



## HP Desktop & Mobile Lifecycle Solutions

End-User Workplace Solutions (EUWS)  
from HP

A wide range of IT support services and tools help you manage your complex end-user client devices and applications throughout their functional life.



“The services solution from HP helps reduce the complexity of our IT environment and improves control of our overall costs.”

Gary Rowan, Information Systems Operations Manager, National Power



## The long-term costs of ongoing service and support

Given the harsh reality of today's economic environment, with its tight IT budgets and staff downsizing, your IT department may be severely hampered in its ability to provide added-value IT services and support for your company. Like many IT managers, you could also be facing a number of urgent IT issues:

- Do you have an older equipment environment that's reaching end of service life or the end of a lease, and do you require new technology to gain a competitive advantage or to achieve business goals and increase worker productivity?
- Do you lack the relevant internal skills or expertise to support a deployment or to manage and maintain ongoing operating system and application changes?
- Are you considering transitioning to outsourcing or outtasking for any portion of your IT support operations?
- Are you investigating new ways to finance and bundle hardware, tools, and services that could eliminate the need for a capital acquisition?
- Are you considering consolidating service providers?
- Are you looking for tools that can simplify and improve deployment and management processes and increase end users' satisfaction and service levels?

If you're challenged by any of these problems, you're not alone. To compensate for fewer resources and reduced budgets, many IT managers have concentrated exclusively on purchasing low-priced end-user hardware—without considering the long-term costs of providing service and support, which can typically consume 60–70% of an IT budget. As a result, IT managers have struggled to stay ahead of day-to-day reactive demands, at a time when they should be focusing on agility and aligning their IT resources to effectively execute their company's business strategies.

For these reasons, it's important to understand the operational support challenges you may encounter after the initial purchase of end-user client hardware. The fact is, you may lack the resources or tools to provide a high level of proactive service at a low price—throughout all the lifecycle stages of your client devices.

At HP, we've found that reducing long-term support costs and improving service requires a holistic approach involving a combination of people, process, and technology:

- **People**, with the training and skills necessary to provide the best, most capable support, creating a more proactive IT organization
- **Process**, enabling IT work to be performed efficiently and cost-effectively, through simplification and standardization
- **Technology**, including a solid infrastructure, effective hardware, and automated management tools to monitor how resources are utilized and deployed



## HP Desktop & Mobile Lifecycle Solutions: the precise services and support you need—throughout each stage of the product lifecycle

We know that every IT department has its own unique set of challenges and requirements when it comes to managing and supporting client devices.

That's why we've introduced HP Desktop & Mobile Lifecycle Solutions.

These flexible offerings provide the people, process, and technology that can enable your IT department to give high-quality service and support for both HP and non-HP products in your client environment. You can obtain the precise level of support you need at any individual phase of the desktop lifecycle—planning, deploying, managing, or transitioning. If your needs are more comprehensive, we offer complete solutions that cover all phases of the lifecycle.

It doesn't matter if your problem is small or large—HP Desktop & Mobile Lifecycle Solutions let you draw on the expertise of a trusted support provider as your requirements dictate. The result: Your IT department can be more responsive to supporting your end users and can give your company the business agility it needs to compete. And these cost-effective solutions can help you reduce total cost of ownership (TCO) and increase your IT return on investment (ROI) by helping you save on the most costly portion of your IT budget: ongoing service and support.

Through specific combinations of people, process, and technology, HP Desktop & Mobile Lifecycle Solutions enable you to do the following:

### People

- Provide end-user and IT training
- Enhance or augment your IT resources with HP expertise
- Offer consistent global service delivery through our 65,000 trained professionals

- Consolidate all of your service providers with HP Services
- Offer HP service and support in a heterogeneous hardware environment
- Offer expertise to consolidate image management and change control
- Improve PC management without costly manual labor for desk-side support

### Process

- Improve PC management
- Shorten deployment time for your systems and applications to get a better return on investment on any new technology investments
- Simplify your end-user client hardware support environment
- Increase the quality of service provided to your end users with fast, responsive support
- Take advantage of complete hardware service and end-user device outsourcing
- Increase end-user productivity through HP's Integrated Learning methodology

### Technology

- Reduce downtime and boost end-user and IT productivity with advanced hardware and tools
- Standardize and simplify your hardware environment
- Offer value-added support tools for fault notification and Web-enabled hardware inventory
- Offer Web-based end-user service desk support tools to reduce downtime and increase IT help desk call-handling efficiency

HP is a single strategic vendor that offers customized solutions to meet your needs. You can choose from a set of services that address 3 major support areas, including services designed for modular solutions through complete outsourced services or Integrated Multivendor Support Services.



