

HP 360°

A PANORAMIC VIEW OF THE WORLD'S LARGEST INFORMATION TECHNOLOGY COMPANY



UNLEASHING NEW POSSIBILITIES

HP technology is in places you'd never imagine, helping to make our world a better place.

See page 4

PUSHING BOUNDARIES

What will technology help us do tomorrow? That's what HP Labs is charged with answering. Learn about their most promising projects.

See page 8

DOING WELL BY DOING GOOD

A company as large as HP touches countless lives, businesses, and communities every second of every day. See what we're doing in areas such as environment, education, supply chain, and more.

See page 18

THE START OF SOMETHING BIG



On 1 January 1939, two Stanford University graduates, Bill Hewlett and Dave Packard, made a historic commitment to innovation when they founded HP in a garage. They created an audio oscillator that Walt Disney used to make the ground-breaking movie *Fantasia*. For over 70 years since then, HP has continued innovating and helping people, businesses, and communities worldwide use technology to improve their businesses and lives.

[www.hp.com/hpinfo/
abouthp/histnfacts](http://www.hp.com/hpinfo/abouthp/histnfacts)

A GLOBAL PRESENCE

Today, although our corporate headquarters are still located in Palo Alto, California, we have more than 320,000 employees doing business in 170 countries around the world. With a portfolio that spans printing, personal computing, software, services, and IT infrastructure, HP had revenues reaching \$126 billion for the four fiscal quarters ending October 31, 2010.

www.hp.com/hpinfo

AN EYE ON THE FUTURE

By 2025, worldwide population is expected to increase by 20%, and the population in the world's cities will grow by more than 1 billion people—the equivalent of adding a Beijing every other month. And as the human population explodes, an information explosion is going on as well. The total amount of information is projected to double every four years, with digital content doubling every 18 months. These shifts will present the world's governments, businesses, and citizens with tremendous challenges—but also tremendous opportunities. Data is fast becoming the world's most valuable raw material, and information the world's most valuable commodity. At HP we are enabling the creation, consumption, and delivery of information through always-on connectivity. And we are dedicated to empowering people through solutions and experiences that will allow all of us to thrive in this new connected world.

A TECHNOLOGY COMPANY UNLIKE ANY OTHER

HP PRODUCTS AND SERVICES ARE USED BY MILLIONS OF PEOPLE EVERY DAY.

64.3^{MILLION}

PCs were sold by HP in 2010.¹

13.1² BILLION

credit card transactions are processed by HP annually.

1.7^{BILLION}

spam messages per month are examined and stopped by HP software.

1³ BILLION

Medicaid claims are handled by HP every year—and we distribute more than \$100 billion USD in benefits.

500^{MILLION}

travel reservations are booked annually by HP.

109

domestic and international air carriers are currently served by HP—more than any other IT services provider.

130

of the world's stock and commodity exchanges, including the New York Stock Exchange, are powered by HP.

20,000+

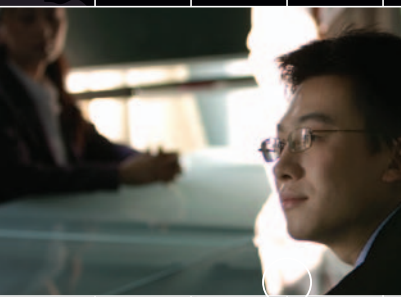
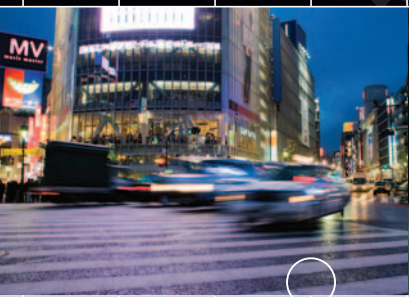
HP employees are currently serving 409 government clients in 32 countries.

#2

HP's ranking on *Newsweek's* 2010 "Green Rankings" on both the U.S. 500 and Global 100 Greenest Companies lists.

UNLEASHING NEW POSSIBILITIES

AT HP WE BELIEVE technology can create new possibilities for people around the world—from high school students and soccer moms to budding entrepreneurs, government officials, and senior executives. Our healthcare solutions are helping hospitals reduce errors and insurers bring down costs. Our TouchSmart products are helping individuals with autism communicate for the very first time. Our digital printing solutions are revolutionizing the publishing industry by allowing publishers to print individual books on demand. And that's just the beginning. Where others see challenges, we see opportunities. So we never stop exploring. And we can't wait to show you what we think of next.



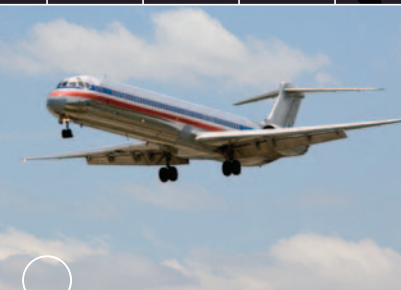
IN THE UNITED STATES, a nurse in a VA hospital is scanning bar codes created by the HP Patient ID system to make sure her patient gets the right medication.

IN SINGAPORE, a regional sales team is using HP Visual Collaboration solutions to have face-to-face meetings with their U.S. counterparts—without ever setting foot on an airplane.

IN JAPAN, a bank is using the HP Carbon Counter to measure its greenhouse gas emissions and set goals to reduce them.

IN HOLLYWOOD, a team of animators is using HP workstations to create scenes so realistic and complex, they would have been impossible six years ago.

IN THE UK, HP engineers have harnessed the temperate air in the north of England to cool our newest data center—one of the largest and most energy-efficient in Europe.



IN AUSTRALIA, every arrival and departure that involves the country's airports and seaports—nearly 22 million a year—is processed by HP software.

IN NORWAY, a hospital is using HP thin clients mobile devices to empower patients and allow doctors to easily capture and share vital patient data such as X-rays and lab results.

