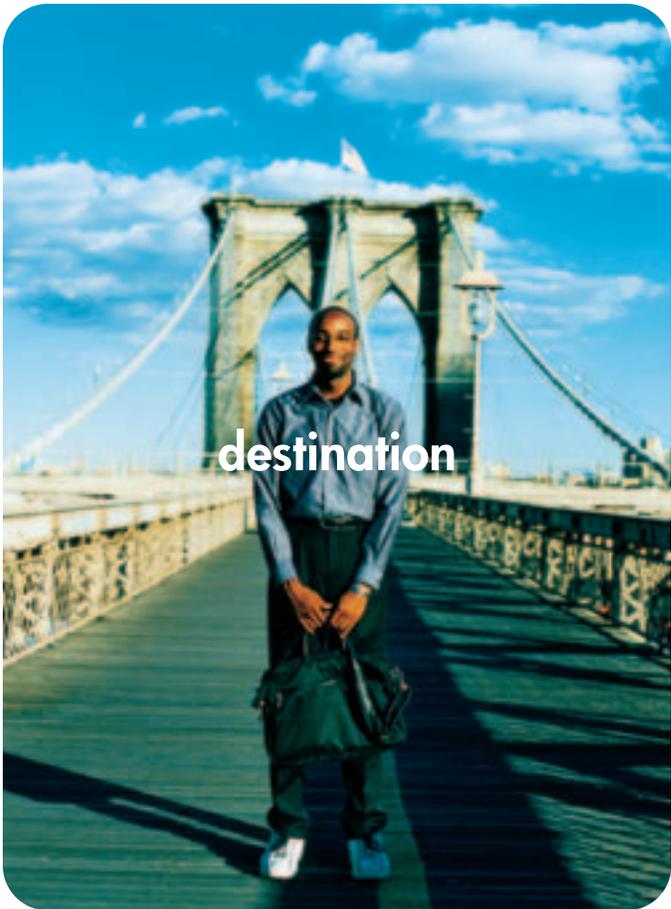


**hp enterprise mobility**



**reach your  
business potential**



**create. solve. reach.** HP helps customers create competitive advantage, solve business problems, and reach their potential through business-essential mobile solutions.

## what hp mobility makes possible

Competition is about more than keeping up. It's about getting ahead—and then securing your edge. The surest way to achieve a lasting advantage is to address the essential business problems at the heart of your enterprise. Increasing revenues. Improving outreach. Differentiating services. Extending the value chain. And, of course, empowering employees to work whenever and wherever they must. Which is where mobility comes in.

Best-in-class mobility is meaningful—and achievable—for enterprises of every size and type. So why aren't more enterprises fully enabled today? Because, while mobile solutions should be simple to use and quick to adopt, they are rarely simple to build. And when it comes to developing powerful mobile solutions, most enterprises need the knowledge and resources of a focused, dedicated partner.

To deliver the value your company expects, your mobile solutions must address both business and IT needs. You need a partner of unquestioned capability, experience, and expertise. A partner such as HP.



as an established and innovative enterprise mobility leader, hp provides business-essential mobile solutions that extend your reach to customers, partners, and employees

# 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 comprise the enterprise mobility infrastructure. Then tie it together with the consulting, integration, and support services that allow this infrastructure to serve as a powerful, lasting resource for boosting operational performance and competitive advantage. Understanding how to bring these elements together, HP 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.

hp mobile solutions	templated, repeatable solutions that reduce risk and speed time to business benefit			hp managed services
<b>mobility strategy solutions</b> <ul style="list-style-type: none"> <li>• "art of the possible" mobility strategy services</li> <li>• mobility architecture services</li> </ul>	<b>mobile office solutions</b> <ul style="list-style-type: none"> <li>• mobile field service strategy services</li> <li>• mobile field sales</li> <li>• mobile messaging</li> <li>• mobilized enterprise applications</li> </ul>	<b>wireless LAN solutions</b> <ul style="list-style-type: none"> <li>• public wLAN</li> <li>• enterprise wLAN</li> </ul>	<b>mobile vertical industry solutions</b> <ul style="list-style-type: none"> <li>• mobile financial services</li> <li>• mobile manufacturing</li> <li>• mobile healthcare</li> <li>• mobile pharma</li> <li>• mobile government</li> <li>• mobile education</li> <li>• mobile travel and hospitality</li> <li>• mobile transportation</li> </ul>	<b>managed mobile solutions</b> <ul style="list-style-type: none"> <li>• managed mobility services</li> <li>• managed pilots</li> </ul>
...for customers who need help	...for customers with known business process enhancement objectives			...for customers who want us to manage their mobility



