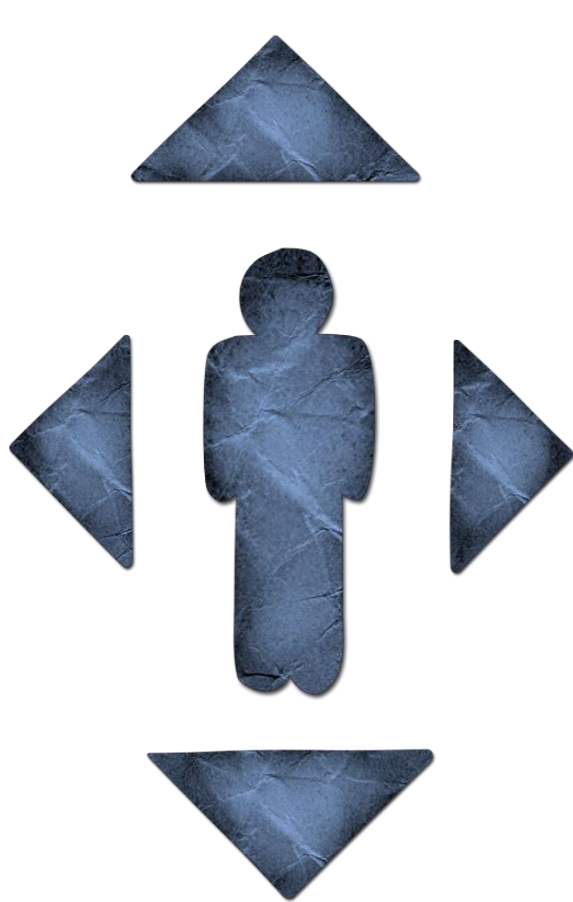


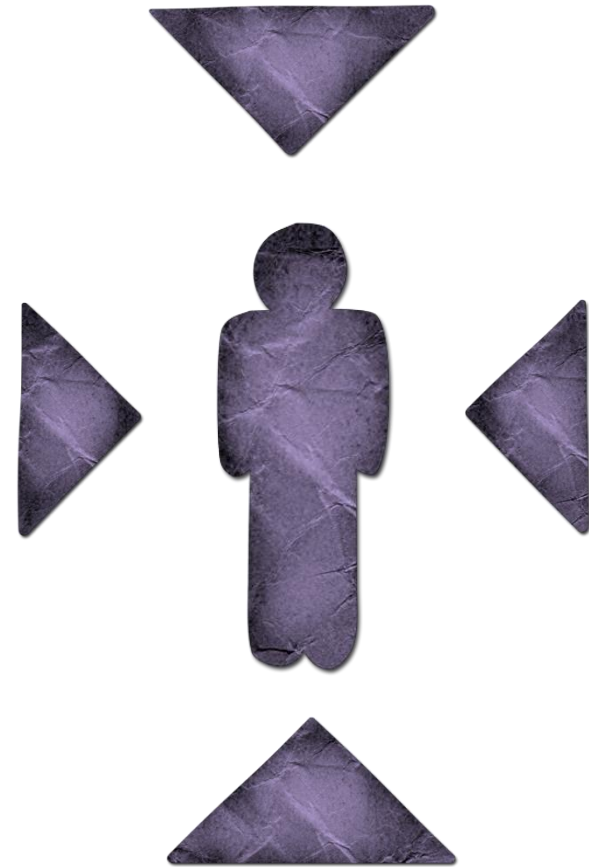
IT OUTSOURCING @ HP



OUTSOURCING & INSOURCING



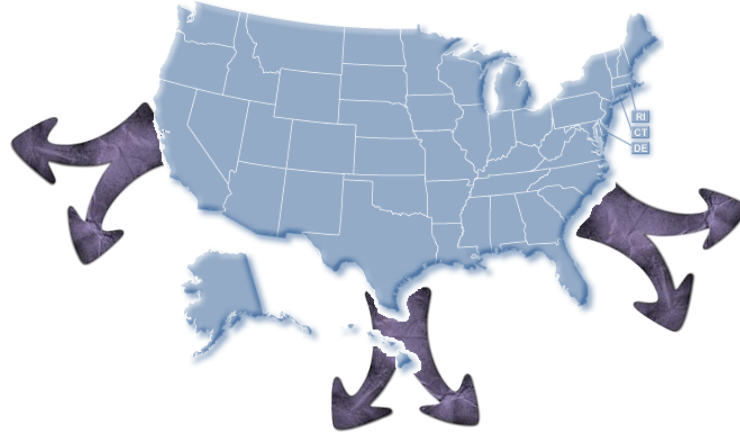
OUTSOURCING



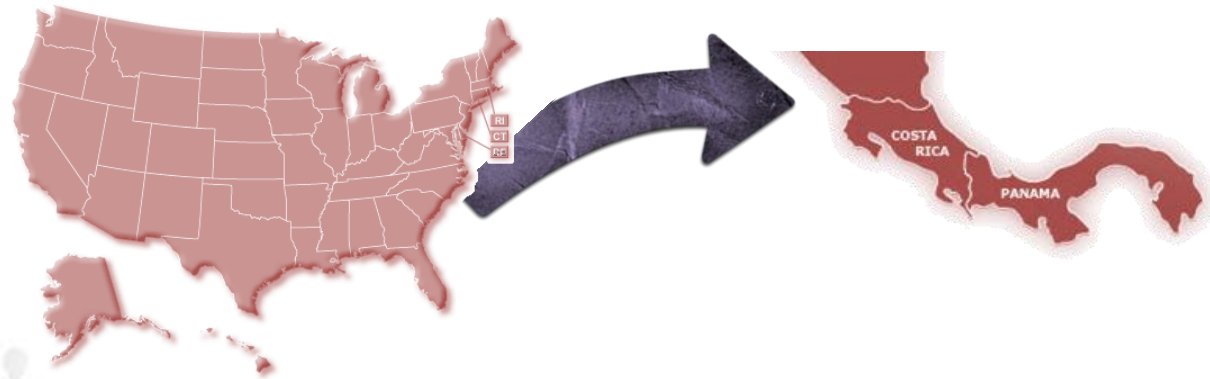
INSOURCING

OUTSOURCING

OFFSHORING



NEARSHORING



DAY TO DAY OUTSOURCING

OUTSOURCING SERVICES



RENTING SERVICES



LEASING SERVICES

TRADITIONAL SERVICES



FIX & REPAIR



FINANCING



INSURANCE



MAINTENANCE

EQUIPMENT



OUTSOURCING @ HP

OUTSOURCING SERVICES

Consulting

Infrastructure Services

Business Process Outsourcing

TRADITIONAL SERVICES

Support Services

Education Services

Financing Services

SOFTWARE

IT Financial Management

Automation & Virtualization

Strategic Sourcing

Security

Information Management (compliance)

