



myIPGpages Print 2.0 : Unlocking the POWER of PRINT



"Now why would we want to do that?"

"...an appetizer or dessert but not both"

Management technique to stimulate discussions and decision-making

Nor Rae Spohn
Senior Vice President
LaserJet Business
HP 27 years

Favorite photo



Nor Rae and family in Australia

My links

- www.quiltshops.com
- www.foodnetwork.com
- www.amazon.com

My interests

- **Family:** Husband, 2 boys and a cat
- **Hobbies:** Quilting, gardening, canning jams and jellies
- **Favorite Movie:** Gone With The Wind
- **Dream job:** I'd love to be Melinda Gates and give away all that money to make a difference in the World
- **Favorite sports:** Water Skiing, Biking
- **Favorite book:** Harry Potter and the Sorcerer's Stone
- **Favorite music:** Disney
- **Favorite Travel destination:** Hawaii, Europe, Australia, South America—I love them all!

Firsts

- **First introduction to Web 2.0:** At the Women in Technology Institute (WITI) conference
- **First HP printer:** LaserJet IIP

My LaserJet Business

- **LaserJet printers:** MFPs, single function, mono and color
- Solutions that simply manage, secure, use and maintain your printing infrastructure
- Solutions enabling customers to create and publish high quality marketing materials in-house

My yearlong focus

- Enabling a new and different web-based experience for SMBs (Logoworks, other marketing resources, services and professional communities)
- Delivering LaserJet printing solutions to simplify the web printing and management experience
- Office color, in-house marketing and extending MFP leadership to SMBs and enterprise
- Print management solutions for commercial customers
- Cost effective, durable monochrome single function and All-In-One printing solutions for emerging markets (BRIC)

My customers

- All commercial customers from home based businesses, SMBs to large enterprises
- All geographies from emerging to developed markets

LaserJet Business achievements

- Continued #1 market share Mono LaserJet 52% and Color LaserJet 48%
- Commercial printer hardware units up 21% y/y*
- LaserJet Multi-functional printer units up 40% y/y*
- Color laser units up 19% y/y*
- Continue to maintain share leadership and market power in single function mono and color printers
- Delivering broadest portfolio of LaserJet printers and solutions
- Industry leading print management solutions (Universal Print Driver and Web Jetadmin)
- Enhancing our Color Printing Center for SMBs, 70k+ hits per month and growing