



HP Offers Business Technology Solution to Help Customers Align IT with Business Objectives

PALO ALTO, Calif., Sept. 26, 2007 – HP today announced new a Business Technology solution aimed at improving the alignment of IT with business objectives.

The new Demand and Portfolio Management solution, which combines new consulting, integration and education services with HP's existing Project and Portfolio Management Center (PPM) software, is designed to ensure IT can deliver projects that enable business growth and improve competitiveness.

The solution is a part of the company's HP Service Management offering within its Business Technology Optimization (BTO) portfolio, which leverages HP's application and management software and services to help customers address the key challenges of aligning business and IT, managing IT services and automating end-to-end change.

CIOs and other executives are challenged with optimizing the delivery of IT projects, business services and the service levels. They often lack the resources to manage and report on demands placed on IT. In June 2007, The Economist Intelligence Unit, on behalf of HP, identified unacceptable levels of IT delays.⁽¹⁾

- In nearly half of companies surveyed, 25 percent or more of IT projects are delivered late; and
- In 57 percent surveyed, no more than one in two IT initiatives produce positive business outcomes.

The HP Demand and Portfolio Management solution gives IT a business system that allows them to see all the work the business is asking them to do, all the work they are doing internally, and then prioritize this work from a cost and people perspective. IT can then optimize the portfolio so that the outcome yields the right mix of work to meet business objectives. HP's integrated services and software allow customers to do the right trade-off up front and eliminate funding the wrong projects and proposals.

"There is no question that CEOs and CIOs have a mutual desire to achieve better business outcomes, the issue lies in the implementation," said Robb Rasmussen, vice president, Portfolio, Marketing and Alliances, HP Services. "HP's new Demand and Portfolio Management Solution provides customers an end-to-end solution for understanding projects and aligning with business goals."

HP's Demand and Portfolio Management solution leverages the broad portfolio of HP software and services that deliver better business outcomes. Key components of the solution include:

Editorial contacts:

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

Kathy Sowards
+ 1 214 636 7509
Kathy.sowards@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

Consulting and Integration Services: HP Demand and Portfolio Management Services include the full lifecycle of IT strategy, architecture, process design, and software implementation. Specific services include:

- IT Governance consulting using the HP IT Governance Framework methodology based on ITIL, COBIT, PRINCE2 / PMI, ISO/IEC 20000, ISO 9001 and other industry best practices;
- Awareness workshops to review and quickly identify the areas of most critical importance to the organization;
- Service, infrastructure and application portfolio definition and related documentation structuring;
- Process design for IT project portfolio and service lifecycle from supply to demand;
- HP PPM Center software technology design and implementation;
- Implementation of best practices for Program/Project Management with PMI certified consultants;
- Management of Change, including program management and organizational transformation.

Education Services: HP provides training and education with a full curriculum that spans from business strategy to operations focusing on business analysis and project management domains. Also available are PPM Center product-specific user training courses. Specific courses and services include:

- Business Analysis Courses: Principles of Business Analysis, PM Skills for Business Analysts, Crafting High Quality Requirements, BACP Certification
- Project Management Courses: IT Project Management, Race to Results PM Simulation, PM Fundamentals, PM Risk Management, PM Cost & Schedule Control, PMP & CAPM Certification
- PPM Center Product training

HP Project and Portfolio Management (PPM) Center: HP Software's PPM Center is comprised of integrated software modules to enable automation and implementation of demand and portfolio management processes. HP Software PPM Center provides integration with HP Service Management Center for implementing a full service lifecycle from strategy to operations. HP PPM Center implementation is based on customer IT governance maturity that maps to all or highest customer priority governance items. PPM Center solution consists of:

- Demand Management
- Portfolio Management
- Project Management
- Program Management
- Resource Management
- Time Management

- Financial Management
- Deployment Management
- ServiceCenter Catalog

More information about HP Service Management solution is available at www.hp.com/go/servicemanagement.

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.

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

⁽¹⁾ Economist Intelligence Unit, "I.T. at the Speed of Business" June, 2007.

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