

# HP Total Care: Total Lifecycle Services for Business



# Where Do Customers Want to Spend Their Resources

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Higher Value

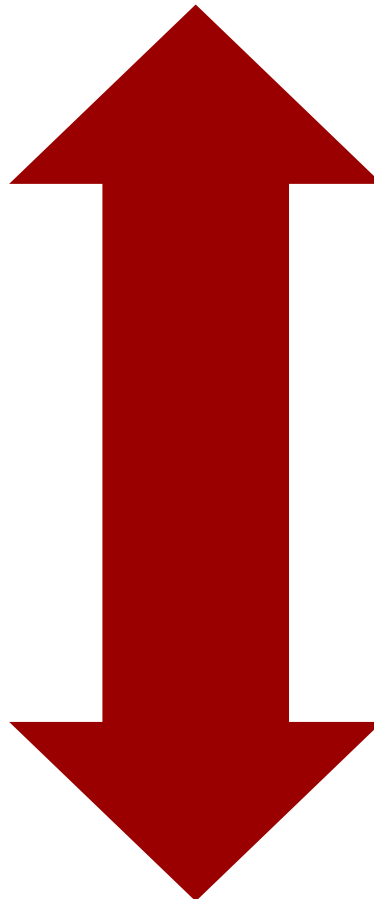
Linking technology  
strategy to business

Core mission critical  
application development

Build Internet capability

PC deployment

Break / fix



IT as a competitive  
differentiator  
in the business

*'Staying Ahead  
of the Competition'*

Managing  
technology

*'Staying Afloat'*

Lower Value

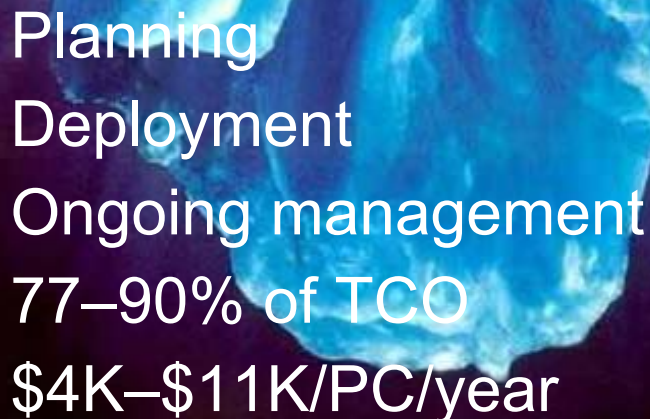
# Why Client Management?