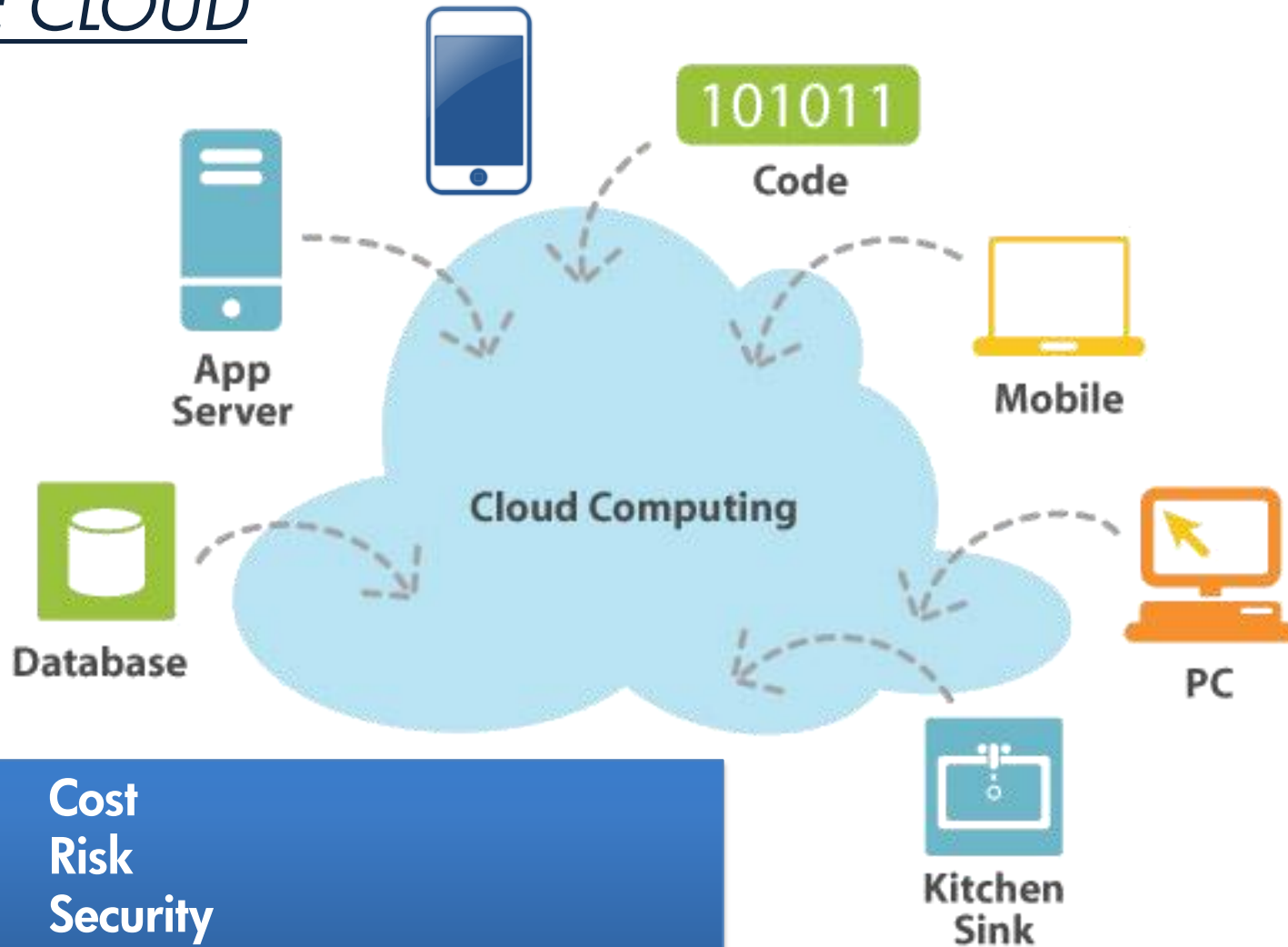
Business Intelligence

INFRAESTRUCTURE



IT OURSOURCING FUTURE:

