



## HP in brief 2008

For 69 years, HP has helped people, businesses, and communities around the world apply technology in meaningful ways by harnessing new thinking and ideas to deliver reliable products and services. We base our solutions on intuitive technology that hides complexity inside, where it belongs, so our customers' lives are enriched and their IT experiences are simpler, smarter, and more manageable. This allows them to spend less time worrying about technology and more time focusing on what really matters.

Some people think of HP as a printer company. Others, as a PC or data center company. We're all that, and more:

- We ship more than 1 million printers per week.
- We ship 48 million PC units annually.
- One out of every three servers shipped worldwide is from HP.
- HP Software makes calls possible for more than 100 million mobile phone customers around the globe.
- HP helps 50 million customers store and share over 4 billion photos online.
- HP supports the top 200 banks and more than 130 of the world's major stock exchanges.

### Serving enterprises

At HP, we continually explore how technology and services can create new and better ways for people to live, work, and play. Every day, we partner with our largest customers to transform their current IT environments into business assets. We recognize that CIOs are now business managers who specialize in technology. We work hard to help them create more manageable IT environments that cost less to operate and deliver more value to the business. That can mean consolidating their IT infrastructures, speeding access to information, enabling faster communication between branch offices and headquarters, or helping them deal with obsolete IT equipment. HP solutions leverage our broad portfolio—from servers and storage to software and services, imaging and printing, and personal computing technology—to help companies drive growth, lower business risk, and cut costs.

### Serving small and midsize businesses

HP is changing the way smaller companies do business, too. We help businesses connect with their customers and increase revenue with proven solutions for mobility, security, business protection, and point of sale. And with a broad range of printing and imaging products and services, HP helps these companies stand out and decrease their overall printing costs by printing their low-volume marketing collateral in-house. With HP's new online and in-store offerings from Logoworks by HP, small businesses have access to a network of professional designers and retail partners to help build their brand identity.

Also, with HP solutions, small and medium businesses get more than great technology—they get HP Total Care. Our broad portfolio of services and support helps them use, protect, and recycle their products. That, combined with easy access to local partners' delivery and expertise, allows them to focus on what's really important: the health of their business.

### Serving consumers

Consumers around the world want to easily access information, entertainment, and digital services and share them with others. HP applies technology to make these experiences simpler and more rewarding as well.

That means making it easier for people to print, store, and share their digital photographs. With HP technology, consumers can express themselves with long-lasting, high-quality photos, posters, and imaginative memory books created either in their home using a wide range of Photosmart printers, online through Snapfish by HP, or at their local retail store.

We're also making it simpler and easier for consumers to lead a high-definition lifestyle. That's why we've developed products such as HP MediaSmart Connect and the HP MediaSmart Server. HP MediaSmart Connect is an advanced digital media receiver that turns any HDTV into a next-generation connected TV, allowing consumers to enjoy their favorite photos, music, movies, and videos—wired or wirelessly—from multiple PCs around the home to the "big screen" in the heart of the home. Plus our HP MediaSmart Server allows consumers to connect multiple computers around the home and backup, access, and share their files from one, centralized location.

## Driving technology transformation

With the volume of data today increasing faster than our ability to capture and use it, the industry is rapidly shifting to a model where everything can be delivered as a service. People want instantaneous access to content and information that they care about. Meeting this worldwide demand for information and rich digital content will require dynamic, compelling services. The fundamental building blocks of this model will be smarter, more intelligent networks; next-generation data centers; and perhaps most importantly, software that binds all the disparate elements together.

Over the next five years, HP will invest almost \$20 billion in R&D around three technology areas we believe have the power to propel the industry forward and improve the way our customers live and work.

