



myIPGpages Print 2.0 : Unlocking the POWER of PRINT



"It is better to be effective than to be right"

Leadership technique to galvanize teams first coined by HP colleague Frank Rogers-Witte

Michael Hoffmann,
Senior Vice President,
IPG Supplies
HP 19+ years

Favorite photo



My family and I on a walk through Munich's old town.

My links

- www.snapfish.com
- www.google.com
- www.BBCnews.com
- SueddeutscheZeitung

My interests

- **Family:** Wife, 2 daughters and a son
- **Favorite hobby:** Theater, Opera and Dining out with family and friends
- **Favorite movie:** Monsoon Wedding
- **Favorite travel destination:** New Zealand and Spain
- **Favorite book:** Books by author Henning Mankell
- **Favorite sport:** Soccer, Triathlon, Running
- **Favorite music:** Classic music with my wife or listening to Dancefloor music with my kids

Firsts

- **First introduction to Web 2.0:** Through the work on the IPG business transformation
- **First HP printer:** HP DeskJet in 1988

My IPG supplies business

- Printing supplies: ink, toner and paper
- Embedded web to print initiative
- Supplies management solutions

My yearlong focus

- Embedded web to print solutions and web services initiatives with Tabblo
- Expand product portfolio for ink, toner and media to provide customer choice, innovation, affordability (Consumer, SMB, Enterprise)
- Supplies management solutions with SureSupply, Easy Printer Care and Web Jetadmin (Consumer, SMB, Enterprise)
- Partner with enterprise business to drive new sales
- Partner with hardware business on in-house marketing and ink in the office programs
- Execute customer communications and increased touch points through traditional marketing, retail and new web 2.0 platforms

My customers

- Consumer, SMB, Enterprise, Digital Photography, Graphics
- All geographies from emerging to developed markets

IPG supplies achievements

- Supplies revenue growth of 10%*, highest in ten quarters
- Embedded Web To Print:
 - Tabblo acquisition and new development programs underway
 - Tabblo Print Tool Kit, an open source web developers tool kit, offering free print api
 - New print capabilities on partner websites/blogs: viaMichelin, Six Apart/Movable Type (BoingBoing.net, Dooce.com)
- Launched a new expanded supplies portfolio, in development for several years
- Introduced HP Vivera office inks with new Officejet, Officejet Pro printers and Edgeline MFPs
- New LaserJet black cartridges and office specialty papers
- SureSupply software utility for enhanced supplies manageability and reordering capabilities
- Recycled more than 30 million HP inkjet and LaserJet print cartridges worldwide through the Planet Partners program in 2006
- Continue to deliver industry-leading quality and reliability as demonstrated in new report comparing Original HP supplies to refilled alternatives, available at www.qualitylogic.com

*HP Quarterly Earnings Results Q2FY07