

Opportunities when Hosting an EDIFICE Conference

“121st Boeblingen, Germany, October 2013: B2B Trends and Future Direction”



Advantages as a Host:

- Drive the discussion: the host can set the theme to reflect their priorities
 - HP was thinking about the future; new Style of IT including how the cloud changes the game; Industry 4.0 (high cost countries like Germany, remaining competitive)
- Showcase: HP was able to bring in many different divisions to participate and provide Demo Center tours
- Broader participation in the host company: instead of only a small number of people from your company interacting with knowledgeable contacts from customers and suppliers, it's easy to have more attend
 - Better understanding of partner needs; view “outside-in”