Cost Effective Global Information Utility
Empowers Users to Respond Rapidly to
Market Opportunities
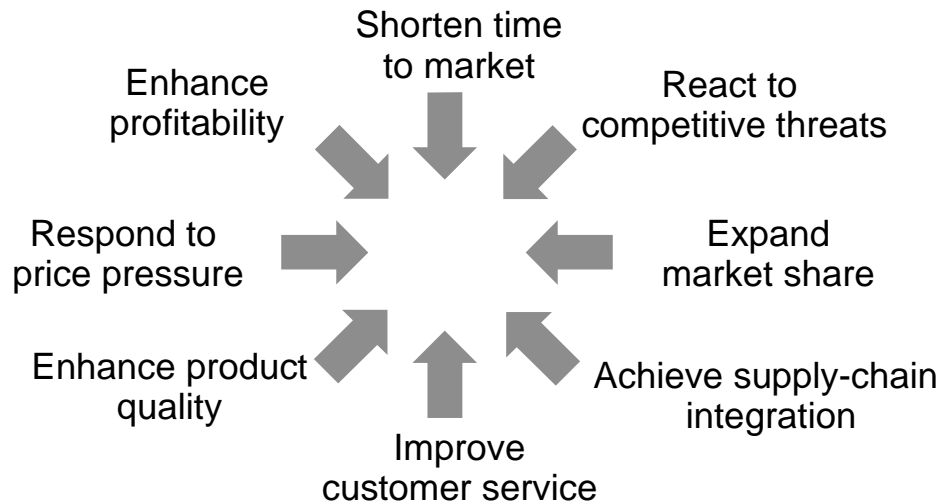
Willi Bernreiter, Hewlett-Packard
Hendrik Browne, US Army Homes
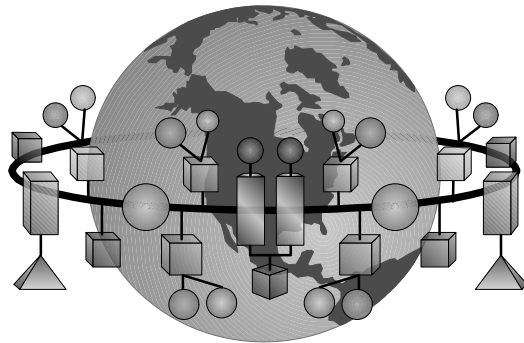

Driving Open Enterprise Computing

- Address today's business drivers
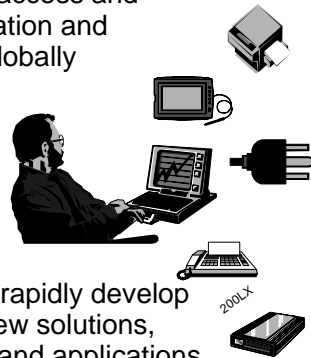
- Prepare for a volatile future

The Flexibility Imperative

Shorten time
to market

Enhance
profitability

React to
competitive threats

Respond to
price pressure

Expand
market share

Enhance product
quality

Achieve supply-chain
integration

Improve
customer service

A *cost effective,*
global information utility
that empowers users to
respond rapidly to market
opportunities.

Imagine a world where...

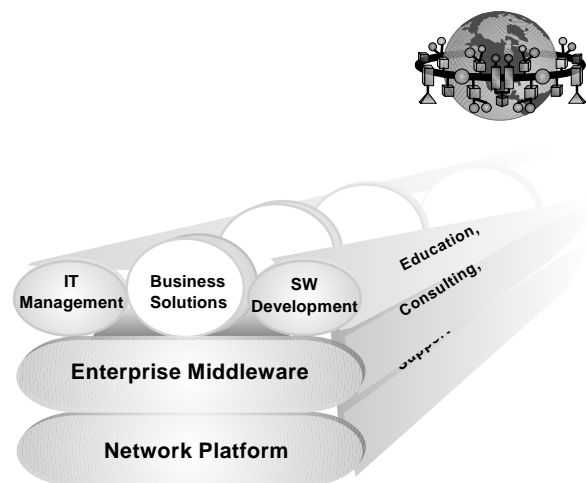**Users easily access and share information and collaborate globally**