Not Just Cost

## Historical Positioning



Acquisition cost  
10–23% of TCO

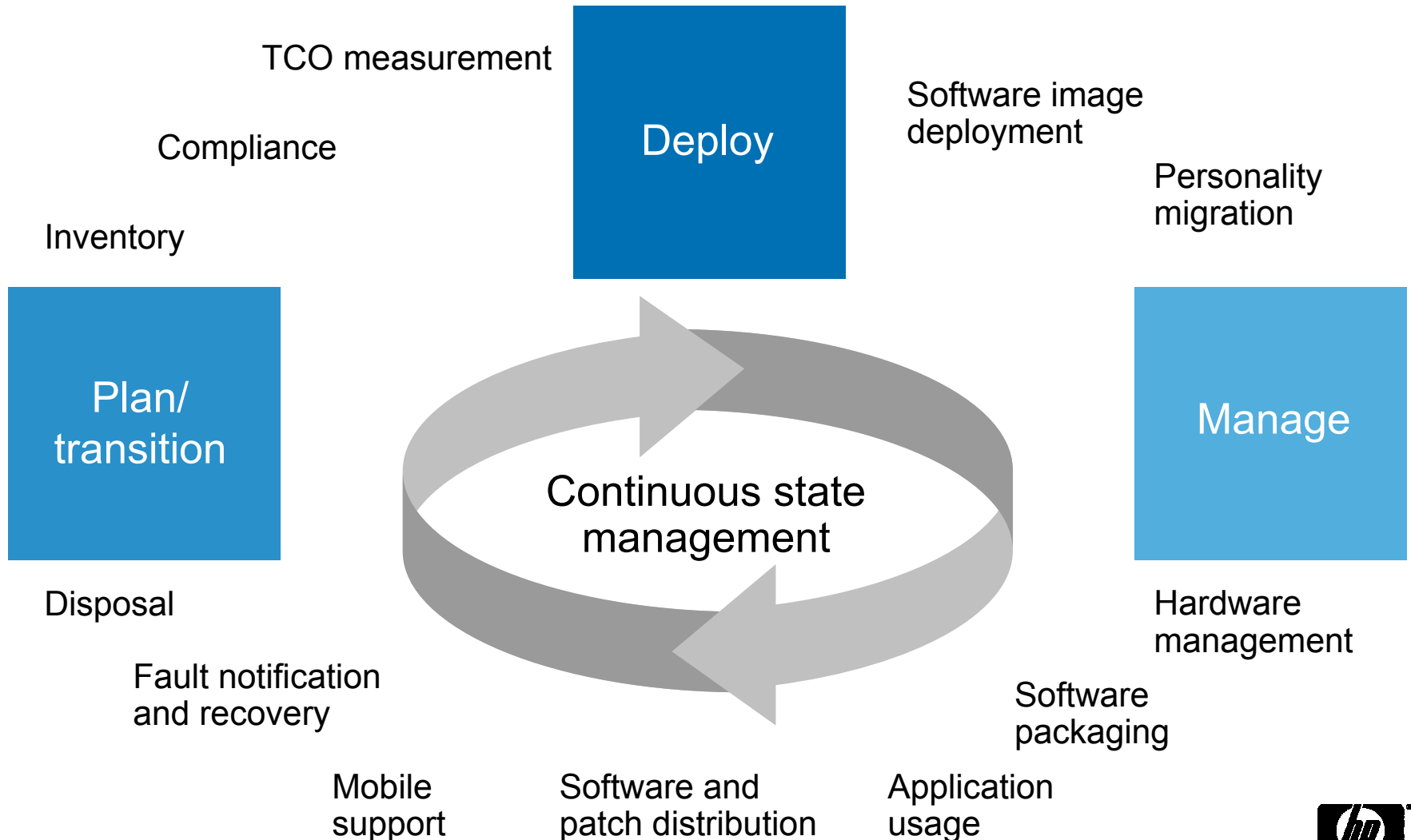


Planning  
Deployment  
Ongoing management  
77–90% of TCO  
\$4K–\$11K/PC/year

## Additional Positioning

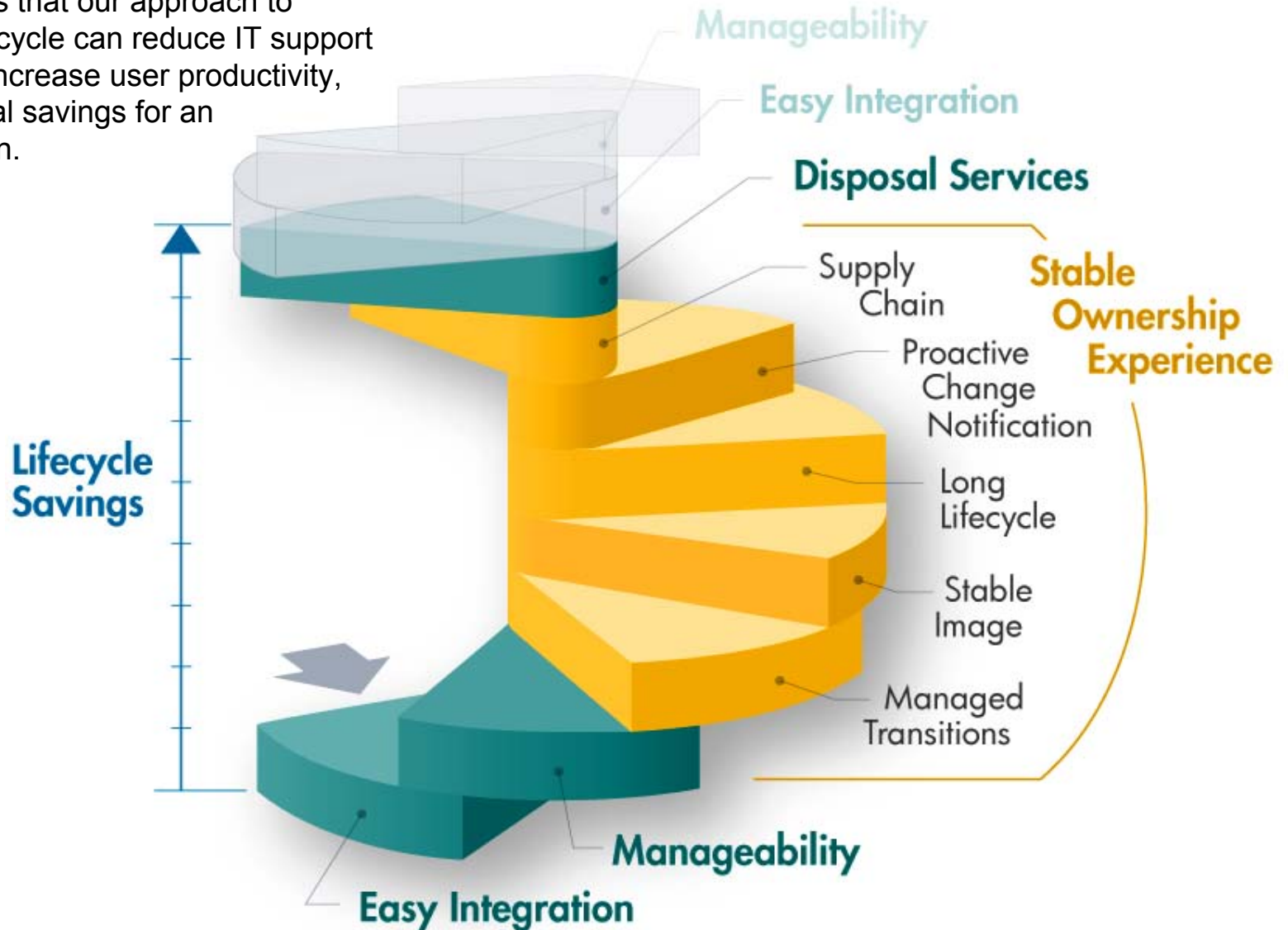
- Compliance to New Regulatory Initiatives
  - Sarbanes-Oxley
  - HIPAA
  - California SB 1386
- 65% of the Budget for Compliance Comes Directly from IT
  - 70% is people, documentation and process
  - 30% is Hardware Related

# HP understands lifecycle management challenges



# HP's Solution – Lifecycle Management

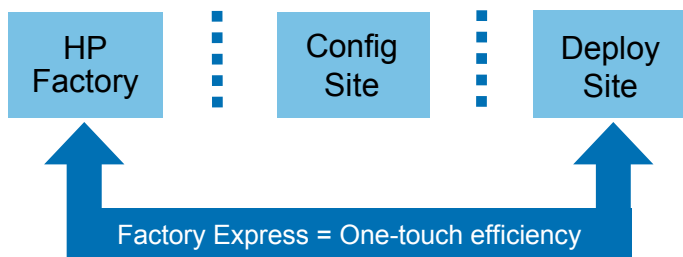
HP believes that our approach to product lifecycle can reduce IT support costs and increase user productivity, creating real savings for an organization.



