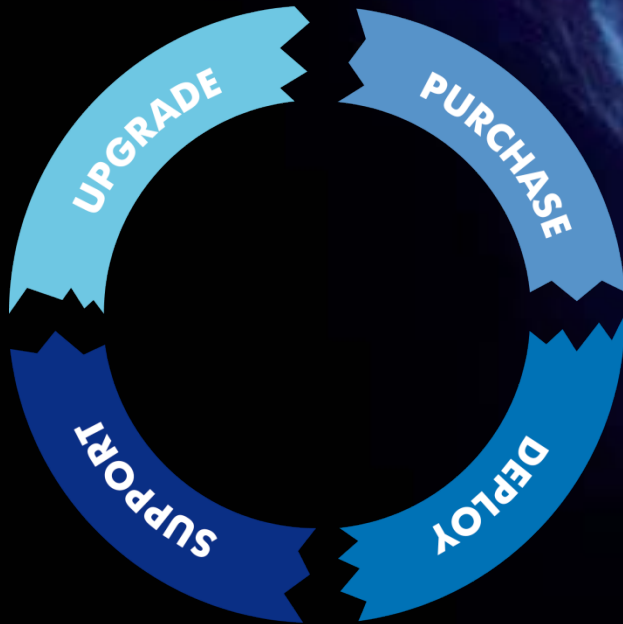


THE NEW HP PREMIER SERVICES PORTFOLIO

**Watch this presentation in full
screen mode to get all the
benefits including audio
narrative**



IT CHALLENGES THAT IMPACT THE SOFTWARE LIFECYCLE



MULTIPLE SUPPORT TEAMS

UNPREDICTABLE COST

POOR SOLUTION ADOPTION RESULTING IN SHELFWARE

STAFF FOCUSED ON ONGOING MAINTENANCE

BUSINESS RESULTS NOT REALIZED



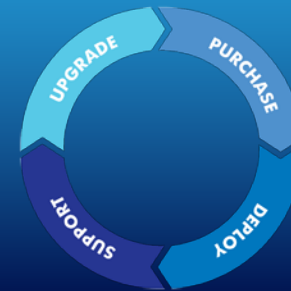
THE SERVICES INDUSTRY IS CHANGING THE APPROACH TO OUTCOME-BASED SOLUTIONS

A new approach to support is required

SIMPLIFY	PROACTIVE	CHOICE
Ownership for the entire software solution	Partnering for long-term business outcomes	Flexible, modular approach
One unified services delivery team for better customer experience	Prevent issues before they occur	Expanded coverage for solutions inclusive of customizations and integrations
	Shared knowledge and best practices	

DELIVER BUSINESS RESULTS

One team delivering across entire solution lifecycle
Manage complexity ensuring service quality
Predictability on cost



