

Client Reference



MARKETCULTURE STRATEGIES

Hewlett Packard

The Hewlett Packard Company has long been recognized for its product innovation, yet some of its greatest innovations come in the way the company continually redefines itself. The firm is most often associated with printers, yet their full line of high-tech enterprise and consumer products also includes servers, storage devices, print management software and one of the largest IT service organization in the world.



“Working with MarketCulture Strategies is the best thing we have done to increase our marketing capability at HP.”

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“If I would have had these tools earlier it would have saved me a year of work.”

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MARKETCULTURE STRATEGIES

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**"A Strong Market Culture is the
DNA of Profitable Businesses"**

What is Market Culture?

"Market culture" is defined as a measurable company culture and skill set founded on the profitable creation of superior value for customers and that exhibits the following behaviors (the four Cs):

- **Customer Intimacy**
- **Competitor Insight**
- **Cross-functional Teamwork**
- **Collaboration Networks**

More than 60 studies have found a link between a firm's relative market culture and their business performance as measured by 34 metrics, including: ROI, ROA, Sales Growth, Innovativeness, Stock Price, Customer & Employee Satisfaction, Customer Retention and Cost Savings.

Market Culture Strategies helps marketing staffs and other senior executives improve their business performance by benchmarking their culture and marketing skill sets versus a database of business professionals from throughout the world. The database includes such leading companies as Bell Canada, HP, Telstra (Australia) and Speedo. We use the benchmark data to design and implement targeted organizational and marketing skill improvement programs.

We are business professionals and academics with a unique understanding of the cultural DNA shared by virtually all successful businesses. For nearly 20 years we have helped of the world's largest companies increase profitability by instilling lasting customer-centric values and superior marketing skills.

The Hewlett Packard - MarketCulture Strategies Partnership

"I have had the pleasure of working with MarketCulture Strategies [formerly Interstrat] since 2002. During this time they have provided Hewlett Packard with excellent support and continue to function as a valuable business partner.

MarketCulture Strategies' unique holistic approach has allowed us to develop an integrated solution that helped shift teams from insight to concrete actions that have a positive impact on the business while increasing our marketing team's capability.

The MarketCulture Strategies team understands the various areas of the MES [Marketing Excellence Survey] and worked with us to interpret our results, prioritize our most urgent needs, and develop a solution to address those gaps in our marketing population.

During the development phase, MarketCulture Strategies worked with each of our businesses to make sure that we had case studies that resonated with each group to maximize the learnings and increase the on the job application once the teams returned to work. I was particularly impressed with MarketCulture Strategies' ability to quickly align solutions with our business strategy and objectives. The team continues to demonstrate this in workshop delivery and follow up sessions with the various business units. In fact, we have the option to develop additional cases as our business changes and continues to evolve.

MarketCulture Strategies was the first vendor to set up, facilitate and track level two and three learnings by managing pre and post tests as well as providing regular reports on progress by workshop, business or team.

Since we first started working with MarketCulture Strategies they have developed software tools and even customized them for our environment. When these tools first became available they hosted refresher courses for learners to further help to embed the tools from the workshop on the job. The workshops and MarketCulture Strategies continue to get the highest marks from learners as well as managers. One learner said, "if I would have had these tools earlier it would have saved me a year of work."

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I confidently recommend MarketCulture Strategies as a solid and reliable supplier, and experts in their field. Please feel free to contact me.

Kristen Gates

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Hewlett Packard**



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