

## ANALYSIS OF HPE HYPERCONVERGED INFORMATION TECHNOLOGY MARKETING STRATEGY AT PROTEKSINDO DATA SUPPLIER COMPANY

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### ABSTRACT

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*Hewlett Packard Enterprise (HPE) Hyperconverged is an Information Technology (IT) framework that combines storage, computing and networking into a single system in an effort to reduce data center complexity and increase scalability. HPE Hyperconverged improve business and the productivity of IT staff and increase the speed of services delivered to customer. The marketing strategies that will be researched to see of the marketing mix, consisting of product, price, place, promotion, people and processes, the analysis using the Strength Weaknesses Opportunities Threat (SWOT) analysis to determine the right strategy. The method study was descriptive qualitative research. The subjects in this study were the manager marketing, 2 marketing staffs and 3 sales. The instrument used a form of interview guidelines and the type of recorder. Data analysis used SWOT analysis. Results in this reasearch that (1) Products: Products used in cooperation with Hewlett Packard Enterprise (HPE) that one of biggest IT company in the world (2) Price; price is still relatively expensive. (3) Place; Data Proteksindo in Central Jakarta strategically located. (4) Promotion: Promotion is not maximized. (5) People; trained IT staff, good, loyal. (6) Process: The process of installation of HPE hyperconverged should be accepted to the criteria that will be used in Data Center. Data Proteksindo is in strategic location, the promotion should be more leverage, based on SWOT analysis*

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*the most appropriate strategy is an aggressive strategy in order to growth stage.*

**KEYWORDS**

Hyperconverged, Marketing Mix, SWOT analysis, Strategic Marketing



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**INTRODUCTION**

One of the goals of marketing is so that the products or services made by the company can be known by the public so that later the company can benefit from its sales (Oktaviani & Rustandi, 2018). A company will spend a lot of money to create a marketing strategy. The actual marketing strategy is not only for large companies but small companies must also have it, for example such as the 4P mix marketing strategy (Utama, 2017).

Hyperconverged is a new product in the IT field. According to the marketing manager of Data Proteksindo, for the installation of this product, an IT staff must master Server, Storage and networking. Because this product combines server, storage and network in one unit so that it speeds up installation. This product also reduces many costs such as electricity costs, server space in the rack, network, cables, storage and the number of workers in the IT field. In the IT field, each employee usually handles servers, networks and storage individually (Romindo et al., 2019). By using this product, only one IT worker is needed.

Developments around the world, this product is becoming a trend of use (source Gartner Inc.). There are several well-known product brands such as Nutanix, Dell EMC, vSAN VMware and HPE hyperconverge.

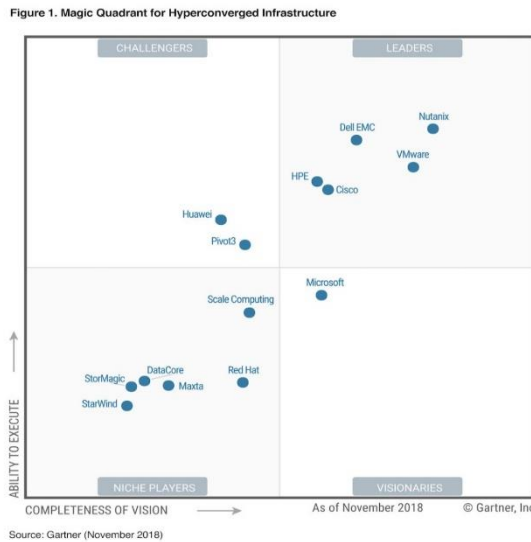


Figure 1. Magic Quadrant for Hyperconverged Infrastructure

In this picture HPE Hyperconverged is one of the leaders for hyperconverged products, where Nutanix and Dell EMC are the closest rivals. Global hyperconverged growth and predictions by Gartner magazine November 2018.

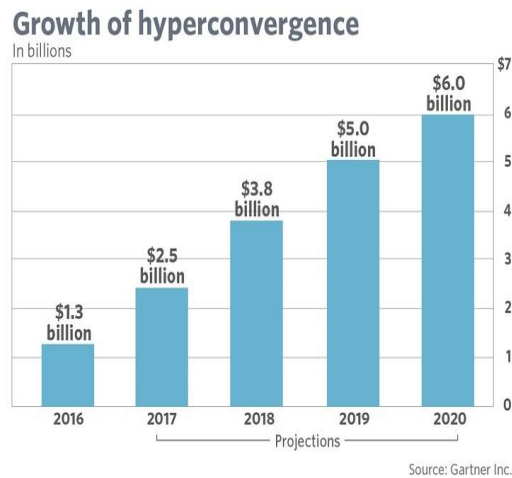


Figure 2. Growth of Hyperconverged

In this figure, the projected growth in hyperconverge purchases is very significant (more than 50 percent) every year. Hyperconverged marketing has problems, namely in introducing companies that use old model IT products, especially the relatively expensive price for 1 unit, companies do not want to change the existing configuration system for reasons of new investment again, and the move from the existing system. old to the new system (Sutabri, 2012).