IN ARKANSAS, an automated enrollment system from HP is helping uninsured and underinsured women across the state access the resources and treatment they need to keep breast and cervical cancer at bay.



DID YOU KNOW?

HP MANAGES OVER **200** DATA CENTERS,
380,000 SERVERS, **5.4 MILLION** DESKTOPS,
AND **17 MILLION** IP ADDRESSES.

1939 Hewlett-Packard
Company founded

1966 HP Labs founded—development of
HP's first computer

1972 The world's first scientific
pocket calculator (HP 35)

1984

TECHNOLOGY LEADERSHIP⁴

#1 in:

- LaserJet and inkjet printers
- x86 servers, Windows®, UNIX®, and Linux servers
- Desktop PCs
- Thin clients
- Workstations⁵
- Blade servers
- Total disk storage systems
- Distributed system management software
- Automated software quality

#2 in:

- IT services
- Ethernet switches
- Notebook PCs

INDUSTRY LEADERSHIP

Ranked #16 on the 2010 World's Most Innovative Companies list by *BusinessWeek*

Ranked #2 in *Newsweek's Greenest Big Companies in America* list for 2010

#1 on *Corporate Responsibility Officer's* 100 Best Corporate Citizens List

Listed as one of the 2011 Global 100 Most Sustainable Corporations in the World and as a member of the Dow Jones Sustainability World Indexes

INNOVATION WITH A PURPOSE

What will technology help us do tomorrow? That's the question that HP Labs is charged with answering. We have hundreds of dedicated researchers in seven labs around the world working on things like expanding the potential of today's cloud computing technology; creating interactive displays that use ambient light instead of backlighting; and building a Central Nervous System for the Earth, so we can react more quickly to things like natural disasters, hazardous road conditions, and even home gas leaks. But that's just the beginning. In all, HP Labs researchers are focused on 24 large-scale or "big-bet" projects in eight high-impact research areas: printing and content delivery, mobile and immersive experience, cloud and security, information analytics, intelligent infrastructure, networking, services, and sustainability. Our research is focused on tackling some of the world's toughest problems, creating new opportunities, and putting innovation into the hands of millions of people around the world.

www.hpl.hp.com

COMPUTERS THAT LEARN

Computers are about to get a whole lot smarter thanks to HP's discovery of the fourth basic element in integrated circuits: the memristor—long rumored, but just recently proven to actually exist. Ultimately the memristor will allow computer systems to permanently retain and link information by recognizing patterns, just like the human brain. It could make possible cell phones that don't lose memory, data centers that operate despite fluctuations in power, and computers that learn from experience.

FLEXIBLE DISPLAYS

Have you ever wondered if it would be possible to create an electronic newspaper? A digital display so thin, light, and flexible that you could fold it without breaking it? The scientists at HP Labs have. And with the invention of self-aligning imprint lithography (SAIL), they're in the process of making it happen. A monochrome prototype has already been created, and a color display is expected within three years. Mass production of such displays could enable a new generation of smartphones, laptops, and other mobile electronic devices as well.

A CENTRAL NERVOUS SYSTEM FOR THE EARTH

What if your car could tell you it needed to be serviced before it broke down, your house could heat itself just before you arrived home from work, or the bridge you had to cross every day could notify officials that a steel support needed to be replaced before it became a danger? HP Labs is working to turn those possibilities into reality with the Central Nervous System for the Earth (CeNSE) project, a highly intelligent network of billions of nano-scale sensors that can feel, taste, smell, see, and hear what is going on in the world. CeNSE will allow our world to speak to us so we can make better, faster decisions and take action to improve our own safety, security, and sustainability.

MEET THE TEAM: At the heart of HP Labs are some of the IT industry's most influential researchers and scientists. Go to their personal pages to learn more about them.

www.hpl.hp.com/people

1966

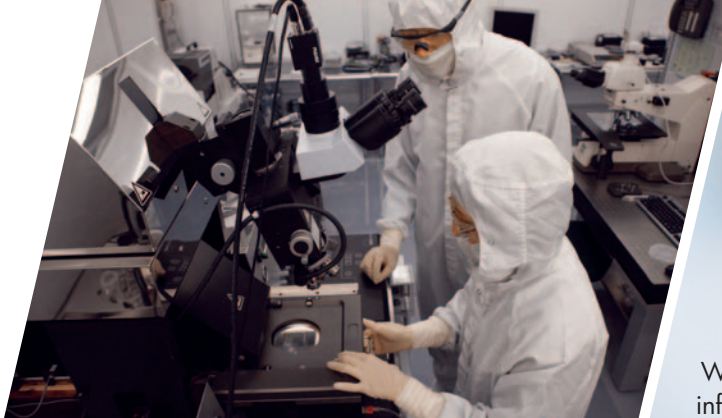
The year HP Labs was established

7

HP Labs around the world today

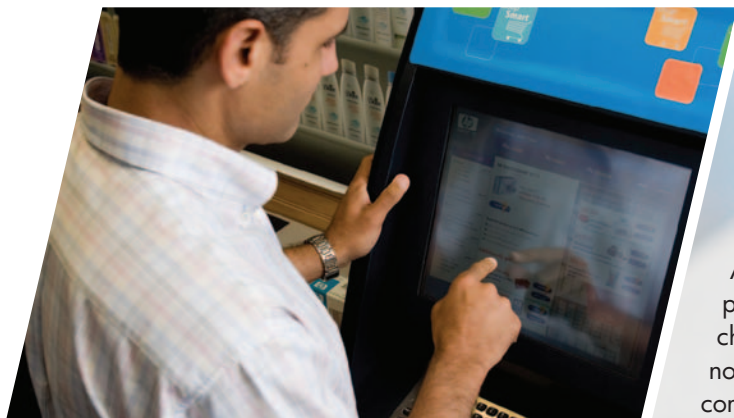
65

Open Innovation grants at 52 institutions



OPENING THE DOOR TO BRILLIANT IDEAS

While we have some of the world's most influential researchers and scientists at HP, we know that we don't have a monopoly on innovative ideas. So we've taken a collaborative approach and are actively partnering with leading companies, academic institutions, and government agencies to solve the world's toughest problems.