# Easy Integration

## Flexible Offerings

- Hardware solutions are configured, customized, and integrated while in the factory and then delivered ready to use
- Onsite installation and deployment services can be provided without consuming customers' valuable resources



# Customization and Integration Services Offering

Not just Hardware Services

Customers and partners can choose as much or as little as needed

## Offering at a glance

### System customization

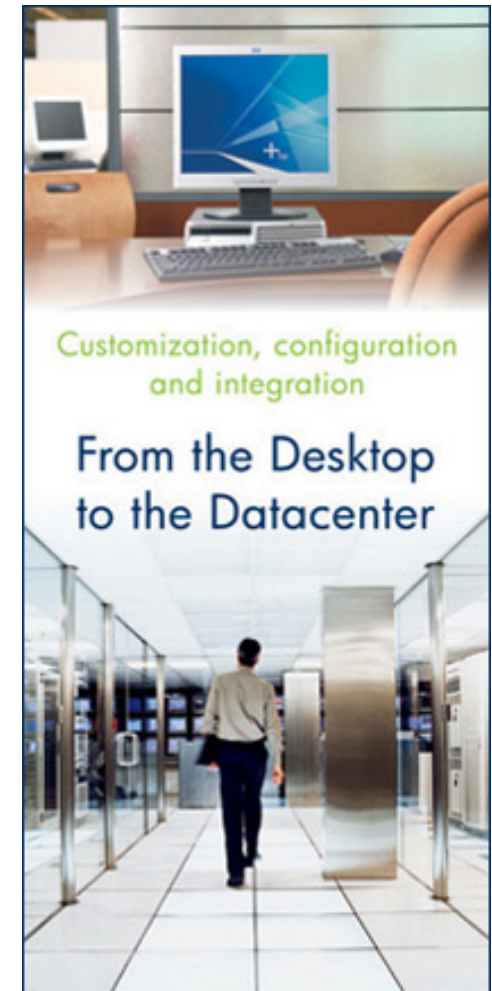
- Custom system settings
- Hardware integration
- Rack integration and cable management
- Software application load
- Special packaging
- Asset tagging and labeling
- Setup and Configuration for vPro Technology

