



HP in brief 2008

For 69 years, HP has helped people, businesses, and communities around the world apply technology in meaningful ways, harnessing new thinking and ideas to deliver reliable products and services based on intuitive technology that hides the complexity inside—where it belongs—and enriching people's lives by creating simpler, smarter, and more manageable experiences, so they can spend less time thinking about technology and more time focusing on what really matters to them.

Some people think of HP as a printer company. Others as a PC or data center company. We're all that, and more:

- **We ship more than 1 million printers per week.**
- **HP shipped 49 million PCs in 2007.**
- **One out of every three servers shipped worldwide is HP.**
- **More than 220 million mobile phone users and 35 network operators on 5 continents depend on HP OpenCall software and integration services to enable their telecom services every day.**

At HP, we continually explore how technology and services can create new and better ways for people to live, work, and play.

Every day, we work with our largest customers to transform current IT environments into business assets. We recognize that CIOs are business managers who specialize in technology. We help them create more manageable IT environments that cost less to operate and deliver more business value. Our business technology portfolio offers solutions to help companies drive growth, lower business risk, and cut costs. With HP's broad portfolio of servers and storage, software and services, imaging and printing, and personal computing solutions, we deliver technology for better business outcomes.

HP is changing the way smaller companies do business, too. HP helps businesses connect with their customers and increase revenue with proven solutions for mobility, security and business protection, color printing, and point of sale.

For example, mobile professionals can improve responsiveness to clients by using HP Tablet PCs to easily create and send documents wirelessly. For small businesses grappling with ever-increasing amounts of data, HP StorageWorks systems can drive down costs

and complexities to deliver simple, application-centric storage management, reliable data protection, and affordable data storage.

Consumers around the world want to be able to access information, entertainment, and services easily and share them with others. HP is applying technology to make these experiences simpler and better as well.

In digital photography, for example, we are making it easier for people to capture, print, store, and share their digital photographs and video content. HP's Snapfish.com online service and our cameras, PCs, Photosmart printers, commercial printers, and enterprise data center infrastructure all contribute to a seamless digital photography experience for customers—at home, online, or at a local retail store.

We're also applying our expertise in digital imaging and networks to creating new products and services that offer a more personal, simplified digital entertainment experience. Products such as our HP MediaSmart TVs make it easier to find and enjoy music, photos, and video with rich sound and high-definition picture quality. This intelligent HP 1080P television easily connects with PCs in a home network, as well as to the Internet, to deliver both premium and personal content with exceptional quality.

Driving technology transformation

Over the next five years, HP will invest almost US\$20 billion in R&D in three technology areas that we believe have the power to improve our customers' lives and businesses:

- The first is helping customers build an automated, 24x7, remotely managed IT infrastructure designed to lower maintenance and operational costs while increasing agility, computing power, and data capacity.
- The second is building personalized, always-connected computing experiences to help people easily access and share the content and services that matter most to them across any device, from any location, at any time.
- The third is transforming the mostly analog printing industry into an all-digital imaging and printing world. For businesses, this will accelerate business decisions, help them grow and be more competitive, reduce costs, and increase productivity. And consumers will have greater flexibility and control to manage their digital content more simply and easily as well.

Technology leadership

Building these kinds of experiences requires expertise and innovation across the devices, infrastructure, and services that make them possible. HP delivers a unique portfolio to help our customers apply technology to do what they want to do:

- **Personal Systems**—HP has a leading portfolio of business and consumer PCs, high-performance workstations, handheld devices, digital entertainment solutions, personal storage, and Internet services that create connected and compelling personal experiences.
- **Imaging and Printing**—HP is moving beyond printers by simplifying and enhancing the experience of printing—whether in the home, office, or commercial environment—with advances in printing supplies, digital photography, and graphics and imaging technologies.
- **Technology Solutions**—HP has a world-class portfolio of servers, storage, and software and delivers support, consulting and integration, and outsourcing services to help customers manage and transform their IT environments to optimize business outcomes.

• **HP Services**—HP's comprehensive offerings help customers design, deploy, and manage IT environments and business processes. Our skilled professionals deliver global services capabilities across the IT lifecycle and support more than 20,000 products from 1,300 vendors.

• **HP Financial Services**—We offer a broad range of financial lifecycle management services to help business customers balance their IT infrastructure and bottom-line needs. Services include leasing, financing, utility programs, and asset recovery, as well as financial asset management.

• **HP Labs**—Our central research organization continues to develop breakthrough technology advancements in areas such as nanotechnology, color science, and social and economic systems that are shaping the way technology will be applied in the future.

HP is a Fortune 14 company, with US\$104.3 billion in revenue, generating US\$12 billion in revenue growth in the latest fiscal year. HP has 172,000 employees doing business in more than 170 countries around the world. HP corporate headquarters are located in Palo Alto, California. Mark Hurd is HP's chairman and chief executive officer.

HP is a global leader in many areas. Worldwide, we are:

- The leading enterprise IT provider, with 73,000 service and support professionals
- #1 in laser and inkjet printers*
- #1 in x86-based servers*
- #1 in Windows®, UNIX, and Linux servers*
- #1 in notebook and desktop PCs*
- #1 in blade servers*
- #1 in total disk storage systems*
- #1 in distributed system management software*
- #1 in automated software quality*
- #1 in network change configuration management software*
- #2 in workstations, branded tape drives, and storage area network systems*

Global citizenship

As proud as we are of our capabilities, we are equally proud of our people, our values, and our commitment to global citizenship. Global citizenship has been ingrained in our business strategy since we were founded in 1939. Practicing good global citizenship at HP means safeguarding the environment, supporting human and labor rights, providing philanthropic grants, and protecting the privacy of customer and employee information. We hold ourselves to a higher standard than laws dictate, and we work to promote a business culture of uncompromising integrity.

We focus on raising the social and environmental standards in our supply chain, promoting product reuse and recycling and improving the energy efficiency of our products and operations. And every day, we strive to be an economic, intellectual, and social asset to each country and community in which we work and live.

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* Source: IDC Q3 CY2007 worldwide data

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