



HP Helps CFO's Navigate Cloud

Roundtable sessions focused on evolving role of CFO and implications of cloud on strategic priorities.

VIENNA, Austria, Nov. 30, 2011 – HP today announced a series of educational customer roundtable sessions that specifically cater to Chief Financial Officers and are designed to help with the increasing challenges they face in their evolving roles.

Business realities and market trends such as cloud computing are redefining the traditional roles of today's C-Suite. Nowhere is this more apparent than with the CFO whose role needs to understand the financial underpinnings of new technology delivery models.

Research jointly conducted by [CFO Research Services¹](#) and [HP Financial Services](#) shows that CFOs understand the potential business benefits cloud offers, but remain unclear as to how to turn the potential of cloud into a reality.

"Cloud can be complex without a clear defined path for adoption," said Dominic Calandra, Financial Controller at Frontline Systems. "As I work with my CIO and other key business leaders, understanding the influence it has on strategic financial decisions is becoming imperative. The industry has successfully articulated the technical benefits and risk associated with cloud, but little attention has been given to it from a financial perspective."

The first of the [CFO roundtable](#) series will be led by [Cathie Lesjak](#), Executive Vice President and Chief Financial Officer for HP, in Singapore, March 8th 2012. Lesjack, listed as one of the 50 most powerful women in business by Fortune in 2010, brings extensive experience and insight to a topic that is increasingly at the forefront today's business conversations. Supported by HP Financial Services, the company's leasing and lifecycle asset management subsidiary, the roundtable sessions provide CFOs an opportunity to learn about cloud and other transformative technologies in the financial language they are accustomed to.

"Today's finance professionals are deciding when and where to invest in

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technology,” said Irv Rothman, president and chief executive officer, HP Financial Services. “For CFOs dealing with multifaceted issues such as cloud computing that have a widespread impact on the enterprise, determining the right strategy can be complex at best. HP is committed to helping CFOs on every step of their decision journey.”

The roundtable session will provide CFOs with an opportunity to better understand the implications of cloud and how it can be leveraged to turn their business into an [Instant On Enterprise](#). The CFO Roundtables are another step to HP Financial Services commitment to helping clients on their journey to the cloud which also includes [HP’s program](#) to provide up to \$2 billion in financing for cloud projects.

About HP Financial Services

[Hewlett-Packard Financial Services](#) Company – the leasing and life cycle asset management services subsidiary of HP, is the second-largest captive IT leasing company in the world and offers a full range of life cycle asset management and financial solutions for businesses. HP Financial Services develops financial solutions that can enhance clients’ ability to implement IT infrastructures that meet their needs today – and into the future. More information about HP Financial Services is available at www.hp.com/hpfinancialservices.

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(1) CFO Publishing LLC: “The Expanding Role of the CFO”, November 2011

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