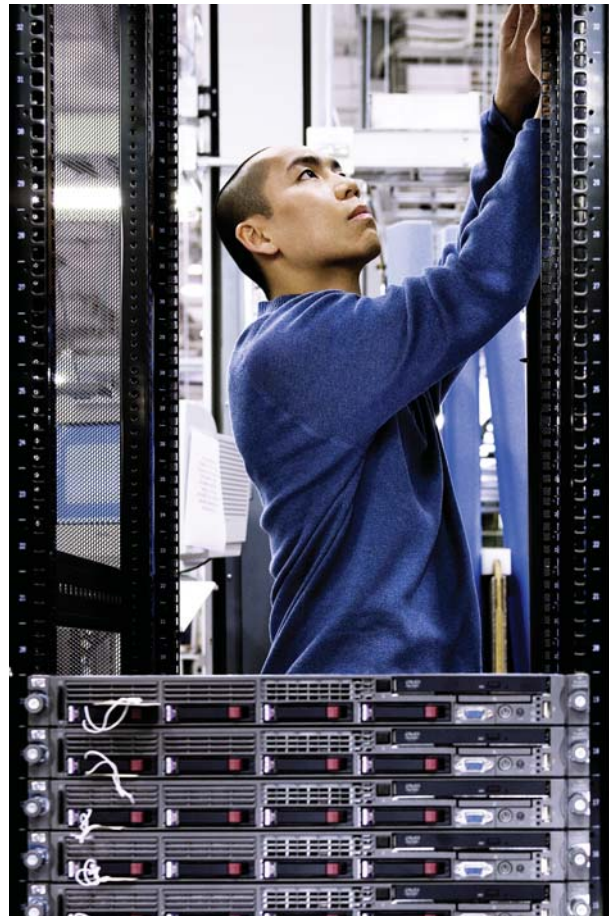
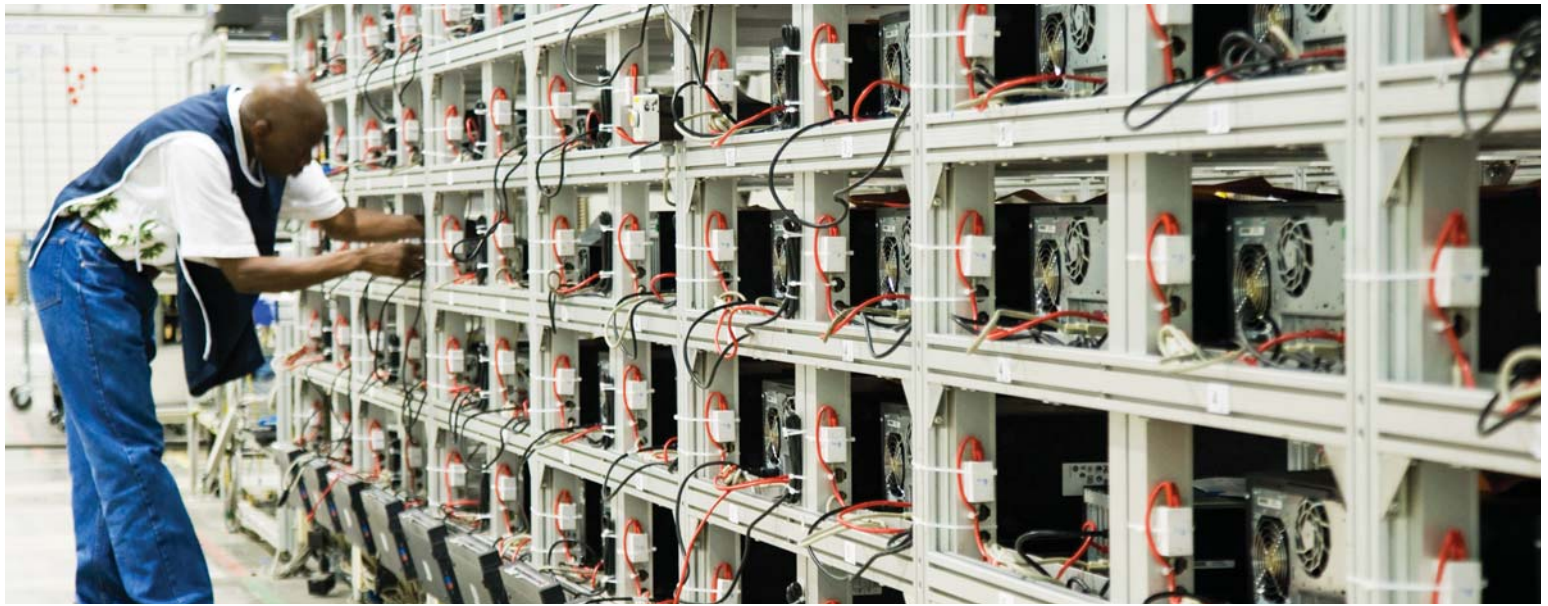


HP Factory Express

Customization, integration and deployment services





“HP Factory Express provides us with affordable customized hardware, which leaves us free to focus on software development, marketing and customer service.”

