



New HP Business Intelligence Services Enable Smarter Business Decisions

PALO ALTO, Calif., April 24, 2007 – HP today announced a new set of business intelligence (BI) services aimed at helping companies make smarter business decisions in order to deliver better business outcomes.

The BI experts within HP Services help organizations with their most pressing information management challenges – those rooted in massive data volumes and complex data environments – in order to deliver better business outcomes like driving growth, reducing costs, and mitigating risks.

Editorial contacts:

Michelle Smyth, HP
+1 312 577 5230
michelle.smyth@hp.com

Kristin Harlan, HP
+1 650 857 8467
kristin.harlan@hp.com

HP Media Hotline
+1 866 266 7272
pr@hp.com
www.hp.com/go/newsroom

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

The expanded BI services portfolio includes:

Strategy and Planning: Helps customers establish or enhance their BI vision and strategy with services that bridge the gap between an organization's business objectives and technical solutions to provide better access to critical information. Three levels of service are offered:

- **Master Plan:** a comprehensive methodology for crafting a commonly understood and agreed-upon BI and data warehousing mission that strongly reflects business goals and drives prioritization and detailed planning.
- **Vision:** Provides a framework for aligning business and IT leaders to agree upon the overall direction of the data management program.
- **Evaluation:** Assesses the current state of the BI/data warehousing environment to identify areas for potential improvement and areas of possible risk.

Information Integration: Helps customers close the gap between the data they have and the information they need for better decision making and enhanced business performance. HP's BI services skills encompass the full range of disciplines – from data acquisition, data cleansing and transformation to data modeling and data warehouse design, to governance models and warehouse administration. HP can integrate data across channels and business units, connect legacy applications to leverage existing data, and integrate stovepipe data warehouses using state-of-the-art approaches and tools.

Information Delivery: Helps deliver information to the proper audiences within and beyond an enterprise to improve overall decision making and enhance business performance. Capabilities span the range from enterprise analytics and reporting to online analytical processing and data visualization.

Information Quality: Improves the accuracy and reliability of customer data to protect the

viability of their investment in systems through increased user confidence and reduced development costs. Capabilities include master data management, metadata, data profiling, and certification and verification of data.

Technical, business and industry expertise

HP's BI services were recently enhanced by the acquisition of Knightsbridge Solutions, a U.S.-based consultancy of 700 professionals exclusively focused on BI solutions with significant depth in both the financial and telecommunication industries.

With more than a decade of delivering BI solutions to Fortune 500 and Global 2000 customers, HP offers customers the combined experience learned from more than 2,000 BI projects, including solving some of the toughest data problems in the industry.

HP's BI services expertise spans a wide variety of industries, including: communications, media and entertainment; energy; financial services; health and life sciences; insurance; public sector, retail and consumer products; technology and manufacturing; and transportation.

Additionally, HP's BI professionals bring significant solution experience in risk and compliance, business performance management, and leveraging business intelligence for finance, marketing, sales, supply chain operations and IT.

With global reach and a worldwide presence, HP's BI services include offshore, near shore and onsite resources to provide optimal cost-efficiency and quality.

Customized solutions or pre-integrated offerings

With knowledge and skills in a wide array of BI and data warehousing technologies and tools, HP's BI practitioners leverage their expertise in HP's cost-efficient pre-integrated offerings that use the best of HP software and hardware, as well as tools from partners, to design and deploy a fully customized BI solution that will address a customer's specific needs.

More information about HP business intelligence services is available at www.hp.com/services/bi.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$94.1 billion for the four fiscal quarters ended Jan. 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

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