





A company committed  
to customers



The employees of HP in the Europe, Middle East and Africa (EMEA) region are committed to ensuring our customers' success by delivering, with our partners, the world's best infrastructure, access, services and solutions.

To achieve this – now and in the future – we have developed an effective Business Management System.

To deliver a superior total customer experience, our management team sets business objectives that are communicated to all employees in the EMEA region. And to ensure we best meet our customers' changing needs, management representatives are empowered to maintain and constantly improve the Business Management System. Employees and managers are actively encouraged to contribute ideas that will further enhance our products and services.



Francesco Serafini

Senior Vice President and Managing Director  
HP EMEA and Technology Solutions Group

# World of quality

HP in the Europe, Middle East and Africa (EMEA) region is involved in every aspect of information technology. From pocket PCs to data centres, HP designs, develops, markets, sells, delivers, services and supports a complete range of IT solutions. Our brands are HP and Compaq – names that are recognised and trusted around the world.

The HP quality goal is to deliver a total customer experience so superior that it never occurs to customers to turn elsewhere. We are operating a Business Management System that meets ISO 9001:2000 requirements and we have launched the most comprehensive programme to integrate customer-focused thinking into every aspect of our business. We are committed to improving customer satisfaction through this strategy.



## **Quality policy**

Providing products, services, and solutions of the highest quality that deliver more value to our customers and earn their respect and loyalty.

# Total customer experience

As a first step in our approach to customer satisfaction, we make certain that quality is built into every product and solution with which our name is associated.

Often, this entails going beyond standard practices. We also strive to provide the lowest total cost of ownership over our products' lifecycles. Through these efforts, we can offer our customers outstanding – and unique – value.

The following customer advantages set us apart from our competitors:

- shortest time to solution
- greatest simplicity
- lowest risk
- lowest total cost of ownership
- best buying experience

One of the most important methods we use to ensure quality is to listen to our customers. HP carries out exhaustive research into customer requirements and preferences through focus groups, surveys, interviews, road shows, trade shows, customer visits, channel input, call centres and support lines. This customer feedback not only goes directly into the development of our products but also drives process improvements, supported and accelerated by skilled practitioners (black belts) who operate as internal consultants.

# Internet speed demands structure

## Certified organisations

HP manufactures, sells and supports products and services through its subsidiaries and channels. Subsidiaries are supported by the centralised functions located in several European countries.

These central European organisations have different business units for the differing needs of corporate, enterprise, commercial, small-to-medium business and home-computing customers. Each subsidiary and business unit is responsible for effectively implementing the Business Management System in their organisation. Operating in the EMEA region, HP has been certified (BSi FS 70484) to meet ISO 9001:2000 requirements.

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### Holder of the certificate is:

Hewlett-Packard International Sàrl.  
Route du Nant d'Avril 150  
1217 Meyrin  
Switzerland

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Worldwide common practices are defined in corporate policies and operating procedures and are incorporated into the HP Business Management System as required.

## Subsidiaries

HP subsidiaries in EMEA, while fully owned by HP, are legally separate entities serving their local markets. Each subsidiary is responsible for implementing HP-specific business strategies with its local partners as well as programmes for customer relations, employee relations, public relations and community matters.

The main subsidiary functions are marketing, sales, logistics, services and support. In addition, subsidiaries are responsible for the local infrastructure – supporting functions such as human resources, information management, finance and administration.

# Centralised functions

## Centralised functions

The role of HP is to ensure that the subsidiaries and units operate both effectively and consistently.

These centralised functions define overall business strategies, goals and objectives (covering revenues, profit, market share, product mix and product volumes) for the EMEA region. They also profile the customer and partner support programmes that are implemented by the individual subsidiaries.

While subsidiaries are responsible for developing and implementing the required local organisational structure to achieve business objectives, the centralised functions provide the infrastructure to support their operations throughout the region.

HP, by disseminating corporate information on the one hand and collecting subsidiary information on the other, acts as a link between the USA-based parent company, HP Corporation, and the subsidiaries throughout the EMEA region.

## Supply chain management

Advanced solution, product and service offerings are combined with industry-leading manufacturing and logistics capabilities so that HP can meet market and customer requirements while continuing to deliver high-quality, cost-competitive solutions, products and services all over the world.