### Software image management

- Image development
- Image recovery
- Image qualification

### Solution services

- Project management
- Engineering
- Delivery services
- On-site setup and turn-on



Available worldwide – Regional differences apply

# Customer Benefit

## Time Savings for IT Staff Activities

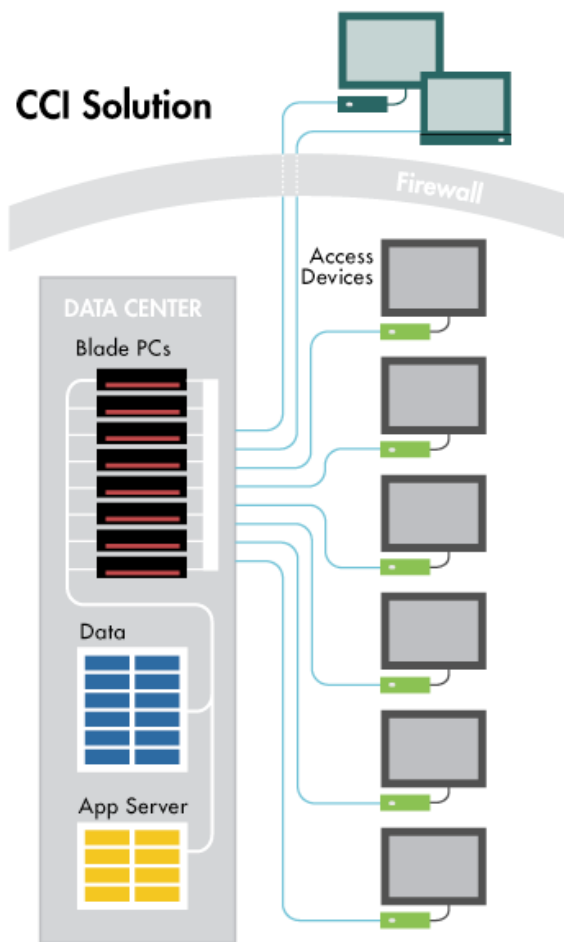
Category	Savings	Rationale
Patch Deployment and Management	51%	Patches auto collected, tracking priority established
Change Management	50%	Eliminates most of the 'non-hardware' deskside support calls
Configuration Management	48%	Enables and enforces companywide image standardization and greatly simplified software (SW) deployment
Applications Management	25%	Find that unit that gets cascaded through the organization
User Administration	23%	Pay to support what you use
Problem Management	11%	Calls are lowered, ability to execute improves freeing up resources
Help Desk	9%	Ability to allow users to maintain standard desktop experience
<b>Total Savings</b>	<b>25%</b> <b>\$10k/Year/100 Users</b>	Total % based on %s weighted by actual dollar amounts

