

Microsoft event

Kevin Yap – APJ Product Marketing

Aug 08



HP value proposition

Breadth of Range



- Intel & AMD
- Transactional and Corporate class
- Multiple Form Factors

- Other CSU products
- Other PSG products
- Other HP products

“one throat to choke”

Reliability



- 113k hours of testing
- 65k service and support professionals in 170 countries
- #1 for reliability TBR Apr 08

“worry free computing”

Manageability & Security



- Address the 80% TCO
- Free manageability software

- Biometric authentication
- Disk encryption
- File sanitizer
- TPM HW enhancement

“reduce TCO”

Environmentally Friendly



- 80+ power supply
- ROHS reduction
- HP Power Manager
- Designed for recycling
- Recycling content
- Trade in program
- EPEAT gold listing
(Electronic Products Environmental Assessment Tool)

“green computing”

Personal systems group

Consumer products



Commercial products



Handhelds

Notebooks

Thin Clients

Desktops

Workstations

Blades

POS

Windows Mobile 6
Windows CE 5.0

Vista Business
Vista to XPP
Vista Home Premium
Vista Home Basic
XP Tablet Edition

XP Embedded
Windows CE

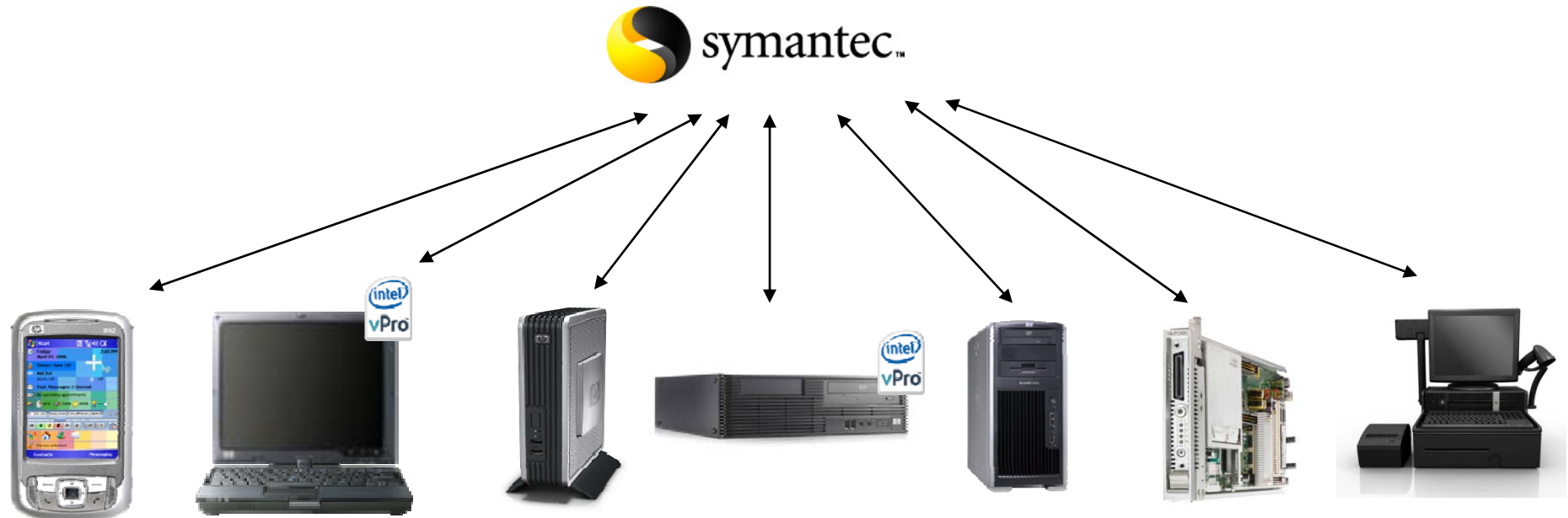
Vista Ultimate 32
Vista Business 64
Vista Business 32
Vista to XPP
Vista Home Basic

Vista Ultimate 32
Vista Business 64
Vista Business 32
Vista 64 to XPP 64
Vista 32 to XPP 32

Vista Business 32
XPP Blade Edition

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Centrally managed through windows os



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Current HP Business Desktop Lineup

