



The power to pivot.

Increase your IT flexibility with managed services solutions from HP Services.

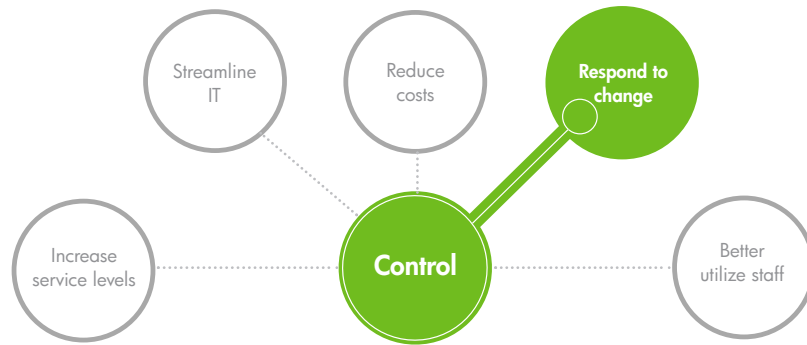
HP Services



A man with dark hair, wearing a light blue button-down shirt and a dark tie, is seated at a desk. He is looking down at a laptop in front of him. The background is a plain, light-colored wall. The text is overlaid on the right side of the image.

“Our relationship will bring significant annual cost savings through economies of scale. We are pleased to be working with a global service provider of the caliber of HP. It is a natural fit, not only in terms of competence but also values and culture.”

Mikko Kosonen,
Senior Vice President
Nokia



Successful organizations are agile—quickly shifting resources and easily managing change. But true agility requires a forward-thinking approach to IT. It requires that you demand more from your enterprise and your technology partner—more accountability, more agility, and a better return on IT. So regardless of any external situations, you don't lose business momentum. To meet your needs, HP delivers more than technical expertise. We structure technical, financial, and operational solutions that map to your business today, and build in the foundation for change. This allows you to outsource key components of your IT infrastructure so your complex enterprise infrastructure can continue to adapt without losing ground.

HP Services is focused on you.

An adaptive enterprise—delivered by a partner that understands your business—helps you better manage costs in leveraging your current infrastructure, while maximizing future IT investments. And as proven time and time again, HP Services is this partner. According to a recent *Information Week* study titled “Analyzing the Outsourcers,” researchers asked over 700 IT professionals to rank outsource vendors in ten categories, including reliability, cost and value, and technical expertise. HP ranked first overall—above IBM® and EDS®.

Managed services help your infrastructure adapt.

HP doesn't just manage your infrastructure—we simplify processes, relationships, and cost structures. And as you would expect from the trusted leader in IT technology and processes, we'll also enhance your IT operations—while you gain ongoing capabilities and retain control.

HP treats transition as the critical process to providing effective management when changing to an outsourced model. Transition—and how your business responds

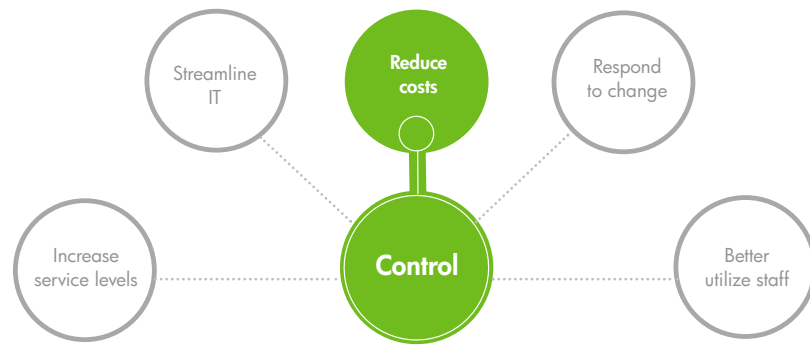
to it—lays the groundwork for IT transformation, flexible asset management, and the ability to adapt quickly. The easier it is to manage change, the easier it is to make overall IT functions consistent with your business.

Flexibility is key.