\* IDC: Quantifying the ROI from Configuration Management Solutions



# HP's CCI Solution

## Benefits of Virtualization



### Address Critical Business IT Issues:

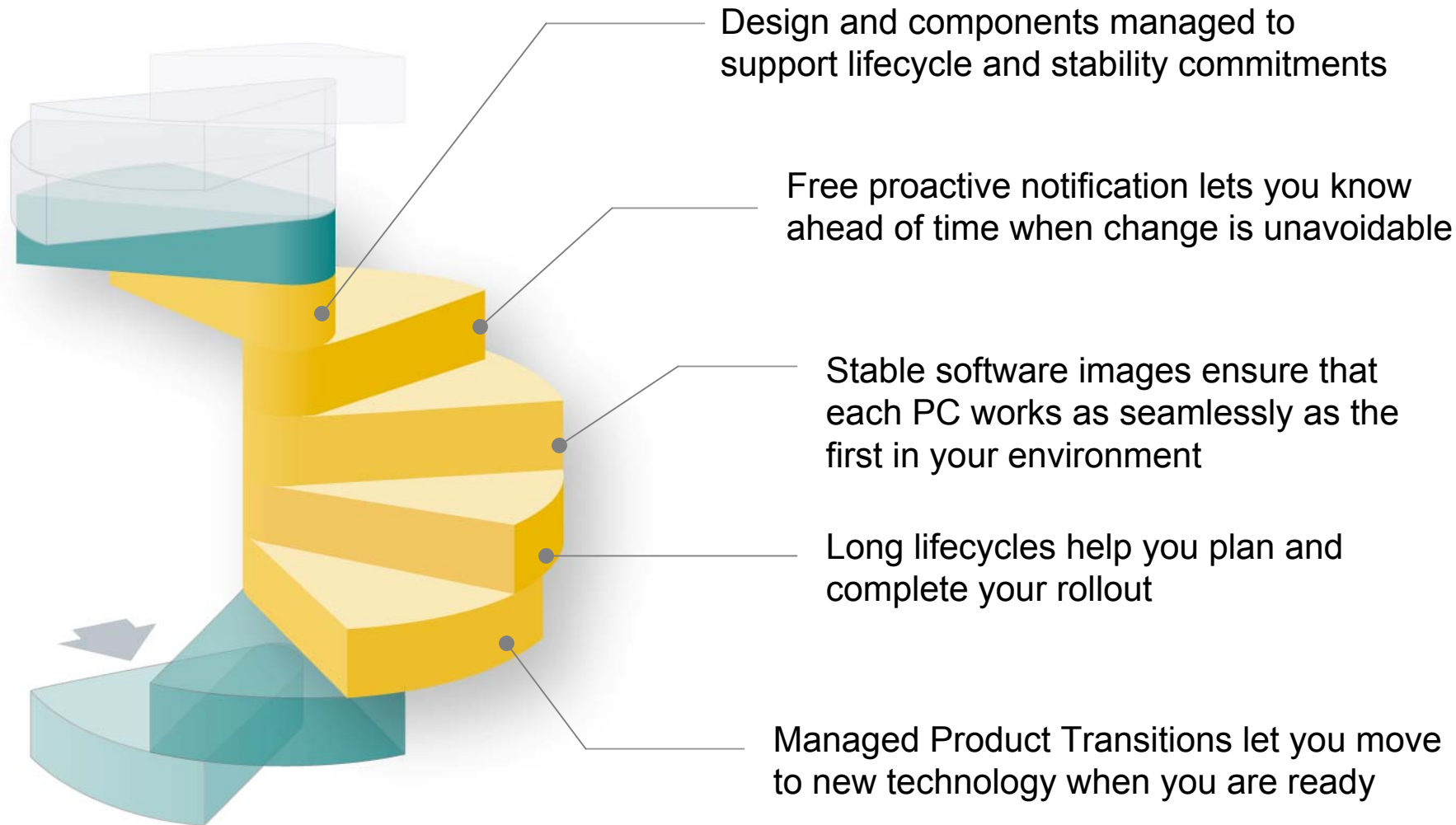
- Security and privacy
- Centralized manageability
- IT economics (TCO)
- Enable IT to address business challenges

### Unburden IT:

- A fundamental paradigm shift in how IT manages end-user computing
- Apply datacenter best practices for end users
- End users continue to have traditional, personalized desktop look-and-feel

# Stable Ownership Experience

Simplify PC Ownership



# Why are End of Life programs important?

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- Large volume of ewaste
- State and National Legislation
- Risk/Liabilities to customers
  - Data security
  - Monetary fines
  - Brand impairment



“Some 70% (of respondents) underestimated the cost of disposing of electronics, while 66% of the executives with purchasing authority were unaware of the financial penalties involved in improperly disposing of electronics.”

