



Research Reveals Agility is Key to Meeting Customer, Constituent Demands

Executives turn to technology to improve response to changing market needs

LAS VEGAS, June 6, 2011 – HP today announced new global research that demonstrates the current and emerging impact that agility has in enabling the [Instant-On Enterprise](#).

The research, conducted on behalf of HP, reveals that 95 percent of business and government executives believe that agility is important to the success of their organizations. Seventy-seven percent of CEOs, 72 percent of CIOs and 64 percent of CFOs said that agility will be very critical to their success in five years. By contrast, only 62 percent of public sector organizations stated that agility will be very critical to their future success.

Agility enables businesses and governments to make rapid decisions and modify their plans based on changing customer and constituent needs. The study examined the importance and current status of enterprise agility within organizations. According to the survey:

- The level of importance placed upon agility differed between C-suite respondents. Seventy-six percent of CEOs felt agility was very important, followed by 74 percent of CIOs and 68 percent of CFOs.
- Private and public sector executives differed significantly, with 76 percent of private sector executives stating that agility was very important, while 63 percent of government executives indicated the same.
- Only 45 percent of private sector and 23 percent of public sector executives stated that they could “always” respond quickly to changing market needs. This means that over half the time organizations cannot always react as quickly as they need to in order to meet changing business and citizen needs.

Editorial Contacts

Emily Neumann, HP
+1 714 962 4078
emily.neumann@hp.com

Thekla Eftychiadou
Burson-Marsteller for HP
+1 312 406 1623
thekla.eftychiadou@bm.com

HP Media Hotline
+1 866 266 7272
www.hp.com/go/newsroom



Technology is key to success

Business and government executives view investments in technology as a key factor to increase agility in the next five years, with two-thirds indicating that enterprise agility will be driven primarily by technology.

- To respond to changing market demands, 30 percent of respondents believe technology should be used to increase agility in offering new products and services; 22 percent selected productivity enhancements; and 21 percent voted for new ways to approach customers or citizens.
- Applications that can quickly adapt to changing needs and technology infrastructure transformation are considered the most effective investments to help improve an organization's agility. In fact, CEOs selected technology infrastructure transformation as their first choice.

This data supports the critical role agility plays in today's Instant-On Enterprise. In this age of "instant" expectations, enterprises and governments need to have the ability to respond quickly and effectively to changing customer and citizen needs.

Methodology

Burson-Marsteller conducted the HP-commissioned survey by performing interviews with executives in the private sector and the government across the globe. Interviews were conducted via telephone between February and March 2011. Regions included: North America (United States and Canada), Europe and the Middle East (Denmark, France, Germany, Russia, United Arab Emirates and United Kingdom), Asia Pacific (Australia, China, Japan and Philippines), and Latin America (Brazil and Mexico).

About HP

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