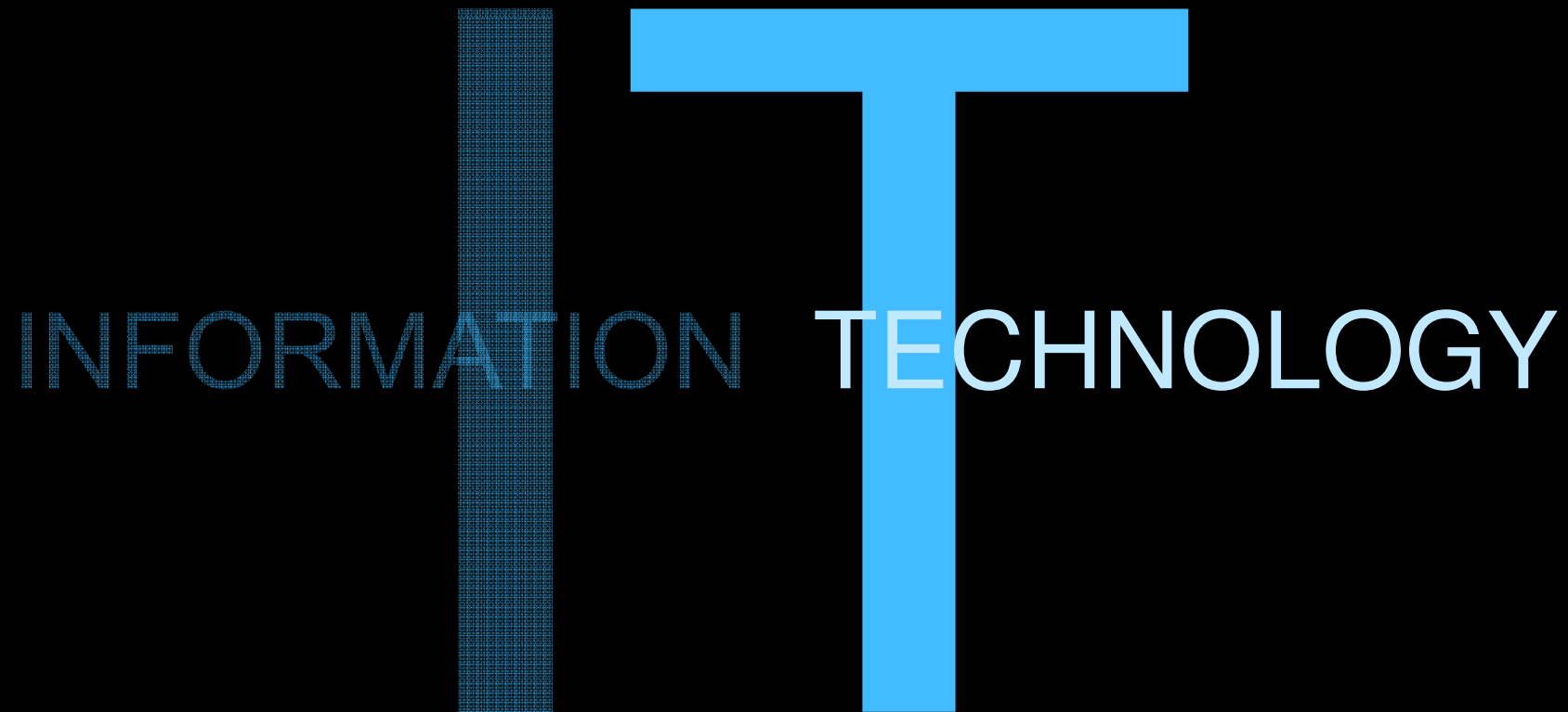


# HP Today

Kjell Ahlzen  
MD HP Sweden



# The world is changing



The world is changing

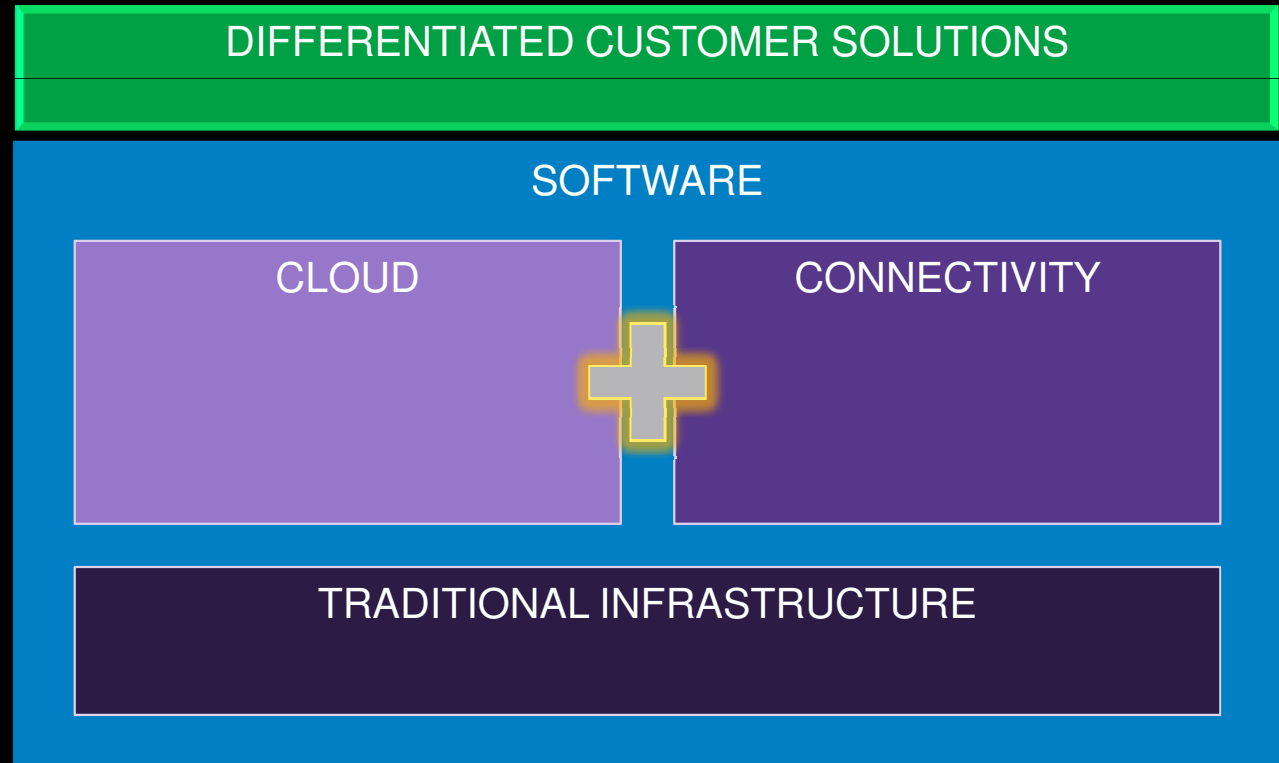
# IT

INFORMATION TECHNOLOGY

# HP's strategy

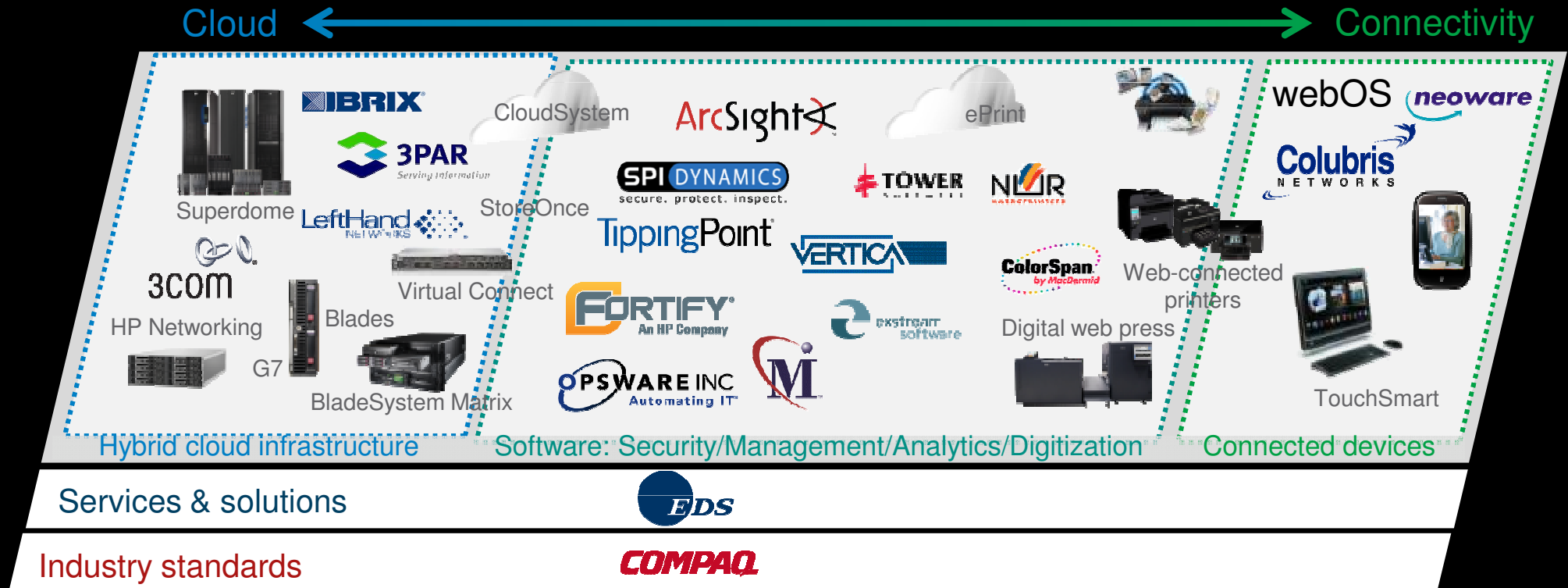
Seamless, secure, context-aware

- Optimize traditional environments
- Build and manage cloud-based architectures
- Enable seamless transformation to hybrid models
