

How did HP use the web internally and externally for merger day 1... and beyond

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Agenda

- Challenges –execute flawless launch
- Day 1 – make it happen
- Year 1 – integrate & consolidate
- Year 2 & beyond – innovate & grow
- Critical success factors

Challenge : Execute Flawless Launch

the requirement

all customers,
partners and
employees see
HP as one company

the work

- **messaging and collaboration**
- **voice services**
- **data networks**
- **help desk**
- **directory services**
- **client services**
- **web hosting HP.com and @HP**
- **security**

the result


all systems go – “a beautiful thing”

HP.com – Day 1

Day 1 – Make it Happen

- Integrated web presence in key markets
- Single brand for new HP
- Interconnected set of products and services

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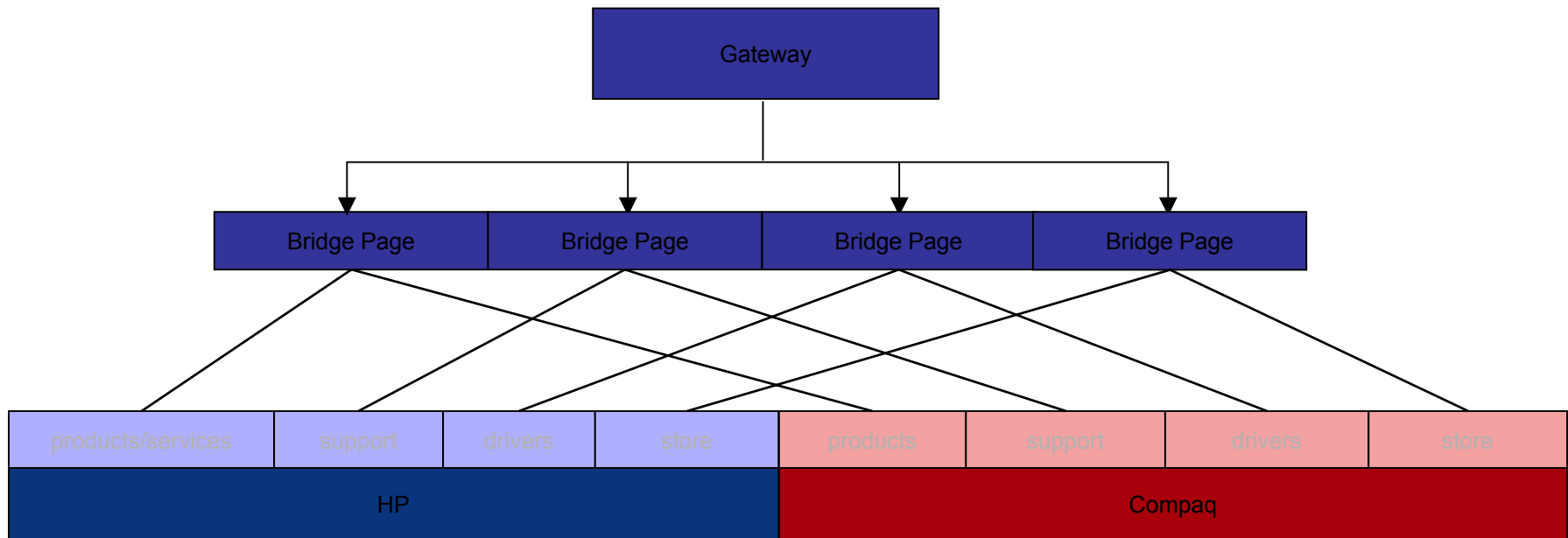
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- ... And build foundation for Year 1 integration efforts and value capture goals!

On Day 1, the merged company will deliver an integrated web presence in key markets.

Day 1 Web Presence

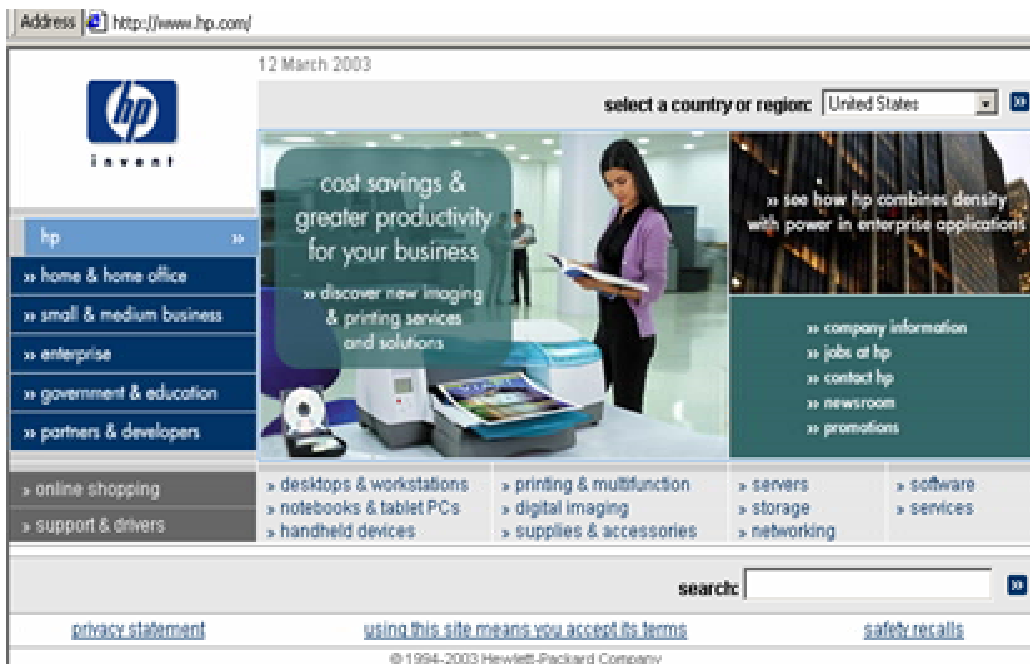


- **New “bridge” layer links top-level HP and Compaq sites**
- **Compaq customers receive splash page prior to arrival at new bridge**
- **Site areas created to deliver leadership, merger, and product messaging**
- **Initial roll-out in U.S. and Tier 1 countries on Day 1, followed by Tier 2 countries in first 30 days and ROW roll-out within 60-90 days after close**

HP.com – Year 1

Year 1 – Integrate & Consolidate

- \$4.1B eOrder volume
- 152 b2bi (direct integration) customers
- 800 accounts leveraging private portal capability
- 2,500+ Customer Specific eCatalogs/wk
- 4MM unique visitors/wk
- 64 Country Sites/35 local languages



@hp Employee Portal

Day 1 – Make it Happen

- Combined employee directory (150,000)
- 24x7 merger news
- New brand & organizational information
- Critical sales tools and processes



Year 1 – Integrate & Consolidate

- One stop access to >1,500 customized e-services
- 23 countries with local content on Life/Work & A-Z index
- Customized in 8 languages
- > 80% of employees access @hp at least weekly

Year 2 & Beyond

Innovate & Grow

Drive Revenue

Personalized Content

Web Services

Content Reuse

Next Generation @hp

@hp Content & Intranet Management

Critical Success Factors

- Start outside in
- Clear Goals
- Governance
- Operating Model
- Technical know-how



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