Transactional

Stable

SOHO/SMB

Large/Enterprise

dx platforms

- ✓ Lowest cost/Unbeatable price
- ✓ <12 month product lifecycle
- ✓ 1 year limited standard warranty
- ✓ Additional platforms available for emerging countries

dc7800
Stable, best lifecycle value PC, most manageable and secure




dx7400
Providing the latest technologies



dc5850
Long lifecycle PC with AMD processor



dc5800
Long lifecycle PC. Basic manageability.




dx2710
Unbeatable price/performance with advanced technologies




dx2355
Entry level PCs using AMD processors for essential business computing



dx2310/dx2390
Entry level PCs for essential business computing



- ✓ Global Series available
- ✓ 15-18 month product lifecycles
- ✓ Family image compatibility and stability
- ✓ 3 year limited standard warranty
- ✓ Enhanced Manageability (vPRO on dc7)
- ✓ Enhance security (TPM)

dx Series

dc Series

Value & Performance

Secure & Manageable

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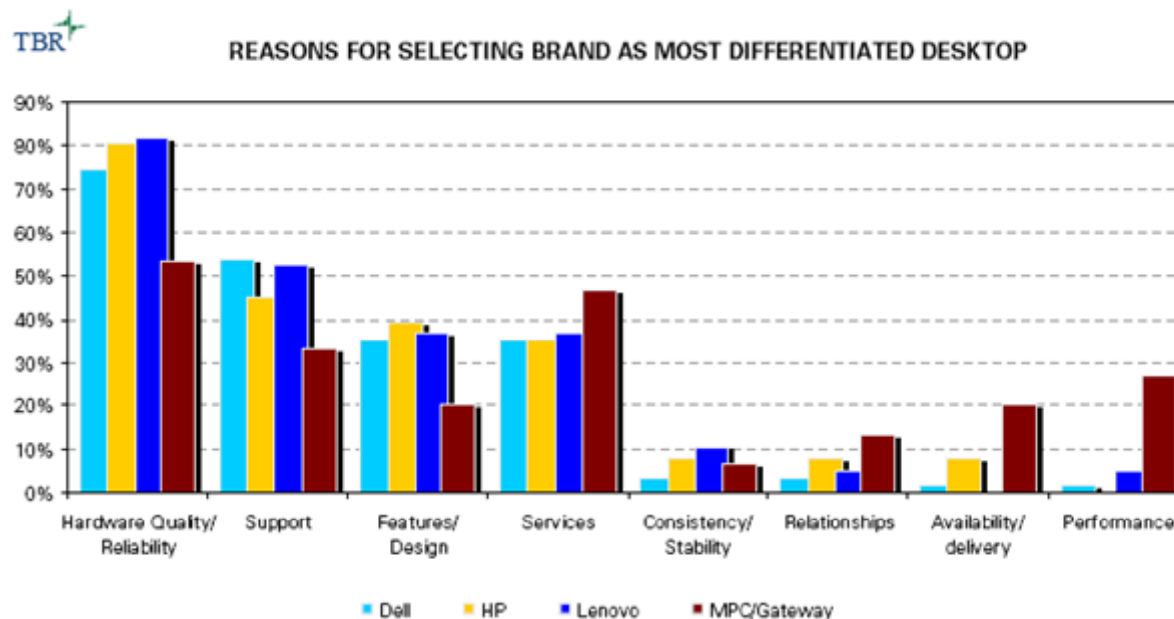
IDC APJ Commercial Survey – IDC Apr 08

What was your organizations primary reason for selecting your brand of desktop computer?

Cost and/or best value for the price	42%
Best quality or reliability	24%
Best overall brand for desktop computers	13%
Brand provides best customer support	11%
Best design	2%

TBR Apr 08

- “Hardware reliability, support and services are cited as the sources for brand differentiation”
 - #1 for reliability – HP
 - #1 for desktop support - HP



SOURCE: TBR.

Below gartner guidance

In 2006, Gartner, a world “leading information technology research and advisory company” updated its guidance on PC hardware reliability. According to Gartner, purchasers of commercial desktop PCs should expect a 5% failure rate for those systems purchased in 2005-2006. HP’s AFR has consistently performed better than this metric.



