp win more SMB customers with HP Subscription



Organization

MetaComp

Country

Germany

Industry

- Hardware & software reseller
- IT Services

HP

PCs, notebooks, tablets

HP Financial Services

- HP Subscription
- HP Financial Services Partner Connection



“We believe that business agility is a key competitive advantage for our customers. Staying agile in the New Style of IT means managing constant change and embracing new challenges. Leveraging HP Subscription through HP Financial Services helps us achieve the goal of building an adaptive enterprise environment for customers—a place where both business priorities and IT requirements are in alignment. HP Subscription helps customers access the latest HP products, services and accessories as a single bundled solution that they can subscribe to for a low monthly payment. This helps to reduce upfront costs and improve cash flow.”

– Markus Lackner CEO, MetaComp

Organization profile

MetaComp is an IT service and solution provider that has been in business for over 20 years. The company has three data centers in Germany that serve roughly 7,000 small and medium-sized businesses. MetaComp offers closed-loop capabilities that are tailored to the needs of professional IT environments, with offerings that support businesses in all stages of IT transformation—from IT consulting and IT infrastructure implementation, to training of employees and equipment maintenance/repair services. In addition to corporate clients, MetaComp also caters to consumers by running IT specialty retail stores, as well as a robust e-commerce experience.

Business situation

MetaComp's success is tied to their ability to provide customers with flexible, reliable solutions that speed access to the latest technology. MetaComp customers were having difficulty keeping technology refreshed and up-to-date with the accelerating pace of change in the New Style of IT. Customers wanted a better way to manage their technology, without breaking their budget. Challenged to find new ways to meet IT demands, New Style of IT customers are seeking alternative ways to buy IT, and are moving away from traditional approaches that limit their ability to adapt to current demands.

Solution

MetaComp was able to satisfy customer needs by embracing HP Subscription—an offering that leverages HP Financial Services financing capabilities to combine best-in-class hardware, services, and software for a convenient monthly fee.

SMB customers were offered a flexible and affordable way to regularly provide new technology to their staff—an essential factor for workplace productivity and satisfaction that eliminates the likelihood of obsolescence and disruptions in workflow. With HP Subscription, MetaComp's customers are able to securely refresh their technology every three years with compliant data cleansing and recycling services built-in to the program.

Benefits

By utilizing HP Subscription, MetaComp customers were able to:

- Maximize cash flow
- Access the latest technology from HP
- Reduce ongoing costs of maintaining aging devices
- Save time by simplifying planning, acquisition and replacement of technology
- Prevent obsolescence and disruptions in workflow

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