



To Whom it May Concern

Channels Alliances Management planning between Hewlett-Packard and Hitachi Data Systems.

- **Engagement Objective: The two organizations urgently needed to agree upon go-to-market plan to maximize the effectiveness in meeting the competition (IBM and EMC) while minimizing conflict..**
- **Challenges: There was a level of distrust between the two teams due to past conflicts. In addition, there was perceived threat to both teams of losing account control and sales. The cultures of the two organizations were very different, making teaming challenging as well**
- **Execution: Dr. Tom Schwarz worked with worldwide and Asia-Pacific management at both HP and HDS to educate stakeholders on the process and methodology and gain agreement that this process would be used in A-P as a framework for facilitating the planning. He then gained agreement with my sales managers that we would move forward with the planning. Tom led the facilitations in AP - Singapore and Sydney -, addressing issues, identifying opportunities and gaining agreement from the teams.**
- **Outcome: We defined go-to-market plans as a result of the facilitations Tom led and proceeded to execute more successfully as a result.**

Bob Payne - Director of Storage Sales for HP's Asia-Pacific Field Operation