



HP ES Social Media Services

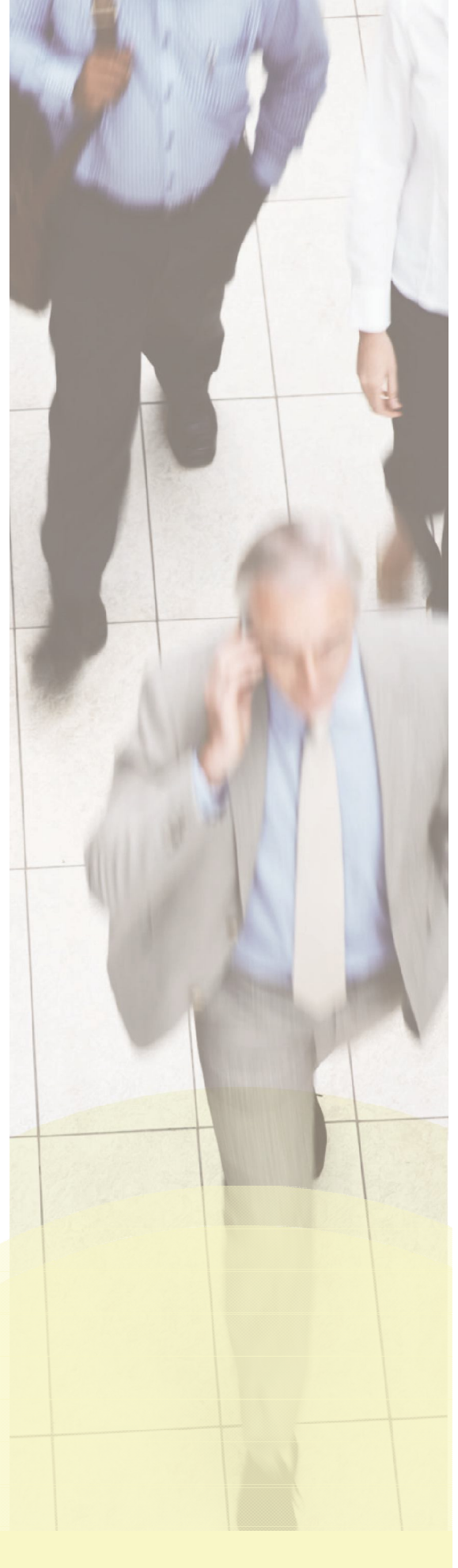
Vendor Assessment
Report Abstract

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13 pages

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Who Is This Vendor Assessment For?

NelsonHall's Social Media Services Vendor Assessment for HP ES is a comprehensive assessment of HP ES's social media services and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of social media services and identifying vendor suitability for social media services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector

Key Findings & Highlights

This NelsonHall vendor assessment analyzes HP ES's offerings and capabilities in social media services. HP ES is one of a number of social media services companies analyzed in NelsonHall's comprehensive industry analysis programs.

HP acquired its current customer management services and hence its social media capability through the acquisition of EDS in 2008.

HP ES currently provides social media monitoring and reporting services for its client base.

HP ES's next generation social media services will include customer profiling and interaction services.

HP ES's go to market strategy for its social media services includes targeting Fortune 1000 companies with at least 200 agents, a high volume of customer interactions in complex processes and/or declining customer satisfaction levels.

Scope of the Report

The report provides a comprehensive and objective analysis of HP ES's social media services, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Key client case studies
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.



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Report Length

13 pages

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Social Media Services Vendor Assessments Also Available for:

Firstsource

Xerox

Dell

Genpact

Wipro

Aegis

WNS

Capita

Sitel.