



Agilent Technologies

HP & Agilent Education Program



i n v e n t

Case Study

Challenge: Shifting from a vendor to a partner to win a key market

Background

When Bill and Dave first started Hewlett Packard, they created a strong brand relationship with calculators and Education. As Dave aged, no one stepped up to take his place as HP's ambassador to education. A visionary engineer Marsh Faber and I discussed the value HP could have for engineers-in-training and how earned regard could benefit HP and soon Agilent, as that earned preference to tools and company continued well beyond their education.

Assessments

We shared our idea to sell in to education yet unanimously, the entire sales force cautioned us to stay away as it was a long sales process and ultimately a low cost buying decision. No way could we win. There was a lot of conventional truth to that but we did not want to give up easily. We got permission from our VP in HP to go out and talk to universities. I convened a team and we went off in smaller teams to speak to several universities - administrators, professors and students. Administrators wanted to see their schools ranking go up. Professors wore 8 hats so time stretched and also wanting newer experiments, lessons, train the assistant tools. Students wanted assurance what they were learning and tools used would help their education to be viable career-wise.

Strategy:

We determined we had the basis to shift Agilent from being a vendor, to being a partner.

Rather than us trying to launch this as a global program from our ideas only, I brought in innovation consultant Alex Pattakos to help us gather international partner ideas so as to create a more inclusive vision and buy in. That was critical. That was also a huge success. We also created an education advisory board to encourage and stay on top of ongoing insights.

“Thanks for recognizing the strategic value of education to HP and Agilent and figuring out how to earn their trust”. HP CEO Dave Packard

www.educatorscorner.com was born and offered experiments, teaching tools, and a lot more. My first PR was to celebrate Drexel University turning its engineering program around. No mention of HP. Nine other universities saw the PR and visited Drexel personally. They heard from Drexel what a great partner HP was. All nine purchased complete computer labs. That set up a wave of other large purchases.

We also won support to help fund the Email Tele-mentoring program to show social responsibility as HP engineers globally helped youth struggling in English, math and science.

Results

1. **Results** After just 12 months the Agilent program garnered \$100 million in reference sales from happy customers. By year three Agilent alone reached \$300M in annual sales. The value to HP, and then Agilent, included revenue growth yet went beyond as credibility and customer championing of our brand was priceless. We see a far larger opportunity today to strengthen the bridge between education and industry, so hope to pursue that soon.
2. The PR created for both Agilent's and HP's Education program was a key contributor to the 65% of all global PR coverage over a 3 year period as assessed by Carma...a \$350M value.

Initial Educators Corner web site.

The screenshot shows the Agilent Technologies website's Educator's Corner page. At the top, the Agilent logo and name are on the left, and navigation links for 'Login', 'myAgilent', and 'United States' are on the right. A search bar is located below the navigation. The main navigation menu includes 'Home', 'Products & Services', 'Technical Support', and 'Industries & Technologies'. A red banner below the menu contains the text 'The legacy of electronic test & measurement "firsts" continues | Learn more +'. The breadcrumb trail reads 'Home > Industries & Technologies > Research & University > Educator's Corner', and a 'Contact an Expert' link is visible on the right. The main heading is 'Educator's Corner – Your Education Resources'. A large image shows students working with electronic equipment. To the left of the main content is a sidebar with links: 'Teaching Instruments & Solutions', 'Teaching Tools & Learning Resources', 'Researchers' Corner', and 'Student Resource Center'. The main content area features the heading 'Educator's Corner' followed by a paragraph about curriculum-based solutions. Below this, it mentions 'teaching tools and resources' like pre-written lab experiments and technical posters. It also refers to 'Researchers' Corner' for grant resources and 'Students Resource Center' for tutorials. A 'Faculty Spotlight' section highlights university customers. On the right, there are two boxes: 'What's New' with links to an iOS app, educational software, a blog post, an RF test blog, and courseware; and 'Related Links' with a link to 'Education News'. A small banner image is at the bottom of the page.

Agilent Technologies

Login myAgilent United States

Enter Search Term SEARCH

Home > Industries & Technologies > Research & University > Educator's Corner

Contact an Expert

Educator's Corner – Your Education Resources

- Teaching Instruments & Solutions
- Teaching Tools & Learning Resources
- Researchers' Corner
- Student Resource Center

Educator's Corner

Looking to enhance your higher education curriculum and research capabilities? Agilent offers a complete curriculum-based solution that addresses the educator's requirements. Whether you need materials for RF communication classes or basic electronics classes, we have [teaching solutions](#) to meet your needs. You can choose between basic instruments or high performance instruments, wide range of software such as Design & Simulation, Automation, Signal Generation or Analysis software.

Also on this site, you can access a full range of integrated [teaching tools and resources](#) such as pre-written lab experiments, java animations, technical posters and application notes to help you get the best out of your equipment and plan your curriculum efficiently.

For your research work, check on [Researchers' Corner](#) to gain insights into various applications, grant resources & guidelines, University Relations program.

Tutorials and career tips are also available for engineering students on [Students Resource Center](#), helping students to be successful in school and beyond.

Agilent's "Faculty Spotlight" highlights university customers who are using Agilent test equipment to do unique and exciting things at universities. Over the course of the year, the [faculty spotlight](#) will include a limited number of education customers and recognize their work on Agilent Educator's Corner web page. Learn how [Students use interactive flash for remote instrument access at Harbin Institute of Technology](#).

What's New

- ▶ [Electronics Handbook iOS App](#)
- ▶ [89600 VSA and WLA Educational Software - Educational Program](#)
- ▶ [Bookmark this General Purpose Electronic Test Equipment blog from expert Neil Forcier](#)
- ▶ [Bookmark this RF Test Blog from expert Ben Zarlingo, get helpful hints and tips for RF Measurements](#)
- ▶ [Courseware on Radar Operating Principles and Systems](#)

Related Links

- ▶ [Education News](#)