The marketing program is still not intensive to prospective IT customers, so a marketing strategy is needed (Teguh & Ciawati, 2020). Data Proteksindo must have a marketing strategy plan that is sustainable and on target, where the marketing strategy is expected to increase sales of this product.

## RESEARCH METHOD

The research method used is a qualitative approach. This research was conducted at Duta Proteksindo. The research subjects are 1 marketing manager, 1 marketing staff, 2 sales people and 2 customers. The tools used are interviews and cellphone recordings. The variable tested is a single variable, namely Marketing Strategy Analysis in Data Proteksindo. The technique used to test the credibility of the data is to compare or check back the degree of trustworthiness of information obtained through different tools and times in qualitative research.

## RESULT AND DISCUSSION

The four Ps of marketing are the key factors that are involved in the marketing of a good or service. They are the product, price, place, and promotion of a good or service. Often referred to as the marketing mix, the four Ps are constrained by internal and external factors in the overall business environment, and they interact significantly with one another.

The 4 Ps are used by companies to identify some key factors for their business, including what consumers want from them, how their product or service meets or fails to meet those needs, how their product or service is perceived in the world, how they stand out from their competitors, and how they interact with their customers.

### A. Mix 4 P

- 1) Product: A hyperconverged product that is used in collaboration with HPE

- principals, and already has certification from HPE so that it receives after-sales service support in the form of services and spare parts.
- 2) Price: Pricing is calculated based on components such as installation services, maintenance and support services 24x7 (24 hours x 7 days).
  - 3) Place; The hyperconverged service place is strategically located because it is located in the city center, namely in central Jakarta so it is easy to reach from everywhere.
  - 4) Promotion: Promotion carried out through seminars, online media, magazines and the company's website.
  - 5) People; The existing employees of Data Proteksindo are professional and have expertise and experience in the hyperconverged IT field.
  - 6) Process: the service process, namely the prospective customer asks by telephone or email, then holds a meeting with the prospective customer, collects information on needs, and after the POC (Proof of concept) is carried out /is a synopsis of a method that is usually used to provide evidence that a system can be run. After it can be run it will issue a PO (Purchase of Order).

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

#### **B. SWOT Analysis (Strengths, Weaknesses, Opportunities and Hyperconverged Threats)**

- 1) Strength
  - a) The product has been tested and has a certificate from HP international.
  - b) The strategic location of Proteksindo Data.
  - c) Have a good relationship with HP Principal and distributors,
  - e) Experienced and certified human resources both locally and internationally.
- 2) Weaknesses
  - a) Little promotion funds
  - b) Prices are relatively more expensive for SMB (Small Medium Business) companies
  - c) Human resources who understand this product are very limited, if at any time an existing HR resigns, it takes time to provide training to become an expert HR.
  - d) Marketing program to a wider area.
- 3) Opportunity

Good quality products and brands that are well known throughout the world can increase sales

  - a) Quality human resources can be used to provide training to other companies (training / workshop)

- b) Cooperation with training/training sites for product marketing
- c) Good cooperation with other distributors to get better price

4) Threats

- a) Many established IT suppliers and started selling hyperconverged products.
- b) There are not many discounts from distributors or the products are relatively expensive
- c) Promotions can be imitated by other suppliers
- d) There are not many expert human resources, if many requests from potential customers can be fulfilled.

**C. Discussion of the mix 4 P**

- 1) Product: In product development carried out by HP international principals in America.
- 2) Price: Pricing is standardized in each supplier and is divided into areas such as government areas, private areas, industrial areas.
- 3) Place; The location of Data Proteksindo is strategic, located in central Jakarta so it is close to everywhere. Prospective customers can also see a demo of the IT unit, directly.
- 4) Promotion: Hyperconverged promotion is done by inviting potential customers in a seminar. Have an online media web page and advertisements in magazines.
- 5) People
  - a) IT HR has received training and experience, this is very satisfying for customers who have purchased their services.
  - b) Fast and 24x7 service makes customers feel satisfied, and they will be a good promotion to other potential customers (word of mouth).
- 6) Process; The installation process provided by Data Proteksindo to the customer makes the customer feel satisfied and has a good assessment.

**D. SW Strategy**

- 1) Increase the budget for promotions so that promotions can be sustainable every year.
- 2) Adding human resources in the HPE hyperconverged field.
- 3) Strengthening cooperation with Distributors and Principals to get bigger discounts.
- 4) Adding sales force in areas that have not been entered such as government and industry.

**CONCLUSION**

Proteksindo data is located in Central Jakarta in collaboration as a supplier with Principal Hewlett Packard Enterprise, its strategic location, promotions must be maximized and target a wider area, Based on a SWOT analysis the most appropriate strategy to use Proteksindo data in Jakarta is an aggressive strategy to become a leader in HPE hyperconverged sales because there are still many who have not used this product in government and industrial areas in the country and technology trends around the world will use this product.

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