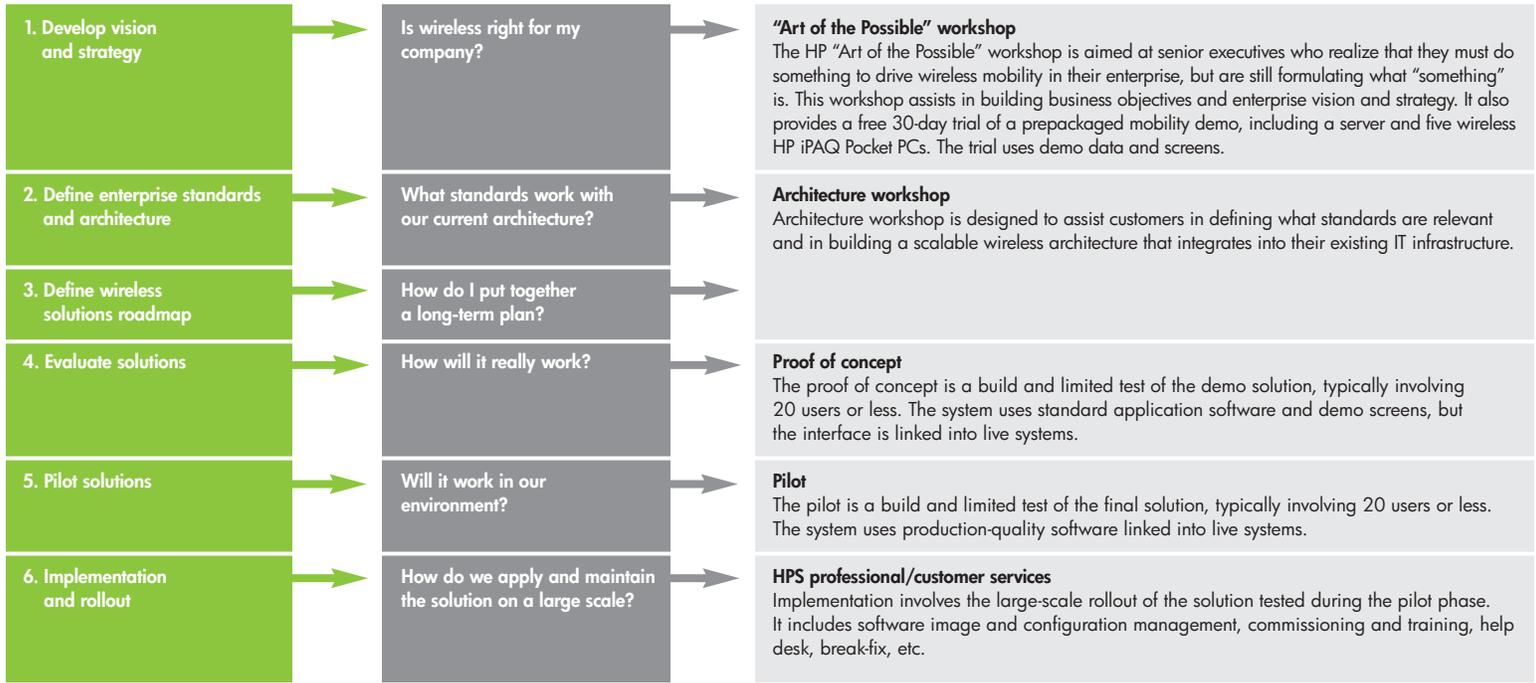




HP mobility and wireless solutions
Reach your business potential



Typical wireless implementation cycle—HP helps from start to finish.



The HP approach to mobility and wireless solutions uniquely builds on where we've been, what we're accomplishing today, and where businesses will be focused tomorrow.

HP mobility and wireless solutions

In preparing to implement their first mobility and wireless IT solutions, today's companies take exaggerated care to avoid the mistakes that characterized early Internet deployments: untested technologies, poorly executed partner strategies, and inappropriate partner strategies, to name only a few. The wide variety of wireless choices in today's IT-intensive business world only compounds the problem.

HP approaches wireless applications as part of an integrated, end-to-end enterprise IT architecture, engineered for true scalability, availability, manageability, and security. In designing the right IT solution for any given environment, HP relies on proven technologies, best-in-class components, and open industry standards to ensure a successful implementation.

Discover what a wireless mobile solution can do for your company. Wireless technology from HP allows your employees to keep working when out of the office, on the road, or in a traffic jam. You'll see how increased flexibility, mobility, and efficiency can improve your bottom line. Try wireless for yourself. Visit www.hp.com/go/wireless and fill out the wireless assessment tool to discover how HP can help your business.



Create. Solve. Achieve. HP helps customers create competitive advantage, solve business problems, and achieve their potential through focused mobile solutions.

