

Somewhere in Hollywood, a team of animators is using HP workstations to create scenes so realistic and complex, they would have been impossible five years ago. At the same time, a nurse in a VA hospital is scanning bar codes created by the HP Patient ID system to make sure her patient gets the right medication. In Australia, a bank is using the HP Carbon Counter to measure its greenhouse gas emissions and set goals to reduce them. In Atlanta, a proud mother is uploading photos of her son's recent karate competition to HP Snapfish so she can share them with family members in Dallas. And in Singapore, a regional sales team is using an HP Halo videoconference room to have a face-to-face meeting with their U.S. counterparts—without ever setting foot on an airplane.

At HP we are proud that our products touch so many lives, and this is just the beginning. We believe that technology is vital to helping us all succeed in this rapidly changing world. We believe that because we serve such a wide range of customers—from individuals to the largest enterprises—we have a unique perspective and exceptional insight into how their needs can be met. And we're committed to using our products, services, and ideas to unleash the exciting new possibilities just around the bend.

## CREATING OUTCOMES THAT MATTER FOR ENTERPRISES

At HP we understand that most CIOs aren't half as interested in our technology as in what it can help them achieve. They need to be able to see around corners—have a line of sight to turn information into insight and insight into advantage. They need to innovate to create new opportunities and capitalize on those that present themselves. And they need the elasticity to be able to scale their infrastructure up and down to meet dynamic business needs. So that's where we focus. And with the acquisition of EDS (now known as HP Enterprise Services), we are better positioned than ever to deliver the outcomes our clients are looking for. Take the Trade Data Center in Wynyard, UK. Designed by HP Enterprise Services and built utilizing HP technology, the data center was recognized for design excellence before it was even completed. It uses the cold wind blowing off the North Sea to lower the temperature of the IT equipment, sensors to light the rows of servers only when needed, and a roof that collects runoff rainwater for landscaping and fire protection. When complete, the facility will be one of the largest and most efficient data centers in Europe, with anticipated energy savings of 40%. That's the kind of business outcome our largest customers are asking for—and it's the kind that HP is uniquely qualified to deliver.

## HELPING SMALL AND MIDSIZE COMPANIES MANAGE, PROTECT, AND GROW THEIR BUSINESSES

If you're running a small or midsize business you've got vastly different priorities than the global mega-corporations—and we get that. You need to improve data security, maximize productivity, and keep your customers happy—while significantly reducing costs and energy use. So we're on the job, creating solutions to make your firm more secure, agile, and productive. Our HP SMB portfolio includes things such as the Business Risk Mitigation solution, which can reduce outages by as much as 85%; Huddle.net, which is a cloud computing environment that gives users collaboration, project management, and document sharing capabilities without having to download software; MarketSplash by HP, which provides hundreds of professional-quality brochure, flyer, and business card templates at no charge; and flexible financing solutions from HP Total Financing, which make acquiring HP technology easier than ever.

### HP at a glance

- Fortune 9 U.S.
- Fortune 32 Global
- 304,000 employees
- \$114.6 billion USD in revenue for FY09
- Operates in approximately 170 countries worldwide

## MAKING MORE THINGS POSSIBLE FOR ALL OF US

HP technology isn't just for businesses. It's giving regular people around the world the power to do more with their lives, and it's helping them realize dreams. It's allowing struggling artists to share their work in the pages of glossy magazines that they print and sell through HP's MagCloud service. It's helping students succeed in the classroom with the help of our intuitive and engaging TouchSmart PCs. And it's helping working moms stay connected and informed while transporting kids, meeting clients, and attending events with the HP Vivienne Tam mini notebook, which is so small and looks so good, people think it's a purse.



## INNOVATING WITH PURPOSE

We've already touched on what HP technology is doing today. What will it help us do tomorrow? That's what HP Labs is charged with answering. We have hundreds of dedicated researchers in six labs around the world working on things like expanding the potential of today's cloud computing technology; creating interactive displays that use ambient light instead of backlighting, so our phones and laptops use less energy; and building a Central Nervous System for the Earth that uses billions of highly sensitive nano-scale sensors to monitor our environment, so we can react more quickly to things like natural disasters, manufacturing line failures, hazardous road conditions, and even home gas leaks.

But that's just the beginning. In all, HP Labs researchers are focused on 21 large-scale or "big-bet" projects in eight high-impact research areas: digital commercial print, content transformation, immersive interaction, information management, analytics, cloud, intelligent infrastructure, and sustainability. Our research is focused on tackling some of the world's toughest problems, creating new opportunities, and putting innovation into the hands of millions of people around the world.

## SERVING CUSTOMERS AROUND THE GLOBE

HP is a truly global corporation, doing business in approximately 170 countries and creating technology that positively impacts individuals and businesses all across the globe. Doctors in Norway are providing up-to-the-second, life-saving care to their patients with HP systems that are always on and always connected. In Canada, a nonprofit organization is using HP cloud computing technology to decrease the amount of time it takes to trace and remove potentially harmful food products from the supply chain once a recall has been issued. And in Brazil, we're working long-term with a company to design an infrastructure that not only meets their sustainability goals, but will also create new jobs in the region. It's because of our unique combination of size, scale, and global presence that we can pioneer new markets, make technology accessible and affordable, use our natural resources effectively, and invest in the research required to enable the next round of technological breakthroughs.

## MAKING THE WORLD A BETTER PLACE

At HP, we want to feel good about what we do. Part of this is providing you with products and services that make lives and experiences better. But it also means doing all that we can to help preserve the planet and address social issues. Our "Greenest Big Company in America" ranking from *Newsweek* is testament to what we've done so far in terms of greenhouse gas reductions, materials innovation, and recycling initiatives. But we still have more to do. In the coming year we're committed to reducing the combined energy consumption of HP operations and products to 25% below 2005 levels. And we're delivering products, solutions, and services that make it easier and more practical for our customers to "go green" too. When it comes to global citizenship, we believe strongly that technology can be a catalyst in improving access to learning, so we're investing significantly to educate the next generation of skilled workers and entrepreneurs. And we're using our size and scale to promote human rights and higher environmental and social standards throughout the companies and countries that touch our extensive supply chain.

## THINKING FORWARD, CREATING TOGETHER

Technology has made our lives better today, but that is nothing compared to what it will do for us in the future. At HP we believe technology can create new possibilities for people around the world—from high school students and soccer moms to budding entrepreneurs, government officials, and senior executives. We're the largest IT company on the planet, and we are committed to doing what we can to deliver that future.

We will listen to our customers to understand their needs and collaborate with them to discover solutions. We will continue to leverage our unmatched portfolio, size, and scope to deliver real value in the products and services we offer. We will innovate with purpose—driving relevant improvements in both technology and our methods of tackling critical social issues. And that's just the beginning. Where others see challenges, we see opportunities. So we will never stop exploring. We will never stop at impossible. And we can't wait to show you what we think of next.

### Touching lives every day

- HP manages over 200 data centers, 380,000 servers, 5.4 million desktops, and 17 million IP addresses.
- We handle over 68 million credit card accounts and process 3.5 billion transactions annually.
- We service about 1 billion Medicaid claims and administer \$100 billion USD in benefits a year.
- We book 500 million travel reservations annually.
- Our software examines and stops 1.7 billion spam messages per month.

