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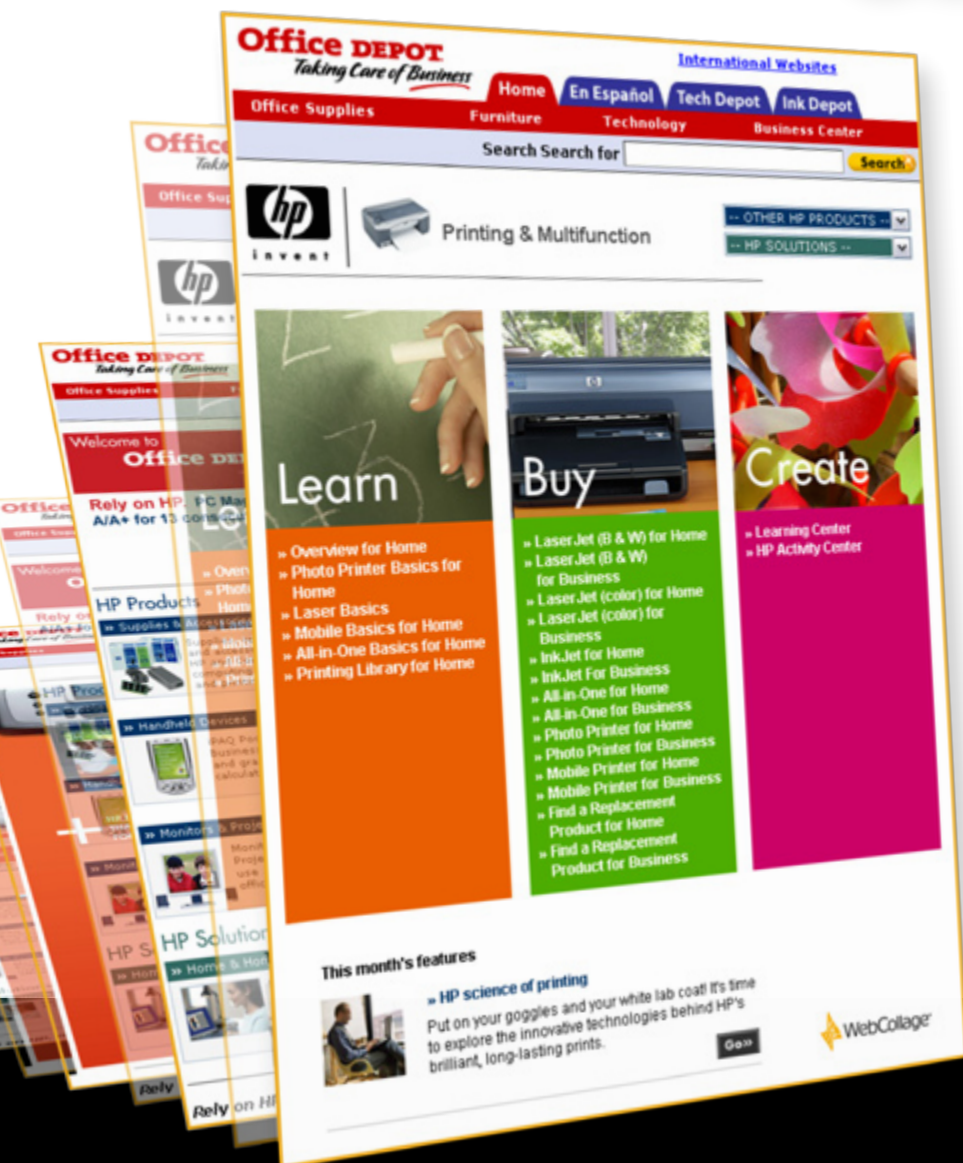
Office DEPOT

Take the Tour

See how WebCollage helps HP and Office Depot to better cater to the needs of customers who research products online –right at the point-of-sale.

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Welcome to the HP Content at Office Depot

This document takes you on a tour of the HP content at Office Depot. Follow along online for the complete experience.

WebCollage leverages HP's premium marketing content and makes it available to Office Depot customers. By supplying Office Depot customers with all of the information that they need to make a purchase decision, WebCollage helps Office Depot and HP to boost sales—both online and offline.