- Define and deliver the connected world from the consumer to the enterprise



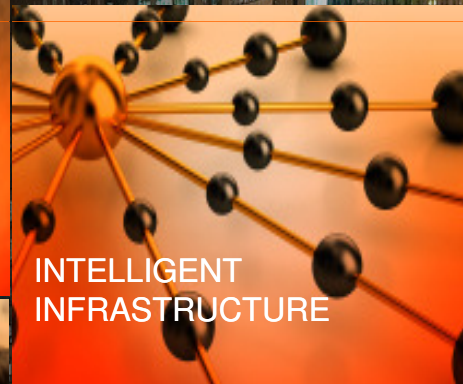
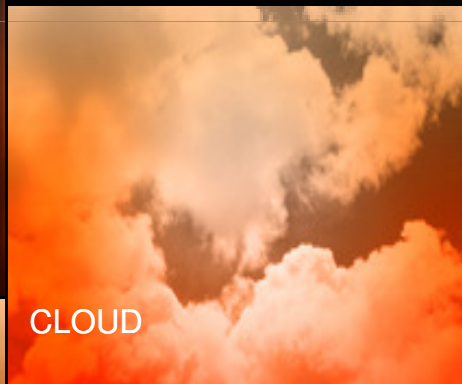
# Leading portfolio for an evolving marketplace

Investing in growth ahead of industry trends



# INNOVATION

## HP Labs



# HP to acquire Autonomy

*Establishing leadership position in large and growing space*



Autonomy is a global leader in infrastructure software for the enterprise with a customer base of more than 25,000 global companies, law firms and public sector agencies, and approximately 2,700 employees worldwide.



*“Autonomy is the proverbial 900 pound gorilla of the enterprise search market. The vendor is an order of magnitude larger than most other peers in ESR and delivers the most sophisticated and comprehensive search functionalities. It’s built on Intelligent Data Operating Layer (IDOL) server, which is a high end information access platform.”*

