



HP Helps Small and Midsize Businesses Prepare for Economic Turnaround

PALO ALTO, Calif., Nov. 9, 2009 – HP today expanded its HP Total Care portfolio to help small and midsize businesses (SMBs) build a strong technology foundation that increases their productivity and collaboration, reduces environmental impact and provides greater flexibility as they refresh technology in preparation for the economic turnaround.

New offerings include:

- two desktop PCs and displays;
- solutions to collaborate in increasingly virtual work environments;
- HP LaserJet printer designed to help customers reduce their carbon footprint and save money;
- server and storage products to protect data; and
- a networking switch and solution to reduce costs and improve productivity.

“SMBs are the pulse of the economy, and HP is partnering with SMBs to provide a boost as the economy rebounds,” said Kathy Chou, vice president, Worldwide Small and Midsize Business Strategy, HP. “All businesses must find a reliable foundation upon which to build their futures, and for SMBs, HP’s new offerings will help sustain their well-being and prepare them for upcoming growth.”

For Saladino’s, a \$385 million company that supplies restaurants up and down the West Coast, a sophisticated and reliable technology infrastructure is critical to meeting customer needs and tight delivery deadlines. The company, based in Fresno, Calif., upgraded to new enterprise resource planning software while standardizing on HP servers, storage and desktop PCs by working with Western Blue, an HP partner.

“HP systems are flexible and reliable. They have solid desktop PCs and the best server technology on the market. Knowing the different vendors, HP was an easy choice,” said Craig Urrizola, chief information officer, Saladino’s. “The benefit of the HP infrastructure continues long after the original deployment. I can easily manage the solution using web tools, and with every blade server that replaces older servers, we save power and improve efficiency. The new architecture also accommodates growth and change, providing important flexibility to our business.”

Flexible solutions for cost-effective expansion

HP’s new offerings offer SMBs value, productivity and the flexibility to evolve with the

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needs of their businesses:

- [HP Pro 3000](#) Series Business Desktop PCs can easily be refreshed for evolving business needs.
- [HP Connect Solutions](#) help SMBs more conveniently connect with customers, colleagues and partners. Components of HP Connect Solutions include:
 - HP Virtual Rooms: allows users to connect with business contacts, employees or family at any time.
 - HP Virtual Support Room: allows support engineers to access, view and control other computers online to troubleshoot and quickly address problems for customers and other offices.
 - Huddle.net: a cloud computing offering that combines collaboration, project management and document sharing with no software to download. A 30-day trial for 20 gigabytes (GB) of storage and 20 workspaces is available.⁽¹⁾
 - Norton Online Backup from Symantec: backs up information and media content to a secure online location. A 30-day trial for 5 GB of storage comes installed on HP PCs.⁽²⁾
- HP business computing bundles bring end-to-end IT capabilities to small business owners. The bundles, which include HP Thin Clients, HP ProLiant servers and Microsoft Windows® Server 2008 R2, efficiently deliver Windows desktops, business applications and remote access while improving security and reducing total costs.
- [HP Compaq LE1711](#) and [HP Compaq LE1911 LCD Monitors](#) are low power consumption panels with high quality.
- The [HP ProCurve 2520 Switch Series](#) is designed for SMBs that need to deploy voice, video and wireless applications requiring PoE (Power-over-Ethernet).
- The [HP ProLiant ML110](#) and [DL120 G6 Servers](#) offer SMBs enterprise-class performance at a cost-effective price.

Maximizing resources

HP also released a survey confirming that today's administrative staffs need affordable solutions to stay productive as the economic turnaround takes hold. To help SMBs maximize their assets and resources, HP announced:

- New and enhanced storage solutions – the [HP StorageWorks DAT 320 Tape Drive](#), [HP StorageWorks D2D Backup System](#) and [HP LeftHand P4000 SAN Solution](#).
- Less than 1-inch thick, the HP Smart 65CW AC Travel Adapter includes a USB port that can charge two devices using only one power outlet.
- [HP Virtualization Smart Bundles with Hyper-V](#) – built on HP ProLiant, [StorageWorks](#) and ProCurve products, along with Microsoft Windows Server 2008 R2 – ease virtualization deployment for SMB customers.
- HP SimpleSave hard drives for business customers, available in 500 GB, 1 terabyte (TB) and 2 TB versions, automatically find and back up data on a PC – there is no software to learn, install or configure on the PC.