- The first is helping enterprise customers transform their IT environments into highly automated, virtualized data centers to dramatically reduce maintenance and operational costs while increasing agility, computing power, and data capacity.
- The second is advancing infrastructure, networks, and devices to create more personalized, seamless computing experiences so people can easily access and share the content and services that matter most to them across any device, from any location, at any time.
- The third is transforming the way content is created and consumed both physically and digitally, which will revolutionize publishing as we know it. For businesses, this will create opportunities to innovate new, rich services and create new business models and sources of revenue. For consumers it will mean greater flexibility to access and publish their content more simply and easily.

## Technology leadership

Building these kinds of experiences requires expertise and innovation across the devices, infrastructure, and services that make them possible. HP delivers a unique portfolio to help our customers apply technology to whatever they want to do:

- **Personal systems**—HP has a leading portfolio of business and consumer PCs, high-performance workstations, handheld devices, digital entertainment solutions, personal storage, and Internet services that create connected and compelling personal experiences.
- **Imaging and printing**—HP is leading the digital transformation of printing and offering its customers exciting new ways to be creative, save money, improve productivity, and stand out. For the home, the office, and graphics markets, HP has a wide range of award-winning products and services to help our customers succeed.

- **Technology solutions**—HP offers a broad range of solutions focused on helping our business customers manage and transform their technology environments for better business outcomes. Business customers can take advantage of our technology and expertise by leveraging our core building blocks—servers and storage, software, and services.
- **Services from HP**—As a trusted global business partner, we are focused on solving client challenges through practical innovations that deliver valuable business outcomes. The recent acquisition of EDS has made HP the second-largest technology services company in the world—with 210,000 services employees and operations in 80 countries. This powerful combination of resources and talent gives us the scale and scope to manage our clients' most critical business technology needs.
- **HP Financial Services** helps customers move toward to the lowest total cost of ownership throughout the technology lifecycle—from planning and acquiring it all the way to retiring and replacing it. We make it easy and economical for them to deploy world-class business technology on terms tailored to their unique needs.
- **HP Labs**—Our exploratory and advanced research group pushes the frontiers of fundamental science. With 23 labs across seven worldwide locations, HP Labs focuses high-impact research on addressing the most complex challenges facing technology customers in the next decade in the areas of information explosion, dynamic cloud services, content transformation, intelligent infrastructure, and sustainability.

## Global citizenship

Global citizenship is HP's commitment to hold ourselves to a higher standard of integrity, transparency, and accountability. The values that have been present since HP was founded in 1939 remain integral to our work today, helping us balance our business goals with our impact on society and the planet.

We have three global citizenship priority areas: raising the social and environmental standards in our supply chain, improving the energy efficiency of our operations and products to reduce their impact on the environment, and promoting greater product reuse and recycling.

Our efforts in these areas help differentiate HP, reduce costs, and drive innovation as we respond to growing market opportunities and stakeholder expectations.

We continue to focus on enriching people and communities around the world, striving to be a force for positive and lasting change. At HP, practicing good global citizenship includes supporting human and labor rights, making strategic social investments—particularly to advance student achievement and entrepreneur success, and protecting the privacy of customer and employee information.

## At a Glance

HP focuses on simplifying technology experiences for all of its customers—from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services, and IT infrastructure, HP revenue reached \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. The company's corporate headquarters are located in Palo Alto, California; but it is truly a global interest, with 311,000 employees doing business in more than 170 countries around the world, and 69% of its revenue coming from outside the United States. Mark Hurd is currently company chairman, chief executive officer, and president.

HP is a global leader in a number of markets:

- #1 in LaserJet and inkjet printers\*
- #1 in x86 Windows®, Windows, UNIX® and Linux servers\*
- #1 in notebook and desktop PCs\*
- #2 globally in workstations
- #1 in blade servers\*
- #1 in total disk storage systems\*
- #1 globally in distributed system management software\*
- #1 globally in automated software quality\*
- #2 globally in IT services\*\*

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

\*IDC Q2 2008 worldwide data

\*\*IDC; Gartner's April 2008 IT Services Market Metrics Worldwide Market Share

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