



News Advisory

HP Champions the End User with Enhanced Design Services

Editorial contacts

Jane McMillian, HP

+1 281 518 3006

jane.mcmillian@hp.com

www.hp.com/go/newsroom

PALO ALTO, Calif., May 29, 2013 — HP Enterprise Services today introduced enhanced services that put users at the center of the application design and development process.

This shift enables organizations to create applications that are more useful, intuitive and responsive, thereby creating a more rewarding experience and driving competitive advantage.

Applications have become the face of many enterprises. However, traditionally, application portfolios were designed to run an organization rather than support customer engagement. As a result, they are neither friendly nor intuitive, challenging today's enterprises to design applications that uphold the high expectations of users.

HP User Experience Design services support clients efforts to increase user satisfaction, loyalty, adoption rates and revenue through increased transaction completions and word-of-mouth recommendations.

"A great user experience drives traffic and customer loyalty to an organization, making it an integral part of the next generation of application development," said Franklin Grosvenor, vice president, Enterprise Mobility and Social Business Services, HP Enterprise Services. "With deep applications and design expertise, HP uses a collaborative approach with clients to design and develop applications that deliver the best customer experience."

Engaging with one partner for one goal

HP User Experience Design services provide a central resource for designing and developing an application from start to finish. This provides organizations with a holistic view into the entire transformation process.

Additionally, HP integrates stakeholder input into the development life cycle early and often in order to create a final product that delivers a better user experience. The user-centered design practice offers a full complement of discovery techniques including contextual inquiry, usability testing, card sorting and interviews.

Connecting to core processes

The user experience is enhanced when the application is seamlessly and securely integrated into the enterprise's core processes and business systems. With deep

experience, HP provides the secure provision of the right information to the right users. This can be done regardless of the age or technology foundation of their existing System of Record or their device, location or context.

Meeting the need for high-quality applications today

Enterprises also must be able to keep pace with the shrinking time scales associated with the development and deployment of applications being driven by the rate of operating system releases and enhancements. HP developers can help enterprises significantly reduce development time frames—enabling progress in days instead of months—through its agile development services and capabilities.

Pricing and availability

Part of the expanded HP Application Transformation services portfolio, HP User Experience Design services are available immediately worldwide with pricing is based on consultancy hours.

HP's premier Americas client event, HP Discover, takes place June 11-13 in Las Vegas.

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