FASTER RECALLS

A cloud-based recall service that traces and removes potentially harmful food products from the supply chain, GS1 Product Recall was developed by Canadian non-profit GS1 in conjunction with HP Labs. It allows companies to see and share information across the supply chain, so they can reduce errors and respond to recalls more promptly.

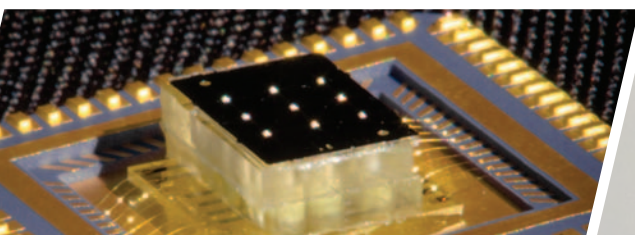


ONE BILLION COLORS

Developed over the course of a two-year collaboration between HP and DreamWorks, the HP DreamColor display delivers true 30-bit color—enabling a range of one billion colors—in an LED-backlit LCD at a fraction of the cost of most high-end, studio-quality LCD displays.

SMART SKIN PATCH FOR PAINLESS INJECTIONS

HP has developed a truly innovative new use for its inkjet technology: a medical skin patch with microneedles that inject drugs—not ink—into the bloodstream, providing patients with precise and perfectly timed doses that are also completely pain-free. An HP Labs invention, the new patch has been licensed by medical device company Crospon for manufacture and marketing to pharmaceutical companies around the world.



HARNESSING THE INFORMATION EXPLOSION

The digital universe is 500 billion gigabytes—equivalent to a stack of books stretching to Pluto and back 10 times.⁶ But here's the even bigger issue: just 25% of the world's population is online.⁷

That figure will dramatically rise as the population races toward 8 billion and technology becomes ever cheaper and accessible. Ubiquitous Internet access, more mobile devices, the advance of cloud-based services, and the digitization of virtually every aspect of our lives—these and countless other factors will generate enormous volumes of data.

The question is, how do we make sense of it all? Left unaddressed, this explosion of information risks overwhelming us. But while technology is fueling the challenge, it also holds the answer. With the right solutions, the information explosion represents an unprecedented opportunity for greater intelligence, deeper insight, and smarter decisions. And with always-on connectivity, we can get better information into the hands of more people. So this is where we at HP are focusing our energies.

BRAIN (short for Behaviorally Robust Aggregation of Information in Networks) is a prime example. Developed by HP Labs, BRAIN

uses proprietary algorithms to tap into and apply the collective wisdom of experts to make accurate predictions about future events, such as quarterly revenues or demand for products. The tool removes bias and generates more on-target forecasts. An HP business unit relies on BRAIN, as does SwissCom, Switzerland's leading telecom provider, to predict revenue with greater efficiency and accuracy.

Unstructured information represents another opportunity. Roughly 80% of data stored by organizations falls into this category.⁸ It's all the raw information—emails, audio and video files, HTML-based Web pages—not organized in a database, making it very difficult to search and analyze.

HP Labs is working on a solution called Live Business Intelligence (Live BI), a unified data and analytics platform. By allowing much more powerful and sophisticated analysis of highly complex data, Live BI will yield insights for transforming operational processes and customer interactions.

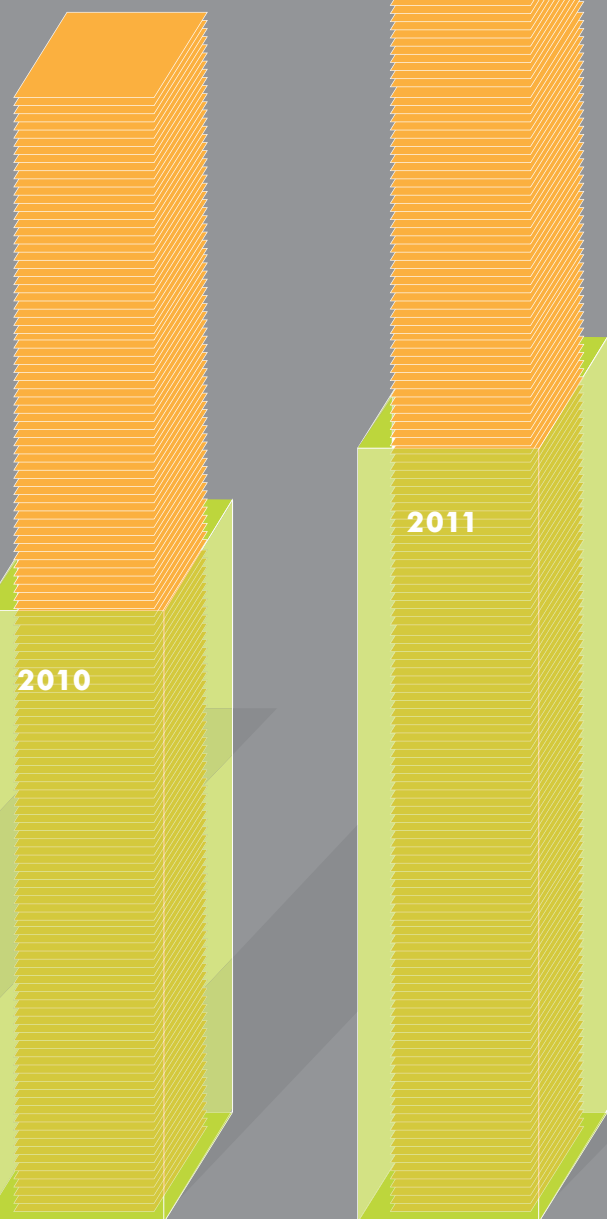


99% In 2010, more than 99% of HP employees completed Standards of Business Conduct training.

