



building an agile business

HP SERVICES



fueling business success



Survival and victory: both business imperatives depend on IT. To survive in business today, you must have a rock-solid, streamlined IT environment. But to win, you must transform your IT investment into a competitive advantage—one that drives revenue and growth, and opens new markets and opportunities for your business.

At HP Services, our team of 65,000 professionals is focused exclusively on helping you increase the value of your IT investment while delivering measurable business value for every IT dollar you spend. Simply put, HP Services has proven experience in linking business and IT so that both work in sync to fuel your success.

Today's business climate requires you to constantly evolve your IT strategy to respond to new opportunities or threats—on the fly. And while the fundamentals of IT—reliability, availability, security and manageability—are still crucial, rapid results are mandatory for business success. We don't see a trade-off between reliability and agility—we believe you must, and can, have both.

Your business challenges can only be solved by acting with agility—striking the proper balance between the introduction of leading-edge technology and the pragmatic application of IT. We'll work side-by-side with you to create custom solutions that not only meet your current needs, but adapt to your future challenges.

By linking business and IT, HP Services will help you reduce costs, extend and optimize enterprise assets and solve your toughest business problems—so you can both survive and win.

**"A lot of companies say they're customer-obsessed, but they can't necessarily back it up. At HP Services, it's a different story. We worked hard to align our organization, our approach, our processes and our offerings around our customers' toughest business challenges. If I had to pick one thing, I'd say this thoroughness and end-to-end attention to customers is what sets us apart."**


—Ann Livermore, Executive Vice President, HP Services

WE ALWAYS START WITH YOU

At HP Services, we approach every engagement by focusing on your most pressing business challenges. We can enter at any point of the engagement lifecycle, depending on your priorities, to design a solution, build it, integrate it, manage it and evolve it.

Complemented by our global network of partners, our team of professionals draws upon a comprehensive set of integrated offerings to create custom solutions that solve your toughest problems.

your need	our offering	business result
Be capable of rapid change when faced with new business opportunities and challenges.	IT and Business Governance Services	Enable business agility by linking business and IT.
Operate on a reliable, secure, adaptive and scalable IT infrastructure.	Agile and Mission-Critical Infrastructure Services	Ensure cost-effective stability and flexibility at the infrastructure core.
Create tight relationships with customers, partners, suppliers and employees—even on the fly.	Extended Enterprise Services	Extend value and reach to every aspect of the enterprise.
Maximize the productivity of human and technology resources.	Open Environment, Multi-Technology Services	Reduce the complexity of “the business of IT.”
Optimize existing IT investment, while innovating for the future.	Next-Generation Technology Services	Optimize today’s assets for tomorrow.



## synchronizing IT and business for success

### IT AND BUSINESS GOVERNANCE SERVICES

You need to effectively manage IT resources to get maximum value from current and new IT investments. IT and Business Governance Services work with you to design a forward-looking, comprehensive roadmap that links business and IT to fuel success.

**IT assessment and diagnostic services.** Our team of consulting professionals draws on our proven vertical industry expertise in telecommunications, extended manufacturing, government and financial services to identify process improvement opportunities.

**IT governance services.** To maximize the value of your current and future IT investments, we'll guide you on the most effective use and management of your IT resources.

**Business process consulting.** Our business relationship management workshops teach you proven methods to improve the overall productivity and efficiency of your core business processes.

**IT process management.** As a recognized leader in contributing to the Information Technology Infrastructure Library (ITIL), a worldwide standard of best practices for IT service management, we provide professional consulting and education services to guide your business in the adoption and use of ITIL.

**Education services.** Our best-in-class, comprehensive education solutions play a key role in helping you use IT to transform your business and get measurable business value from your IT investments.

*“With data often being piped back to the systems at our analysis and simulation factory in the UK, we rely on the HP infrastructure to be up and running whatever the time of day and wherever in the world we may be racing or testing. We are very demanding users and the quality and reliability inherent in the HP solution underpins our every process.”*

— John Saville  
Chief Information Officer  
Jaguar Racing

## AGILE AND MISSION-CRITICAL INFRASTRUCTURE SERVICES

You need to build a solid foundation for your present and future technology initiatives. Agile and Mission-Critical Infrastructure Services help you design and support highly available, secure infrastructure solutions that can easily adapt to changing business requirements.

