Research Unveils Need for New Approach to Information

Enterprises struggle to gain insight from expansive and diverse information sources

VIENNA, Austria, Nov. 29, 2011 – HP today announced global research that reveals the challenges organizations face in managing enterprise information and the need for information optimization solutions to drive advantage in the Instant-On Enterprise.

New research conducted on behalf of HP[1] reveals that organizations do not have effective information strategies in place to garner the insight needed to make key enterprise decisions.

Almost 50 percent of business and technology executives indicated that they do not have effective information strategies that cut across organizational silos, technologies and strategic functions. In addition, only 2 percent of executives said their IT organization can immediately provide the information needed to gain insight to drive the right enterprise outcomes 100 percent of the time.

The study revealed:

— More than 50 percent of executives believe that the information surge is changing the way organizations use business intelligence and analytics. However, one out of three executives indicated that more than half of the information within their organization remains unconnected, undiscovered and unusable.

— Nearly two-thirds of business and technology executives noted that growing expectations from regulatory and compliance requirements is their greatest information challenge. However, more than a third of executives stated their organizations were not effective at accessing information for legal, compliance and operational needs.

— Sixty-three percent of executives agree that optimizing data effectively

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is the cornerstone of a successful information strategy.

The survey also found that the majority of enterprises are driving their information management strategies on a reactive basis to meet compliance requirements, protect personal information and create privacy policies for social media.

Effective information optimization solutions enable enterprises to gain insight from this growing pool of data to respond quickly to changing customer and citizen needs.

Methodology
The survey was conducted by Coleman Parkes Research on behalf of HP and consisted of 554 interviews among senior business and technology executives in enterprise-level companies (more than 1,000 employees. The interviews were conducted via phone in October 2011. Regions included: North America (United States and Canada), Europe and the Middle East (United Kingdom, France, Germany, Denmark, Russia, Czech Republic and United Arab Emirates), Asia Pacific (Australia, China, India, Japan and South Korea) and Latin America (Brazil and Mexico).

About HP
HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

(1)   "HP Research: Information Optimization," Coleman Parkes Research, Ltd., October 2011.