1 OF 25 HP is one of 25 companies involved in the Business Forum for Consumer Privacy.

The digital universe is so vast that it now exceeds available storage space. According to an IDC white paper, information surpassed storage capacity in 2007. By 2011, almost half of all digital information will be transient, or without a permanent location.⁹

■ Digital information
■ Available storage capacity



45%

Today, one-third of digital information includes personal information; that's forecast to rise to 45% by 2012.⁹

PROTECTING PRIVACY IN A CONNECTED WORLD

Privacy is a fundamental human right that is increasingly at risk. Today, one-third of digital information includes personal information; that's forecast to rise to 45% by 2012.⁹ As a result, HP is as focused on developing solutions to make the most of data as it is on keeping data safe and secure.

Beyond integrating an array of security and privacy features into our products and services, HP is a founding member of The Trusted Computing Group, which develops and promotes security standards for PCs, servers, PDAs, and digital phones.

But technology can go only so far. It must be supported by policies that guide informed decisions about handling data.

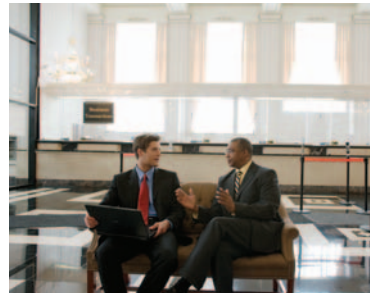
HP's privacy accountability model is a case in point. It is based on traditional criteria, such as the law, codes of conduct, contracts, and programs such as Safe Harbor. But our model goes further by also considering company values, customer expectations, and potential risks to our business—and those of our stakeholders.

We developed our accountability model in collaboration with the Centre for Information Policy Leadership, and are working with that organization, regulators, and advocacy organizations to encourage its wider adoption.

11 HP scientists and engineers are working with 11 other companies on PICOS, a program to create confidence in the safety of sharing data in online communities.

2010 In 2010, HP was named one of the World's Most Ethical Companies by the Ethisphere Institute.

CREATING ADVANTAGE FOR THE WORLD'S LEADING ORGANIZATIONS



In a world that is becoming increasingly mobile, connected, interactive, immediate, and fluid, businesses and government organizations are putting technology at the forefront of enterprise innovation and growth to achieve an advantage. At HP we have a vision for these organizations. It's called the Instant-On Enterprise. The Instant-On Enterprise learns swiftly and continuously to close the expectation gap between what customers and citizens expect and what the enterprise can deliver. It adapts easily and innovates rapidly; it cuts operating costs while improving operational processes; it accelerates time to market; and it controls risk.

Need proof? Just ask Blue Shield of California, whose engagement with HP helped it cut claim processing time by 15% and achieve full HIPAA compliance. Or the Brazilian Navy, which managed to reduce IT infrastructure maintenance costs by approximately 80% after HP migrated its entire mainframe-based database environment to an open, Linux-based platform. Or the Veterans Health Administration, which reduced error rates when administering medication by 70% after HP worked with the organization to develop the Bar Code Medication Administration System.

LEADING BY EXAMPLE

HP's own IT organization has revolutionized the way technology is applied inside the company. Virtualization technology is at the heart of a move from 85 data centers down to just six. The result: we have cut IT costs in half—by more than \$1 billion per year from fiscal year 2005 levels. “Up until 2003, we spent 70% of the IT budget on maintenance and the rest on development. The percentages are now 20% and 80% respectively,” says Randy Mott, HP executive vice president and chief information officer.

#1 HP's global market share position in blade, x86, UNIX, Linux, and Windows servers

68 MILLION Credit card accounts administered by HP Card Processing Services annually

500 MILLION Travel reservations processed by HP annually

BRINGING THE PORTFOLIO TOGETHER

COMPREHENSIVE SERVICES

HP is the second-largest technology services company in the world, with 210,000 services employees—people with expertise in technology, collaboration, service excellence, and every major industry. We provide integrated solutions across applications, business processes, infrastructure technology outsourcing, consulting, and support—the most comprehensive end-to-end IT services available. It's a powerful combination of resources and talent that gives us the scale and scope to manage our clients' critical business technology needs.

SERVERS FOR EVERY SCENARIO

With the broadest portfolio in the industry, HP delivers superior server choice that can reliably support any need, from basic infrastructure to the most demanding business applications. The Chicago Mercantile Exchange has been using HP NonStop servers to run its trading floor since 1985. RadioShack runs HP NonStop systems for communications and credit card processing. And General Mills operates its entire global enterprise on HP systems—including HP Integrity servers, which run the company's SAP enterprise resource planning, and more than 1,000 HP ProLiant servers, which run Microsoft server applications and host nearly 50 consumer websites worldwide.

STORAGE THAT MANAGES THE DATA EXPLOSION

The volume of data moving through companies is enormous—and it doubles on a cycle of 12 to 18 months. HP StorageWorks devices make data available reliably and around the clock. Nearly half of all disk storage systems are shipped by HP—more disk storage systems than the next nine competitors combined.

NETWORKING GEAR THAT'S GOOD ENOUGH FOR THE SPACE STATION

When EADS Space Transportation set out to network the International Space Station, the company tested equipment from every major networking vendor but ultimately chose HP ProCurve switches for their performance, manageability, and resistance to radiation. So today HP is actually networking outer

space. And on a more practical level, networking devices from HP are also the choice of major enterprises stationed right here on Earth.