Start Tour

Type **www.officedepot.com** into your browser's Address bar to enter the Office Depot Web site.

Proceed on to ›››

Browse the Technology Area of Office Depot

Click the 'Technology' tab to access the Office Depot Web site area dedicated to technological solutions.

Proceed on to ›››

Browse Showcase

Click the 'HP Brand Showcase' link to enter the HP brand store at Office Depot.

1 Research shows that most customers research products via channel Web sites. The WebCollage system places links to HPs premium content next to every relevant Office Depot search result—allowing Office Depot customers to **research HP products—right at the point-of-sale**.

Overview

In January 2004, HP—a global leader in printing devices and peripherals—contracted WebCollage to improve the way it markets products through distribution channels. HP was looking for a way to boost sales in the printer market space. Within a few months, the HP showcase was live at multiple Web sites including: Computers4Sure, Office Depot and TechDepot. HP and channel partner IT departments were hardly involved.

HP Showcase Launch Page

1 This is the HP showcase at Office Depot. The showcase presents Office Depot customers with a rich collection of product information and educational materials leveraged from the HP Web site. The **consistency in brand representation** assures customers that both HP and Office Depot can be relied upon for quality and value.

2 The showcase also provides customers with information regarding the different HP home solutions available to them. This information helps customers to **differentiate between the different solutions, increasing win rates for HP.**

What are WebCollage Vendor Showcases?

Vendor showcases are dedicated vendor areas on channel Web sites. Vendor showcases enable vendors and channel partners to present extensive product information to their customers. The WebCollage technology builds vendor showcases by leveraging content from the vendor's Web site, managing the content centrally and delivering customized copies into multiple channel partner Web sites. The WebCollage system updates the showcases regularly with new content from the vendor's site and provides detailed usage reports.

HP Solutions in Showcase

1 The HP solutions page guides customers to the right solution for them. From this page **customers can access HP solutions—conveniently organized by family.**

2 The showcase provides Office Depot customers access to the latest and greatest educational materials available at HP. This rich and deep content allows customers to feel more comfortable making a decision regarding the right solution for them—**helping both Office Depot and HP boost consumer confidence as well as sales**.