Industry-leading hardware, software, and services

HP mobility solutions =

- | | | | | | | |
|---|---|--|---|---|---|---|
| <p>HP hardware</p> <ul style="list-style-type: none"> • Notebooks • Tablet PCs • iPAQ Pocket PCs • Servers • Printers | + | <p>Best-in-class partnerships</p> <ul style="list-style-type: none"> • Microsoft® • Intel® • Cisco and others | + | <p>HP services and value-added reseller services</p> | + | <p>Network providers</p> <ul style="list-style-type: none"> • AT&T Wireless • Sprint • T-Mobile and others |
|---|---|--|---|---|---|---|

What HP mobility makes possible

Competition is about more than keeping up. It's about getting ahead—and staying ahead. The surest way to achieve a lasting advantage is to enhance the essential business strengths at the heart of your enterprise. Increasing revenues. Improving outreach. Differentiating services. Extending the value chain. And of course, providing employees with access to critical company data when and where they need it. Which is where mobility comes in.

Best-in-class mobility is relevant—and achievable—for enterprises of every size and type. So why aren't more enterprises already fully enabled? Because—as the early history of the Internet made painfully clear—viable, successful solutions are sometimes indistinguishable from technological dead ends and blind alleys. The consequences of the wrong choice overshadow the advantages of the right one. That's what makes a knowledgeable, dedicated, trustworthy IT partner so critically important in today's dynamic business environment.

To deliver the value your company demands, your mobile solutions must address both business and IT needs. You need a partner of unquestioned capability, experience, and expertise. That partner is HP.

HP mobile solutions

Templated, repeatable solutions that reduce risk and speed time to operational readiness and business benefit

HP managed services

Mobility strategy solutions

- “Art of the possible” mobility strategy services
- Mobility architecture services

Mobile office solutions

- Mobile mail and messaging
- Mobile field service strategy services
- Mobile sales
- Mobilized enterprise applications

Wireless LAN solutions

- Public WLAN*
- Enterprise WLAN

Mobile vertical industry solutions

- Healthcare
- Pharmaceutical
- Federal, state, and local government
- Education
- Retail
- Manufacturing
- Financial services
- Legal
- Real estate
- Accounting

Managed mobile solutions

- Managed mobility services
- Managed pilots

“HP is the only company that delivers products across the mobility spectrum—from devices to servers, software, infrastructure, and services. Our ability to seamlessly integrate these technologies together while leveraging industry-leading partners enables HP to provide complete mobile solutions that add value, solve business problems, and improve productivity for our customers.”

Ted Clark, Senior Vice President and General Manager
HP Mobile Computing Global Business Unit

HP is an essential part of the mobile equation.

Begin with innovative, award-winning devices that empower and enable individual workers. Add the servers and software that create the enterprise mobility infrastructure. Then tie it together with the consulting, integration, and support services that make this infrastructure a powerful, lasting resource for boosting operational performance and competitive advantage. HP brings these elements together and delivers an integrated solution.

HP also brings the benefits of a balanced perspective to the solutions we develop. For us, mobility is a way of thinking—an approach that balances in-depth understanding of problems with a services approach that speeds time to solution. That extends from enterprise expertise to end-user insight. That addresses complexity and delivers simplicity.

The proof is in the performance.

Enterprise and small business expertise. IT architecture solutions are an HP core competency, backed by proven program management discipline. Our leadership products extend from devices to data centers, and our robust list of global clients uses a diverse set of mobile applications to solve a broad range of business challenges. Chat live online with HP mobility and wireless solution experts, or visit www.hp.com/sbso/wireless for more information.

Wireless infrastructure. In the world of wireless and networking, HP has mobilized more than one million users within the past decade and completed thousands of networking projects. As one of the world’s largest network consultants and integrators, we are also a market leader in solutions for mobile operators.

Innovation. HP devices set the standard for mobility. Our Pocket PCs, notebooks, and wireless printers continue to raise the bar for innovation and excellence—and allow you to create the proper mix of tools to meet your mobile workforce’s needs. The HP iPAQ Pocket PC puts wireless capability where you need it most: in the hands of your mobile workforce. New features—including GSM/GPRS voice capability,* wireless connectivity (Wi-Fi),† Bluetooth private area networking,‡ and infrared data transfer (IrDA)—let mobile professionals take advantage of corporate resources and IT infrastructure when they’re away from the office.

Services. HP has thousands of specialists trained on core mobility technologies, including applications, platforms, and networks. We are also a leader in providing key components of wireless carriers’ own infrastructure for network management, mobile prepaid solutions, billing solutions, and cellular fraud detection.

* Telephone service requires a separately purchased service contract from a telephone service provider with coverage in your service area.

