

A vertical photograph on the left side of the page shows a person in a white lab coat looking down at a clipboard. The image is partially cut off by the left edge of the page.

THE NATION'S CAPITAL AND HP

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Public-Private Collaboration Needed to Defend Against Cyber Attacks

As the digital age leads to a new era of interdependency, cyber security is more important than ever. This truth is recognized here in the capital, where members of Congress [have filed more than a dozen bills](#) on a topic that President Obama calls “a national security priority.” But given the global threat of cyber attacks and the scope of the systems that must be protected, lawmakers must also engage with private enterprise and the IT industry to create policies and regulations to improve cyber security.



In a panel discussion at the Capitol, Sam Chun, HP’s Director of Cyber Security Practice, [highlighted the paramount role technology companies like HP play in keeping information secure](#). “Eighty percent of the nation’s information infrastructures are not government-owned,” said Chun. “Government must rely on—and partner with—the IT product and services industry to protect our cyberspace.”

Chun also pointed out that if a cyber attack were directed at the critical infrastructures of the U.S., it would be the technology industry—not be the U.S. Cyber Command, the National Security Agency or the Department of Homeland Security—that would be on the front lines of defending these large complex enterprises. (For additional detail, including Chun’s take on the Federal Information Security Management Act (FISMA), [click here](#).)

HP spends nearly \$3.5 billion in IT research and development per year, seeking the most innovative, secure and reliable ways to bring products to its customers. One high-priority focus is ensuring the security of cloud computing—[an issue that HP CEO Mark Hurd says must be resolved](#) to unlock the cloud’s full potential. Given the high level of competition in technology and IT services, other companies are also investing heavily to bring customers secure, effective service—whether it’s financial industries, health care providers or others securing critical data.

Technology advances every day; often the problem is that policies and laws to govern the use of technology lags behind the innovation curve.

While the federal government works to streamline and coordinate protections against cyber attacks, lasting security requires a long-term commitment to retaining America’s preeminent role as a technology leader. Creating the next generation of IT experts requires more investment in science and technology education. Smart, talented IT experts need to have the skills and tools they need to manage systems more securely.

Public policy and private industry are intertwined on cyber security. A large cyber attack could affect all of us: lawmakers, constituents and, of course, the companies that must protect sensitive information. Thus, [HP, other technology companies and the government must commit to defending networks now and for the long haul](#), using technological expertise and human oversight to protect the global flows of online information. The IT industry is global in nature, and the policies that govern cyber security also need to be crafted from a global perspective.

The stakes are high, but we must be vigilant to ensure the technology is implemented and improved to bring continued protection to government and private networks throughout the nation.

To read Sam Chun’s opinion piece on cyber security and public-private partnerships, [click here](#).

Did You Know?

Last year, HP conducted over 40 audits in 22 countries of vendors in the “IT reuse and recycling” business.

HP Vigilant to Recycle IT Equipment and Minimize Waste

November 15 marks “America Recycles Day,” an event begun in 1997 to encourage recycling and the use of recycled products. HP believes managing waste is a responsibility shared by all of us: governments, manufacturers, retailers, consumers, recyclers and other stakeholders associated with the ownership and use of IT products.

HP has been a leader in offering recycling services since 1991. Last year alone, HP recycled 120,000 tons of electronic products and supplies, and recovered 34,000 tons of electronic hardware for re-use. To date, HP has recovered 157,500 tons of print cartridges through its Planet Partners return and recycling program. Recycling keeps potentially hazardous substances out of landfills and recovers plastics and metals that can be reused in new products, reducing demand for raw materials.

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By involving businesses, government and consumers across the nation, we can create an efficient recycling framework for IT products. HP works with its suppliers, charities and the waste-collection and recycling industries to create effective recycling programs that help meet local needs.

In the meantime, HP and other technology companies will continue to develop better ways to minimize waste.

Copenhagen: Technology's Vital Role in Mitigating Greenhouse Gases

With the United Nations Climate Change Conference occurring in Copenhagen next month, HP would like to highlight the role technology companies play in reducing greenhouse gases and increasing efficiency.

The IT sector is responsible for about two percent of global greenhouse gas emissions, and HP is working on helping our customers reduce their energy use. The power management features on our desktop PCs save up to 481-kilowatt hours or 241 kilograms of CO₂ per year. The CO₂ emission reduction for every 12 PCs with these features enabled is equivalent to removing a car from the road for a year. Moreover, data centers can represent nearly 40 percent of an enterprise's energy use. HP's newest blade servers use 25 percent less energy than previous models through innovations in improved memory, fan and processing technology.

But the bigger opportunity lies in applying our technology and service innovations to reducing the other 98 percent. For example, our Halo Collaboration Studio simulates face-to-face meetings, enabling global interactive collaboration while avoiding travel-related CO₂. HP is also developing smart grid technologies to provide the infrastructure to support advanced metering services, giving homes and businesses the tools they need to more efficiently use energy and reduce electric consumption.

Every company has the ability to do its part to reduce energy use and, consequently, greenhouse gas emissions. HP has been named one of 10 corporate "Green Giants" in the world by *Fortune* Magazine, and the "greenest" Fortune 500 Company by *Newsweek*. That recognition is a testament to the hard work of thousands of environmentally conscious HP employees, past and present, who have created our company's culture of sustainability.



Newsweek
GREEN
RANKINGS

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HP Social Investment: The Grossmont (CA) Union High School District received a 2009 HP Innovations in Education grant of over \$265,000 to study educational pathways to improve earth science education. Promoting interest and expertise in the sciences will enhance our nation's workforce and fuel the innovation economy.