We were already the world's second-largest Ethernet LAN networking vendor before we acquired 3Com. Now that we've completed the 3Com acquisition, however, our networking range is even stronger. We offer one of the most comprehensive portfolios in the business—capable of delivering the edge-to-core network fabric that today's enterprises need.

SOFTWARE TRUSTED BY THE WORLD'S BEST COMPANIES

Today 96% of the *FORTUNE* 50 and *Financial Times* Global 50 run their IT infrastructure on HP enterprise software. So do 94% of the world's largest banks, 88% of the world's largest retailers, and nearly 90% of the world's largest electric and power companies. Our software processes every arrival and departure into and from Australia's airports and seaports, nearly 22 million a year. It examines and stops 1.7 billion spam messages monthly. And it makes calls possible for more than 300 million mobile phone customers around the globe.



200 Data centers managed by HP worldwide, along with 380,000 servers, 5.4M desktops, and 15M IP addresses

1 BILLION U.S. Medicaid claims processed by HP annually—more than any other company¹⁰

#2 HP's global market share in networking equipment

CHANGING THE WAY WE LIVE, FEEL, AND CONNECT

At HP, we recognize that our customers want easier access to the people and things that matter most to them: friends and family, information, and entertainment. We're happy to oblige with products and solutions that improve and simplify your experience with technology. We innovate relentlessly to improve the experiences people have when they use their personal computers—from the color fidelity of a DreamColor display to instant multi-site collaboration with HP SkyRoom and the rich sound of an HP ENVY notebook with Beats Audio™.



PCs THAT PUSH BOUNDARIES IN EVERY DIRECTION

Better sound. Better power efficiency. Better design. Today HP is creating PCs that raise the standard for what we can expect from computers. Like the HP ENVY Beats Limited Edition Notebook: standard PC audio quality wasn't good enough for legendary music producer Dr. Dre—so he worked with HP to develop a one-of-a-kind PC that lets users hear music the way artists want it heard. Or the Compaq 800f Elite Ultra Slim Desktop, which is BFR and PVC free, features the latest technologies for power efficiency, and is packaged using 100% recycled materials.

EXTREME POWER

HP workstations are the choice of some of the world's most demanding computer users, including the artists at DreamWorks Animation. For the past ten years, HP technology has allowed them to make increasingly complex, eye-popping, awe-inspiring films, from *Shrek* and *Madagascar* to *Monsters vs. Aliens*, *Kung Fu Panda*, *How to Train Your Dragon*, and *Megamind*. And the power doesn't stop there. The HP DreamColor Display, the result of an unprecedented collaboration with DreamWorks Animation, addresses a critical need for affordable and consistent color accuracy in the animation, game development, film/video post, broadcast, product design, and graphic arts categories. It supports over one billion active colors—64 times the colors supported by traditional LCDs—at about one-quarter of the price of competitor offerings.



1 BILLION Number of colors supported by HP DreamColor display—64 times the colors supported by traditional LCD displays

55% And 37%—how much less metal and plastic respectively go into an HP TouchSmart PC than a standard PC/monitor combination

18.5%



MEETING IN THE SKY

Avoiding one round-trip flight from New York to London saves 3,000 pounds of CO2 per person, thousands of dollars in travel expense, and countless hours of lost productivity. Today HP SkyRoom is making videoconferencing more accessible than ever with affordable high-definition software that offers live, real-time collaboration—for instant, face-to-face meetings with no subscription fees. Now HP is bundling SkyRoom with every workstation it ships, worldwide. We are also offering HP SkyRoom as a software download for \$149 for PCs running Windows® XP or Windows Vista®.

GETTING THIN

Thin clients are smaller, cooler, quieter, and more energy-efficient than their PC counterparts, offering 23% lower operating costs. HP is the only major vendor that provides a complete portfolio of remote client solutions, along with servers, software, networking gear, and services. Software updates are easier and cheaper with thin clients, and you can virtualize them—with as many as five people working at the equivalent of one PC.

TOUCH THE FUTURE OF COMPUTING

The HP TouchSmart PC allows you to immerse yourself in work or play in a truly hands-on way. Use your fingertips to pinch, rotate, arc, flick, press, and drag items directly on the screen. It's intuitive, it's fast, and it makes everything you do on a PC easier. In fact, HP TouchSmart PCs are so intuitive that the Hope Technology School uses them to help students with speech disorders, autism, and other special needs excel in the classroom.

"WE HAVE GONE FROM 'TOOLS' A FEW YEARS AGO TO 'JEWELS' THAT ARE COVETED BY THE DESIGN-SAVVY PC CUSTOMER ... A PHENOMENAL CHANGE THAT HAS RESULTED IN PHENOMENAL GROWTH FOR HP."

STACY WOLFF
DIRECTOR OF HP NOTEBOOK DESIGN

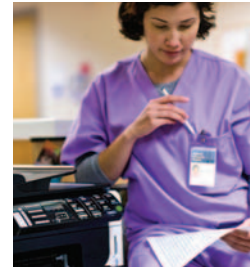


Percentage of all PCs worldwide that are shipped by HP

#11 HP's global market share position in desktops, workstations, and thin clients

TRANSFORMING THE WAY WE PRINT

As the boundaries between digital and physical information further blur, HP imaging and printing technology is helping customers make that transition. Today you can use your Web-connected HP printer to access the Internet. Mobile professionals can send important information to the office printer—via HP ePrint—while stuck in traffic. Anyone can create, print, promote, and sell magazines with solutions like HP MagCloud. And some of the world's largest companies are using patented HP printing and imaging technologies to protect their brands and curb counterfeiting.



OPTIMIZING PRINTING INFRASTRUCTURE

HP's solutions are designed to assist enterprise customers in optimizing their hardware structure, managing their imaging and printing environments, and improving document workflow. Does it work? Ask 3M. It implemented HP managed print services to reduce its print environment energy consumption by 80% and cut carbon emissions by more than 8,000 metric tons—the equivalent of taking about 1,000 cars off the road. Or the Wharton School of the University of Pennsylvania. It's using HP printer management tools to save more than 2 million sheets of paper per year.