† Wireless access point required and is not included. Availability of public wireless access points limited. Wireless Internet use requires separately purchased Internet service contract.

‡ A standard GSM/GPRS infrastructure, a standard wireless LAN infrastructure, other devices enabled with Bluetooth wireless technology, and a service contract with a wireless network airtime provider may be required for applicable wireless communication. GPRS wireless Internet access requires a separately purchased service contract. Check with wireless network service providers for availability and coverage in your area. Not all Web content available.

HP mobility partners

Area	Partner
Mail and messaging	Microsoft Extended Systems
Sales force automation Customer relationship management	Siebel Systems Dovarra
Field force automation	Dexterra Extended Systems
Location-based services	Kosmo Studios PanGo Networks
Infrastructure	Cisco Systems ProCurve Networking by HP
Wireless Enterprise Framework	Shipcom Wireless
Device management and security	iAnywhere-XcalleNet Credant

HP mobility portfolio—all the mobility you need

To us, delivering a total solution means more than supplying all the parts. It means analyzing and assessing a customer's needs and then leveraging our broad expertise in technology and service to create a solution that delivers immediate business value. And it means knowing how to work with existing infrastructures as well as architecting new ones.

So, while HP designs and manufactures innovative computing devices, printers, and servers to meet the mobility needs of the enterprise customer, we also link them to an adaptive infrastructure that reduces IT cost and complexity.

Mobility strategy solutions

Charting the path to business potential

What can mobile solutions do for your enterprise? Which solutions align with the strategic goals of your business? Which initiatives will deliver the greatest return on investment? With broad-based expertise and a balanced perspective, HP helps you to find the right answers.

The art of the possible

HP "Art of the Possible" Mobility Strategy Services help you to identify the mobile solutions that will have the greatest impact on your business. In a one-day workshop with your business visionaries, HP experts discuss the business opportunities enabled by technology, review case studies, and guide you through a detailed process to identify the mobility initiatives that can deliver the greatest return on your investment.

Mobility architecture services

Business objectives. Mobility initiatives. Enterprise applications. IT infrastructure. The pieces of the mobility puzzle are clear—the challenge is putting them together. Using our proven methodology, HP solution architects analyze your current and future IT architecture from every perspective—business, function, technology, and implementation. From there, we help your team explore how different strategies and implementations can affect your infrastructure today and tomorrow.

Mobile office solutions

Connecting mobile workforces—more securely

In the mobile enterprise, the office is everywhere. As the requirements of remote workers extend the enterprise edge, the fundamental question is this: How can you integrate the tools and information they use with the infrastructure you've built—seamlessly, securely, and cost-effectively? With a unified approach that combines leading-edge HP technologies with applications from our respected mobility partners, HP helps you find the answer.

The customer is always right . . . in front of you.

In a competitive marketplace, superior customer service and support can make a critical difference. When you give your mobile workforce the means to access and update customer-related information in real time, your customers enjoy new levels of individualized attention—and you enjoy more cost-effective delivery of services.

Applications: the next generation

As mobility matures, a new class of applications enables a new level of performance. Designed to make the most of mobility from the outset, these new applications make access and management easier, more streamlined, and more secure. HP can help you assess how new capabilities empower your business, address your security concerns, and integrate with your infrastructure today and tomorrow.

“HP mobile solutions help save our small business \$10,000 per month. We were able to hire five more lawn technicians and ten salespeople without adding another person in the back office. Eliminating paper dropped the back-office workload by 75 percent.”

Mike Reynolds

Director of IT

Middleton Lawn and Pest Control

Wireless LAN solutions

Site-specific mobility; enhanced flexibility

How can a wireless local area network (WLAN) increase your organization's productivity? What's the best way to securely deploy the technology across your network and integrate it with your environment? How can you leverage wireless LAN technology to build your customer base? HP has the expertise to create a secure wireless LAN tailored to your enterprise needs.

WLAN signals a new era of mobility.

Inside the enterprise, wireless LANs give workers new freedom to access real-time information and printed documents.* Outside the enterprise, wireless LANs allow businesses (such as airports, hotels, and restaurants) to enhance the customer experience with convenient access to e-mail, the Web, and printing. Public WLANs deliver immediate accessibility to traveling business professionals and consumers.

WLAN with a plan

From initial assessment to ongoing support of your wireless LAN, HP has you covered. Our network consultants ensure that the architecture, planning, and design of your WLAN solution are optimized for your business—and for your physical environment.

Mobile industry solutions

Mobility to meet your specific needs

Just as every enterprise is unique, so is every industry. Empowered by customized mobile solutions, businesses can confront industry-specific challenges as never before. With HP perspective and expertise, your solution is uniquely smart, responsive, and relevant.

