



a total solution for software publishing

- global software fulfillment, manufacturing and distribution
- software product life cycle management and licensing support
- eSoftware fulfillment and web-store hosting



i n v e n t



total cost control

HP Software Publishing Services

HP Software Publishing Services is an integral part of HP Managed Services. With manufacturing and fulfillment centers around the world, we distribute over four million software kits annually, representing billions in software revenues for our clients.

Our proven, comprehensive services simplify the entire software product life cycle, freeing customers to focus on strategic software development.

“By creating an Internet order placement and fulfillment capability, our eSoftware services remove the time and geographic barriers that usually separate people from the products they need. As a result, software companies have a faster, more cost-effective way to deliver quality software to their customers.”

Robert G. Farrell, Jr., Vice President, Americas Managed Services, Hewlett-Packard Company

lower your costs, heighten your expectations

At HP Software Publishing Services, our total solution approach makes us a single source partner for global software publishing and fulfillment. As we manage the entire software product life cycle for some of the world's leading software developers, we speed delivery, cut costs and increase customer satisfaction—delivering results beyond all expectations.

Choosing HP as your software publishing partner means you'll leverage world-class operations, award-winning quality standards, simultaneous worldwide distribution capabilities and a 99.93 percent on-time global delivery record. You'll also benefit from an account management team that puts 30 years of enterprise software experience into action to eliminate costly disruptions in the supply chain—improving processes, productivity and profits.

It all adds up to a 99 percent customer retention rate for HP and a reduced TCO (total cost of ownership) for your company.

“We selected HP Services following a review of the best in the industry. Outsourcing to HP enables us to shorten time to market, decrease order turnaround time and speed delivery of high-quality products to customers around the world.... They know our products, monitor the levels closely and make solid recommendations. As a result, our inventory levels have dropped by 50 percent.”

Cynthia Farmer, Senior Operations Manager,
Borland Software Corporation

life cycle management services

To decrease costs and improve customer service, many enterprise-class software companies are outsourcing publishing and order fulfillment. While this presents a cost-effective, labor-efficient solution, many service providers address only pieces of the software cycle—leaving you to handle the rest or find yet another resource to manage them.

HP Software Publishing Services offers a total solution. A complete package of services that addresses the entire software life cycle, from global supply chain management and real-time order and inventory tracking to online fulfillment and reporting. A dedicated account team will streamline your existing operations and go on to manage the overall process, providing a single, knowledgeable point of contact throughout all phases.

Whether you choose traditional or electronic fulfillment, you'll increase customer satisfaction with record-breaking order accuracy, quality and on-time delivery. All this means that you'll be free to work on what's most important—software development—while we work to reduce your TCO.

Further, since we continually invest in our services, you can be sure that you'll leverage the most state-of-the-art solutions offered in the software publishing industry today.



total confidence

speeding delivery

Product introduction — Leveraging our global presence, purchasing power and eSoftware Publishing Services, we bring your product to market quickly and cost-efficiently, in a matter of days. We also capture and maintain accurate BOMs (bills of material) and specifications for your products right from the start, eliminating costly errors that can impact budgets and production schedules later on.

Global, simultaneous fulfillment — Differentiating HP from any other supplier is a globally linked electronic publishing and fulfillment environment that supports simultaneous product release worldwide. This means you'll get the latest products to global end users or channel partners much sooner, giving you a competitive advantage in the market.

It all starts from our manufacturing and distribution centers, strategically located in the most active and profitable markets throughout Europe, Asia Pacific and the continental United States. Each center taps into a distributed electronic library of masters—a global, secure archive of consistent product information. HP manages all aspects of manufacturing and distribution, leading to consistent processes and procedures worldwide.

Combining the purchasing demands of multiple clients, we obtain commodity pricing that lowers total unit costs. We also leverage relationships with a worldwide network of

carriers to reduce freight charges, while we decrease your tax and duty payments by manufacturing locally. Further, as you expand into new territories, HP can ensure that your products are localized and translated for specific markets.

Order administration — Electronic order tracking enables you to monitor each order through the entire production and fulfillment cycle for an up-to-the-minute status. We fully inspect all orders prior to shipment, electronically notify your customers of delivery dates and ensure that products reach their destinations in the shortest time possible.

streamlining production

Media manufacturing — We offer low- and high-volume production for CD-ROM, CDR, DVD, diskettes, QIC tapes, DAT tapes and TK50s.