## the proof is in the performance

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

**enterprise expertise.** Enterprise 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.

**wireless infrastructure.** In the world of wireless and networking, HP has mobilized more than one million users within the past decade and completed nearly 25,000 networking projects. As one of the world's largest network consultants and integrators, we are also the market leader in solutions for mobile operators.

**mobile devices.** HP devices set the standard for mobility. Our pocket PCs, laptops, 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.

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

# hp mobility portfolio: all the mobility you need

To us, delivering a total solution means more than supplying all the parts. It means possessing the ability to analyze and assess a customer's needs and then leverage our broad expertise in technology and service to create a solution that brings 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—now, to put 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 will help your team explore how your strategies and implementations can impact your infrastructure today and tomorrow.

## mobile office solutions

connecting mobile workforces—securely

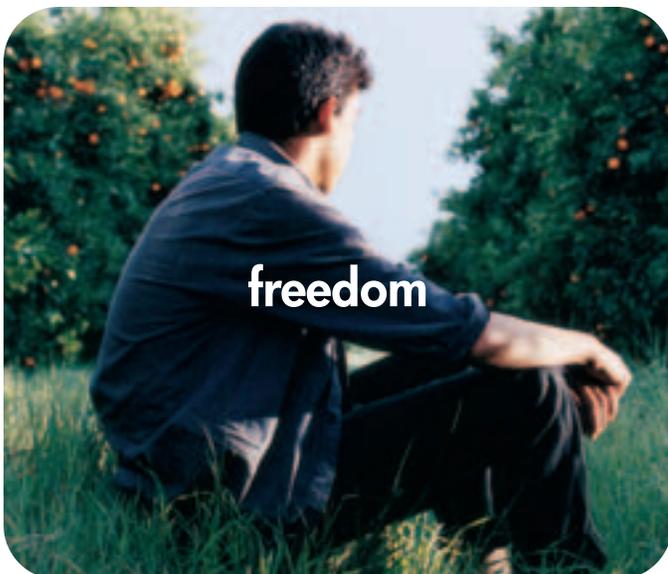
In the mobile enterprise, the office is everywhere. As the requirements of remote workers extend the enterprise edge, the fundamental question is this: How can you integrate the tools and information they use with the infrastructure you've built—seamlessly, securely, and cost-effectively? With a unified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

### the customer is always right...in front of you

In a competitive marketplace, superior customer service and support can make the 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 is enabling 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.



from devices to applications,  
hp works with you to determine  
what your next-generation mobile  
enterprise should look like and  
how it should work

## 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.

### 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.

- mobile financial services
- mobile government
- mobile manufacturing
- mobile education
- mobile healthcare
- mobile travel and hospitality
- mobile pharma
- mobile transportation

## 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. For you, the first step towards a solution may be as simple as partnering with HP.

### managed mobility services

When enterprise 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 as well as coordinating third-party software and service providers.

You can start right away, with no upfront capital investment. 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 take to achieve a full-scale deployment—free of unforeseen risks and with little or no impact on your IT operations.

## the power of partnership

HP balances world-class capabilities with a customer-driven partnering philosophy to create the best possible solution.

Our community of more than 500 partners includes leading software pioneers, network service providers, and business process specialists. Working as one team, we provide expert services, technology, intellectual capital, and innovative services to foster your business agility.



**if your enterprise  
isn't mobilized,  
it will be. soon.**



## taking 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, in 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 work force 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 the individual's 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.

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

Not at all. 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 Enterprise Mobility, contact your HP representative or visit us at [www.hp.com/solutions/mobility](http://www.hp.com/solutions/mobility)

Technical information contained in this document is subject to change without notice.

© 2002 Hewlett-Packard Company

10/02

5981-3792EN