



Customer Case Study

Compurent Delivers Game-Changing Service to Small-Medium Businesses

Colombian IT leasing provider works closely with HP to bring high-end insights and proactive approaches to clients across Latin America.



Industry

IT Services

Country

Colombia

Objectives

- Transform IT operations for thousands of SMB customers
- Give smaller businesses access to high-end tools and services
- Optimize customer device utilization and lifecycles

Approach

- Complement internal process with HP Workforce Experience Platform (WXP)
- Move away from reactive responses to a proactive approach
- Allow IT teams to work smarter
- Increase employee productivity

Business Outcomes

- User experience improved for clients across Latin America
- Device-related tickets reduced by 25%
- A more cybersecure IT culture created
- System uptime increased to around 97%
- Reactive responses replaced by proactive services



97%

System uptime achieved

25%

Decrease in device-related tickets

2000+

Companies served

Objectives

A Game-Changing Offering for Latin America

Compurent has been developing and enhancing its reputation for innovation for almost as long as PCs have existed. The Colombia-based company began operations in 1982 as a computer leasing business, giving smaller companies access to devices that would otherwise have been beyond their reach.

Since then, Compurent has built out its business to become a leading presence across Latin America, specializing in sizeable client base 'sweet spot' of businesses with between 150 and 1,500 PCs.

"By the end of 2025, the rental side of our business will reach up to 25,000 devices," explains Jose Pablo Arriola, CEO at Compurent. "The business process outsourcing companies that we serve, call centers for example, can involve pretty big numbers."

Compurent's innovative business model has gone beyond simply shifting units for decades. Since 2011 it has operated a device-as-a-service offering that includes configuration and deployment, breaking important new ground in a market where Arriola notes that old habits can be difficult to change.

"It's not always common to include IT leaders in strategic corporate decisions, so decisions tend to be made by people with relatively little IT knowledge," he adds. "Part of our job is demonstrating at that level how transformative IT can be for a business."

A more recent addition to Compurent's offering is Calisof, IT service management, which again represents a level of service that would normally be available only to larger-scale businesses.

"The service management element is a game-changer in Colombia," Arriola explains. "We've done lots of research across Latin America, and companies of the size that we serve often don't have the service management tools they need to operate. Our solution changes all that."



"HP and Compurent share the same visions of the future for small businesses in Latin America, and [HP Workforce Experience Platform] is a great addition to our value proposition"

Jose Pablo Arriola, CEO, Compurent

97%

Service quality rating

35+

Years of experience

Approach

Implementing a New Approach and a New Mindset

An important – and growing – component of what Compurent offers are the products and services provided by HP. Compurent started working with HP over 25 years ago, but it's a relationship that has become deeper and more productive since 2015 when the business implemented WXP.

“Our values as businesses are very closely aligned,” says Arriola. “HP and Compurent share the same visions of the future for small businesses in Latin America, and [WXP] is a great addition to our value proposition.”

By incorporating WXP into its IT service management offering, Compurent can now enhance its offering further. With new levels of visibility into the performance, health, security and status of leased devices, Compurent is adding yet more value to an already-outstanding service. It is further strengthening the business's proactive and preventive approach to device supply and maintenance.

“For a lot of customers, the status quo of the reactive mindset is very hard to break,” Arriola adds. “But there is a new generation that is starting to think differently and sees the proactive approach as the way forward.”

It's an approach that Arriola believes should be implemented across all aspects of the IT operation.

“You need to be proactive in every sense, not just on the device side,” he notes. “You need to apply it to infrastructure, to licensing, to security. You have to go all in and realize that by holding onto the old reactive mentality, you're probably putting your company at risk, which is something many CEOs don't understand.”

Compurent sees its growing relationship with HP as key to implementing this new approach and is also building connections in other areas. As an HP Managed Service Provider, Compurent now handles local warranty repairs and servicing for HP products. Not only does this further strengthen the bond between Compurent and HP, it also gives Arriola and his team an opportunity to gain further valuable technical expertise.

“Our team is trained by HP, which gives us confidence that we're delivering the best possible service to our clients,” he says. “Handling the servicing ourselves also gives us greater control over quality and the overall client journey.”

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Jose Pablo Arriola, CEO, Compurent

Solution at a glance

HP Services & Solutions

HP Workforce Experience Platform



Four-star recognition

Business Outcomes

Transforming a Critical Market

The new comprehensive IT service management offering that Compurent provides now gives smaller businesses across Colombia and Latin America insight and levels of opportunity that were previously only available to larger corporations.

“Smaller businesses with constrained resources don’t normally have the capacity to capitalize on that level of service, but with HP Workforce Experience Platform, we can give them that access,” says Arriola. “We go to [WXP], take all the information and organize it by device and by user, and advise customers on the high-priority issues and actions.”

For Compurent, this doesn’t mean that service teams are working less, but they are working significantly smarter, leading to a 25% reduction in device-related tickets. And by implementing the approach to its own operations, Compurent is seeing the benefits for itself.

“Moving from a reactive to a proactive approach has seen our device uptime go from around 93% to 97%,” Arriola explains. “That doesn’t just give us a more productive workforce, it also improves their experience as users.”

Arriola recalls one instance where WXP identified potential problems on critical retail devices used by a client.

“We received an alert from a retail customer that seven POS devices were presenting issues with their hard drives. This was in November, and getting close to the busy Christmas period,” he says. “We replaced the drives and avoided what could have been catastrophic failures at the time of year when you least want them.”

Elsewhere, WXP is helping to enable BIOS updates and Windows system security. The sustainability initiatives that WXP contributes to have also earned the business four-star recognition from HP Amplify Impact. Arriola says Compurent is working hard to achieve five stars in the coming year.

“HP is helping us to transform IT in Colombia, where smaller businesses represent 80 to 90% of the market,” Arriola concludes. “We’re helping the economy and helping these companies to compete, save resources and be more productive. It’s a lot to be proud of.”

Learn more at hp.com/hp-services

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