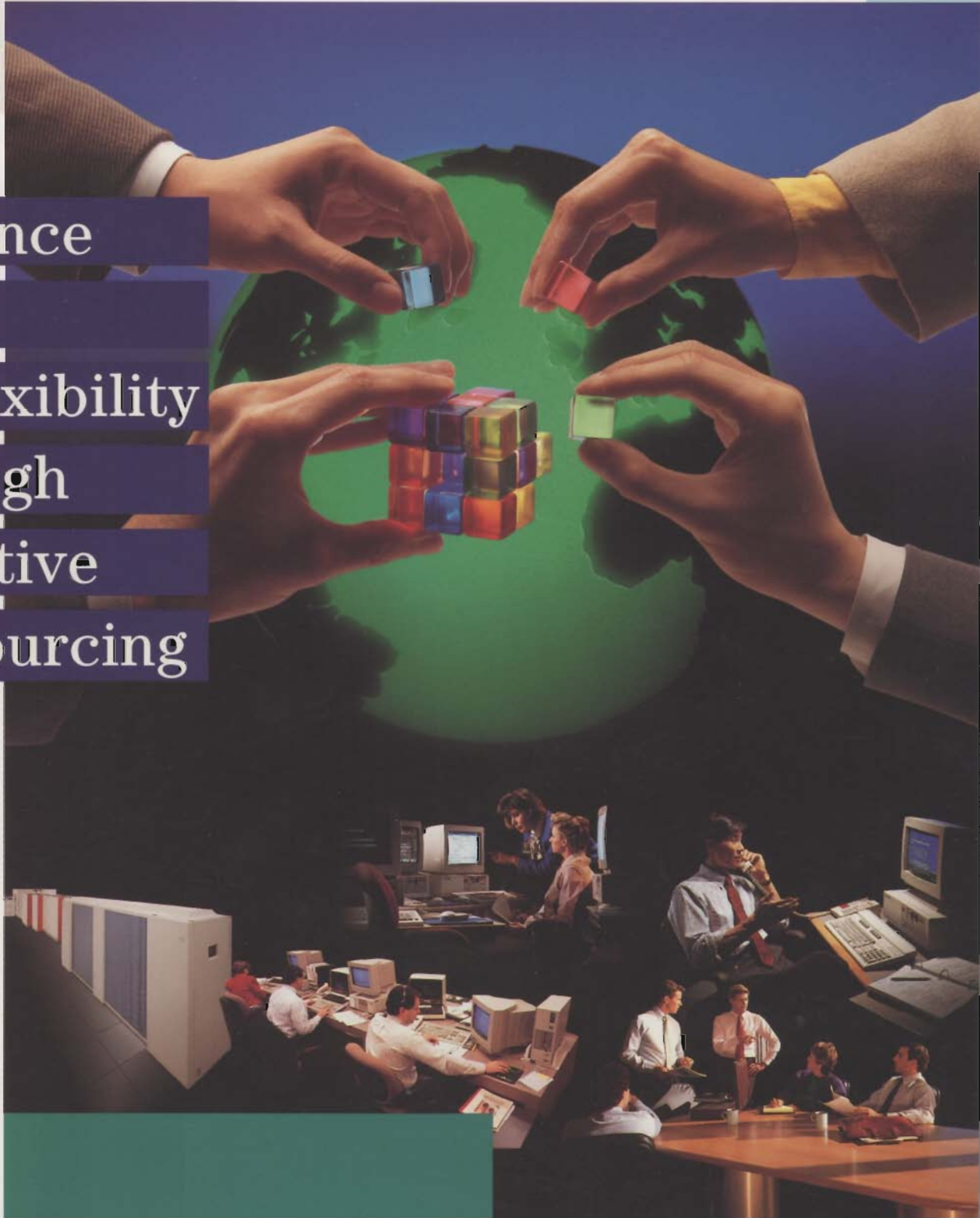


Hewlett-Packard's
operations services

Enhance
your
IT flexibility
through
selective
outsourcing



1990s imperative: Focus your resources, manage change, reduce costs

Information systems: Once they were just a support function—necessary to keep things running, but not necessarily an asset on which the future of a business might depend.

But today, your information systems are your company's strategic backbone. Your ability to respond to the fundamental business challenges of the '90s—global competition, economic volatility, fast-changing customer demands—depends on how you apply and manage your company's information technology (IT) resources.

In today's business environment, the spotlight is on the contribution IT makes to your company's success. And that means the **spotlight is on you**. You are expected to **focus** on strategic business issues, while responding to increasing requests for improving system availability, managing interconnected networks, and enhancing user productivity. To **manage change** in an environment where change is happening at a virtually unmanageable pace. And to **reduce costs** at the same time.