HOW HP IS REDEFINING SUPPORT



TRANSPARENT

OUTCOME-BASED

SEAMLESS

ALIGNED

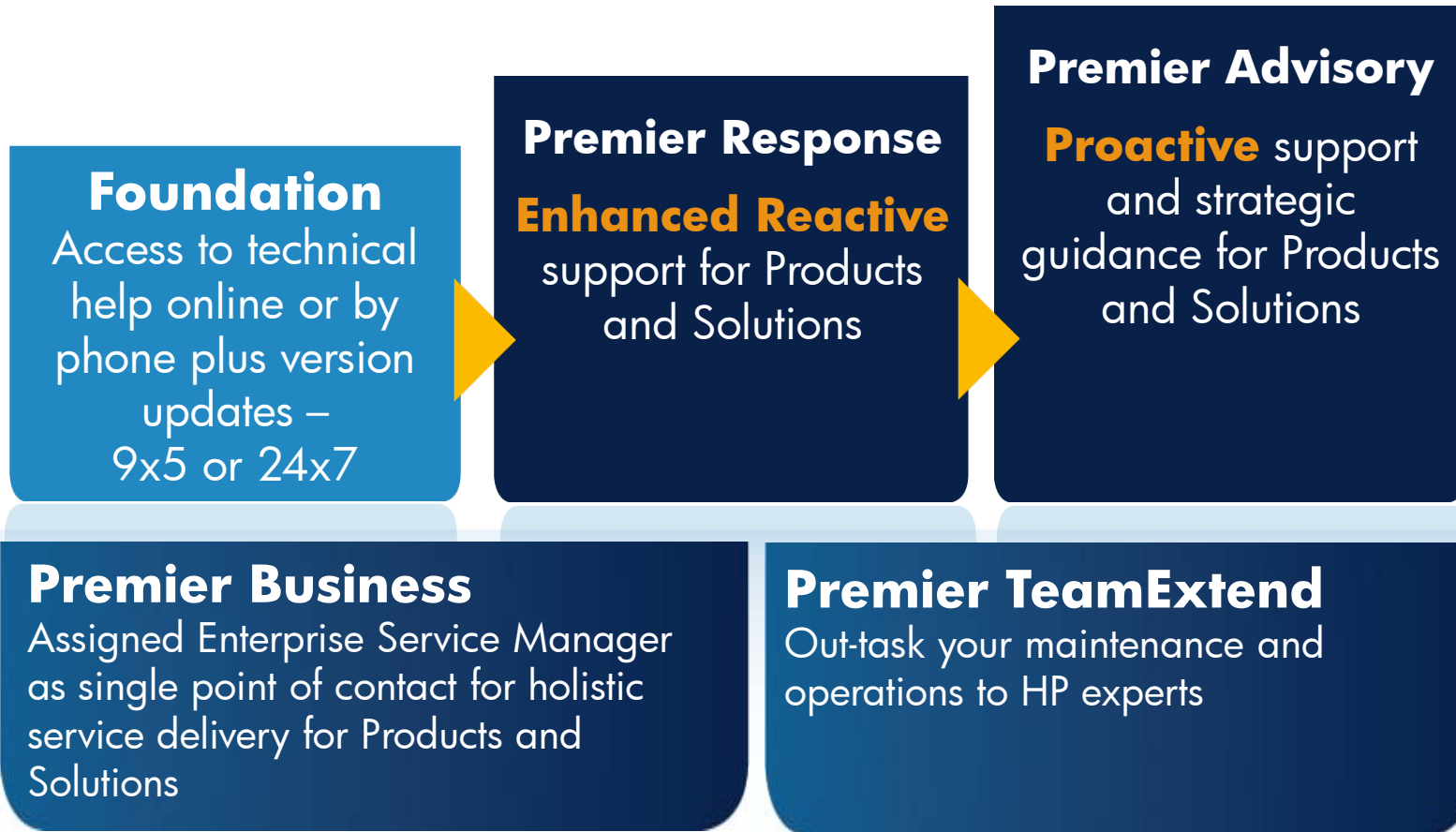




THE NEW PREMIER
SERVICES
PORTFOLIO

NEW HP PREMIER SERVICES PORTFOLIO

Shift from product support to solution management



NEW PREMIER SERVICES PORTFOLIO

Premier Response

FOUNDATION

PREMIER RESPONSE

PREMIER ADVISORY

Enhanced Reactive Support for Products and Solutions 'Fix Problems Faster'

Base (product):

- Access to pool of Advanced Support Engineers (ASEs)
- Prioritized incident management
- Advanced SLOs
- Coordination of 3rd Party SW support

Base (solution):

- Access to pool of Advanced Support Engineers for Break/Fix Support of tailored/customized solution
- Prioritized incident management
- Severity based First Technical Contact (FTC) SLO

Optional Add-Ons:

- Named Advanced Support Engineer (NASE) per product
- Sev. 1 - 30 minute First Technical Contact (FTC) SLO
- Local Language Support
- Technical Service days (onsite/remote)

Optional Add-Ons :

- Named Advanced Support Engineers
- Technical Account Manager
- 24x7 Severity 1 Standby or 24x7 On Duty coverage models



NEW PREMIER SERVICES PORTFOLIO

Premier Advisory

FOUNDATION

PREMIER RESPONSE

PREMIER ADVISORY

Proactive Support and Strategic Guidance
'Minimizing risk - optimizing uptime'

Base (product):

- Assigned Technical Account Manager (by Product Group)
- Remote reviews
- Case history monitoring & analysis
- Qrtly technical review
- Patch analysis
- Operational profile management
- Reactive case mgmt
- Escalation Mgmt

Base (solution):

- Assigned Technical Account Manager
- Solution operational profile management
- Case Trend Analysis and Reporting

Option:

- Patch management
- Periodic Solution Assessments
- Annual upgrade/migration planning assessments



NEW PREMIER SERVICES PORTFOLIO

Business and Teamextend

PREMIER BUSINESS

Assigned HP Account Manager as single point of contact

Base:

- Assigned Enterprise Service Manager (Account PPOC)
- Coordination of all NASEs and/or TAMs assigned to account
- Qrtly Business Review (case history monitoring and analysis; upcoming migrations...)
- ESM provides the client with a single point of contact

Optional Add-Ons:

- Technical Services Days remotely or onsite

PREMIER TEAMEXTEND

Out-task solution maintenance and operations to HP experts

Base:

- Choice of 9x5, 24x7 Standby or 24x7 On Duty service coverage options
- Assigned engineers for operations and maintenance
- Named Technical Account Manager recommended/required

Optional Add-Ons:

- Solution enhancements





THE BENEFITS TO YOU

NEW HP PREMIER SERVICES

A converged approach to managing enterprise software solutions

- Support for Customized Solution
- 3rd party Integration Support
- Modular
- Single point of contact
- Managed Outcomes



1

Simplify: Unified support experience with a single point of accountability to shift focus to innovation

2

Proactive: Manage ongoing changes to your solution to improve adoption and minimize risk of disruption.

3

Choice: Greater flexibility to allow the customer to choose what they need when the need it.



A blue-tinted image of Earth from space. A bright sun is in the upper left corner, creating a lens flare. The Earth's horizon is visible, and a satellite or space station is in the foreground, partially obscuring the view of the planet. The text "WHAT WILL HAPPEN IF I AM AN EXISTING CUSTOMER?" is overlaid on the right side of the image.

WHAT WILL HAPPEN IF I AM AN
EXISTING CUSTOMER?

TRANSITION TO NEW PREMIER

for existing Premier customers after FEB 1, 2011

1

Installed base Premier customers have the option to remain on current Premier structure/pricing for up to 2 yrs

2

Customers can choose to migrate to the new, more flexible Premier at renewal time

3

Existing SMS customers continue to receive services as specified in their current SoW. Premier Solution Services will be introduced at the time of the SMS contract renewal.





THANK YOU