



## HP Unveils Service Offerings to Maximize the Value of Software Investments

VIENNA, Austria, Dec. 9, 2008 – At [HP Software Universe](#) in Vienna, Austria, HP [unveiled](#) a full line of software services to help chief investment officers (CIOs) improve the use of technology investments and resources in a tough economic climate.

New [HP Software-as-a-Service](#) (SaaS) offerings, HP Professional Services and [HP Support Services](#) accelerate the benefit of HP's market-leading solutions while controlling costs and managing the potential risks of project failure for customers.

According to a survey conducted by the Economist Intelligence Unit, 57 percent of the 1,125 IT executives interviewed reported up to half of the IT initiatives implemented at their companies failed to deliver the intended positive business outcomes over the past three years.

HP Software Services helps CIOs improve the predictability of business outcomes at every stage of a project life cycle. HP offers a comprehensive and flexible range of services to help customers be successful throughout the life cycle:

- HP Professional Services helps minimize cost by identifying and choosing the solutions most likely to succeed;
- HP Professional Services helps accelerate time to value by ensuring "right the first time" development and deployment of new software investments;
- HP Support Services can help reduce risk by improving and maintaining continuity, stability and performance. The offerings also ensure end users are effectively trained to get the most out of the software; and
- HP SaaS allows customers to focus on business outcomes, rather than running software. Customers can leverage solutions in days without upfront capital expenditures associated with software projects.

"By implementing the right actions, CIOs can actually help position their organizations for growth and innovation during difficult economic times," said Andrew Isherwood, vice president and general manager, Software Services, HP. "HP Software Services helps maximize our customers' software investments and can give them a competitive edge even in trying economic cycles."

HP Software-as-a-Service

HP SaaS helps CIOs deliver improved business outcomes by providing:

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- The necessary capital relief to ensure maximization of operational expense budgets, while accelerating business value and driving down internal operating costs;
- Applications on demand backed by 24/7 support that includes a main technical account manager, and supports centralizing service delivery and standardization; and
- Ongoing mentoring of best practices to help customers maximize their software value and significantly increase adoption rates.

[HP Quality Center](#), announced today, is offered through HP SaaS, enabling customers to accelerate deployment and choose the option that best suits their budget requirements, without capital expenditures.

#### Professional Services, Consulting and Education Services

HP Professional Services provides expertise in designing and implementing solutions based on HP BTO software plus added IT strategy and process consulting expertise. An ideal combination of complete and flexible services provides multiple entry points based on customer needs including assessments, BTO Software Quickstarts and Blueprints, and large-scale transformational projects.

BTO Application Life Cycle Management Services helps CIOs:

- Adopt a life cycle approach to application management including requirements, quality, performance and security.
- Drive standardization of quality processes and automation across the enterprise to improve overall quality and efficiency.
- Adopt an approach to new application development that streamlines ongoing application change management.
- Implement an SOA-based approach to application modernization that results in increased business agility.

BTO IT Service Operations Services helps CIOs shift from reactive operations management to preventing issues and predicting business outcomes:

- Improve operational efficiency through process standardization and automation of IT operations
- Improve service quality through consistently meeting service levels
- Proactively manage IT operations to mitigate business risk of service disruptions

HP Software Education Services delivers the best software training experience to maximize the value of customers' HP software investments. Packaged intellectual property from the Service Management Reference Model and preconfigured BTO Software solutions leverage HP's proven experience for faster time to value.

#### HP Software Support Services

HP Software Support Services provides scalable portfolio options based on customer needs.



- 9/5 support offers phone-in assistance during local business hours, patch downloads and product updates;
- 24/7 phone-in assistance includes holidays and weekends, with prioritized support response, patch downloads and product updates; and,
- Premier Support offers proactive and personalized service with scalable offerings that consist of an assigned enterprise support manager and/or named response center engineer, account support plan, accelerated support delivery, technical and/or business reviews as well as additional proactive and reactive features.

All offerings above include web-based 24/7 self-solve support and Customer Connection.

#### Additional HP Services

Maintaining successful, efficient operations begins with rigorous and thorough testing of business systems and applications for function, performance, security and quality.

[EDS Testing and Quality Assurance Services](#) optimize the systems engineering processes, minimizing rework while improving productivity and quality to reduce the risk of system outages from software failures. This portfolio includes testing management and consulting services as well as core testing and specialized testing services.

These services are provided through EDS' global delivery network, which provides customers with the right service from the right place at the right price. These centers of excellence all use the same proven processes and tools, including HP Quality Center, so customers quickly realize the benefits of increased quality at reduced cost.

#### About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

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