**Infrastructure design and integration solutions.** We'll work with you to identify the infrastructure requirements of your business and create a blueprint that allows you to meet your immediate needs while giving you the flexibility to react to new opportunities and challenges in the future.

**Mission-critical services.** We offer a complete lifecycle of services that keep your infrastructure reliable and available to meet your specific business challenges and ongoing support needs—all through a single point of contact.

**Business continuity services.** Our consultants and engineers work with you to develop comprehensive, cost-effective business continuity and disaster recovery plans that are appropriate for your business.


**Security services.** We leverage our full range of security solutions to design and support an integrated, end-to-end security strategy.

**Computing on demand.** Our flexible, reliable and secure infrastructure solutions provide computing power and support when you need it, where you need it, at a predictable price and performance level.

*"Should a disaster strike and we suffer a total loss of our data center we now know that with HP Business Recovery Services we can be operational on our mission-critical systems, with the key users, in a 24 hour period."*

— Hideo "Harry" Fukasawa  
Director of Information Technology  
Mitsubishi Chemical America, Inc.





## redefining the boundaries of business

### EXTENDED ENTERPRISE SERVICES

You need to create closer relationships with your customers, partners, suppliers and employees. Extended Enterprise Services allow you to seamlessly integrate disparate internal systems and securely expand the reach of your enterprise data.

**Supply chain management.** Connect with your business partners more quickly, easily and reliably to reduce costs and improve your customers' ability to locate, purchase and obtain products and services.

**Customer relationship management.** Our multimedia contact centers and mobile capabilities help you create an integrated approach to support all your enterprise interactions with customers.

**E-commerce applications.** Our integrated selling, order management and fulfillment services help you comprehensively address and support your customer requirements for online business.

**Wireless services.** We offer a complete set of mobile services—from readiness assessment to comprehensive planning to design and implementation to ongoing support.

**Enterprise portals.** Improve communication and interaction with your partners, suppliers, customers and employees by designing, implementing and supporting enterprise portals that deliver integrated information through multiple access points.

*“Working with a global service provider of the caliber of HP is a natural fit for Nokia—not only in terms of competence but also values and culture. The outsourcing agreement, which will bring considerable annual cost savings through economies of scale, is part of Nokia’s on-going strategy of building on core skills, while teaming up with good global partners.”*

— Mikko Kosonen  
Senior Vice President,  
Strategy and Business Infrastructure  
Nokia



# making IT make sense

## OPEN ENVIRONMENT, MULTI-TECHNOLOGY SERVICES

You need to deliver more business value in an increasingly complex and dynamic IT environment. Open Environment, Multi-Technology Services help you simplify the daily management of IT through the introduction of methodologies and services that streamline the entire technology environment.

**Comprehensive outsourcing.** From complete end-to-end outsourcing support to desktop and distributed outsourcing, we have the breadth and depth of professionals and offerings to maximize the value of your IT and human resources at a predictable cost.

**Infrastructure/platform migration and consolidation.** We apply our proven infrastructure expertise and experience to optimize and support your multi-technology environment for mission-critical applications.

**Single point of contact support (hardware, software and network support).** By providing cost-saving alternatives to traditional management approaches, we reduce the number of vendor relationships and make it easier to execute “the basics” of IT.

**Application management and monitoring.** Streamline the management of your enterprise applications and minimize downtime through reliable hosting, support, industry-leading security, proactive optimization services and preventive maintenance and monitoring.

**Digital printing services.** Managed printing services deliver predictable, measurable results that meet your evolving printing, copying, scanning and faxing needs while reducing costs and increasing efficiency.

“HP has been an excellent long-term partner, a relationship that spans 25 years. We believe in dealing with vendors as strategic partners so we can leverage those relationships in our infrastructure, applications and services. Further, maintaining a relationship with only a couple of quality partners, rather than hopping around from vendor to vendor, has, in the long-run, really paid off for General Mills.”

