



myIPGpages Print 2.0 : Unlocking the POWER of PRINT



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HP: 1.5 years
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"There are two types of good ideas, those that come at the right time and those that come at the wrong time. The challenge is to know the difference."

"I see progress, but we're not done."
"I like our chances." (Frequently used statements.)

"Hope is not a strategy." Rick Page (author and friend)

Favorite photo



Bruce and his family, wife Allison and children, Heather, Whitney and Mikael at their favorite family destination, Amelia Island, Florida

My links

- www.hp.com www.investor.com

My interests

- **Favorite hobby:** Family, work, work, work, golf, work, work
- **Family:** Wife, Allison and three children, Whitney, Heather & Mikael
- **Favorite movie:** For Love of the Game
- **Travel destination:** Amelia Island, Florida
- **Favorite book:** Golf in the Kingdom by Michael Murphy
- **Favorite sport:** All sports, especially golf
- **Favorite music:** The ring of my cell phone, but when I'm not on the phone, my new favorite is John Mayer
- **Dream job:** More hours in the day for the job I have, and then retire to the Senior PGA Tour

Firsts

- **First introduction to Web 2.0:** My teenage kids, and VJ
- **First HP printer:** In 1989 when I led Financial Planning & Analysis for NCR, I was an enterprise customer of HP. We bought HP LaserJets and started cranking things out—it was like utopia!

My IPG Global Enterprise Business

- Our job is to develop fully integrated solutions to support enterprise customers in addressing their business challenges. The ultimate goal is to help them create a plan to make their imaging and printing devices more strategic.
- In the old, traditional enterprise model, imaging and printing products were sold based on "speeds and feeds." Selling efforts were focused on IT and then siloed around individual business functions like finance, HR and marketing.
- In the new model—Print 2.0—the imaging and printing infrastructure is designed around customer needs, and the corporate intranet (network) is at the center. The sales effort is much more consultative. By taking a holistic, integrated view, companies can leverage their IT network in ways that deliver fundamental advantages for their business. Multifunction devices (MFPs) are a portal into the network, enabling customers to maximize the benefits of their applications and investments.
- Optimize Infrastructure
 - Helping customers analyze and optimize their imaging and printing devices, build a balanced infrastructure, and accelerate cost savings
- Manage Environment
 - Helping customers develop a strategy to manage, secure and simplify the operation of their imaging and printing environment and increase end-user productivity
- Improve Workflow
 - Helping customers digitize and streamline document-intensive business processes, improving compliance and speeding time to business

My yearlong focus

- Identify and analyze enterprise market opportunities: Execute strategies to increase HP IPG market share
- Drive aggressive go-to-market plan: Increase density and effectiveness of account coverage with direct and indirect channels
- Align back-end and front-end: Develop consistent technical platforms for horizontal solutions, vertical applications and service offerings
- Fine-tune capabilities: Build-up consultative selling skills and account teams with specialized knowledge and capabilities (technical, business and service consultants)

My customers

- **15,000 Enterprise Customers:**
 - Commercial (Named and Territory Accounts)
 - Public Sector Accounts
 - Aligned by Vertical Market Segment
 - Including all geographies, from developed to emerging markets

IPG Global Enterprise Business achievements

- Completed IPG enterprise go-to-market transformation, defining:
 - Market opportunity and where we focus
 - Account coverage and how we deploy
 - Sales productivity and how we sell
 - Solutions portfolio and what we sell
- Realized significant growth in identified market opportunity
- Hired industry-leading talent and defined consistent and structured roles worldwide
- Instituted world-class consultative selling and management training
- Developed eight imaging and printing solutions for vertical markets
- New and improved HP Solutions Business Partner Program
- Realized significant growth in identified market opportunity
- Introduced new portfolio of HP Managed Print Service offerings, contributing to worldwide total contract value of more than 2 billion dollars