



HP Business Intelligence Assessment Helps Organizations Map Progress

PALO ALTO, Calif., Sept. 26, 2007 – HP today announced an online business intelligence (BI) assessment to help companies understand their relative level of BI maturity and pave the way for developing a BI strategy for improved decision making.

Based on HP's new BI Maturity Model, the online BI Evolution Assessment is designed to quickly help companies evaluate their BI capabilities not only from a business and IT alignment perspective, but also from a strategy and program management standpoint.

"BI approaches have matured – and now companies are looking to link disparate BI projects in a comprehensive and enterprise-wide BI program," said Valerie Logan, worldwide leader, Information Management, Consulting & Integration, HP Services. "With an understanding of their relative maturity level, as well as expert advice and governance, companies can leverage a strategic BI roadmap that will guide future investments and contribute to BI success on an enterprise level."

The online BI Evolution Assessment helps business and IT organizations understand:

- Where the bulk of reporting and business analysis is taking place in the organization today;
- Who is using the business reporting, scorecards and analytics;
- What is driving their companies business intelligence initiatives;
- What BI strategy and program management methodologies are currently in use;
- What business value is being derived from BI.

"HP's BI Evolution Assessment provides a mechanism for sincerely evaluating your organization's BI initiatives and opening discussions to chart an improved BI strategy," said Brian Policky, advanced senior production engineer, Marathon Oil Co.

The HP BI Maturity Model

HP developed the BI Maturity Model to describe an organization's BI progress by mapping it along a BI adoption curve. For long-term BI success, companies must achieve a winning formula comprised of three core capabilities:

- Business Enablement – an understanding of the types of business needs and problems that are solved with BI solutions;
- Strategy and Program Management – the management skills that are key enablers and catalysts for BI success;

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- Information Management – the information strategies and solutions a company adopts to solve business problems.

Companies have been investing in a variety of business and IT initiatives that strive to improve decision-making and intelligence capabilities. As a result, companies have a rich set of building blocks to leverage as they work towards a more integrated, agile BI environment. HP can help companies use these building blocks to drive the results they want from BI initiatives by working through the five stages of BI maturity, which are:

1. Operations – in which organizations are focused on running the business
2. Improvement – focusing on measuring and monitoring the business
3. Alignment – focusing on integrating performance management and intelligence
4. Empowerment – focusing on business innovation and people productivity
5. Excellence – focusing on strategic agility and differentiation

Services to support the BI Maturity Model

For companies that do not want to take on BI challenges alone, HP offers a comprehensive set of BI Strategy & Planning and Implementation services. HP has the accumulated experience of more than 2,000 BI projects, which have included some of the toughest data problems in the industry.

Take the online BI Evolution Assessment today at www.hp.com/go/assessBInow.

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 \$100.5 billion for the four fiscal quarters ended July 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

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