## Immediate—and long-term—benefits

Whether you're deploying new systems or reassigning old systems, we can help you identify and develop a plan to tackle your most immediate and long-term IT challenges. Our goal is to work with you to understand your problems *before* we recommend a solution.

We'll examine the people, process, and technology in your client environment, including any multivendor PCs, workstations, laptops, and printers. Furthermore, we'll review the most cost-effective approaches to managing or replacing these devices, depending on which lifecycle stage they've reached. Then, we'll design a custom support solution that's either comprehensive or individual:

- Comprehensive support addresses IT service and support challenges across the entire product lifecycle.
- Individual support focuses on a single IT challenge identified in specific lifecycle phases.

With these solutions, we can supply the time, staff, tools, and processes to help your IT department provide the best, most cost-effective support. You gain the added advantage of working with one service provider in your multivendor environment, with one point of contact, one service contract, and one point of accountability for supporting your hardware and applications.

## A wide array of comprehensive lifecycle solutions

For comprehensive solutions that cover all phases of your end-user client hardware product lifecycle from end to end, HP Desktop & Mobile Lifecycle Solutions offer these comprehensive services.

**Modular Point Services** provide the support you need throughout the PC lifecycle. HP Services target problems that can add cost and complexity to PC administration, management, and support. Put our experience and expertise to work—while you focus on your business.

- Free up your IT staff to dedicate their time to strategic initiatives.
- Reduce the complexity of managing your IT environment.

**HP Integrated Support** consolidates the responsibility for vendor management and service delivery across your array of multivendor hardware, networks, and applications—into a single service agreement. This eliminates multiple points of contact; provides a consistent, guaranteed level of service for HP and non-HP products; and allows you to keep control over your IT budget, resources, vendor selection, and technology utilization. HP Integrated Support delivers:

- Streamlined vendor management
- Support organized around your business needs, not your technology
- Cost savings through consolidation of multiple service agreements
- Deskside and Web-based support for your multivendor end-user environment

**Outsourcing Services** offer an alternative to internal management of the end-user environment. Strategic outsourcing solutions tap into our full range of support, consulting, and integration services and give you a single point of IT management responsibility. They combine the HP global delivery infrastructure, technical expertise, and contracting flexibility to provide you with outsourcing relationships that can improve your IT department's productivity and reduce costs. With Outsourcing Services, you can:

- Standardize processes for managing assets across your company for greater efficiency
- Free up your IT staff to dedicate their time to strategic initiatives
- Reduce the complexity of managing your IT environment

**HP PC Utility pricing** services provide a complete lifecycle hardware and services solution that helps you stay on top of fluctuating end-user demand, resulting in greater efficiency and cost-effectiveness. You gain a technology, management, software, and support solution that's priced per seat, per month. This alternative approach to traditional IT ownership and support enables:

- Simplified PC acquisition
- Redeployment of internal IT staff to more value-added projects
- Ease of budget planning
- Reduction of up-front capital expenditures for end-user client hardware infrastructure
- Greater flexibility, since it enables you to standardize hardware and software end-user platforms
- Reduced total cost of ownership
- Mitigation of risks
- Faster time to solution
- Higher IT ROI
- Improved internal resource allocation, since it frees your IT staff from performing deskside support and management
- Access to the latest application updates
- A single point of contact

**Pay per use for Imaging and Printing** delivers a scalable menu of standard and custom service options tailored to meet your specific printing requirements. Your company can obtain the latest in print technologies, award-winning repair and maintenance support, print cartridges, and everything else needed for reliable printing, including:

- Performance data of the printer fleet for planning and decision-making
- Improved printer management
- Better printer performance
- Reduced administrative requirements
- Increased employee productivity and predictable printing expenses

**HP Managed Imaging and Printing** services cover virtually every facet of your output printing operations. We can work with you to develop an enterprise-wide imaging and printing strategy, as well as manage your day-to-day output operations for cost savings and productivity gains. These services allow you to:

- Understand the real cost of operating your imaging and printing environment
- Right-size your output fleet, with a balanced deployment approach
- Improve productivity and reduce the time and resources required to manage your print infrastructure

## Full Desktop Modular Solutions for your client devices

Managing IT assets throughout their lifecycle involves understanding that every product and application has a functional life. HP Desktop & Mobile Lifecycle Solutions are built on the idea that, during the functional life of products and applications, each customer has a unique set of challenges in planning, deploying, managing, and transitioning products, printers, applications, and support. HP recognizes that no single solution fits all customers, and that's why HP has designed its Desktop & Mobile Lifecycle Solutions to allow you the ultimate flexibility to choose from a set of modular services or more comprehensive solutions for complex multivendor support; utility computing priced per seat, per month; or even hardware and service outsourcing.