— Michael Meinz  
Director of Information Technology  
General Mills

## NEXT-GENERATION TECHNOLOGY SERVICES

You need solutions that meet your current requirements and adapt to your future needs. Next-Generation Technology Services help you create an IT environment that's well-balanced to deliver IT today and enabled to take advantage of tomorrow's innovations.

**Next-generation application platform services.** Whatever your current operating system, we have the resources, experienced professionals and global partners to evolve your business into a more efficient, responsive, Web-enabled enterprise.

**Storage architecture design.** We use existing and emerging technology to design, implement and support your storage environment to scale easily with the growth of your information assets.

**Computer telephony design.** Our comprehensive, converged voice and data network solutions integrate with your current infrastructure to help you accelerate time-to-market and deliver value-added, differentiated services and support.

**Mobility and wireless technologies.** We help you build and operate an integrated foundation for all your mobile e-services needs, including deployment, installation, configuration, management services and production support.

**Mobile applications and Web services.** We integrate and support multi-technology hardware, software and middleware to enable you to bring new services to market faster, in a scalable, centrally managed and secure environment.

*"Through our critical systems support contract, we have on-site engineers at Amazon that have been invaluable not only in the migration effort, but in the ongoing work. We had two months from the time we selected the Superdome until we had to have it fully in production running the Amazon data warehouse. In addition, we decided to move the physical data warehouse to another solution center... HP did a great job of making sure that every aspect of this migration was successful for Amazon. Their on-site people here were really second to none."*

— Mark Dunlap  
Director, Data Warehousing  
Amazon.com



collaborative innovation for the future

## OUR PEOPLE, OUR APPROACH

At the heart of HP Services is our commitment to linking IT and business to fuel your success. As your trusted IT advisor, we deliver on this promise for you by leveraging our deep understanding of infrastructure and integration to help you derive measurable business value from IT.

Delivering the right solution, at the right time, in the right location requires a comprehensive and integrated portfolio of offerings. But even the most technologically advanced offering is only as good as the people behind it.

At HP Services, our most valuable asset is our people. Operating in over 160 countries, we have the global reach to address your most challenging problems. Our team of experienced, passionate IT professionals is dedicated to working with you to find the solutions your business needs to succeed.

Our proven set of methodologies guides our work in every services engagement—an approach that is marked by collaboration and teaming with you. We believe that you should be the ultimate decision-maker at every step in the process—and we operate on your time schedule, not ours.

We recognize that each of our customers has different needs at different times, and we are focused on delivering what you need, when you need it. We are committed to helping you get the most out of your existing IT investments before introducing new technologies or solutions. Ultimately, we take ownership of your problems. Because, in the end, we view your success as the ultimate measure of our own success.

Learn how you can put the power of HP Services to work for your business today.

[www.hp.com/services](http://www.hp.com/services)

“By outsourcing to HP, we leveraged a proven, worldwide service infrastructure and gain a level of skill and economy of scale that we just wouldn’t be able to achieve internally.”

—Dave Kepler, CIO and VP of Electronic Business,  
The Dow Chemical Company



28,000 Microsoft® specialists  
18,000 Unix specialists  
4,500 Cisco specialists  
3,000 Linux specialists  
7,500 network & systems management specialists  
5,000 storage specialists

“We wanted a partner that was truly a global provider with proven experience in large scale Exchange implementations. Having implemented similar solutions for global companies like Ericsson, we felt confident that the Microsoft and HP team had the knowledge and experience we were looking for.”

—Ingemar Soderlind, Vice President and General Manager,  
Ericsson IT Services



What does the future hold for your business?  
Insightful planning and pragmatic preparation will determine  
how you profit from new opportunities—and how rapidly  
you can respond to change. The challenge is to act with agility  
and embrace the right innovations at the right time.  
Linking business and IT in a unified view is the imperative  
for your success.



**Contact Information**

Contact your HP Services representative  
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**[www.hp.com/services](http://www.hp.com/services)**

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