



HP Total Care Initiative

Expanding HP Total Care Services to midsize companies

HP Total Care for midsize companies provides affordable, round-the-clock personalized tools and services that mitigate risk by lowering downtime, speeding deployment and lowering maintenance costs. HP Total Care offers support at all stages of the technology lifecycle to ensure that customers businesses are kept up and running.

Previously available for imaging, printing and personal systems for consumers and small businesses, HP Total Care has now been tailored to meet the server and storage needs of the Global 500,000.

Services and support is critical to midmarket companies that face technical and financial challenges implementing IT systems. Total Care's tools and services, designed for midsize IT resources and budgets, deliver proven return on investment by maximizing technology investments, improving system uptime and simplifying operations.

HP Total Care for the midmarket includes:

Resources for making technology decisions

- Online buying guides, sizing and configurations to assist midsize business in choosing the right server and storage systems.
- Financial solutions, including leasing options, to support customers in managing total cost of ownership. Leasing enables companies to add or renew IT infrastructure independent of budget cycles and to try equipment before buying.

Options for maximizing return on investments

- HP Care Pack services offering a wide choice of cost-saving support packages at fixed prices, including hardware and software support, proactive services and support, network and security services, deployment and installation support.
- HP Proactive BladeSystem Services helps optimize and improve management of the entire HP blade environment.

Services for keeping business data safe and mitigating business risk

- Data Security Services to overwrite drives so information cannot be retrieved.
- Work area recovery facilities to resume normal operations more quickly following disasters.
- Security Toolbox, an online service that educates customers about security threats and solutions.
- Security Assessment Services in which HP specialists conduct in-depth security

examinations, including health checks for intranet, system and database security.

Guiding businesses on recycling old technology and changing to new

- Transition and upgrade advice plus trade-in programs to realize the residual value of old equipment.
- Recycling programs that are convenient, low cost, satisfy government requirements for equipment disposal and designed to keep customer data safe; easing the environmental impact of the technology.
- Reuse plus donation options to help those who can still benefit from old equipment.
- Products designed for energy efficiency

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