HP EMEA Logistics Operations are organised centrally and manage inbound logistics for raw materials and components as well as outbound logistics for finished products. Third-party logistics integrators manage the delivery of all spare parts.

# New solutions satisfying customers' expectations

## Personal computing products

Our objective is to invent and deliver the best computing solutions for customers wherever they are – at work, at home or in transit – in this increasingly interconnected world.

Our business PCs offer our customers increased productivity, connectivity and manageability, lower cost of ownership and better solutions for their global operations.

Our home PCs and accessories make it easier and more enjoyable for users to stay in touch, shop, learn, play or manage personal matters while respecting the family budget.

We develop entirely new categories of products and solutions (like mobile workstations and wireless networks) that satisfy constantly evolving customer needs in terms of mobility, secure access and seamless integration with larger systems.



# Large and multi-national business products

## Business-critical systems

We link customer IT investments to desired business results by delivering technology and expertise relevant to our customers' business and IT needs. HP responds to customer requirements for systems that help them manage their global value chain, knowledge management and customer relationship management – especially important in a world where companies need to maintain secure, round-the-clock operations.

## Industry-standard servers

We offer industry-standard servers and enterprise solutions that help companies quickly and easily adapt to changing business needs. HP delivers the industry's broadest range of industry-standard products, services and solutions for businesses of all sizes. This includes a full portfolio of HP ProLiant servers, from blade servers and technologies to high-availability clusters, and enterprise and data-centre servers. Our intelligent manageability solution (ProLiant Essentials software) is designed to reduce total cost of ownership while making better use of scarce resources.

## Storage products

Our open-standards-based modular solutions provide better and lower-cost solutions that boost productivity and profits. HP end-to-end enterprise storage solutions include business solutions, infrastructure solutions, storage and software.

Through innovation, HP enterprise storage solutions provide high return on investment, lower purchasing costs and lowest total cost of ownership.

## Telecommunications

We provide integrated solutions for global communication carriers and enterprises based on the expertise of a powerful integrated team.

Together with several hundred solutions partners, HP helps the world's top service and equipment providers meet the voice and data needs of hundreds of millions of wireline and wireless subscribers.

HP is leading change in the network and service-provider industry with its solutions, technologies and services. These include HP OpenCall and OpenView telecommunications capabilities arrayed across network infrastructure, network services, operations and business support, mobile and rich media solutions, and end-user access.



## Software

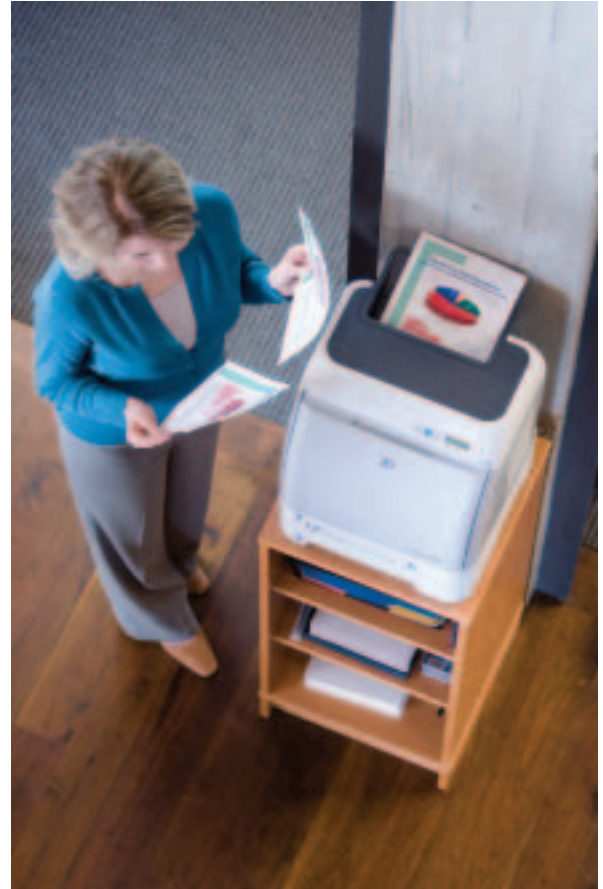
HP offers infrastructure software for enterprises, service providers and telecommunication companies. OpenView is the industry's leading infrastructure management software. HP Utility Data Center allows the virtualisation of global infrastructure resources, enabling companies to deploy a self-managing, self-optimising programmable data centre. OpenCall is the number-one carrier-grade platform for developing next-generation voice, data and converged services, including location-based services, unified messaging, voice portals and IP telephony.