—Larry Buckley,
President, Quadrox
U.S.

How is HP Factory Express right for your business?

HP Factory Express is designed to help companies like yours get a better return from IT investment by saving you time, money and resources. By providing companies with customization, integration and deployment services along with HP hardware purchases, it allows your IT staff to focus on your core business.

Do any of these business scenarios sound familiar?

- You’re facing a major technology rollout and need customized configurations for your company that are not available in HP’s standard offerings.
- You want your IT department to be focused on strategic, business critical tasks instead of hardware and software customization.
- You have a complex environment, a large implementation or a major global rollout where there is little room for error. You would appreciate the reduction in risk and time savings that factory customization by HP experts would provide.

In all of these cases, HP Factory Express is the right choice for you.

HP Factory Express can extend your valuable resources and accelerate your business results. It provides predictable, trusted and tested IT solutions tailored to your business needs. We allow you to customize hardware to your exact specifications in the factory—helping you cut costs, speed deployment and free up internal resources.

With HP Factory Express services, you get:

- Dependable and repeatable deployments worldwide
- Accelerated implementation and utilization of the hardware purchased
- Expertise and training to accelerate adoption of new technologies.
- Ease of selection from a fixed-price offering of services.

HP Factory Express supports HP servers and storage, personal computing, and imaging and printing devices with three categories of services:

- Software image management
- System customization
- Solution services



“We would recommend HP Factory Express to others because of the attention to detail, the installation, and the processing of the order from start to finish. There is really no reason not to use it.”

—Doug Isaac,
DreamWorks
Animation SKG, Inc.

HP Factory Express offerings

Software image management

By leveraging HP engineering to load and manage your software image at our factory, we can help reduce your installation time. We can provide:

- Image loading
- Image recovery
- Image qualification

System customization

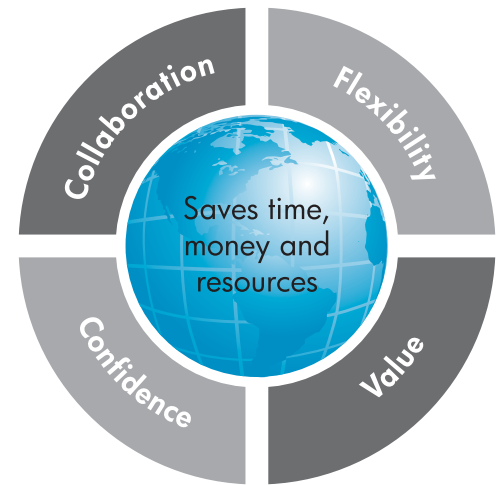
With the HP Factory Express program, you will feel secure that your HP hardware is properly customized, integrated, tested and ready to install. We offer:

- Custom system settings
- Hardware and rack integration
- Asset tagging and labeling
- Special packaging

Solution services

We know you're busy and may not have the team to execute a major deployment. That's why we also offer the following services:

- Project management
- Onsite setup and turn on
- Engineering consultation, support and training



Collaboration

- Our factory is your factory and our engineers are an extension of your IT staff.
- Together we will plan, design and implement the best solution for your business.
- Our engineers have expertise that can help you with quick and easy adoption of new technologies.
- We provide expert onsite deployment assistance for easy setup and installation.

Flexibility

- You decide how your solution is built, tested, integrated, shipped and deployed.
- You have a comprehensive offering to choose from.

Value

- Drives faster time to solution, improves results and maximizes your IT investment.
- Saves time and money while allowing your people to focus on your core business.
- Helps accelerate the transition to new technologies.

Confidence

- Solutions are completed by HP experts and rigorously tested before delivery.
- Systems, processes and people behind Factory Express deliver accurate, reliable results.
- Experience predictable, seamless and smoother implementations.

“We needed a partner who could do great work in terms of developing a set of standard server specs, designing and installing the imaging, and delivering to each location in a controlled fashion. We knew from previous experience that HP could deliver.”

—Mike Salzgeber,
Manager of Windows
Enterprise Architecture
Group, International
Paper Company

Top selling services

Server and storage portfolio

Reduce your deployment time, get racks built to your exact specifications, tested as a complete solution and shipped from the HP factory ready to run.

- Image loading
- Asset tagging and labeling
- Image recovery
- Custom system settings
- Rack integration
- Blades integration

Personal computing portfolio

Simplify your implementation of HP personal computing products using HP Factory Express. Customize your business desktops, notebooks, and workstations to save your IT staff time and allow them to focus on their core business.

- Image loading
- Physical asset tagging and labeling
- Electronic asset tagging
- Changing standard BIOS settings
- 3rd party component integration
- Drop in system packaging

Imaging and printing portfolio

Add value to your rollout of new Imaging and Printing equipment. Add asset tags, drop additional items into the boxes or change printer settings and avoid 2nd touch work at an integration center.

- Physical asset tagging and labeling
- Drop in system packaging
- Component installation
- Changing printer settings
- Printer image loading



© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

To learn more, visit www.hp.com/go/factoryexpress

4AA1-6277ENW, November 2007

