



## CASE STUDY

# Display Management – Hewlett Packard (NZ) Ltd

### The task

Hewlett Packard's New Zealand operation has grown significantly in recent years. When the Auckland office of HP moved to new premises, the decision was made to outsource management of their display equipment.

### Exhibit Group solution

To provide HP with a solution for 'centralising' their exhibition equipment, through the Display Management Service. All equipment is securely stored and managed by Exhibit Group—while HP staff utilise the on-line booking system to co-ordinate use of the equipment.

“We've certainly benefited from outsourcing to the DMS model. It's made a huge difference.”

Melissa Fincham,  
Hewlett Packard (NZ) Ltd

## Client comments

According to Melissa Fincham, from HP's Education Team, the DMS system “is just so easy”. “Being a large company with numerous demands on our exhibition equipment, it's great to have everything centralised. Everyone simply books directly using the on-line service, so they can schedule their own event equipment as needed.”

## Outcomes

The DMS service is ideal for an organisation, like Hewlett Packard, that has multiple users of its exhibition equipment. Exhibit Group stores and manages the equipment—as well as providing the on-line booking service—to ensure everything is to hand as needed. “It gives you a high level of confidence that everything will be ready for your event, and it's going to be easy to use.” says Melissa. “And if you're not sure about something, you only have to ring Exhibit Group and they'll talk you through it.”

For Melissa, who is responsible for larger-scale exhibitions in the education sector, another major benefit is the installation service. “For larger events, Exhibit Group will also do the install and dismantle. I usually meet with Cherie [from Exhibit Group] and say 'this is the floorspace I've got'. Then we plan the layout together, and go back and book whatever we need.”

Staff at HP are also trained in the use of the equipment, with regular presentations from Exhibit Group to show them various options. “All our display equipment has been designed to mix and match, so we can really tailor it according to each event,” adds Melissa. HP staff can also call on Exhibit Group's offices in Wellington and Christchurch when needed. “Exhibit Group has been fabulous in terms of managing our equipment—transporting it, helping us with set-up, and checking for wear and tear after each event.” “We've certainly benefited from outsourcing to the DMS model. It's made a huge difference.”

**Exhibit Group** 

a visual advantage...

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**0800 50 85 85**

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