Business Objectives

WebCollage created the HP showcase and incorporated it into the Office Depot Web site to meet the following business objectives:
- **Create an increase in win rates offline and online**—with superior guided selling processes and optimal product presentation.
- **Deliver an improved and consistent brand representation**.
- **Reduce cost-of-sale**—by making more detailed, accurate and up-to-date product information available to Office Depot customers.
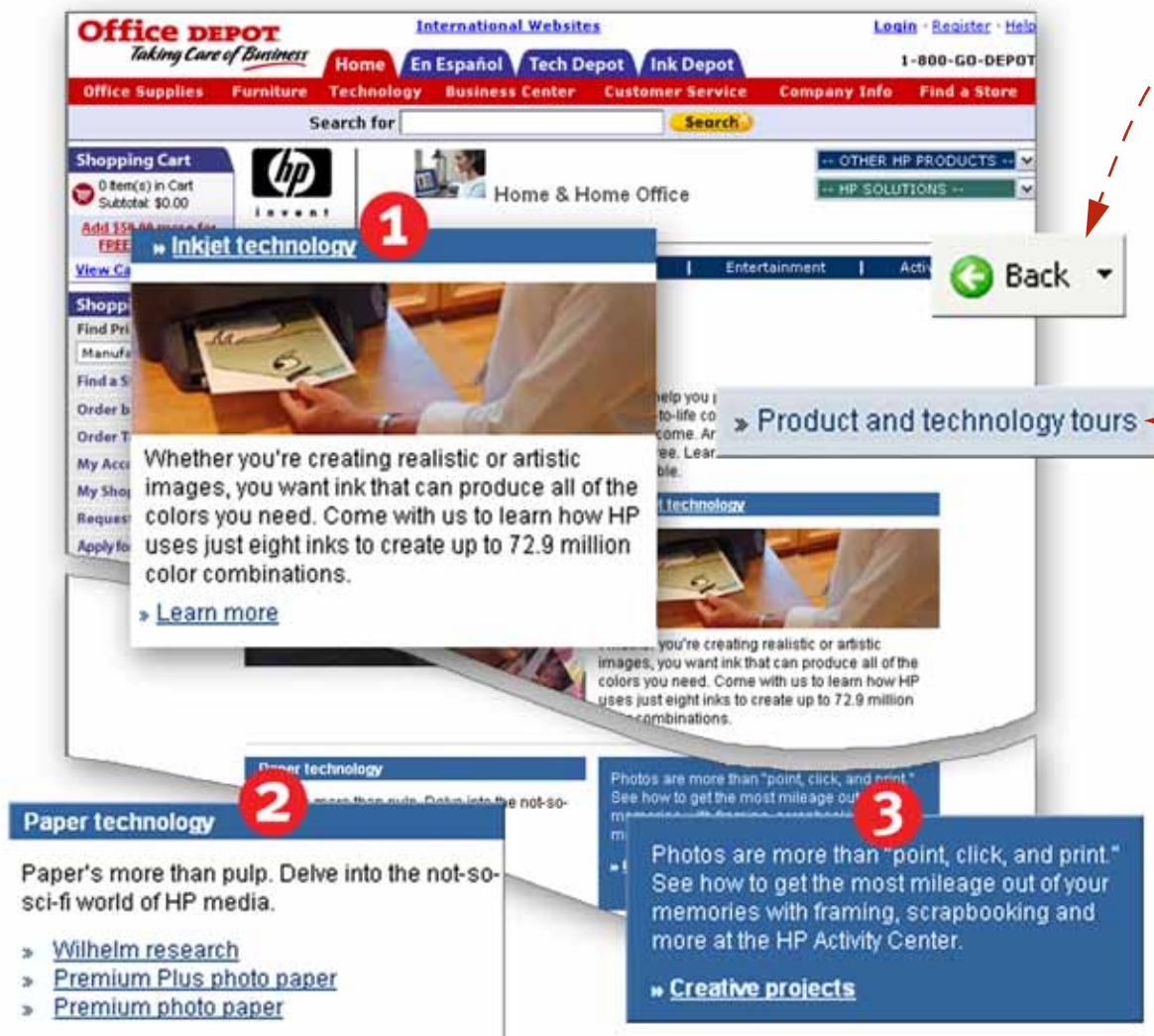
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HP Educational Materials in Showcase

1 The showcase educates Office Depot customers on the science behind these HP technologies, **differentiating HP technologies from those of the competition.**

2 HP paper goes through extensive research and testing. WebCollage lets Office Depot customers know how dedicated HP is to providing high-quality paper that preserves images for years to come. These **educational materials** help Office Depot build a relationship with their customers, boosting consumer confidence—as well as sales.

3 From the showcase, Office Depot customers can access the HP Activity Center. **The HP Activity Center fuels customers' creative side** by providing hundreds of free print projects from HP.

The First Challenge

To effectively deliver HP's optimized marketing information to Office Depot customers, the WebCollage system had to:

- **Display HP content as an integral part of channel Web sites** without requiring IT effort from HP or from channel partners.
- **Share high-volume content** without requiring channels to manually enter information into content management systems.
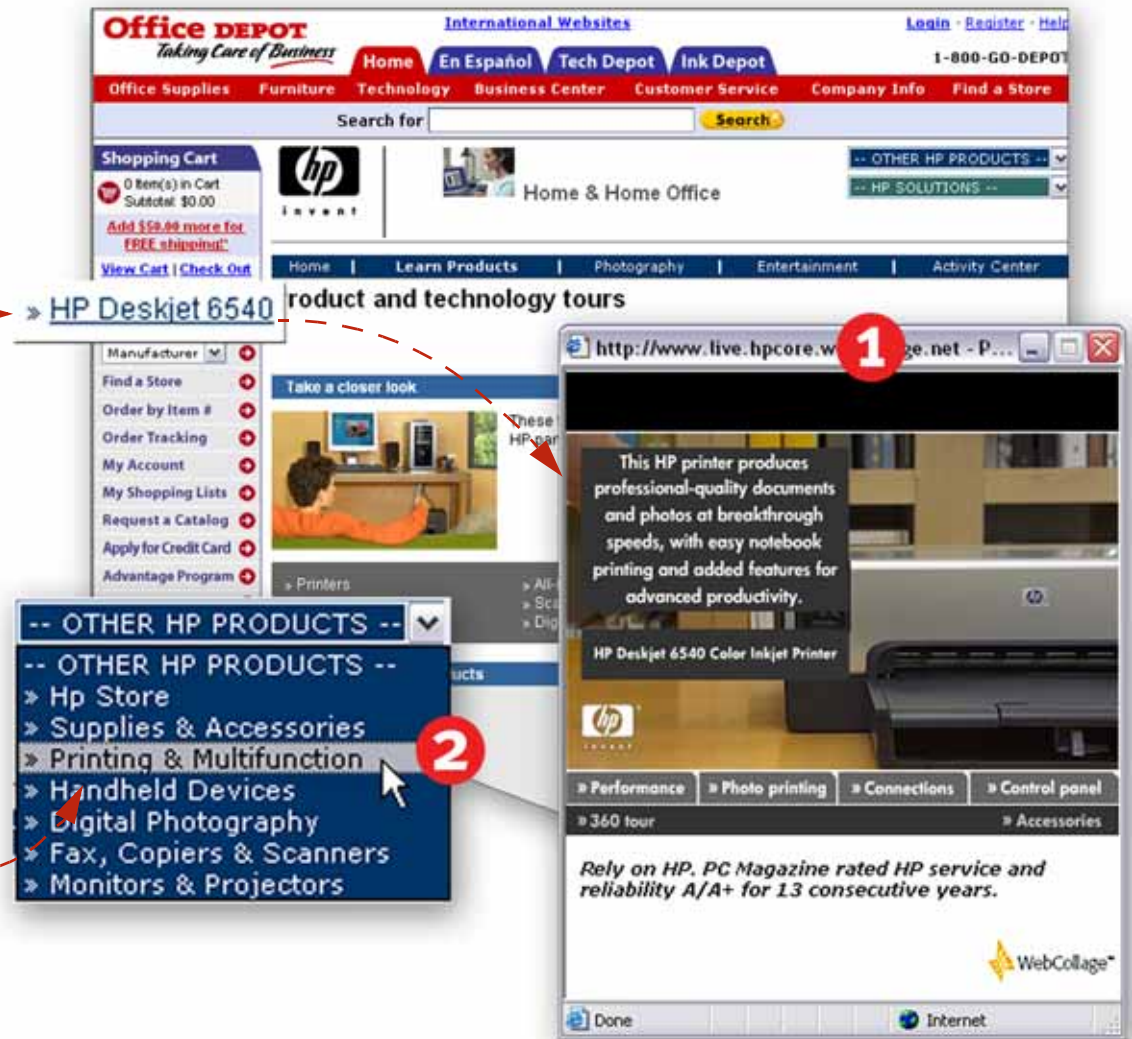
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Click the 'HP Deskjet 6540' link to view a multimedia presentation of this printer, its accessories and technology.

Proceed on to >>>

Browse Printers

Select 'Printing and Multifunction' from the product pull-down to access the pages of the printer category of HP products.