PRODUCTIVITY AND COST CONTROL

HP Officejet all-in-ones and HP LaserJet multi-function devices are ideal for small businesses wanting to get more done—and to spend less time and money doing it. The HP Officejet Printing System can produce professional color documents for up to 50% lower cost per page than competitive laser printers.

www.hp.com/go/Officejet

www.hp.com/go/paysback

ART OF PRINTING

Wrap a car, wrap a bus, wrap a building. Create a billboard, a point-of-purchase sign, or gallery-quality prints. HP large-format printers are transforming the way photographers, graphic designers, and digital fine artists produce top-quality color images. Our printers span the range of signage and display printing applications—from digital fine art, photo portraits, and point-of-purchase advertising to indoor/outdoor signage, exhibitions, and custom décor for office or home.

www.hp.com/go/largeformat

PROGRESSIVE, PROFITABLE COMMERCIAL PRINTING

HP commercial printers such as the HP Indigo Digital Press and HP Color Inkjet Web Press create new possibilities for custom and personalized printed materials, from self-publishing and photo books to targeted direct mail and promotional packaging. Compared to traditional analog printing, digital printing saves time and money by reducing wasted paper and ink as well as set-up time. HP customers can choose from the industry's most extensive portfolio of digital printing solutions—with a full range of finishing and workflow solutions to improve productivity.

www.hp.com/go/graphicarts

More than 53 trillion digital pages exist online today. As more and more content moves from the desktop to the Web, people want new and simpler ways to manage, print, and enjoy it—ways that complement how they do business and live their lives.

PRINT LAB-QUALITY PHOTOS AT HOME

It has never been easier or faster to capture and preserve the best moments of your life. **HP Photosmart printers** let you print lab-quality photos at home, with multiple-ink technologies that produce more colors, smoother transitions, and sharper clarity. And HP Premium Plus photo paper, when used with HP ink and printers, not only creates brilliant, true-to-life photos, but resists fading, too.

SHARE, PRINT, AND STORE YOUR PHOTOS

What makes Snapfish by HP the number one online photo service? It's the best value in photography. With your free membership, you can share and store your most important photo memories for free—and print them at the lowest prices.

www.snapfish.com

PUBLISH YOUR OWN MAGAZINE

Travelers stranded from the shutdown of European airspace in the wake of an Icelandic volcano used it to tell their stories. *LIFE* magazine used it to celebrate the anniversary of Woodstock. And Australian photographers used it to give the world a look at the effects of the great dust storm that hit Sydney in 2009. It's HP MagCloud, a revolutionary new self-publishing Web service from HP that makes it easy and affordable for just about anyone to become a magazine publisher.

www.magcloud.com

HIT PRINT

"THE COMPANY HAS INCREASED ITS THROUGHPUT AND REVENUES FROM DIGITAL WORK BY 40% IN LESS THAN 9 MONTHS SINCE IT INSTALLED THE HP INDIGO PRESS."

NICHOLAS GREEN
DIRECTOR, LONDON DIGITAL
PRINTING GROUP, LTD.

"WE JUST DON'T HEAR ABOUT PRINTER PROBLEMS ANYMORE—AND HAVEN'T SINCE WE PUT THE HP MANAGED PRINT SERVICES SOLUTION IN PLACE. WE KNOW EXACTLY HOW MUCH EACH PRINTER PRODUCES AND HOW MUCH WE SPEND FOR THAT OUTPUT. WE SPEND VERY LITTLE TIME HAVING TO MANAGE OUR PRINT NEEDS. HP DOES ALL THAT."

PHILLIP HOARE
VICE PRESIDENT AND CIO,
WILSON SONSINI GOODRICH & ROSATI

52,618,056¹² Number of printers HP shipped in 2010

A BILLION PEOPLE rely on HP technology every day. We operate in approximately 170 countries with a workforce of over 320,000. And our supply chain is the largest in the IT industry, encompassing more than 700 production suppliers that employ over 300,000 workers. In ways large and small, HP's commitment to global citizenship touches countless lives, businesses, and communities worldwide, every moment of every day.

DAKAR, SENEGAL

A scientist collaborates with peers worldwide by tapping into **powerful grid computing technology** provided by HP, slowing African "brain drain" by being able to advance research without leaving her native country.



DETROIT, UNITED STATES

The third-largest water and sewage utility in the U.S. uses HP software to **track and manage consumption in real time**, helping conserve water and energy while reducing costs.

HP GLOBAL



CIUDAD JUAREZ, MEXICO

Workers at an HP supplier participate in an educational session about preventive healthcare, part of the HERproject, a program to **help women in the global supply chain access healthcare services**.

SAO PAULO, BRAZIL

A large development company upgrades its data center, doubling its capacity while cutting its energy consumption and associated greenhouse gas emissions by installing **efficient HP blade servers and advanced HP cooling solutions**.





TRONDHEIM, NORWAY

A nurse responds to a patient call on her **medical data assistant**—based on an HP mobile device—and wirelessly accesses a smart network designed by HP to alert the attending physician to an emergency.

SHENZHEN, CHINA

The Shenzhen Stock Exchange, serving 35 million investors, relies on HP **information security control solutions** to safeguard \$800 million in daily transactions.



CITIZENSHIP



MUMBAI, INDIA

To complete her science assignment, a student logs in to a virtual classroom, part of an **online learning knowledge center** funded by a grant from HP designed to extend the reach of education.