Demand print — Our just-in-time printing services include black and white production, collating and binding, and design assistance.

Component assembly — Kitting and packaging occur within the same day.

Real-time reporting — Real-time online reporting on inventory, orders and outgoing product specifications make production processes more efficient.



“As soon as we implemented this process with HP, customer satisfaction levels soared and customer inquiry levels dropped to zero. Customers receive a better quality product and now European customers get it overnight and Middle Eastern and African customers receive it much faster than before.”

Robert Cassese, Senior Manager, Worldwide Logistics Operations, Remedy, a BMC Software company

Revision control — The electronic library of masters is linked to print and media replication systems, as well as to order fulfillment, inventory and distribution systems. This integrated infrastructure ensures stringent revision control over all software content throughout the entire life cycle and supports both current and past versions of your products.

strategic planning and management

Supply chain management — Working closely with our worldwide base of material suppliers and your designated partners, we'll ensure that only best-practice vendors are used, and we'll leverage these relationships to obtain the best pricing.

Material resource planning — Our experts will thoroughly investigate and define your needs to ensure the right materials are on hand at the right time. They will also customize solutions for a range of characteristics, including material type, quantity, specifications, grade or quality, color process and more.

Inventory control — Our zero-backlog, just-in-time system and flexible inventory ownership policy minimize the risk of expensive excess or obsolete materials. In fact, stringent business controls and inventory management practices have exempted us from physical inventory by external auditors for over a decade.

hp software publishing services at-a-glance

- 99 percent customer retention rate
- 99.93 percent on-time global delivery record
- 99.99 percent order accuracy
- decrease in obsolescence/scrap
- reduced shipping expenses
- improved P&L (profit and loss)

"If you want to replicate a million CD-ROMS, there are plenty of commodity component suppliers you can go to. However, if you want expert advice and experienced supply chain managers to look at your business operations, recommend improvements and manage the overall process, there are very few world-class service providers with a proven global track record of results like HP Software Publishing Services."

Mike McNally, Global Director, Software Publishing Services, Hewlett-Packard Company

eSoftware services

HP eSoftware services take advantage of the latest Internet technology to cut order turnaround time and distribution costs and break through the barriers that separate your products from the customers who need them.

HP e-software business experts will help you develop, host and manage an eStore and leverage online, global and real-time order tracking, reporting and e-software fulfillment.



total technology

eStore hosting, management and support

After HP helps you develop your eStore, we can host it at your site or in one of our global Class A data centers to gain the high availability and security e-business solutions demand. You can rely on our systems and networks to deliver the uptime that keeps your site accessible to customers, partners or employees around the clock. We'll also manage and support your eStore with 24x7x365 coverage for continuous e-business.

eStore consulting and development

Let HP eSoftware Publishing Services create an eStore to showcase your products and make them easily accessible to customers. Working closely with you to determine specific needs, our consultants will plan, design, implement and manage a customized solution with your company's unique look and feel.

Your eStore and e-business solutions can offer open access to all, or more secured, password-protected access to a select group of customers, partners or employees. Payments for eStore purchases can be accepted using standard credit cards or pre-approved purchase orders. By leveraging HP's global presence and customized eSoftware capabilities, you'll reach a worldwide audience quickly and cost-efficiently.

Further, we'll help you select customized management reports, tailored to your business needs. These reports can be sent daily, weekly or monthly to selected managers over the Internet. They can also be accessed on line anytime with the HP iQuery tool using HP's flexible ad hoc reporting capabilities and dashboard.

eSoftware fulfillment

Our Web-based fulfillment infrastructure is unique in the industry. A secure, global electronic library links to back-end ERP systems, as well as to the applications that drive the eStore, ensuring that products are instantly available for fulfillment over the Internet.

Your customers can opt to receive software physically or choose to download encrypted software directly to their desktops through our electronic software delivery capabilities.

The HP iQuery application tracks orders through the fulfillment cycle in real time. iQuery allows partners to access inventory information, product structure, and product build specifications in real time via the Web.

To keep tabs on site traffic and customer purchasing activity, our Web trendings tool provides online information that reveals key data, like the number of hits and orders tracked by variables, such as customer, region or product. This helps you determine site content and layout, as well as future product offerings.