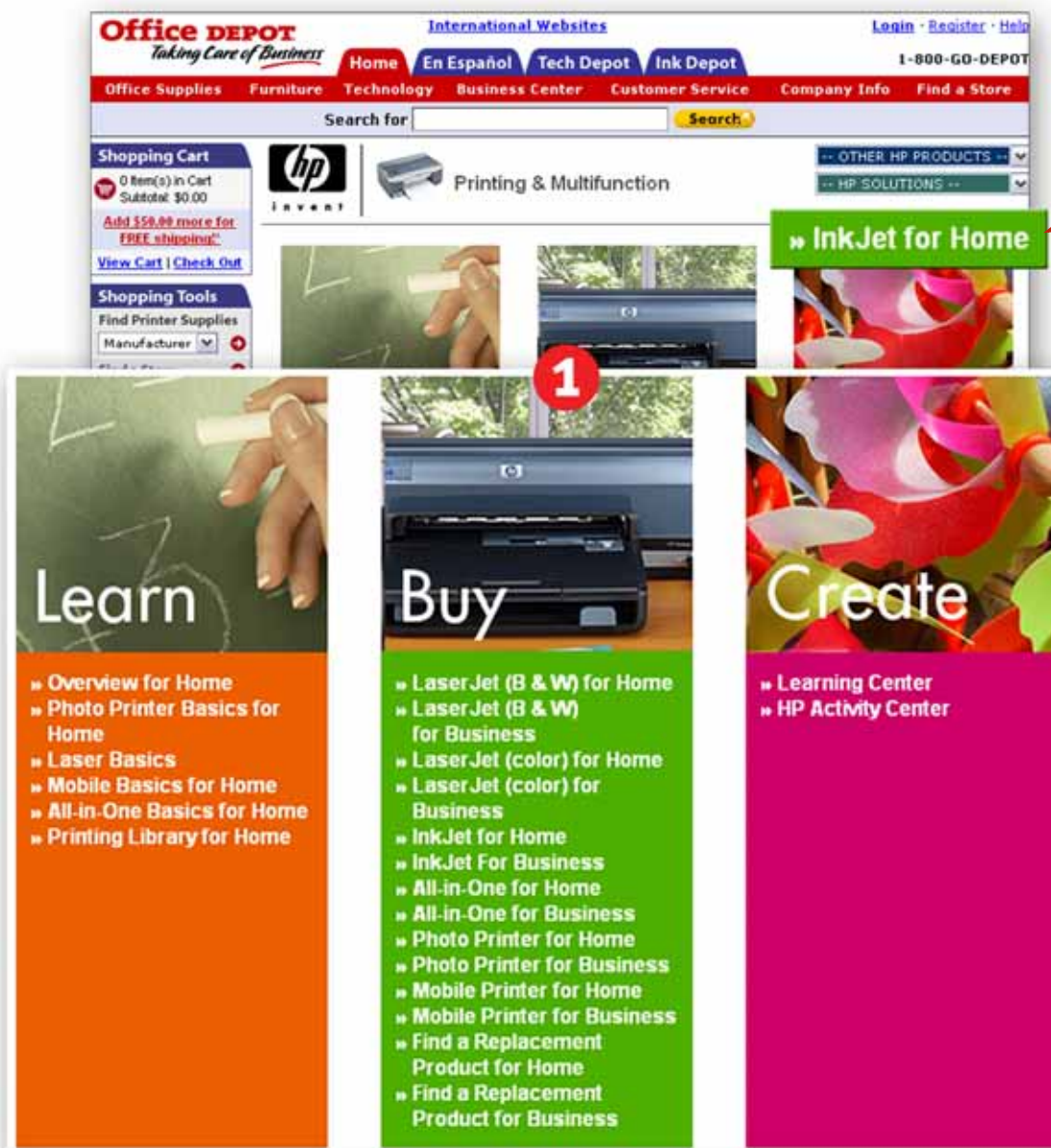# HP Technology Tours in Showcase

1 The showcase provides shoppers with detailed mutimedia presentations that **highlight the key features of each HP technology, innovation and solution** in an optimized way. Customers can access interactive features—like 360 degree tours and experience the points of interest of each solution.

2 The technology tour page includes a pull-down menu that enables customers to **locate the information they are searching for quickly and come to a purchase** decision.

The Second Challenge

To meet HP's high demands for quality, WebCollage also had to:

- **Keep the content fresh,** ensuring that new HP products and promotions are reflected on channel Web sites in a timely manner.
- **Preserve the consistency of the HP brand** while adhering to the guidelines of channel sites.
- **Provide each channel with a customized experience** reflecting each channel's unique product assortments and distinctive promotions.

