

- HP- CISCO Alliance
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- Executive Summary
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- Despite HP- CISCO top management intentions and senior and middle management commitment to renewed alliance stalemate has reached, due to lack of clearly defined ground rules, absence of detailed plan of action, cultural disconnect in decision making and non availability explicit financial integration plan.
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- Hurdles for the formal agreement between the two organizations
- Change of management team
- Both teams assuming that they are middle are spanning horizontally across BUS and vertically between top management and sales forces
- Alliance team asking BUS to do activities , which might be beneficial to the organization's whole but a loss proportion to the unit
- Multiple interdependencies and potential for conflicts
- Incentives stopped for HP sales staff for selling Cisco products
- Training needs of managers to understand both technologies
- Organizational changes for persona reason of employees
- Absence of dedicated sales teams
- Product overlap beyond limits
- Non availability of performance metrics for individual business unit initiatives
- Absence of clearly defined metrics for customer requirements
- Alliance team members not meeting regularly for lack of interactions
- Demand for high level of management skills in the absence of formal authority
-
- Positive points
- HP and Cisco are largest and third largest companies in Silicon Valley
- CEOs of both companies are willing for the synergy benefits of alliance
- HP has a very strong service network with 65000 employees and Cisco has 1400 technical staff in the services group
- HP has 15000 sales representatives
- HP CEO Fiorina joined the Cisco board
- HP strategy is very sales driven
- Cisco strategy is long term
- Good financial performance of both organizations
- Two alliance initiatives SWTS and HA are already successful
- CISCO customer test driven
- Clear understanding of the design, oragnazational structure by both HP-Cisco
- Clarity on the business model and technical expertise with both HP-Cisco
- Willingness of both to reorganize the structure for better focus
- Clear focus of the top management on the alliance growth

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M Walker



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