## The modular flexibility of individual solutions at each lifecycle phase

If you need specific support expertise for any of the four individual product lifecycle phases—planning, deploying, managing, or transitioning—HP Desktop & Mobile Lifecycle Solutions offers a variety of individual services you can tailor and customize to your IT needs.

1. **Planning Solutions** enable you to create a proactive end-user client device strategy based on your unique business requirements.
  - **Total Cost of Ownership Snapshot** provides self-assessment tools that allow you to perform a high-level evaluation of how your IT operations compare with Gartner best practices. You can then understand your current expenses and best practices and determine ways to reduce costs and improve IT efficiency.
  - **Gartner Total Cost of Ownership Assessment** gives you a more elaborate, more in-depth study of your IT costs and processes and may uncover capital-draining service and support problems. Detailed reports and graphical analysis give you specific recommendations on how to lower TCO through people, process, and technology improvements.
  - **Project Management Services** provide you with a single HP Services project manager who can oversee projects and guide any new or existing migrations through all lifecycle phases, providing you with a single point of service accountability.

“... the HP solution has not only kept the productivity loss and the cost of this project at a minimum, but also represents the key to overall systems management and cost savings . . . ”  
Richard May,  
Technical Project Lead,  
Museum of London

- **Early Evaluation Program** allows customers to try out beta versions of hardware and software, so they can assess new technology, accelerate image development, and experience a gradual transition.
- **Software License Management** offers an extensive portfolio of software from Adobe®, Altiris, Microsoft®, Oracle®, and many other leading providers.
- **PC Customization Services** help accelerate deployment right on the manufacturing floor by implementing physical and CMOS asset tagging, image development, loading, testing and management, custom packaging, additional hardware installation, and application loading.
- **Education Services** can decrease downtime and skill set costs and increase the skill set and proficiency of your IT staff and end users, through the renowned HP Integrated Learning methodology, which provides both classroom and online instruction on new technologies.
- **Comprehensive Hardware Solutions** offer you the extensive, award-winning HP product portfolio of handhelds, workstations, desktops, displays, tablets, notebooks, thin clients, blade PCs, and accessories. To provide value beyond the initial purchase period, many of these products incorporate TCO-reducing elements into their design, including engineering change control practices, common images and options, long lifecycles, global configurations, and management software. These features enable you to consolidate your multivendor end-user client hardware environment to a single-source provider, so you can take advantage of potentially larger volume discount pricing, simpler service-level agreement (SLA) management, and easier deployment and management through more consistent configurations, images, and service processes.



2. **Deployment Solutions** allow you to seamlessly automate the deployment and integration of your complex, multivendor end-user environment while controlling and reducing any manual labor and associated costs.

- **Managed Deployment Services** give you a single source for procuring and managing new technology and help reduce the time and money needed for deployment in complex multivendor or global environments.
- **Image Management Services** customize global hardware and software, using images installed during manufacturing to help deploy PCs and simplify their management throughout their lifecycle.
- **HP Client Manager Solutions** includes tools for inventory and asset management, lifecycle configuration and change management of hardware and software, and integration with key enterprise system management products. Underscoring HP's commitment and leadership in lowest TCO, HP Client Manager and its associated infrastructure are available at no cost for HP business desktops, notebooks, workstations, and handhelds.
- **Installation and Integration Services** are available for PCs, notebooks, Netservers, printers, and other client devices and include software installation, data transfer, image creation, recovery, duplication, hardware integration, and more.

3. **Management Services** help keep your IT service and support environment running smoothly and efficiently by decreasing the need for in-house support and improving service to end users.

- **HP Care Pack Services** provide a consistent level of support for virtually all PCs, workstations, laptops, and printers in more than 160 countries around the world, with the most requested services custom-tailored for these client devices.

- **Proactive Change Notification** alerts you to any hardware, software, or firmware upgrades to servers and HP client hardware—up to 60 days in advance—so you're better able to plan for the implementation of upgrades and determine their impact on your IT environment.

