Welcome to Discover 2013
Making technology work for you.
Welcome

Herbert Köck, Senior Vice President
Printing and Personal Systems & Managing Director HP EMEA
10 December 2013
They’re here

Dion Weisler
Printing and Personal Systems
Change
Getting promoted
Anytime, anywhere workers

15% 2011

29% 2012

Forrester 2013

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“Gone are the days when employees wielded a simple set of tools to get work done.”

Forrester 2013
‘Cool’ is now a necessity
Our approach
Three waves
Printing and Personal Systems

Wave One
Today

- Hardening OS
- Form factors
- Mobility
- Support & deployment

Wave Two
Tomorrow

- 3D printing
- Wearables
- Services
- Crossovers

Wave Three
Beyond

- New categories
- New ways to use technology
Today
Transformation of the workplace

Enrique Lores, Senior Vice President & General Manager
Business Personal Systems
A profound transformation in the workplace

Workforce
Increase expectation for productivity and style

Workplace
Ubiquitous spaces, remote and onsite workers

Work styles
Blurring of professional/personal lives
Consumerization meets commercialization

Solutions built for business with the experience and designs end users crave

**Business end users**
- Personal and professional life blurring
- Experience is king
- Cool ID
- Sleek and thin
- Latest technology

**Technology decision makers**
- Employee satisfaction
- Data security
- Easy deployment and management
- Long life/stability
- Global availability
Leading the transformation

Design products that **people desire** and **meet IT requirements**.

Deliver **form factors** that meet **mobile work styles** and use models.

Build **security and manageability** solutions from the silicon to the cloud.

Expand **services offerings to simplify jobs for IT** and satisfy end users.

Transform **vertical businesses**.
HP EliteBook Folio 1040

The world’s thinnest, most reliable business Ultrabook™

- Maximum mobility — starting at 15mm
- Built to withstand the rigors of the road — CNC aluminum unibody chassis
- Ultimate Win 8 productivity — 10-finger multi-touch display options
- Easy to connect to accessories for a full desktop experience
Leading the transformation

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HP Spectre 13 Pro

Ultimate flexibility with premium materials and only 15 mm thin and 3.3 lbs / 1.5 kg

2 stunning 13.3" options - QHD (2560x1440) or FHD (1920x1080) both optimized for Touch and Win 8.1

The Double Touch ClickPad is 30% larger and optimized for full Win 8.1 support without touching the screen
HP Business Desktop Mini

HP’s smallest enterprise-class desktop PC

Deploy anywhere, mount anywhere with integrated VESA mounting system

Save time and increase productivity — energy consumption less than 8W at idle

Full enterprise performance and manageability with Intel Core processors and optional vPro¹ support
Leading the transformation

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Industry-first self-healing BIOS

Keep a step ahead of attacks and corruption with HP Sure Start Technology

Sure Start recovers the BIOS for uninterrupted productivity, anytime, anywhere.

Intentional malicious corruption

Failed update or other accidental corruption

Unknown cause of BIOS corruption

Uninterrupted productivity
No downtime waiting for IT/Service ticket

Confidence in BIOS rollouts
HP security and reliability improvements are delivered to customer

Fewer help desk calls
for crisis recovery or bricked units

Standardization
Ability to enforce BIOS version standard across the organization
Leading the transformation

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HP Classmate 10 Notebook

The most advanced Classmate PC ever created, the HP Classmate 10 Notebook accelerates true learning at a price accessible to schools around the world.

• Investment protection onboard: Rugged features make HP Classmate stand out.
• Learn and collaborate in almost any environment with an HD anti-glare screen.
• Included Intel® Education Software ensures learning starts on day one.

HP Education. Creating opportunities for a more peaceful, prosperous future.
Delivering on the strategy today
Meet the New Style of IT

Design products that **people desire** and **meet IT requirements**.

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Expand **services offerings to simplify jobs for IT** and satisfy end users.

Transform **vertical businesses**.

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**HP EliteBook Folio 1040**

**HP Desktop Mini**

**HP EliteBook 810 Revolve**

**HP Spectre 13 Pro**

**HP EliteDisplay S230**

**HP Sure Start**

**HP Configuration & Deployment Services**

**HP Education**
Creating opportunities for a more peaceful, prosperous future.

**HP Classmate**

**HP t620 Thin Client**
HP LaserJet & Enterprise Solutions

Pradeep Jotwani, Senior Vice President
LaserJet and Enterprise Solutions
The IT landscape is changing

Managed Print Services

Cloud

Data Management
1 Trillion
pages digitized by 2015

Big Data

Evolving workflows
40%
time spent by the average
worker looking for information

Mobility

Mobility revolution
37%
of WW workforce
mobile by 2015

Security

Security threats
$5.5M
average cost per incident of
corporation information theft

Optimize

Manage

Improve
In turn, our clients are telling us

“Look at my imaging and printing environment holistically.”

“I need an end-to-end business-centric view of my document management processes.”

“Take care of my office and production print needs, collectively.”

“I want constant validation of my proposed savings.”

“Streamline our business processes”

“I need a strategy!”
Managed Print Services deliver business value

HP Managed Services Strategy

Optimize infrastructure  Manage environment  Improve workflow

HP Managed Services

Assessment  Financial & procurement  Transition & implementation  Management & support  Document & workflow solutions

HP Enterprise platform

Key business benefits

• Reduce costs and preserve capital
• Mitigate risks
• Support mobility
• Decrease environmental impact
• Streamline workflow
• Deliver global consistency
Increasing choice to save time and money

New

- HP S900 Series MFPs help organizations with demanding print needs reduce their costs for high-volume printing
- Designed to increase productivity with faster printing and scanning speeds
- Simplifies the IT environment with integrated fleet management, security and workflow solutions
- Customers can more easily unify their print environment via one trusted vendor
- Allows HP to aggressively target and win copier pages
Robust portfolio for diverse customer needs

<table>
<thead>
<tr>
<th></th>
<th>Personal</th>
<th>Small Workteam</th>
<th>Workgroup</th>
<th>Department</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>100-200 Series</td>
<td>300-400</td>
<td>600-700 Series</td>
<td>800 Series</td>
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<tr>
<td></td>
<td>1-5 users &gt;2.5k ppm</td>
<td>3-10 users &gt;3.5k ppm</td>
<td>10-30 users &gt;10k ppm</td>
<td>25 or more users &gt;14k ppm</td>
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<td>5-15 users &gt;6k ppm</td>
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<td>High end department</td>
<td>Low end light production</td>
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Expanded portfolio: HP 900 Series MFP
Differentiated by HP solutions

Security, Mobility and Monitoring Solutions
- Web Jetadmin
- Universal Print Driver
- Access Control

Workflow Optimization
- Capture & Route
Key takeaways

1. **Unifying print environments with one trusted vendor** through services that help customers optimize infrastructure, manage the environment and improve workflows.

2. **Increasing customer choice with HP S900 Series MFPs** that lower costs and improve productivity for high-volume printing.

3. **Complementing robust hardware portfolio with solutions** that address security, management and workflow to simplify IT environments.
Thank you
Thank you
Thank you