## Imaging and printing

We deliver numerous printing and imaging products, from personal to large-format and single- to multiple-function printers, plus digital projectors and other solutions and services tailored to the commercial business market.

We provide leading printing and imaging solutions for both business and consumers, including printer hardware, all-in-ones, digital imaging devices such as cameras and scanners, and associated supplies and accessories. For the commercial printing market, we offer digital publishing solutions too.

It takes a complete printing system to ensure excellent quality output, and supplies are the key element of such a system. Our supplies are designed to work seamlessly together with our products for superior output, reliability and best overall quality.



# Implementing and maintaining 24x7 solutions

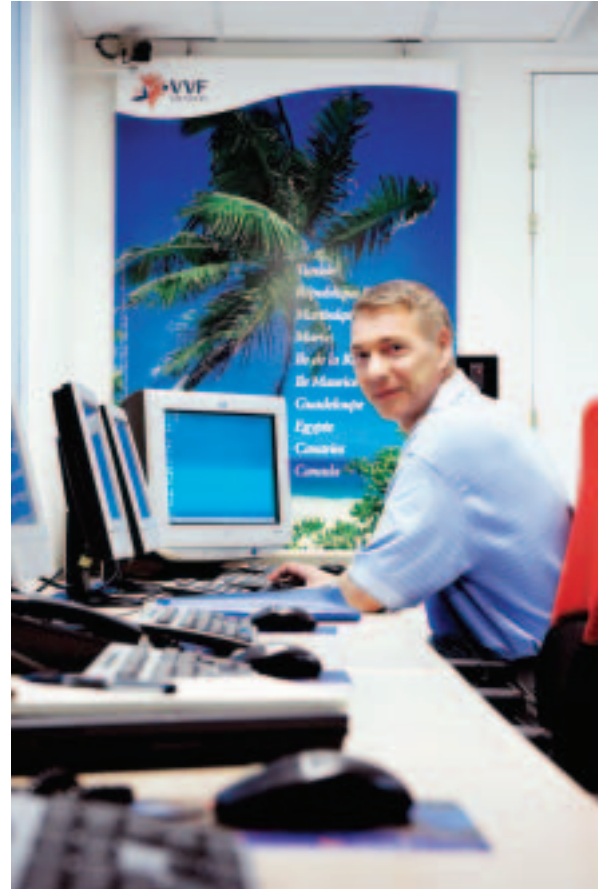
We deliver comprehensive support to companies on a worldwide basis, ranging from desktop services to enterprise-class support, enabling customers to meet the demands of their computing environment and their IT infrastructure needs. HP provides three main categories of service: Consulting and Integration, Customer Support and Managed Services.

## Consulting and Integration

Using our understanding of customers' business needs and our experience in architecture design, network infrastructure and systems integration, we help customers to define their IT vision and develop appropriate strategies.

Our Solution Architects offer a proven track record in designing solutions that accommodate the complexities of a business-critical environment, and our Architecture Labs assist customers in defining their future IT infrastructures.

Our programme methodology offers a cost-effective, phased approach to implementing the products and technologies most appropriate to each environment. And, our solid relationships with the industry's leading Independent Software Vendors provide customers with best-in-class solutions.



## Managed Services

Customers can outsource the operations management of all or part of their IT environment. We supply the capability, capacity and coverage they need to move into new real-time markets and remain competitive. Managed Services transforms enterprise IT operations into the responsive engine customers need to drive business forward, through financial and contractual terms structured to improve return on assets and profitability into the future.

Methodologies and processes are time-tested to reduce complexity, increase stability and flexibility, and deliver continuous operational improvements, expertise and technologies that allow IT to respond quickly to changes in business conditions.

We provide Managed Services to global enterprise clients to simplify the acquisition and management of IT, and to facilitate the ongoing alignment of IT with their overall business strategies.

## We drive six key domains:

- comprehensive outsourcing
- network and infrastructure management
- applications operations and management
- access and support services
- computing on demand
- business-process outsourcing

Our people, processes and solutions are aligned to stabilise and simplify the complexity of any IT operations environment, optimise IT asset utilisation now and in the future, and build in flexibility to ensure rapid response to your quickly changing business environment.