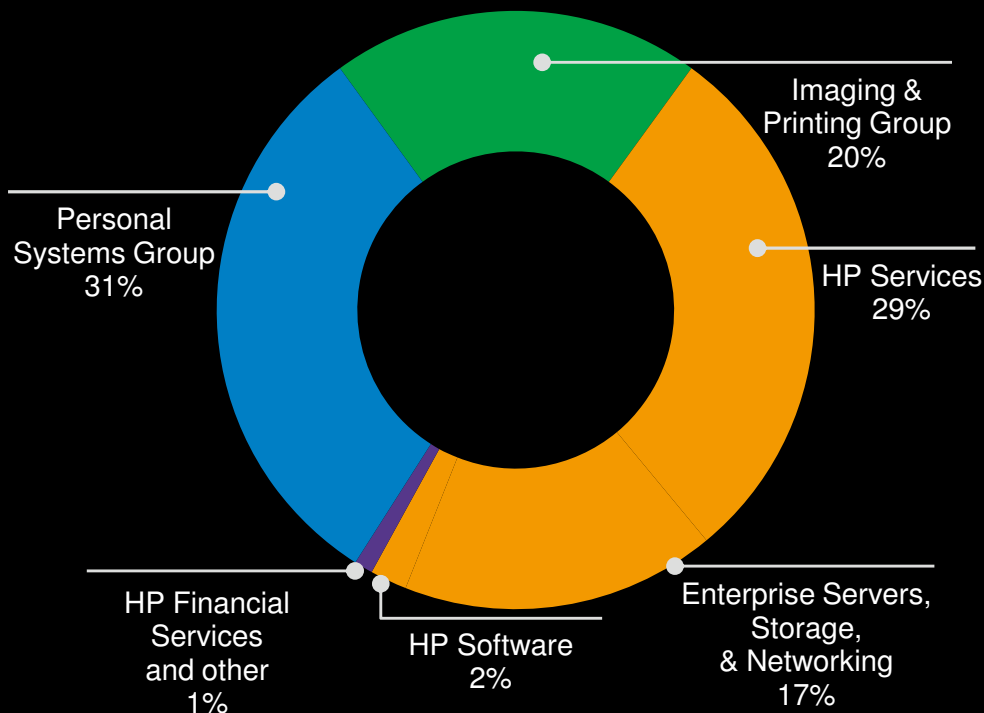




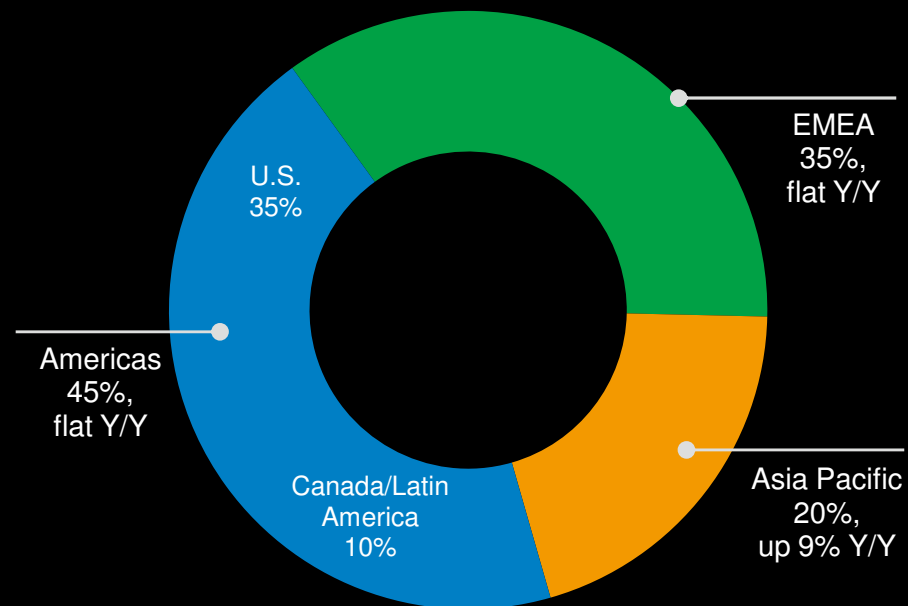
# Strong financials, poised for growth

Q3 FY11 revenue: \$31.2B

## REVENUE BY SEGMENT



## REVENUE BY REGION

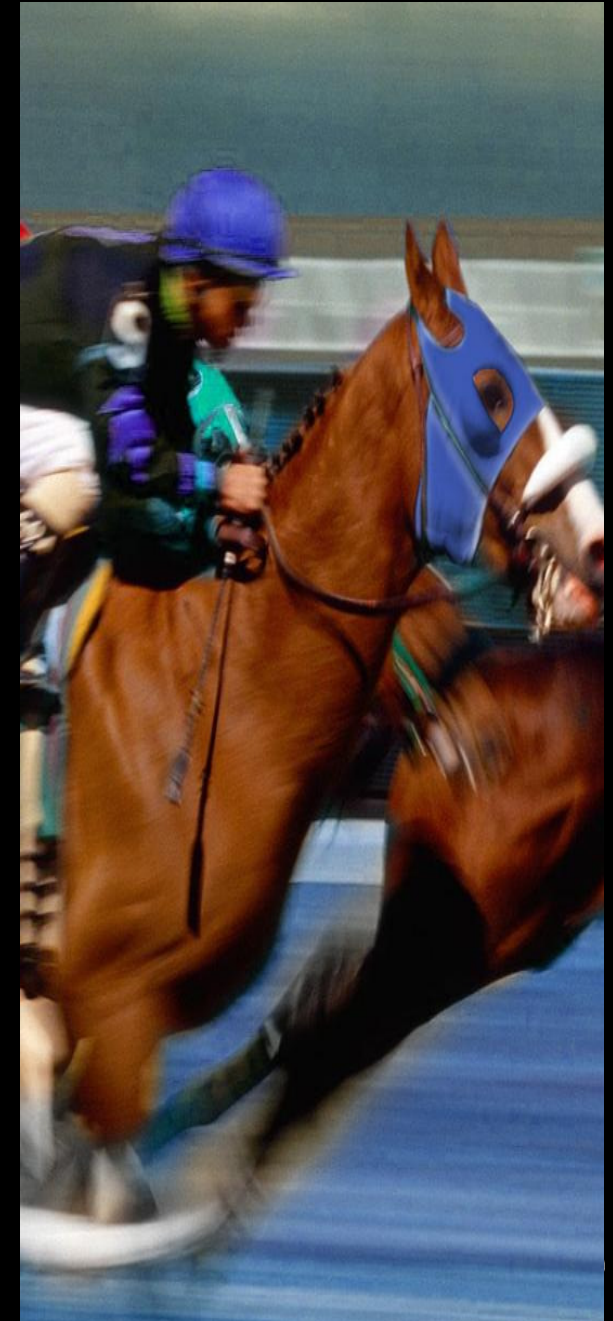




# Evaluating from a Position of Strength

Goal – make HP stronger & serve customer needs

- HP to sharpen strategic focus, investing in certain key growth areas
  - Cloud
  - Software
  - Services and Solutions
  - Markets (enterprise, commercial, government)
- **Spinning off PSG is the preferred option**
- - assumption that this is best option for customers, shareholders and employees; working to validate
- Goal: Continue to Win in PC Business and extend Market Leadership
  - Increase market flexibility and customer responsiveness