Our approach to managed services is highly flexible, giving you the choice of outsourcing a single selected function, several functions, or a strategic outsourcing engagement. In addition, some services can be purchased as on-demand “utility” offerings. This provides you greater cost predictability because you pay as you go, for what you use. And all our services give you new levels of flexibility, choice, and cost savings. In any case, we work closely with you to identify and implement services that streamline operations, mitigate risks, and make you more agile—your ultimate business goal.

HP's managed services offering is backed by proven methodologies and leverages our own experience and internal IT success—as well as the ongoing successes of our clients. These methodologies strike the necessary balance between reliability, agility, and a greater return on IT investments.

Work with HP Services and you not only get intelligent technologies and solutions, you leverage our multivendor, multiplatform experience, and deep applications expertise. For example, HP Services is the market-leading Windows® and UNIX® provider, and we manage the world's largest implementations of SAP® including those running on Sun® servers. HP Services has over 700 managed services clients, including many of the world's largest companies such as Microsoft®, Canadian Imperial Bank of Commerce, Nokia®, Ford Motor Co., Telecom Italia, and DOW Chemical.



HP Services portfolio of managed services—step by step.

First, we analyze your process.

HP conducts comprehensive, upfront client-needs assessments and then concentrates on what's needed for both immediate and long-term IT success. We use our findings to recommend and implement a variety of solutions to meet your specific needs. If you want to consolidate multiple help desks, we can provide a global service desk as a single point of contact for all user requests. Or, if you need to focus on moving into new geographies or markets, we can provide infrastructure capacity and application expertise to help you get there as quickly as possible. The choice is yours.

Next, we help you get ahead.

Our managed services portfolio is comprised of five solution areas that address your services needs. Solutions include infrastructure management, end-user workplace management, application management, business continuity, and software publishing. Each is comprised of individual service offerings that address specific business and IT goals.

To meet your unique requirements, we draw on the services and capabilities from any of the solution sets as well as the complete support, consulting, and integration services offered by HP. These services are based on industry-standard technologies, methodologies, and business processes, so additional capabilities can be easily integrated without disrupting an established process.

A few of the basics of infrastructure management

Infrastructure management helps you operate complex, heterogeneous computing environments—the server, mainframe, storage, and networks—that run your enterprise and web applications. These services provide around-the-clock monitoring and support, with predictable pricing based on system configurations and service-level objectives. Regardless of day-to-day and environmental fluctuations, HP Services helps you get the IT infrastructure you need to meet your business goals.

You get a full complement of benefits.

Relying on HP to tackle the daily challenges of managing your IT infrastructure leaves you with more time to focus on your core competencies. And because we manage different kinds of technology—regardless of what you currently have—you get effective IT implementations that provide a rapid return on your investment. Leveraging HP Services to outsource your in-house IT operation reduces your total cost of hardware and software ownership. It also allows you to easily sidestep hassles while we handle everything—from the hardware layer to the application layer. And so that you can adapt over time, HP makes sure your infrastructure scales easily to meet the changing demands of your business.

Exactly how you want it—flexibility on demand.

We've integrated our infrastructure management services and financing models into offerings that deliver IT resources when and where you need them, with payment based on usage—if you so choose. Our on-demand portfolio is comprised of instant capacity for immediate access to additional capacity to meet fluctuations in demand, metered capacity which measures IT assets based on actual IT usage, and managed capacity that redirects resources to other core competencies. All solutions extend beyond the enterprise data center to include end-user computing, printing, and imaging. Through instantly accessible capacity and metering technologies, on-demand solutions are another way HP Services can help you contain procurement and support costs for your IT infrastructure.

“With HP’s expertise, global presence, and outstanding customer service, HP has given us a distinct advantage with our customers over the past four years.”