## Customer Support

Customer Support plays a critical role in the ongoing HP strategy, and forms an essential part of our accountability for our customers' success in realising measurable business value from their IT investment. We focus on ensuring the highest level of system availability and performance for our customers.

Customer Support is responsible for warranty cases, support of HP technologies, high-availability services for open environments and education services. We ensure the highest possible levels of customer satisfaction by:

- supporting HP warranty obligations
- supporting customers through the entire lifecycle of product ownership
- offering enhanced services aligned to our customers' needs – in particular, in the business-critical and high-availability areas
- delivering education programmes associated with HP services and products

Service delivery is achieved either directly from HP, using our own specialists, engineers and technicians, or indirectly, through our certified partners.



# Customer connection

The HP go-to-market segments are all about delivering seamless solutions to customers and our overriding TCE approach will be to align with those segments: corporate, enterprise, commercial, small and medium, and consumer/micro business. Our intention is to ensure a deliberate, planned approach that takes into account all HP products, services, people and processes.

The HP go-to-market strategy begins with customer segmentation that ranks accounts according to size and what interaction with HP the customer requires. It outlines how we work together so that the customer has access to one unified HP, whether it's by e-mail, phone or in person.

## Customer segmentation

For each of several hundred corporate accounts we assign a dedicated Client Business Manager, who is responsible for all interaction with the customer, together with a focused sales team. Because we take service seriously, we also assign a Services Principal to each account.

Enterprise accounts are identified locally in a country or region. An Enterprise Account Manager will handle all interaction with several accounts.

Commercial customers will access our sales call centres for direct contact with HP. Reselling partners provide solutions using the full spectrum of our offerings.

Small-to-medium businesses are supported through our channel partners and resellers.

Consumer and micro business customers typically purchase HP products from retail stores.

# Aligned for speed of execution

## Human resources

This central organisation supports the businesses, our managers and employees, and the HP subsidiaries with guidance, direction and operational matters in the following areas:

- recruitment and selection
- training and development
- organisation design, including culture and structure
- employee and industrial relations
- compensation and benefits
- workforce-management programmes

Minimum standards for many of the core processes in these areas are documented and communicated to the subsidiaries.

All processes are subject to our corporate policies, the rules and regulations of the European Union and the laws of the countries in which we operate.

## Finance

Financial processes ensure proper financial management within the HP EMEA region and provide key information on a company-wide basis. These processes focus on tracking and consolidating forecasts with actual results and analysing the variances for each subsidiary in the EMEA region, ensuring business decisions can be reached in a timely manner. Based on the records maintained by HP in the EMEA region, financial forecasts are developed and key tasks (such as cash management, banking relations, etc) are performed for the whole EMEA region, providing the resources for continuing successful operations. Key areas of the HP Finance mission include continuous improvement in systems, technology and processes to achieve high levels of automation and flexibility.

## Information technology

We operate one of the largest worldwide private networks, providing virtually instant connectivity for transactions, e-mail, voice and graphics/video – both internally or via the Internet with partners and customers. Information technology is the backbone of the integrated supply chain and HP e-business strategy, allowing customers to select, configure and purchase over the Internet. Their completely personalised and customised order is delivered at the requested time and at the specified place. Behind the scenes, a continually self-adjusting planning and sourcing “supply web” ensures ready availability of the next order.

## Legal

HP protects its human, economic and intellectual assets and respects the legal obligations and ethical principles of its business and legal entities. HP Legal provides timely, high-quality and independent counsel and ensures that HP business practices meet strict legal and ethical standards.



# Managing a world facing constant change

## Business management system

The HP Business Management System in EMEA is a framework for process-based business management. It defines the key processes that create value for our customers. The process architecture is designed to meet customer expectations and provide leadership and support.

All business-relevant processes are documented, with special emphasis placed on simplicity, clarity and disclosure of mandatory information such as links to other processes, responsibilities and performance metrics.

A web-based tool delivers easy access and helps the process owner provide input and maintain information with minimum administrative effort. Document and data accuracy are automatically controlled by the system. In line with our overall strategy, we evaluate internal and external processes and use these findings to drive continuous improvements in the system.

The HP management team empowers management representatives within each business function to lead the deployment of our total customer experience and quality strategy and to administer the Business Management System to best meet our customers' changing business needs.







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