*WasteNews.com – TNS market research study*

# HP End of Life Solutions

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- Trade-In Program
- Asset recovery
- Hardware recycling

[www.hp.com/go/tradein](http://www.hp.com/go/tradein)

[www.hp.com/hpfinancialservices.com](http://www.hp.com/hpfinancialservices.com)

[www.hp.com/go/recycle](http://www.hp.com/go/recycle)



1. Old computers equipment are loaded into the shredders



2. Conveyor belts transfer the computers from one shredder to another



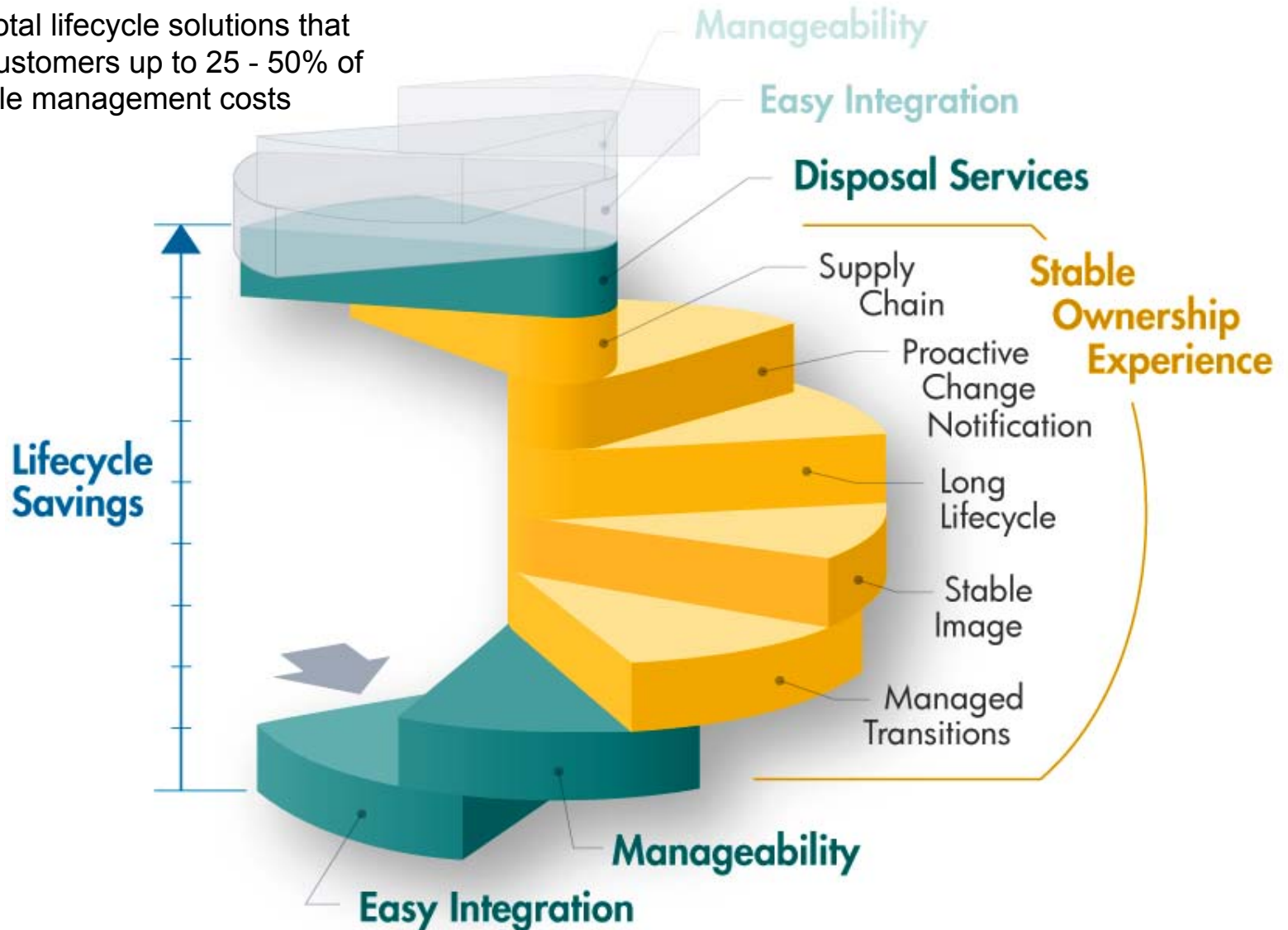
3. A vibrating screen separates the copper and precious metals



4. Separated raw materials are collected in boxes

# HP's Lifecycle Management

HP offers total lifecycle solutions that can save customers up to 25 - 50% of total lifecycle management costs



**Thank You**