HP Printer Category in Showcase

1 HP has invested a great deal of effort in researching and addressing the needs of its customers. The showcase leverages that investment, providing Office Depot customers with **the most accurate, detailed and up-to-date material** available at HP. Retailers can't afford to spend the resources necessary to maintain content of this quality for each vendor. By providing this premium marketing content, HP **demonstrates commitment to helping Office Depot market its products.**

The Third Challenge

To meet the standards of high-volume channel partners, WebCollage had to:
- **Encourage online purchases through the HP showcase** by integrating with channel partners' online shopping systems.
- **Capture shoppers' use patterns** and create corresponding business reports for both HP and its channel partners.
- **Scale to millions of holiday shoppers** through multiple channels.
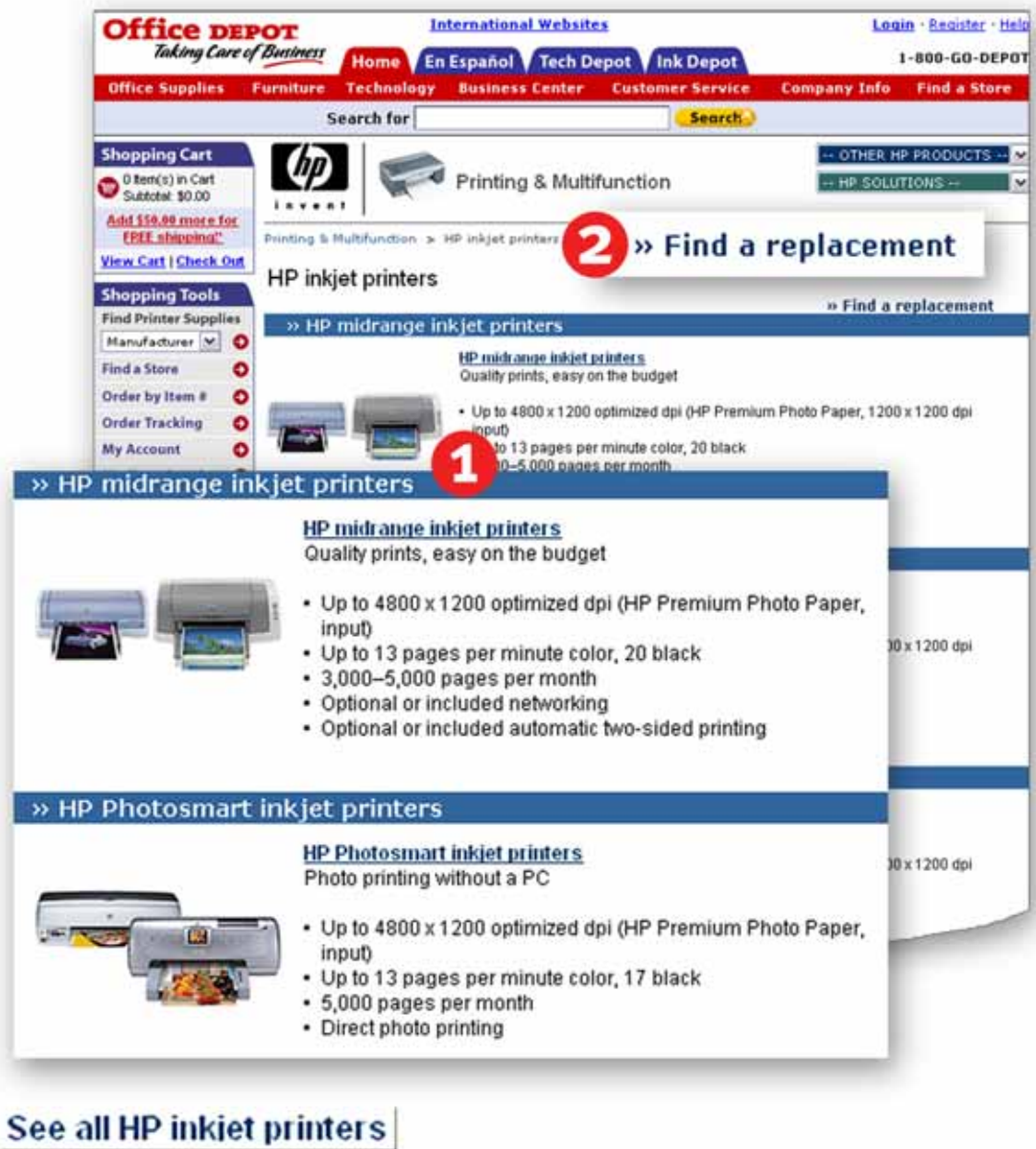
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HP Inkjet Home Solutions in Showcase