IT easily and effectively manages multivendor platforms

Users and IT rapidly develop and deploy new solutions, technologies and applications

IT provides new levels of security, reliability, availability and performance

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- Rapid business response
  - Give business users the solutions they need when they need them
- Cost-effective response
  - Leverage investment in existing applications, technologies, and IT processes

IT Management · **Business Solutions** · **SW Development** · *Education, Consulting, Support...*

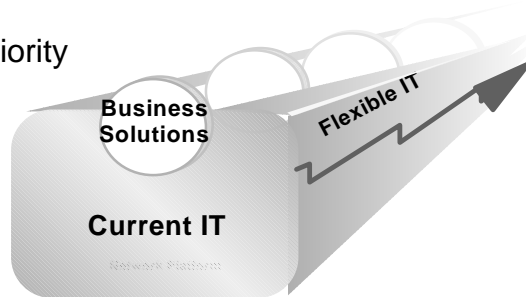**Enterprise Middleware**

Network Platform

Infrastructure choices are pivotal to realizing the Flexible IT vision

- TCP/IP enables rapid response to Internet opportunities
- X.400 messaging grows from e-mail to collaborative computing backbone ...

"Step-Wise" Approach

- Address today's needs
  Focus on deploying high-priority
  business solutions

  Business Solutions

  Flexible IT

  Current IT

- Prepare for the Future
  Add "just enough
  infrastructure" as you go

Applications that generate a
competitive advantage will not be
delivered off the shelf

- Foundation (e.g. E-mail)
- Cross Industry (Financials, HR)
- Industry Specific (Process ERP, CAD)
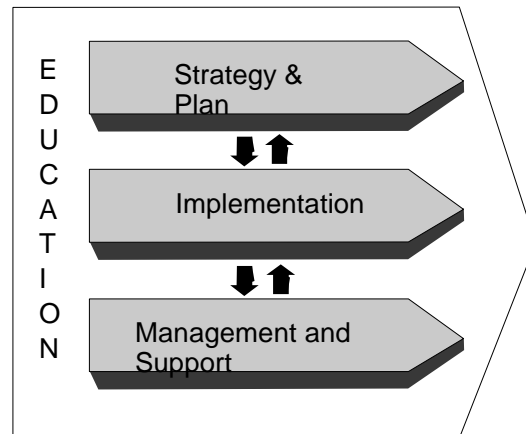- Customer Specific (leading edge)

Self Development

- Independence from underlying technology
- Robust, scaleable and enterprise-wide deployable
- Easy to modify and to maintain
- Integrateability (legacy, PCs)
- Time to market (end-users)

- Evolve to a new IT environment
- Link business and IT
- Address people, process, & technology

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Strategy & Plan

Implementation

Management and Support

Service & Support

Business Services
Understand and reengineer business processes

IT Consulting Services
Create a flexible and open IT infrastructure in support of business goals

SI Services
Ensure the design and implementation of applications on time and within budget

Education Services
Increase skills and knowledge

Outsourcing Services
Provide a cost-effective support option for IT functions

Maintenance Services
Support IT in meeting day-to-day operational needs

Financial Services
Facilitate acquisition and disposal of technology assets

Homes Success Story

Customer Satisfaction

- Worldwide reputation for quality
- A track record of protecting customer investment
- Top ranked services and support
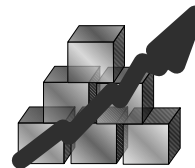- Established success in Mainframe Alternative

Powerful partnerships

- Reduced risk of single-vendor approach
- Industry technology and innovation leverage
- Choice among best-in-class solutions

Safety and security

- Profitability and growth
- Strong balance sheet
- Market momentum and open client/server leadership

Leading Open Systems Platform

- Servers, PCs, Peripherals, Networks, Middleware etc.