

ChangeBEAT



## Software and services growth at HDS EMEA Case study

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### Abstract

*Robert Bignell, an executive in Hitachi Data Systems a global technology supplier, wanted to increase his sales of services and software as part of a programme to protect margin in a competitive hardware market.*

*Working with a team of “champions”, ChangeBEAT devised and rolled out a programme to improve business planning, implement a new delivery process, drive a communications programme, and implement a new organisation model to support the new business model.*

*Just two quarters after programme deployment Robert was able to report revenue growth of 160%.*

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## The challenge

Robert Bignell, the senior director of enterprise solutions in EMEA at Hitachi Data Systems, wanted to increase his company's capability to sell software and professional services as part of an integrated solution to meet the customer's business requirement. Starting in 2005, he devised a pragmatic programme to drive change throughout the European organisation.

Working initially with a core team of champions, and assisted by *ChangeBEAT*, the team *Formed* its vision and defined the key challenges it needed to overcome to achieve success.

The programme defined the need to: improve business planning; implement a new delivery process; drive a communications programme; and implement a new organisation model. These changes were *Formulated* and rolled out in the *Transform* phase.

## The results

By the second quarter of 2006 he was able to announce the results. Robert said

"This was a remarkable quarter for our business by any measure. We achieved

- Record professional services revenue, 160% up on 2005 and 108% ahead of plan
- Software business increased by 20% year on year
- 10 out of 11 countries/regions made or exceeded professional services targets."

## Better value, higher quality

In addition he was able to announce "eleven new, large, excellent examples of services-led or services-enabled solutions, some of which led to substantial ongoing programmes of services work in major customers.

"More importantly, it marks the tipping point in our development to become a real solutions company with sales, pre-sales, finance and professional services teaming to win large programmes of work."



### What the customer said

Robert went on to engage *ChangeBEAT* in many other engagements. As he subsequently said

“I used *ChangeBEAT* many times to assist HDS in various projects from developing and implementing a strategic change programme through to creating professional services methodologies.

In all cases *ChangeBEAT* people promptly and intelligently got to grips with the company brief and delivered excellent work on time and within budget.”



*ChangeBEAT defines, develops and executes change programmes that help achieve enduring business benefit rapidly and reliably. Our people have practical field experience, and are equipped with WingBEAT, our proven change methodology, and our extensive tools. We are professional, pragmatic and action oriented.*

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For further information call **+44 (0) 208 446 6946** or visit **[www.ChangeBEAT.com](http://www.ChangeBEAT.com)**