



Hewlett-Packard Company
690 East Middlefield Road
Mt. View, CA 94043

www.hp.com

December 2009

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[Addressee's Name
Addressee's Title
Company Name
Street Address
City, Postal Code
Country]

Service Desk 4.5x and 5.1x End of Support – Service Manager Advisory

HP recognizes that the vital business function of a reliable service desk has never been greater, and yet, because of the challenges many of our customers face due to the economic environment upgrading the Service Desk platform has not been a priority.

In response to customer feedback and in demonstration of commitment to our customers, HP will extend the End of Support date of Service Desk 4.5x and 5.1x by two years, to December 31, 2012. This extension will allow customers more time to stabilize their businesses and IT so that they can realize the greatest return on investment when they transition to Service Manager. Additionally, HP will allow customers to purchase capacity upgrades to Service Desk 4.5x and 5.1x through June 30, 2011, an extension of eighteen months.

For many customers, we realize it does not make business sense to delay upgrading to Service Manager 7. If you would like to take advantage of the new features and functions of Service Manager, please fill out the letter accompanying this announcement and send it to your HP Software Support Sales Representative, your HP Software Sales Representative, HP Software Services Account Manager or your HP Business Partner.

Please also consult the HP Service Manager Migration and Upgrade Portal available @ <http://h71028.www7.hp.com/enterprise/us/en/promo/smupgrade/index.html?jumpid=go/smupgrade> summarizing all aspects on 'why and how to upgrade, respectively migrate', plus how HP SW supports you with the implementation.

HP and its Business Partners look forward to working closely with you to facilitate a successful transition to the product Gartner recently rated as the leader in IT Service Desk market – HP's Service Manager.

Sincerely,

HP Software Services

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This communication represents your company's intention to exchange the Service Desk licenses for the equivalent Service Manager licenses before December 31, 2012. On which date, the opportunity to exchange Service Desk licenses for Service Manager will come to an end.

Simply fill out the information below and email or mail it to the appropriate HP representative.

To: The HP Software Support Sales Representative or the HP Software Sales Representative or HP Software Services Account Manager or HP Business Partner Representative with whom you have been working for your Service Desk 4.5x and/or 5.1x system.

Service Agreement IDs (SAIDs): Please list every SAID number containing the licenses for the Service Desk installation you wish to migrate to Service Manager.

What happens next: You will be contacted by the appropriate HP representative to review the options to renew the Service Desk Service Agreement(s) in order to provide sufficient time to transition your Service Desk system to Service Manager before December 31, 2012.

To request the Service Manager 7 License Exchange at this time: If you would like to request the Service Manager 7 license exchange at this time, please use the form on the following page and email it to the HP Sales Representative or HP Business Partner Representative who has been assisting you with the Service Manager 7 license migration

To: <HP Software Support Sales Representative name or HP Software Sales Representative name or HP Software Services Account Manager name or HP Business Partner Representative name>

Subject: Service Desk Renewal Review – to facilitate a transition to Service Manager before December 31, 2012

Please contact me to review the options to renew these Service Agreements through December 31, 2012 for full support coverage of Service Desk.

- <SAID # - 1st>
- <SAID # - 2nd>
- <SAID # - 3rd>

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- ...
- <SAID # - final>

CUSTOMER NAME: <name of customer on Support Contract>
COUNTRY: <name of country for customer's main office>
CUSTOMER CONTACT NAME: <name of person to contact>
EMAIL ADDRESS: <email address of customer contact>

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This email request represents your company's formal request to HP to exchange the Service Desk licenses covered by active Service Agreement(s) for the Service Manager licenses entitled by the Service Manager 7 license exchange program.

To: Please send this email to the HP Sales Representative or HP Business Partner Representative who has been assisting you with the Service Manager 7 license migration.

Service Agreement IDs (SAIDs): Please list every SAID number which contains the licenses for the Service Desk installation you wish to migrate to Service Manager.

What happens next: Within approximately 5 to 10 business days, the person listed as the CUSTOMER CONTACT NAME, see below, will receive an email from HP Licensing with instructions to retrieve the Service Manager 7 license key and software.

To: <HP Sales Representative name or HP Business Partner Representative>

Subject: Software license migration request – exchange Service Desk licenses for Service Manager licenses

Please exchange all the Service Desk licenses appearing on the following Service Agreement IDs (SAIDs):

- <SAID # - 1st>
- <SAID # - 2nd>
- <SAID # - 3rd>
- ...
- <SAID # - final>

for the Service Manager 7 licenses to be included in this license exchange.

CUSTOMER NAME: <name of customer on Support Contract>
COUNTRY: <name of country for customer's main office>
CUSTOMER CONTACT NAME: <name of person to contact>
EMAIL ADDRESS: <email address of customer contact>

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