



News Advisory

HP Helps Organizations Unlock the Value of Big Data in Key Business Functions

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LAS VEGAS, June 11, 2013 — HP Enterprise Services today announced a new suite of analytics services that enable enterprises to derive value and insights from Big Data that improve customer engagement and speed response to market opportunities within key business functions.

Targeted sales and marketing activities, resulting from insights obtained via data analytics, enable organizations to drive revenue growth, operational efficiency and customer retention. However, many enterprises are missing opportunities for customer interaction because they lack the tools and expertise needed to identify the hidden value within their Big Data.

The new HP Actionable Analytics Services—an expansion of HP’s Information Management and Analytic Services—enable clients to implement analytics to impact their top line and streamline key business processes such as customer offers, procurement, supply chain and inventory operations.

HP Actionable Analytics Services combine innovative technologies from HP Labs, HP Autonomy and HP Vertica with HP’s experienced analytics professionals and data scientists. The services support client efforts to:

- Target customers with the right offers at the right time to enhance customer loyalty and increase revenue with insight into buying trends gained with segmenting and repeat purchase modeling, as well as product association analysis offered through HP Offer Optimization Services.
- Improve operational efficiency in field sales and service organizations with HP Field Force Optimization Services, by identifying challenges in field operations and developing systematic, evidence-based management solutions that pinpoint ways to increase efficiency and optimize coverage as well as target setting.
- Enhance effectiveness of pricing and delivery forecasting with predictive algorithms that analyze a product portfolio and supply chain, including demand, forecast performance and materials requirements planning, with HP Procurement and Inventory Optimization Services

“The proliferation of Big Data has left many organizations sitting on a wealth of information; yet few use the data to its full potential to support their goals,” said Kathy

Garcia, senior vice president, Applications and Business Services, HP Enterprise Services.
“With HP Actionable Analytics Services, organizations can target the key business functions of inventory, procurement, field force and sales offers with the necessary insights in real time to drive profitability both today and in the future.”

Availability

HP Actionable Analytics Services are available now worldwide.

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>.

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