1 The HP inkjet home solution page provides shoppers with a comprehensive outline of the key features of each HP home solution. Customers are effortlessly **guided to the pages of the appropriate solution for them.**

2 Customers looking to replace their present HP printers with new models can select their current printer's model number and receive the most appropriate **product recommendations from HP—without having to leave the point-of-sale.**

The WebCollage Solution
- **Step 1 - Build**: WebCollage worked with the HP staff to define showcase specifications, and built the showcase accordingly.
- **Step 2 - Launch**: WebCollage worked with channels to embed the showcase into their sites and optimize showcase placement.
- **Step 3 - Manage and Update**: WebCollage updates the showcase regularly with vendor content and channel e-commerce data.
- **Step 4 - Analyze and Optimize**: WebCollage creates reports to analyze consumer behavior and optimizes the showcase accordingly.

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Click the 'Demo' link under one of the inkjet printer images to view an interactive demo of the printer, its technology and compatible accessories.

HP Inkjet Product Line in Showcase

1 Only the inkjet printers carried by Office Depot are displayed in this page. The vendor products displayed in this page differ from channel to channel, allowing channel partners to **merchandise products based on their specific needs**.

2 Detailed images and product demos help to create a feeling of familiarity with these highly advanced solutions and relay the ease-of-use of HP products. This **allows even the least technical of shoppers to feel right at home** with the solution of his choice.

With Web Collage Showcases

The WebCollage technology creates showcases that help:

- **Vendors** influence indirect customers' purchase decisions online and offline.
- **Channel Partners** boost sales with optimized marketing content and become a "one stop shop".
- **Customers** get all the information they need to make a purchase decision—at a single location.

HP 6540 Product Page in Showcase

1 The WebCollage system displays Office Depot's up-to-date prices and availability and allows the customer to complete their purchase online.

2 Each product page contains multiple pages of information including product overviews, specifications, compatible accessories and related products. All of this information is leveraged from the HP Web site and repurposed to fit each channel partner Web sites particular look-and-feel. WebCollage makes all of this rich and deep content available to millions of shoppers through multiple channel partners.

The WebCollage Technology

WebCollage uses a patent-pending proprietary system to deliver content. WebCollage develops the showcase functionality—including e-commerce and high-level navigation—and leverages content, brand representation and user flow from the vendor's Web site. The system keeps the content current with the vendor site while adapting the behavior and look-and-feel of the showcase to meet each channel partner's specific needs. The system also assigns designated page sections as promotional areas, which channel partners can use to display special offers.