# Summary of HP focus going forward

*Solving vertical needs through vertical solutions*

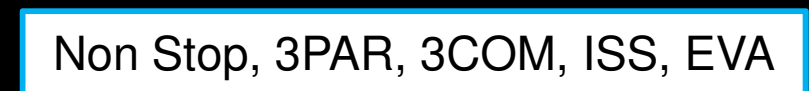
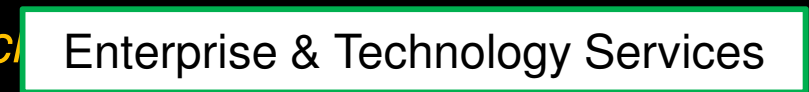
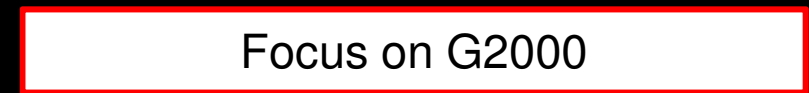
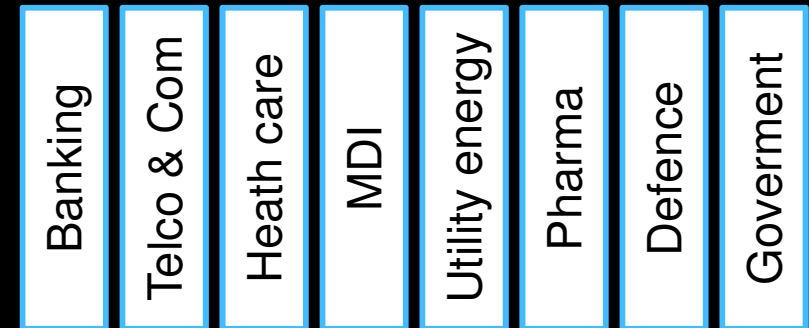
*Focus on Global Enterprise & Governmental*

*Build portfolio for “BIG DATA” management*

*World class services offering, both muscle and reach*

*Provide IT Performance tools to maximize output*

*Continue to build world class Infrastructure*



# Q&A



# HP Structure



CEO  
Léo Apotheker

PERSONAL  
SYSTEMS GROUP  
Todd Bradley

IMAGING &  
PRINTING GROUP  
Vyomesh Joshi

ESSN & TS  
Dave Donatelli

Enterprise Software  
Bill Veghte

Enterprise Services  
John Visentin

SALES &  
MARKETING  
Jan Zadak

STRATEGY &  
TECHNOLOGY  
Shane Robison

HP LABS  
Prith Banerjee