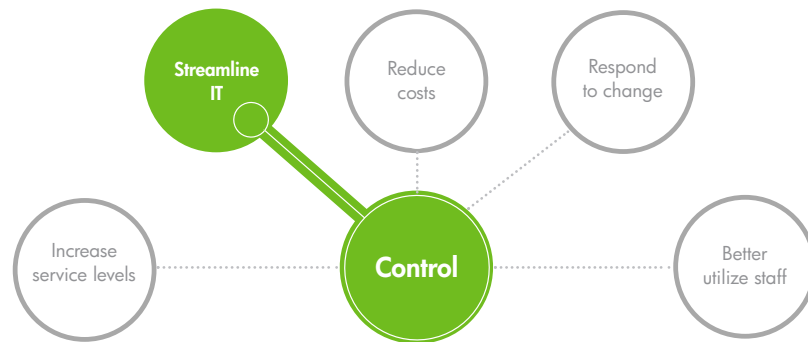
John Hunkin,
Chairman and Chief Executive Officer
CIBC



A woman with dark hair, wearing a grey blazer over a striped shirt, is speaking and looking towards a man. The man, with grey hair, is wearing a dark suit, white shirt, and a red patterned tie. He is listening intently. The background is a blurred office setting.

“We selected HP Services following a review of the best in the industry. Outsourcing to HP enables us to shorten time-to-market, decrease order turnaround time, and speed delivery of high-quality products to customers around the world. They know our products, monitor the levels closely, and make solid recommendations. As a result, our inventory levels have dropped by 50 percent.”

Cynthia Farmer,
Senior Operations Manager
Borland Software Corporation



When you mitigate risk, you gain control.

End-user workplace management helps reduce complexity.

End-user technology has a short lifecycle, leading to frequent change and increased complexity for end users and IT staff. The HP end-user workplace management solution and its holistic approach to end-user computing results in a uniquely cost-effective, reliable productivity environment for your employees.

HP can help you rapidly streamline operations, going beyond standardization of desktops, laptops, and mobile PCs to consolidation of disparate help desks, messaging systems, asset management systems, and supporting infrastructure. Reducing the complexity of your IT environment leads directly to cost savings in operations and user support, and productivity gains for your employees—wherever and whenever they work.

Application management helps cut down on maintenance.

HP Services application management solutions include all of the maintenance and development activities associated with enterprise applications. HP provides services to minimize the risk, costs, and time of ongoing management and maintenance of your enterprise applications—directly or with partners. Application development includes mapping application design to your business processes and tailoring applications to your specific business requirements. Application maintenance helps fine-tune your application performance, fixes bugs, and provides profile management. And, of course, HP manages operations of these applications and the related servers and networks. The expertise of HP Services spans a variety of platforms, languages, and applications, from leading vendors including Microsoft, SAP, Siebel®, Oracle®, and PeopleSoft®—among others.

Business continuity maximizes uptime.

Business-continuity solutions from HP Services help your mission-critical business processes remain continuous in the face of adverse events. The solution set is comprised of individual components such as continuity consulting, disaster-tolerant services, business-recovery services, backup and recovery, mission-critical services, and security services. Together, these minimize the potential impact of adversity, and provide a rock-solid infrastructure for your most critical applications. They also help you comply with legal and regulatory requirements.

Software publishing handles a key part of the distribution process.

Software distribution is a complex process—particularly for companies with a broad product offering, frequent product revisions, complex licensing, and global distribution requirements. HP provides a complete business process outsourcing solution to handle all the logistics of software publishing and distribution.

HP software publishing services let developers focus on development, while we handle everything else—virtual order management, total supply-chain management, total-cost-of-ownership management, manufacturing, and fulfillment services. Leverage our global presence, purchasing power, and distributed electronic publishing infrastructure to dramatically extend your reach while reducing your overall lifecycle costs.

The first step toward an adaptive enterprise.

HP Services has created and refined our managed services solutions portfolio so that IT does more than simply manage your technology infrastructure—it does more of what you demand from your enterprise. HP managed services offering simplifies processes, performance, relationships, and finances. We offer full lifecycle service solutions with flexible financing terms, consistent delivery on a global basis, and an unmatched breadth and depth of services—from simple outsourcing to strategic initiatives. So when you're ready to move forward with a simplified, flexible IT infrastructure, look to HP Services.



For more information, visit us on the web at www.hp.com.

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