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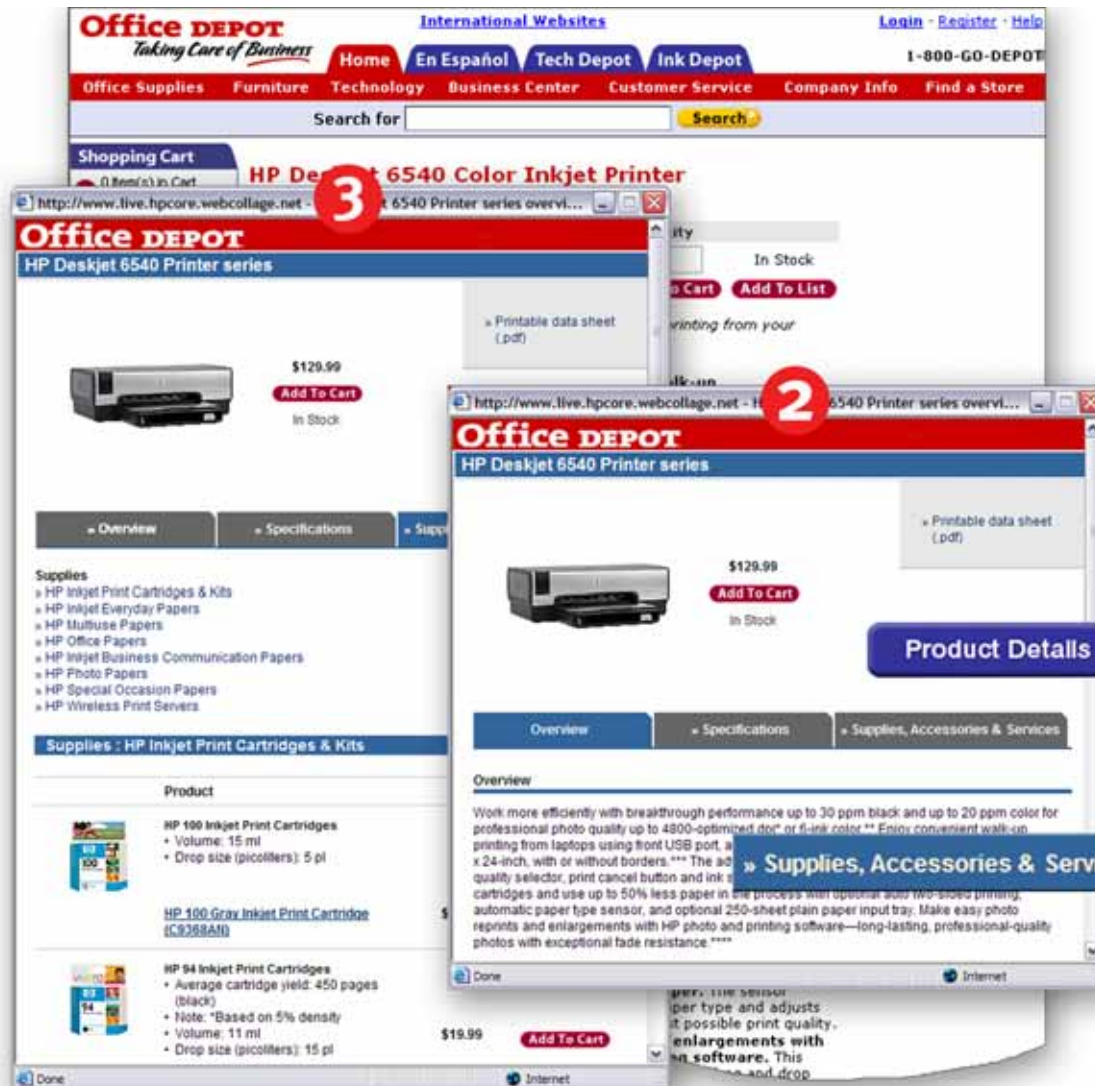
See Product Content
Click the 'Product Details' Smart Button to browse the product content made available to customers through the Office Depot catalog pages.

Browse Accessories
Click the 'Supplies, Accessories & Services' tab to browse the full range of accessories compatible with this printer.

"Smart Button" from Office Depot Pages

1 **The WebCollage system displays "Smart Buttons"** next to each Office Depot product for which vendor content is available. This unique WebCollage technology ensures that both HP and Office Depot customers are provided with all of the information that they need to finalize a purchase decision.

2 This is the product content maintained by HP and made available to Office Depot customers by WebCollage. The consistency in brand representation helps HP to **influence indirect customer's purchase decisions**.

3 The accessories tab contains images, specifications and up-to-date Office Depot prices. Confidence in the knowledge that these accessories are compatible with their printer encourages customers to purchase these high-margin items, **increasing attachment rates and average order size**. Naturally, the range of accessories differs from retailer to retailer.

The WebCollage Secret

Our business is your business. We at WebCollage know that a solution is only as good as its implementation. Just like our customers, we strive for excellence and will spare no means to ensure that our customers are secure in the knowledge that we are taking care of business. Our customers can attest to our undivided attention and care in the handling of their business, just ask them.

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TOUR OVER

Thank you for visiting the HP content at Office Depot. We hope you enjoyed the tour and will be happy to answer any questions you may have regarding WebCollage or the implementation of the WebCollage technology. For more information about WebCollage or how we can help your business, contact us via e-mail at info@webcollage.com or by phone at (212) 563-2112. Our representatives are standing by.

Feel free to check out the showcases of some of our happy customers at: http://www.webcollage.com/go/customers.