- **Instant Support** enables your end users to quickly and easily identify their own end-user client device and printing problems and then evaluate and resolve them using Web-based search tools, downloadable PC drivers and BIOS updates, printing diagnostics, and PC hardware/software diagnostics.

- **HP Service Desks** offer a single source of support, priced per seat, or per call, so your end users can obtain assistance with Microsoft Windows and business applications. In addition, you gain 24x7 access to the HP call incident management system.

- **Consolidated Client Infrastructure** is an alternative desktop architecture that uses HP's blade PCs. It may dramatically lower your desktop TCO while raising security levels and increasing service quality/reliability and ease of management. This new architecture centralizes desktop compute and storage resources into more easily managed and security-enhanced data centers while also providing end users with the convenience and familiarity of a traditional desktop environment. In addition, it improves your ability to maintain proper virus protection of user data and facilitates proper storage and backup of that data. (Available in certain geographies)

4. **Transition Services** keep your IT department on top of evolving market and technology changes with fewer disruptions to your business and your end users.

- **Technical Asset Discovery Service** identifies, tracks, and manages your current hardware and software assets, which enhances their efficiency, helps eliminate underutilized or redundant assets, and enables you to proactively plan for any new migration or deployment.

- **IMACD (Installation, Move, Add, Change, and Disposal) Lifecycle Services** seamlessly cover the full range of product location and configuration issues, including installation and verification of HP and third-party products, software loading, relocation, addition of new accessories, reconfiguration, and de-installation.

- **Asset Recovery Services** provide ownership relief, replacement schedules, and reduced disposal expenses to help reduce hardware costs.

- **Equipment Buy Back Services** enable you to obtain the highest possible prices for your outdated servers and end-user client devices, which are then disposed of without harm to the environment.

- **Leasing and Financing Services** offer a variety of acquisition options that preserve your capital, allow you to trade in your old equipment for new, and keep you ahead of changing technology requirements.

“Lifecycle Solutions protects us from the costs associated with enforced technology change in the desktop marketplace.”

David Wood, IT Service Manager,  
South Lanarkshire Council



## Complete, versatile service and support like no other

### End-User Workplace Solutions (EUWS) from HP

#### **Taking a holistic approach to end-user computing across the enterprise**

Desktop & Mobile Lifecycle Solutions are part of a more comprehensive End-User Workplace Solutions portfolio. The reality is that for most businesses today, the proliferation of new access technology has mixed results for your workplace. End-user productivity improves, but at the same time management of such distributed, mixed environments becomes increasingly complex—encompassing a world filled with desktops, portable PCs, mobile and wireless access devices, printers, LANs, servers, networks, voice and data circuits, messaging and collaboration, as well as Internet and intranet sites.

To help you address these challenges, HP offers End-User Workplace Solutions that take a flexible, holistic approach to your end-user computing environment. We can help you simplify the provisioning, support, and management of any access device or printer while providing your office workers with secure access to

corporate information, e-mail, Internet, and printer services—anywhere, anytime they need to reach clients, partners, or co-workers.

#### **The benefits work to your business advantage, as you:**

- Improve service levels to end users, which in turn leads to further increases in productivity
- Decrease the time to deploy and manage technology
- Reduce management complexities
- Lower total cost of ownership
- Leverage a greater return on assets
- Build a more agile end-user computing environment that enables you to respond more quickly to change and opportunity

## Comprehensive lifecycle solutions that scale to your business size and needs

End-User Workplace Solutions from HP are available as modules, as integrated solutions, as utility pricing solutions, and as fully managed, outsourced services. You choose the type and scope of solutions that meet the demands of your end-user community today—and know you can evolve that support as needed to keep IT in synch with your business.

“HP has worked with us to understand our business needs and provided a solution that has delivered a real-time world functioning solution with a tangible TCO result.”

IT Manager, International IT Projects,  
Global Entertainment Company

**Desktop & Mobile Lifecycle Solutions**—services and solutions dedicated to enhancing the planning, deployment, management, transition, and multivendor support for all access devices such as desktops, laptops, handhelds, workstations, and printers

**Mobility Lifecycle Solutions**—services and solutions focused on the needs of mobile users for anywhere, anytime, secure access to company information and services, including remote support, telephony, and wireless access to corporate business applications

**Messaging and Collaboration Lifecycle Solutions**—services and solutions addressing key communication needs and information exchange between enterprise customers, partners, suppliers, and employees

**Help Desk Solutions**—a full spectrum of service desk, help desk, and support solutions dedicated to resolving end-user and multivendor system problems quickly and efficiently, providing the legendary HP end-user support

