



## News Advisory

# HP Financial Services Delivers Investment Solutions for the New Style of IT

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PALO ALTO, Calif., June 12, 2013 — HP today announced the availability of new IT investment solutions from HP Financial Services that address some of the most challenging issues customers have in their journey to the cloud.

*“A new style of IT is emerging which is impacting how enterprises approach technology investments,” said Susan Middleton, research director, Technology Financial Strategies, IDC. “Enterprises today need the financial flexibility to drive enhanced business efficiencies.”*

Predicting the investment cycles needed to support changing IT usage patterns and capacity requirements have always been challenging operational realities for chief information officers (CIOs). With cloud computing redefining expectations, CIOs and chief financial officers (CFOs) need a new approach.

Currently, up to 60 percent of IT equipment budgets can be spent on “preprovisioning technology” that may stand idle or become outdated before being fully deployed.<sup>(1)</sup> This technology often provides CIOs with the confidence they need to have instant access to capacity when they need it most but can also tie up capital and create potential risks.

Providing an alternative that helps free up capital, HP Financial Services is making available Capacity on Demand for HP CloudSystem.<sup>(2)</sup> Part of HP’s Converged Cloud portfolio, the new solution provides customers with the flexibility to acquire up to a 30 percent technology buffer without the additional up-front cost. This provides the CIO with peace of mind, while giving CFOs the ability to manage hidden operational costs more effectively.

*“With the rapid pace of change, businesses are often tied to IT investments long after the technology’s useful life,” said Irv Rothman, chief executive officer, HP Financial Services. “HP Financial Services is committed to providing customers with flexible usage solutions that help align investments to evolving business needs.”*

Additionally, the costs and complexity of managing IT operations globally can be challenging and impact investments needed for cloud. To help solve this problem, HP Financial Services is offering large multinational customers a new approach that helps simplify the process and more productively leverage IT investments made by their business around the world.

Under the new [Global Relationship Agreement](#), customers benefit from a single umbrella contract, process and service arrangements for all of their IT investments. Delivering a globally consistent process, this new global framework agreement helps large multinational organizations simplify the acquisition of IT by enabling customers to source the same products and services in multiple countries without managing different contract terms, relationships or vendor negotiations.

The agreement covers a range of IT investments, which include short- and long-term usage models, on-demand offers, long-term ownership, and IT asset management and recovery services such as the new HP [Mixed Asset Recovery Service \(MARS\)](#).

For Jeff Chuck, vice president, Strategic Alliance Sales, Alcatel-Lucent, having access to an investment model like this can help them better manage their global customers' varying and complex business needs.

*"HP Financial Services helps us close additional business with flexible investment solutions that evolve in line with our customers' business requirements and changing market demands," said Chuck.*

#### **About HPFS**

HP Financial Services helps customers create new opportunities through flexible investment solutions that enable innovation and enhance financial capacity. As a strategic arm of HP, we provide easy access to technology on terms tailored to customers unique business needs. 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](http://www.hp.com/hpfinancialservices).

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(1) "HP Financial Services Qualitative Research Study of IT Asset Managers," May 2013.

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