How can you possibly meet all these expectations? The ideal solution may require you to blend the skills of your internal IT sources with the focused expertise of a vendor in a new and creative way.



The outsourcing advantage

Outsourcing refers to buying IT services from a vendor that might otherwise have been provided by your internal resources. For example, you might bring in outside resources to perform IT support functions, to help you transition from a proprietary to an open computing environment, or to operate your client/server systems.

A service provider can enable you to:

- Focus your own IT staff on strategic business and IT issues.
- Supplement your own resources with specific technical expertise, tools, and processes that help you to better manage change in your computing environment.

- Increase your flexibility by giving you access to additional IT resources **when you need them**, so you avoid permanent staffing costs.

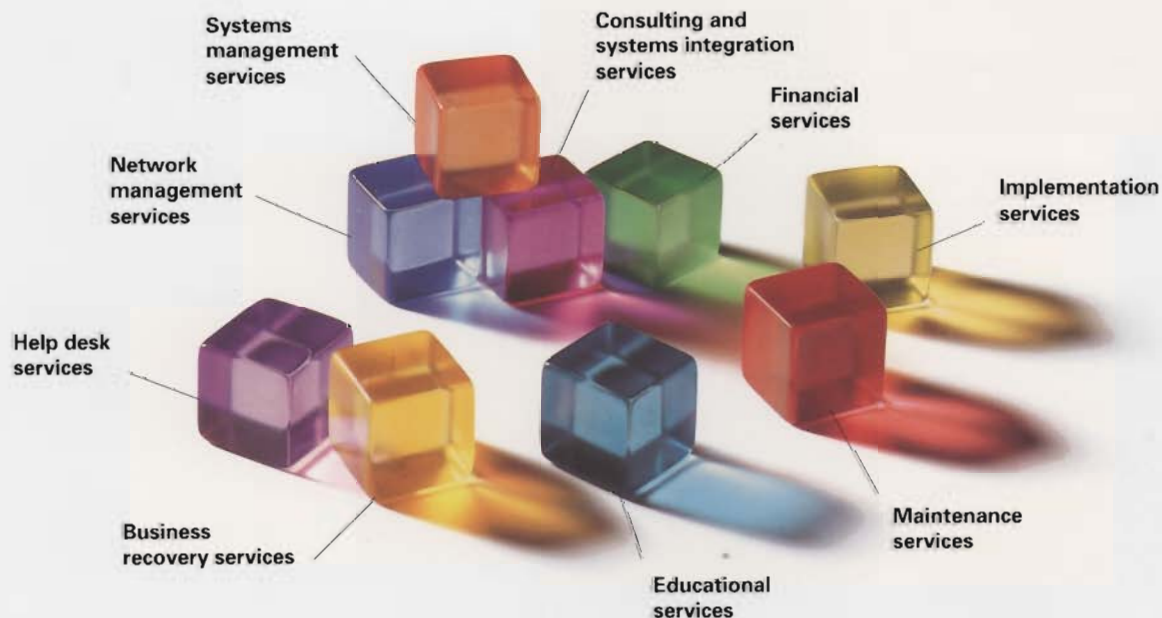
Yet, even if you recognize its benefits, you may be hesitant about outsourcing. You may be concerned you will lose control if you bring in an outside vendor—that you will be locked into a long-term agreement with hidden costs and no way to ensure quality performance.



"HP's involvement in our WAN project and management of the network has assisted the bank in positioning itself to become a major financial services force within the Asia Pacific region."

Stephen Coleman
Director, Research and Development
NatWest Capital Markets
Australia Limited

Choose from our menu of capabilities



The right company makes all the difference

You needn't worry about staying in control **if you choose the right service provider**. The right service provider is willing to acknowledge that **you are in charge** of your IT operations, and to help you find the service level, service type, and duration of support that are appropriate for your business—nothing more nor less.

Consider the vendor's credentials, facilities, and resources. Does the company have the technical expertise that comes from hands-on experience in working with—or better, in developing—cutting-edge technologies? Can it guarantee the security and confidentiality of your data? Provide timely, dedicated support for the applications your business depends on? Understand your business well enough to evaluate it and make recommendations for increased efficiency and reduced cost?

Once you have evaluated potential outsourcing candidates, we are confident that you will come to this conclusion: Only HP offers the capabilities you need along with a fundamental commitment to partnership that ensures an outsourcing relationship that works for you.