THE CLOUD



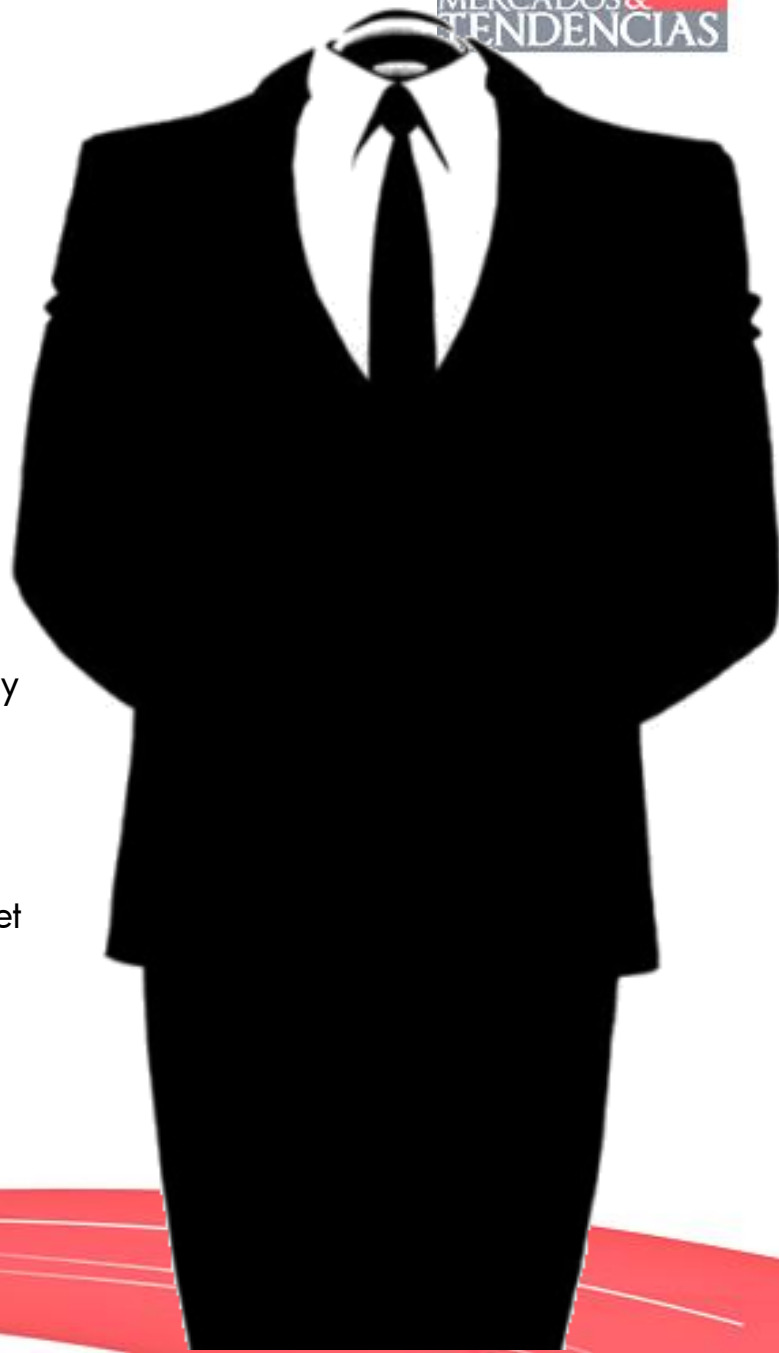
- Cost
- Risk
- Security
- Compliance

EXAMPLE



OUR CUSTOMER

- **Industry:** Household and Personal Products
- **Fortune 50 company**
- +180 countries
- **Product lines:**
 - Beauty & Grooming, Household Care (Baby Care, Family Care, Home Care segment), Health and Well-Being.
- **Brand Positioning:**
 - 23 of its brands have more than a billion dollars in net annual sales, and another 18 have sales between \$500 million and \$1 billion.
- Revenue 2009 was ~80.000.000\$
- Net Profit 2009 was ~ 13.500.000\$



KEY LEARNING

Sales Circle and Complexity vs Traditional Selling



1. LONGER SALES CIRCLES



2. INCREASED COMPLEXITY

SENIOR MANAGEMENT INVOLVEMENT



SOLUTION SELLING



KEY LEARNING

Total Cost of Ownership Matters

2



COST EFFECTIVE

FLEXIBLE

SECURE

COMPLIANT



KEY LEARNING

Total Cost of Ownership Matters

ILLUSTRATIVE



TCO Comparison Cumulative 3-Year	Solution A	Solution B	Difference	
	COMPANY A	COMPANY B	(A - B) Amount	(A - B) Percentage
IT Server Costs				
Server Hardware (New vs. New)	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
Server Software	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
Hardware and Software Support and Maintenance	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
IT Overhead Costs				
Systems Administration	\$XXX,XXX	\$XXX,XXX	-\$XXX,XXX	-XX.X%
Facilities (Power, Cooling & Floor Space)	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
Implementation Costs (Planning & Deployment)	\$XXX,XXX	\$XXX,XXX	\$0	XX.X%
Total IT Costs	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
Operating System Costs (incl. above)			(A - B) Amount	(A - B) Percentage
Purchase Price	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
3 Year Maintenance Cost	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
Database Costs (incl. above)			(A - B) Amount	(A - B) Percentage
Purchase Price	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%
3 Year Maintenance Cost	\$XXX,XXX	\$XXX,XXX	\$XXX,XXX	XX.X%

KEY LEARNING

Best in Class Deployment: Six Levers Model

3

- 1 CENTRALIZE
- 2 STANDARIZE
- 3 MODULARIZE
- 4 OPTIMIZE
- 5 INSTRUMENT
- 6 OUTSOURCE



KEY LEARNING

Both People and Innovation are Key

4



"If something can be done, It will be done"

Thomas Friedman



"The best way to "wow" your customers is to take care of the people who take care of your customers."

Tom Peters



Q&A



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