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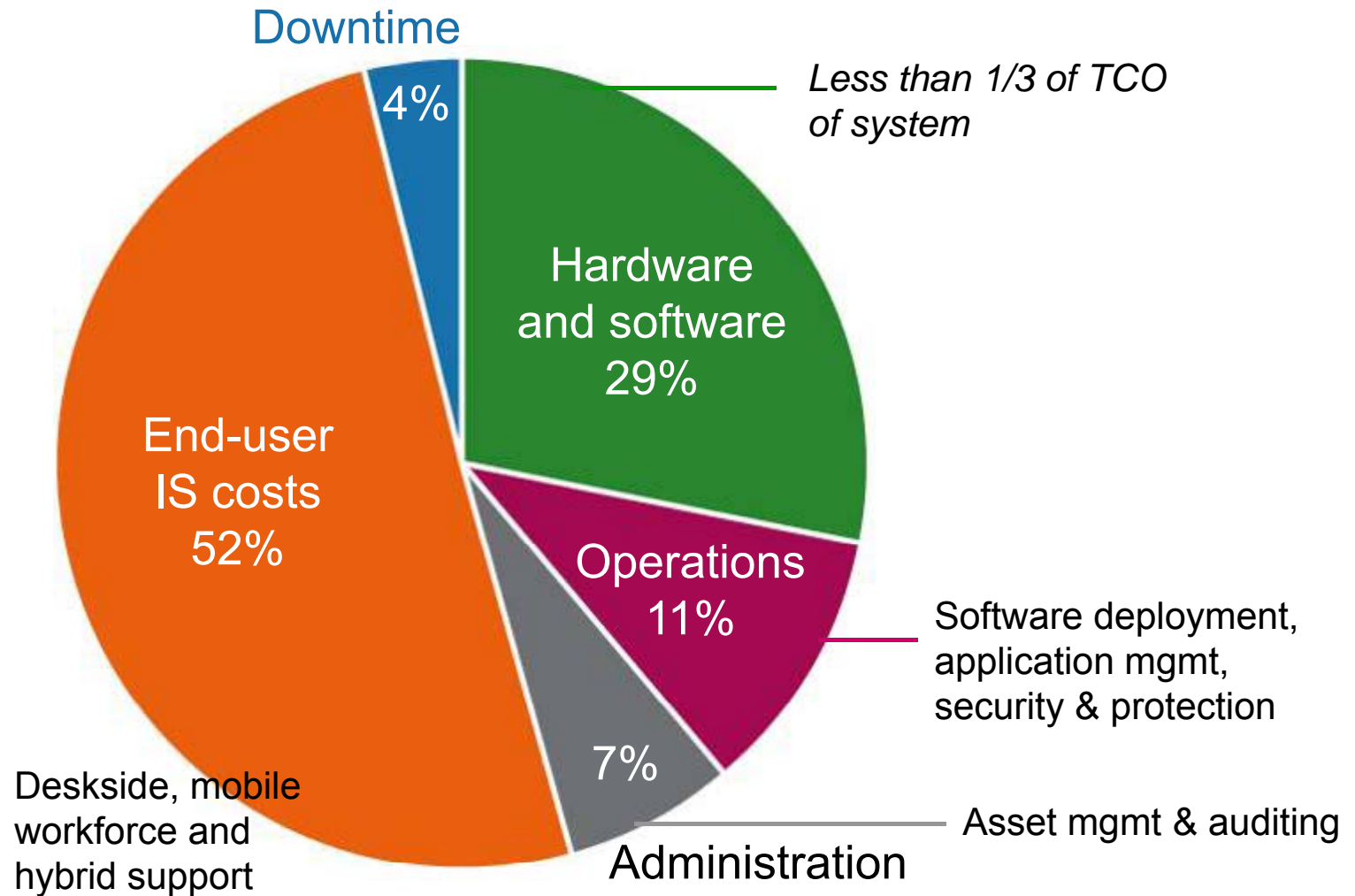
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Total Cost of Ownership, PCs