“Through our partnership with HP Call Center Services, our business was not just supplemented to—there was a cost-effective, reliable and efficient service offering created. With a dedicated, skilled and competent staff, outsourcing to HP has meant we are now able to offer a more globally challenging and professional service. It’s great to work with a company as professional and dependable as HP.”

Nick Fossey, Director of European Center of Excellence, Rockwell

call center services

HP Call Center Services extend our software publishing and fulfillment capabilities to offer pre- and post-sales support. First, we’ll help you reach the right people with the right message and materials to get the most from your marketing investment. Then, our call center staff will go on to help you manage a variety of customer service and support activities, from order and subscription management to technical support and ongoing customer relationship management. To meet global and local needs, each call center staff member is proficient in a minimum of two languages, with 95 percent educated to degree level.

With HP, you’ll leverage multilingual services, establish and build strong connections with customers around the world, and create an image they’ll recognize and remember.



total support

marketing services

Telemarketing services — Our multilingual telemarketing experts will design and implement a broad range of telemarketing campaigns, tailor-made to reach your target prospects.

Database services — Working with telemarketing campaign planners, we will build and manage your contact database, track and report leads, and keep records accurate and current.

Documentation design services — Our range of communication materials and services helps you gain the attention of customers and encourage them to buy. We can help you create multimedia presentations, online training materials, technical documentation and promotional pieces, or assist you in developing a web site that showcases your products. All information is localized for international markets.

Direct mailing and fulfillment services — Target the most relevant customers with the most appropriate message. These customized services include consulting and complete in-house design for all collateral supporting each campaign, along with global production and mailing services (physical and electronic).

Try-and-buy programs — Introduce customers to the benefits of your software by providing them with a real-time evaluation experience with no risk. We'll deliver fully functional software over the Web within 24 hours of customer request. This program not only encourages prospects to buy, it allows you to gather valuable data for future product development and marketing campaigns.

management and support services

Order management — As customers contact the call center to place orders, we respond quickly through online, global distribution of information and software.

E-commerce support — Let the call center staff serve as front-line support for all your web sites. We'll handle all issues around site availability, Web content, account registration, passwords and other factors critical to site success.

Technical support — From simple installation to complex troubleshooting, we can provide your customers with multilingual technical assistance that helps them get the most from your software.

Subscription management — We collect customer registration fees, deliver monthly subscription releases, handle scheduled software updates and keep technical support contracts current, helping you maintain repeat business.

Customer relationship management — HP will manage ongoing communication with your customers to ensure their needs are quickly met, building the bonds that increase customer loyalty and sales.

Customer satisfaction surveys — To measure customer satisfaction, we provide in-depth surveys that reveal the best ways to keep customers satisfied. Conducted by an independent source, this two-way communication process provides unbiased customer responses that deliver an accurate reading of your customer base.

awards and certifications

2002 Editor's Choice Award, Outsourcing Journal: This award recognizes our success in implementing world-class process improvements at Rational Software Corporation.

2002 Winner of Software Development Magazine's Jolt Productivity Award: Borland Software, a satisfied HP Software Publishing Services customer, was inducted into Software Development Magazine's 2002 Hall of Fame for its role in advancing the industry.

2002/2000/1999 Granite State Quality Achievement Award: This award acknowledges, our strict adherence to the Malcolm Baldrige best-practices criteria for organizational excellence and quality leadership.

2000 Industry Week Best Plants Award: This award recognizes world-class companies that exemplify manufacturing excellence.

2000 Silver Leadership Award, Pursuit of Excellence: This quality assessment program is based on the European Foundation of Quality Management and the Malcolm Baldrige Award standard of excellence, and recognizes our outstanding business practices.

ISO 9000, 9001 and 9002 certification: Our high-quality, consistent processes and commitment to continuous improvement result in superior products for your company that meet the highest manufacturing standards around the globe.

ISO 14001 certification: Our compliance to this international standard for an organization's environmental management systems establishes a baseline for increased awareness and continual improvement.

OHSAS 18001 certification: We have been formally recognized and certified for adherence to this standard for health and safety management systems.

contact

For more information about Software Publishing Services, please visit www.hp.com/services/sps

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