



myIPGpages Print 2.0 : Unlocking the POWER of PRINT



“Where are we going with this?”

Effective management technique to achieve focus and productive discussions.

Hatem Mostafa
Inkjet Systems
HP 27 years

Favorite photo



At the Taj Mahal with my wife, Ismet

My links

- Yahoo Finance
- Dilbert web site

My interests

- **Family:** Wife and her two daughters
- **Hobbies:** Diving, running, reading
- **Favorite Movie:** Casablanca
- **Favorite travel destination:** Diving in Malaysia
- **Favorite sports:** Running and diving
- **Favorite books:** Attar's The Conference of the Birds, Hosseini's The Kite Runner, De Bernieres' Birds Without Wings

Firsts

- **First introduction to Web 2.0:** At VJ's staff meeting
- **First HP printer:** PaintJet

My Inkjet Systems Business

- **Consumer:** Deskjet, Photosmart (single function, all-in-one)
- **SMB:** Officejet, Officejet Pro, Scanners, (single function, all-in-one, mobile b-size)
- **Enterprise:** Edgeline MFPs

My yearlong focus

- Enabling a unique web printing experience with greater ease and functionality for consumers, SMBs and enterprise
- Connecting customers to new flows (office and home) and empowering them with more control and capabilities with their content
- Innovative ink printing solutions for a broad range of customers to meet their unique printing needs and web/network challenges
- **Consumer:** web printing and content distribution services, Tabblo, Snapfish
- **SMB:** Ink in the office, in-house marketing, Logoworks
- **Enterprise:** office pages with Edgeline MFPs, document workflows

My customers

- Home, micro, SMB and enterprise
- Solutions for vertical segments
- All geographies from emerging to developed markets

Inkjet Systems achievements

- Continued #1 WW market share in inkjet single function and all-in-one printers*
- Consumer printer units increased 7% y/y*
- Expanded ink office portfolio with world's fastest HP Officejet Pro All-in-One, single function printers and a new low-cost Officejet All-in-One.
- Introduced ground-breaking departmental Edgeline MFPs for high performance office printing
- Launched HP Smart Web Printing software: enables simple, predictable web printing that users control what and how they print