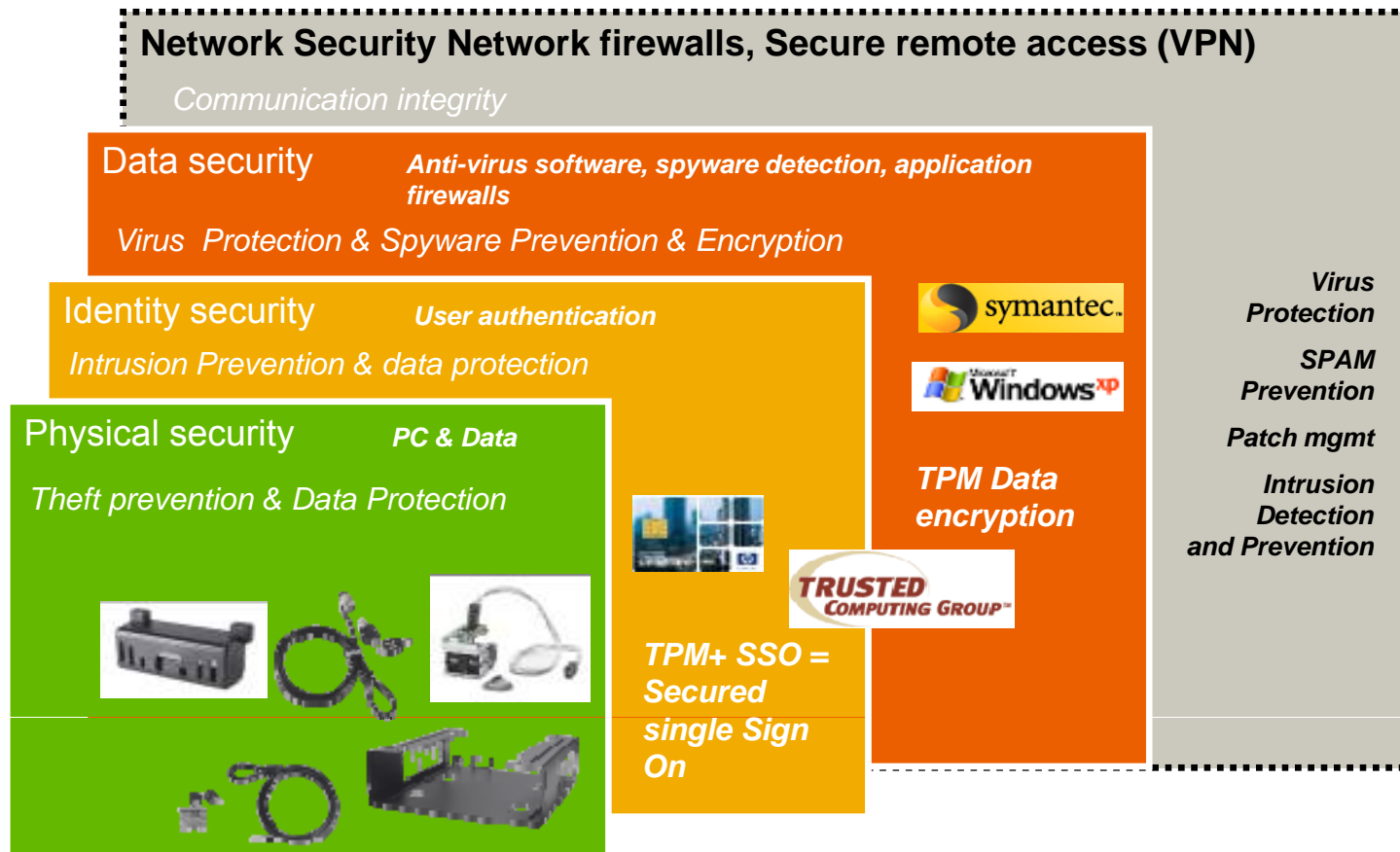
Source: Gartner Group, TCO Comparison of Desktops vs. Notebooks, 11 Sept 2003

Hardware enhancement with intel vpro

<p>In-Band</p> <p>PC turned on OS working properly</p>	<p>Discovery & Inventory Hardware Health Monitoring BIOS Configuration BIOS and HP Driver Updates Remote Diagnostics w/ HP Instant Support Live Chat Launch TPM Embedded Security Support Microsoft Vista Support HP Backup & Recovery Manager Integration</p>	<p>HP Client Manager 6.2</p> <p>Free</p>
<p>Out-of-band</p> <p>PC turned off OS compromised</p>	<p>Intel vPro Technology Support OOB Discovery & Inventory OOB Hardware Health Monitoring OOB Power Management</p>	
	<p>Remote Diagnosis/Repair:</p> <ul style="list-style-type: none"> - Serial over LAN (SOL) - IDE Re-direct <p>Event Logging System Defense Agent Presence</p>	<p>Altiris Real Time System Manager</p> <p>For Purchase</p>

HP's Layered Approach: Security Building Blocks

Customers need **multiple layers of security** — to protect your data, applications, operating systems and networks. HP responds with layers of security—a holistic, modular approach to meet your most immediate needs.



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Thank you