**Imaging and Printing Lifecycle Solutions**—services and solutions focused on providing the customer’s end users with efficient, integrated and secure desktop, networked, mobile, and on-demand printing and imaging solutions

Only End-User Workplace Solutions from HP offer you so much flexibility, with so many different ways to support your unique IT environment. While some technology companies insist on outsourcing your whole environment and others serve strictly as product suppliers offering only Web-based support or access to third-party service providers, HP is a single strategic vendor that offers

customized solutions to meet your needs. You can choose from a variety of modular solutions, each of which allows you to focus on a specific, immediate IT challenge. Or you can expand your support needs to complete outsourced services and address the IT lifecycle needs to fit your company, your budget, and your service-level agreements with your end users and also improve business processes.

## How one company is benefiting—right now

Recently, one of the world’s largest entertainment companies took full advantage of HP Desktop & Mobile Lifecycle Solutions. Their IT environment was hampered by multivendor hardware proliferation, different operating systems, and a lack of standardized tools. With 5,000 desktop clients in 46 countries, they needed to standardize procedures and improve support while also reducing costs.

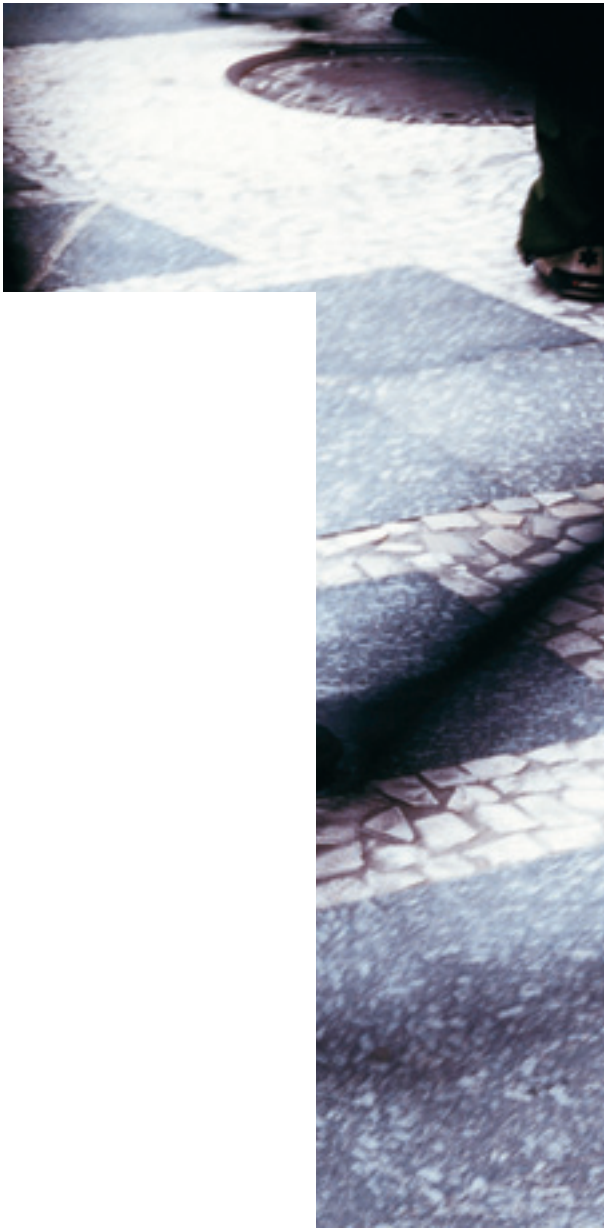
After consulting with HP Services, this company decided to utilize modular Deployment Services and to use more automated tools and expertise. As a result, their IT costs were lowered by 22%, and their help desk calls were reduced by 66%.

## Put HP expertise to work for you

With HP Desktop & Mobile Lifecycle Solutions, your IT department can gain the resources it needs to transform itself into a strategic partner, helping your company gain a competitive advantage through increased business agility. Through our choice of either comprehensive or individual solutions, we offer the people, process, and technology to help you improve service and support to end users, reduce costs and inefficiency, and help you effectively manage a complex end-user client hardware environment throughout all lifecycle phases.

## For more information

To learn more about HP Desktop & Mobile Lifecycle Solutions and how they can provide precise, cost-effective resources for your specific IT problems, visit: [www.hp.com/hps/desktop](http://www.hp.com/hps/desktop)



To learn more, visit [www.hp.com](http://www.hp.com)

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