- Healthcare
- Pharmaceutical
- Government
- Education
- Retail
- Manufacturing
- Financial services
- Legal
- Real estate
- Accounting

Managed mobile solutions

Harness the power of mobility now—whatever your resources

Your IT resources are finite, and the constraints on your capital are real. No less real are the benefits a mobile solution will bring you. The first step toward a solution may be as simple as partnering with HP.

Managed mobility services

When commercial mobility meets resource reality, HP works with you to ensure that fast, secure, and affordable mobile solutions remain within reach. We do it all—integrating, managing, and supporting mobile solutions for your enterprise applications, including coordinating third-party software and service providers and supporting the end-user.

You can start right away: you pay only the initial startup charge and a monthly service fee based on the number of users. And you can scale up or down quickly as your business changes.

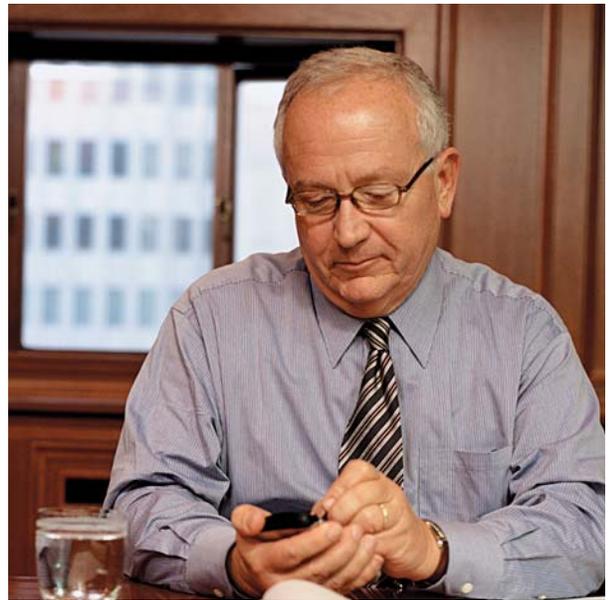
Managed pilots

Ready to launch? Full speed ahead? Typically, you need to pilot your solution to see how it meets your needs and to determine how your infrastructure should be adapted to make the most of it.

HP solution architects work with you to develop and deploy a limited-scale pilot. Based on an analysis of its performance, we then recommend the right steps to achieve a full-scale deployment—with little or no impact on your IT operations.

* Wireless access point required and is not included. Wireless Internet use requires separately purchased Internet service contract. Availability of public wireless access points limited.

HP balances world-class capabilities with a customer-driven partnering philosophy to create the best possible solution. Our community of software pioneers, network service providers, and business process specialists provide expert services, technology, intellectual capital, and innovative services to foster your business agility.



Take the first step

Whether your objectives are firmly in place or you are still assessing your options, HP is ready to help. With practical insight and a partnering approach, HP works with you to remove the barriers to mobility and realize its benefits.

Can HP provide measurable ROI? If so, how?

Mobility is an emerging paradigm with customers who are still realizing the extent of their return on investment. Even so, after working with Fortune 500 companies in every major industry, HP can show specific examples of how we deliver immediate business value and ROI for a range of mobility scenarios. How will you measure the business value we bring by extending the reach and value of your information for a smarter, better-informed workforce and a more competitive organization overall?

How can HP help me to cut through the complexity and the hype?

As inventors of the most powerful mobile devices and printing solutions on the market, we have a full understanding of mobile needs. As technology experts, we work with a profound understanding of complex enterprise systems and infrastructure. Bringing this balanced perspective to your business challenges, we work with you to devise a complete solution that uniquely responds to the needs of your business. HP professionals have the capability to design, deliver, and maintain your entire network infrastructure, including seamless integration of wireless technologies.

Will adopting mobile solutions mean re-engineering my company's existing infrastructure?

As technology experts, we at HP know the best ways to optimize and integrate the solutions you are already using. We create solutions that extend the value of your IT investments and provide a natural bridge between infrastructure and mobile applications. Here as elsewhere, we apply the principle of balance: We combine a high level of consulting and services expertise with the proven ability to rapidly deliver a meaningful solution.

What kind of resources and team should I be prepared to involve at my end?

Because the best solutions balance a maximum of interaction with a minimum of disruption, we make personnel considerations a cornerstone of project planning and management. The size and composition of your team depends on the infrastructure being affected, the business processes being addressed, and the applications being deployed. We will work with you to identify how to create the most effective core team—and when to involve other key stakeholders.

Who do I contact?

To learn more about HP mobility and wireless solutions, contact your HP representative or visit us at www.hp.com/go/wireless.

A large, stylized lowercase 'hp' logo in white, centered on a green background. The letters are thick and rounded, with the 'h' and 'p' connected at the top.

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

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59827753ENUS; 09/2004