Managing environmental impact

HP expanded its HP Eco Solutions for printing with new solutions designed to reduce the impact of printing on the environment:

- HP LaserJet P2055d Printer (\$299)⁽³⁾: With [Instant-on Technology](#), the ENERGY STAR® qualified printer provides up to 50 percent energy savings over traditional fusing technology.⁽⁴⁾
- [HP Eco Solutions Print Console](#): This industry-first tool helps SMBs easily manage a printer's energy and paper-saving settings directly from a PC. Available later this winter as a free download for the HP LaserJet P2055d/dn Printers.
- [HP Green Action Plan for Office Printing](#): This plan leverages tools such as the [HP Carbon Footprint Calculator for printing](#) to guide SMBs through an easy process to assess their carbon footprint and build an environmental printing strategy.

HP also announced that the small business communities of the Village of Suffern and the Town of Ramapo, N.Y., will participate in a community-wide environmental initiative to reduce their energy consumption by up to 60 percent, carbon footprint by up to 41 percent, paper use by up to 37 percent, and energy and paper costs by up to 38 percent.⁽⁵⁾

Financing and new HP Access offers

HP provides SMBs with many offerings designed to manage, protect and grow their businesses:

- HP offers SMB customers a full range of [flexible financing solutions](#) through [HP Financial Services](#), the company's leasing and life cycle asset management services subsidiary.
- HP Access has been updated to include more than \$1,000 in software and service offers and up to \$2,000 in rebates for SMBs with any HP hardware purchase.
- The [HP PC Helpdesk Service](#) features specialized technicians located in North America who remotely control and troubleshoot a wide range of software and support issues on Windows-based PCs and mobile devices.
- [HP PC Tune-up Pro](#) is an in-depth assistance service designed to remove viruses and increase the speed and performance of customer PCs. HP technicians remotely control PCs and launch a comprehensive set of performance-boosting diagnostic and protection tools.
- A stand-alone migration service for any original equipment manufacturer PC, [Win 7 Onsite Upgrade Service](#) offers installation and training on Windows 7 and XP virtual mode, and provides onsite support to assist with the transition to Windows 7.
- [HP Support Assistant](#) is a software application installed on Windows 7 PCs⁽⁶⁾ that provides support for a seamless Windows 7 PC experience.

Additional information about HP's expanded Total Care offering for SMBs is available in an online press kit at www.hp.com/go/domorewithless.

About HP

HP creates new possibilities for technology to have a meaningful impact on people,



businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

⁽¹⁾ This offer provides a Huddle premium account free for 30 days. Upon the end of the trial, users will be charged \$75 per month. Users can downgrade to a free account or cancel their trial before the 30-day trial ends by emailing cancellations@huddle.net.

⁽²⁾ A free 30-day trial of Norton Online Backup comes installed on HP PCs with 5 GB of storage. Users also can purchase a 25 GB online storage plan for \$39.99, a 20 percent savings, now until Dec. 31, 2009. Details are available at www.norton.com/hpnoel/en/other4. Offer valid in United States and Canada only. Internet access required.

⁽³⁾ Estimated U.S. street prices. Actual prices may vary.

⁽⁴⁾ Instant-on Technology uses cutting-edge fuser technology to produce the first page faster when a printer is coming out of low power mode. An InfoTrends study shows the typical office print job is three to five pages long: www.infotrends.com/public/Content/Presentations/officeprinteruse.pdf. Actual results may vary.

⁽⁵⁾ Estimated environmental savings calculated using the HP Carbon Footprint Calculator. Results assumed using the HP LaserJet P2055d, power off, HP Smart Web Printing and duplex printing. Actual results may vary.

⁽⁶⁾ HP Support Assistant also is preinstalled on select PCs with Microsoft Windows Vista®.

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