A LOW-CARBON DIET

FOR A POWER-HUNGRY PLANET

At HP we know the IT industry is currently responsible for 2% of global greenhouse gas emissions, but we are fully committed to reducing our own impact—as well as leveraging our technologies to reduce the 98% of emissions coming from outside our industry. That means promoting the benefits of videoconferencing with our Visual Collaboration solutions, offering software and services that help businesses and government organizations reduce their carbon footprints, using recycled and recyclable materials in our products to cut down on resource use, and using our size and scale to influence our suppliers to adopt more environmentally sustainable practices.

GREEN MACHINES

Today's HP products are more environmentally friendly than ever. Take the HP Deskjet D2600 Printer. It not only requires 30% less energy than the previous model, but is made from 50% recycled plastic and uses ink cartridges made from up to 70% recycled plastic. Then there's the HP Compaq 8000f Desktop PC. It is the first Windows-based desktop to be free of brominated flame retardants (BFRs) and polyvinyl chloride (PVC). And "skinless" server trays, which are 31% lighter than standard servers—and so efficient that a 9,300-square-meter data center built entirely with this architecture would save enough energy to power over 4,600 average U.S. households. The material saved is equivalent to 4.3 Boeing 747s.

ALL PAPER IS NOT CREATED EQUAL

HP's Environmentally Preferable Paper Policy details HP principles for buying, selling, and using paper and paper-based packaging. The idea is to increase recycling, reduce the tonnage of paper that we use, and source more of our paper from suppliers that demonstrate sustainable forestry practices. In 2009, we launched a 3-year, companywide plan to implement this policy.

A BETTER WAY TO COLLABORATE

Our Visual Collaboration solutions save energy and reduce emissions by providing the advantages of meeting in person without the environmental toll—and costs—of travel. One person avoiding one round-trip flight from New York to London prevents 3,000 pounds of CO₂ from being pumped into the air. Think of the impact if just a fraction of the thousands of business trips taken each day were replaced by using any one of HP's Visual Collaboration solutions to meet virtually.

A NEW KIND OF DATA CENTER

Designed by HP and built with HP technology, the Wynyard data center in the UK was recognized for design excellence before it was even completed. It uses the temperate air in the north of England to lower the temperature of the IT equipment and the facility, sensors to light the rows of servers only when needed, and a roof that collects runoff rainwater for the humidification process. Today it is one of the largest and most efficient data centers in Europe, with anticipated energy savings of 20% compared to a traditional data center of that size. And in 2010, Wynyard won the "Green Enterprise IT Award" from the Uptime Institute.

THE PROMISE OF NANOTECHNOLOGY

An HP Labs initiative dubbed Central Nervous System for the Earth (CeNSE) calls for embedding billions of networked sensors in the world's infrastructure—buildings, transportation systems, agricultural fields—to monitor energy use and automatically align supply with demand, dramatically decreasing waste and increasing efficiency.

TACKLING CRITICAL SOCIAL ISSUES

EMPOWERING TOMORROW'S INNOVATORS

At HP we're harnessing IT to increase access to education, enhance teaching and learning, and turn entrepreneurial ambition into action.

LAB IN A BOX—HP Lab in a Box is an India-specific innovation that addresses the lack of books, electricity, IT infrastructure, and good-quality teachers in remote regions of India. Built in collaboration with the National Council of Educational Research and Training (NCERT), HP Lab in a Box is a fully functional computer lab in a shipping container. It is equipped with HP PCs, a multifunction printer, an electrical generator, and wireless connectivity as well as built-in furniture. It is self-contained and fully operational from day one, so it can be rapidly transported to any remote location, and education can be started immediately. This innovation provides students with access to India's finest teachers from remote locations and should help India achieve its goal of increasing secondary education.

HP LEARNING INITIATIVE FOR ENTREPRENEURS—The world needs more entrepreneurs. They start and run the small businesses that are the engine of the global economy. Microenterprises are also hotbeds of innovation. They are a vital source of ground-breaking ideas—and a catalyst for changes that affect how larger companies and even industries work.

HP LIFE is a global training program that helps aspiring entrepreneurs develop essential IT and business skills so that they can make the most of the opportunities offered by technology. Students can tap into community training centers, or connect from anywhere to HP LIFE City for online tutorials and business role-playing games. Equipped with newfound technology skills, entrepreneurs worldwide are running the small businesses that are vital to driving innovation, creating jobs, and fueling economic opportunity for themselves and others in their community.

STEMMING THE TIDE OF BRAIN DRAIN—An estimated 70,000 skilled professionals, scientists, academics, and researchers leave Africa each year to work in developed countries.¹³ A collaboration between HP and UNESCO is turning this "brain drain" into a "brain gain" by allowing university faculty to engage in real-time scientific collaboration from their home countries through grid and cloud computing. Since the pilot project launched in 2006, the program has connected 20 higher education institutions throughout the Middle East and Africa.

BUILDING A BETTER SUPPLY CHAIN

Can a supply chain consisting of more than 700 suppliers and hundreds of thousands of people be expected to employ fair labor practices, implement sound environmental policies, and avoid conflict minerals? HP thinks it can. Our supply chain social and environmental responsibility (SER) program focuses on building supplier capabilities, promoting collaboration, and increasing transparency. In practical terms, that means working with NGOs to correct issues found through risk assessments and supplier audits; collaborating with other industry leaders on issues that transcend any single company—like human rights violations associated with the trade of minerals from The Democratic Republic of Congo (DRC); and encouraging openness by making information about our suppliers public. In 2008, for instance, HP was the first in its industry to publish a list of its first-tier suppliers. We again broke new ground in 2009, when we reported greenhouse gas emissions data for our largest suppliers.

HP FINANCIAL SERVICES

MINIMIZE CAPITAL EXPENDITURES. INCREASE PURCHASING POWER. TURN FIXED ASSETS INTO LIQUID ASSETS. HP FINANCIAL SERVICES CAN SHOW YOU HOW.