With HP, you are in charge

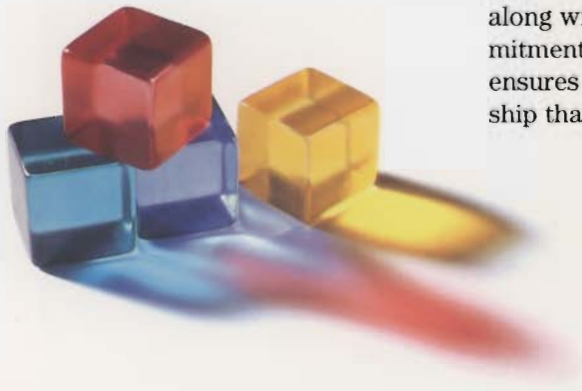
At HP, we understand why traditional outsourcing might make you uncomfortable. That's why we have developed a different approach—an approach we call **selective outsourcing**.

Selective outsourcing means partnering with you to identify the specific functions, technical areas, or IT changes that you want HP to manage for you. Then we use our services and our people, along with your IT staff, to integrate capabilities and resources. You choose the services you want.

Selective outsourcing is different from traditional outsourcing, because with HP, it's predicated on partnership. Together, we work on improving your organization's focus, managing change, and controlling costs.

"The selective outsourcing options and the combination of tools and services strongly positions HP as a leading supplier of client/server solutions."

IDC



HP's services allow you to:

Focus your resources on your business. We help you select HP services that complement your own resources and free your staff to focus on strategic business issues. With more than 50 years of experience and a worldwide reputation for quality,

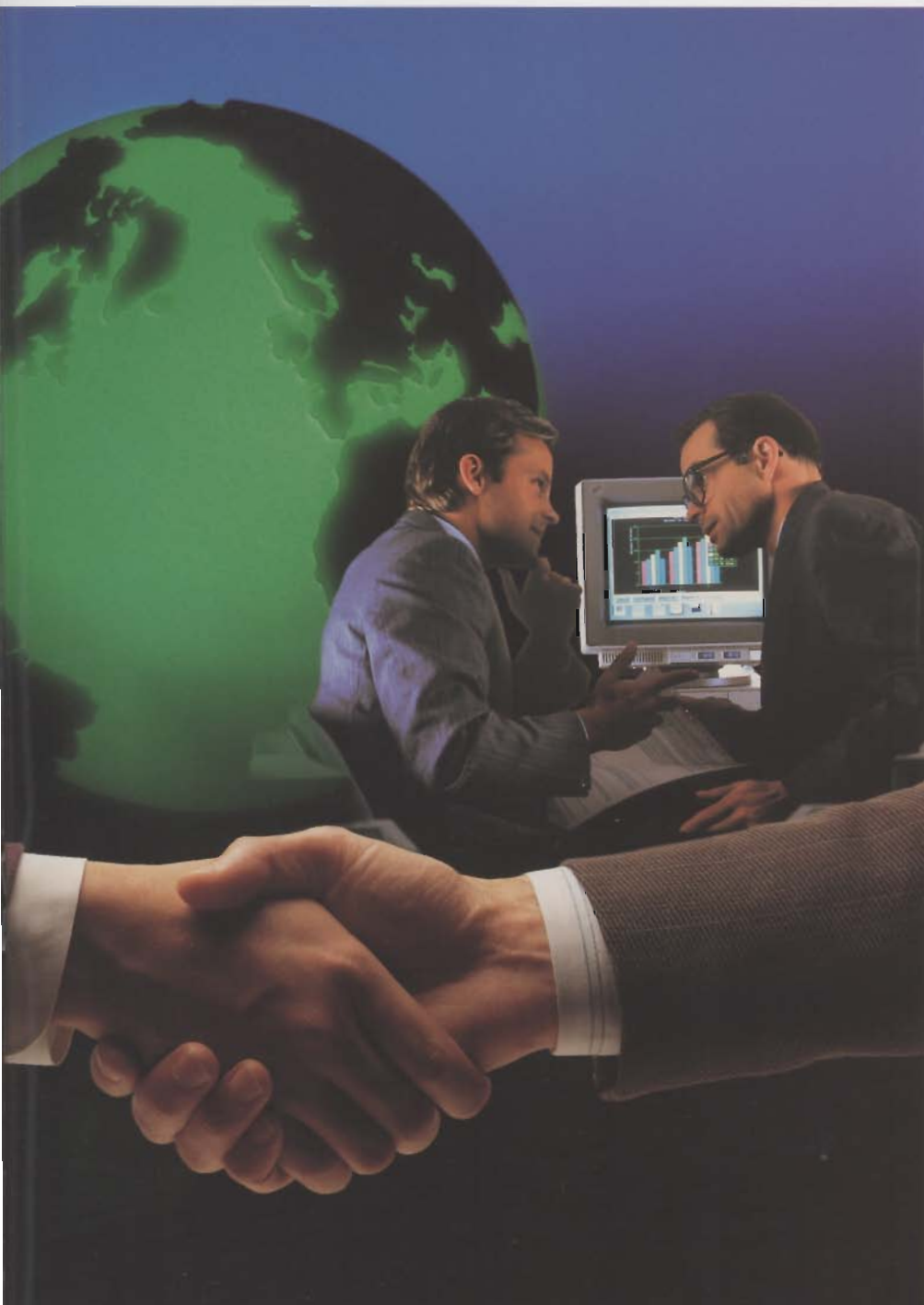
HP is a company you can depend on. We will use our industry-leading technical expertise to manage your UNIX® system, client/server, or distributed systems—or we can take routine systems administration tasks off your hands to help your own staff come up to speed in new areas. **The choice is yours.**