"HP HAS GOOD BUSINESS PEOPLE TO WORK WITH, FROM THE START OF LEASE NEGOTIATIONS THROUGH TO THE END OF THE AGREEMENT. OUR LEASE AGREEMENTS WITH HP FINANCIAL SERVICES HELP US TO MAXIMIZE OUR IT INVESTMENT, WHILE ENSURING THE FLEXIBILITY WE NEED AS A BUSINESS."

CHUCK MAGGIO, DIRECTOR OF LEASING, AETNA INC.

Harvard Business Publishing bloggers Howard Rubin and John Sviokla recently observed that, "At the very time executives should be carefully aiming their information technology to make their organizations more productive, they often cut indiscriminately, and that usually creates more costs and problems later."¹⁴

HP Financial Services (HPFS) can work with you to develop a comprehensive strategy for technology development, refreshment, and financing, so you're able to deploy an IT infrastructure that both propels the business and delivers significant savings.

HPFS offers the following financing solutions for organizations that want to change the economics of technology from cost center to business enabler:

- **Leasing and lifecycle asset management:** Leasing allows you to safeguard capital and keep your technology current by enabling regular upgrades. A recent IDC study of more than 200 organizations that lease IT equipment found that 76% said leasing freed up capital for other uses.¹⁵

- **Sale and leaseback:** HPFS purchases your existing imaging and printing assets and leases them back to you, providing an instant injection of capital. Use the cash to invest in other parts of your business, or apply the value as credit towards the acquisition of new equipment.
- **Deferred and step-up payments:** Minimize upfront investments on newly acquired equipment with direct leases that allow you to lower or defer payments during the initial months of the contract. These are ideal solutions when you need to upgrade your imaging and printing infrastructure but want to keep the costs lower during the implementation phase.

Full-service investment firm BMO Nesbitt Burns enjoys a consolidated, adaptable new HP infrastructure thanks to pay-per-use that has improved performance by 50-100%, depending on the application, and is projected to save the company \$3.3 million over three years.

WORKING TOGETHER

TO DELIVER UNBEATABLE EXPERIENCES

HP partners with technology leaders around the world to make sure our products work flawlessly with the applications that are most important to you.

HP AND SAP

HP and SAP have been partners for nearly two decades. Today, nearly half of all SAP installations worldwide run on HP technology.

- HP is a leading infrastructure provider for SAP solutions with more than 67,000 installations worldwide and more than 25,000 customers.
- HP is a worldwide leader in SAP operations, supporting 1.7 million users in over 50 countries.
- HP Enterprise Services was the first Run SAP Implementation Partner and Run SAP Operation Partner.
- HP is one of the largest SAP customers in the world, using SAP solutions for ERP and SCM, as well as SAP NetWeaver.

www.hp.com/go/sap

HP AND ORACLE

Strategic partners for over 30 years, HP and Oracle have more than 140,000 joint customers across all industries—from single-office companies to global enterprises.

- HP is the market-leading platform vendor for Oracle Database, Oracle E-Business Suite, PeopleSoft, JD Edwards, and Siebel customers.
- There are 13 HP centers of expertise around the world featuring Oracle.
- Over 40% of Oracle licenses around the world run on HP.
- More than one million Oracle users are supported by HP.
- HP Enterprise Services Oracle Application expertise—*market-leading* portfolio for testing, performance, application quality, and security:
 - More than 9,000 Oracle personnel (including DBA)
 - More than 3,400 Oracle applications professionals worldwide

www.hp.com/go/oracle

HP AND MICROSOFT®

The HP and Microsoft partnership is one of the oldest in the industry with more than 25 years of combined marketplace leadership. HP has:

- 15 million seats of Windows Server and Exchange Server under contract around the world
- 22,000 (over 10,000 in Europe, Middle East, and Africa) trained and experienced professionals
- The largest number of certified architects of any Microsoft partner

www.hp.com/go/microsoft



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FUTURE READY?

For information on how HP can help you, please contact your local HP service representative or reseller, or visit www.hp.com



ENDNOTES

¹ Source: IDC Quarterly PC Tracker 4Q10.

² Volumes tracked annually on an account-by-account basis by the HP Global Card Services Team. We currently process 6.6 billion "card issuer" transactions and 6.5 billion "merchant acquiring" transactions annually, for a grand total of 13.1 billion transactions.

³ Tracked by HP Enterprise Services.

⁴ Data is based on IDC CY09 Worldwide Quarterly Tracker Data.

⁵ In February 2010, industry research firm IDC reported that HP is statistically tied for top market share in the desktop workstation category for the fourth quarter of 2009. HP's share showed strong growth during past quarters, culminating with a 43.3% share worldwide.

⁶ "As the Economy Contracts, the Digital Universe Expands," IDC white paper, sponsored by EMC, May 2009.

⁷ Internet World Stats, as of September 2009.

⁸ "The Business Issues of Not Managing Content," Susan Clarke, The Butler Group, November 2009.

⁹ "As the Economy Contracts, the Digital Universe Expands," IDC white paper, sponsored by EMC, May 2009.

¹⁰ Tracked by HP Enterprise Services.

¹¹ Source: IDC Worldwide Quarterly (Workstation, PC, and Thin Client) Tracker 4Q09, February 2010.

¹² Source: IDC Worldwide Quarterly Hardcopy Peripherals Tracker, February 2011.

¹³ Source: "AFRICA: New Project to Alleviate Brain Drain," Clemence Manyukwe, *University World News*, Africa edition, 22 June 2008.

¹⁴ "Don't Cut IT During a Downturn," Howard Rubin and John Sviokla, Harvard Business Publishing, 13 February 2008. http://conversationstarter.hbsp.com/2008/02/dont_cut_it_during_a_downturn.html

¹⁵ Source: IDC 2009 IT Leasing and Financing Survey: Customer Imperatives in a Changed World.

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4AA22941ENW, Created July 2010; Updated September 2011, Rev. 5