Manage your changing environment. With technology changing quickly, it has become nearly impossible for many IT managers to keep their existing systems running—and stay on top of change. But at HP, we make it our business to stay on the leading edge, with unmatched expertise in distributed, client/server, and UNIX system technologies and top-rated systems, network, and performance management tools. HP does more than just get you up and running—we help you **turn change into opportunity.**

Reduce costs. With trained consultants equipped with proven methodologies to help you evaluate your IT challenges, HP can help you identify hidden costs and activities that may be good candidates for outsourcing—then document them with a plan for improving your operations. We even put that plan into action by streamlining operations and automating your manual processes.

"In 1993, a research bulletin in this program posed the question: Do any real international outsourcing contracts exist? Hewlett-Packard has the potential to be the vendor to do that first."

INPUT



"Based on Hewlett-Packard's experience in UNIX and networking technologies in manufacturing environments, its corporate culture, and the dedication of its employees, we decided to partner with HP for systems management services. This freed us to concentrate on our core business objectives."

Thomas Petrick
MIS Manager
KERAMAG AG
Germany

Choose from our menu of capabilities

Perhaps you are transitioning from legacy to client/server systems. Your new architecture is complex and you don't have the expertise on staff to implement it cost-effectively while you continue to run your other systems. But management wants the new system—and its users—up and running fast.

Or you may have implemented open systems, but find you just don't have the resources and

expertise to manage a multilocation, multivendor network. You need to improve system uptime and end-user productivity—and at the same time focus your IT resources on key business issues.

If you face these or other IT challenges, it makes sense to team up with HP. Our **flexible, selective approach** to outsourcing, industry-leading technologies and tools, and top-quality people and processes can help you with the following services.

Systems management services	Provide monitoring, backup, administration, and other operational activities for centralized as well as distributed systems from HP and other open systems vendors
Network management services	Provide monitoring, fault isolation, problem resolution, and performance reporting for wide and local area networks
Help desk services	Provide end users with direct access to HP's support engineers for desktop application assistance, troubleshooting, and problem management
Business recovery services	Provide planning, orchestrated rehearsals, and access to backup computing to minimize the impact of disasters on your information technology resources
Consulting and systems integration services	Provide services for the planning, design, implementation, and project management of open, client/server IT solutions
Financial services	Provide flexible solutions for acquiring and disposing of a broad range of technology assets to meet cash flow requirements
Implementation services	Provide engineering, installation, and configuration expertise to implement desktop and networked environments
Maintenance services	Provide fault isolation and repair of multivendor desktop and networked environments
Educational services	Provide custom education and over 200 courses including a broad portfolio of open, client/server training

Through HP's selective outsourcing, you can choose part of one or any combination of these services. We will be happy to customize these services to ensure they meet your particular needs.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.



The right choice: Hewlett-Packard

Like many others, you are being asked to help your company address its strategic business issues and cope with an ever-changing business and technology environment—all with fewer people and less money. Facing such challenges, you shouldn't have to think twice about turning to an outside resource for help.

With selective outsourcing to HP's operations services, you don't have to.

With more than 600 offices in 110 countries, our quality people, technologies, and tools are where you need them, when you need them. And with a level of financial stability that sets us apart from our competitors, HP is a partner you can count on—now, and for the future.

By selecting the HP operations services that make sense for your business, you can better focus your resources, manage change more effectively, and cut your IT costs. **Without giving up control.**

Find out how HP's operations services can help you stay on top. Call your HP sales representative today.



For more information, call your local HP sales office listed in your telephone directory or an HP regional office listed below for the location of your nearest sales office.

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