



HP E-Services Help Charities

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Agenda

- Creating “win-win” scenario through e-services that benefit industry and charity
- Case study: ResourceLink.org
- Pros and cons of nonprofit partnerships
- What ifs.....
- Summary



Creating A Win-Win

- Identify the common industrywide business issue
 - Surplus or scrap
 - Staffing
- Find a complementary charitable cause
- Align with appropriate industry groups for validation and support



Understand Why It Should Work

- Does it leverage substantial economies of scale?
 - Non-competitive issue?
 - Does industrywide solution makes sense versus companies solving problem on their own?
- Can it create new constituencies or customers?
- Does it become a test bed to validate supply chain processes?
 - Can it naturally become a center for best practices?



Getting from

Point A



To Point B



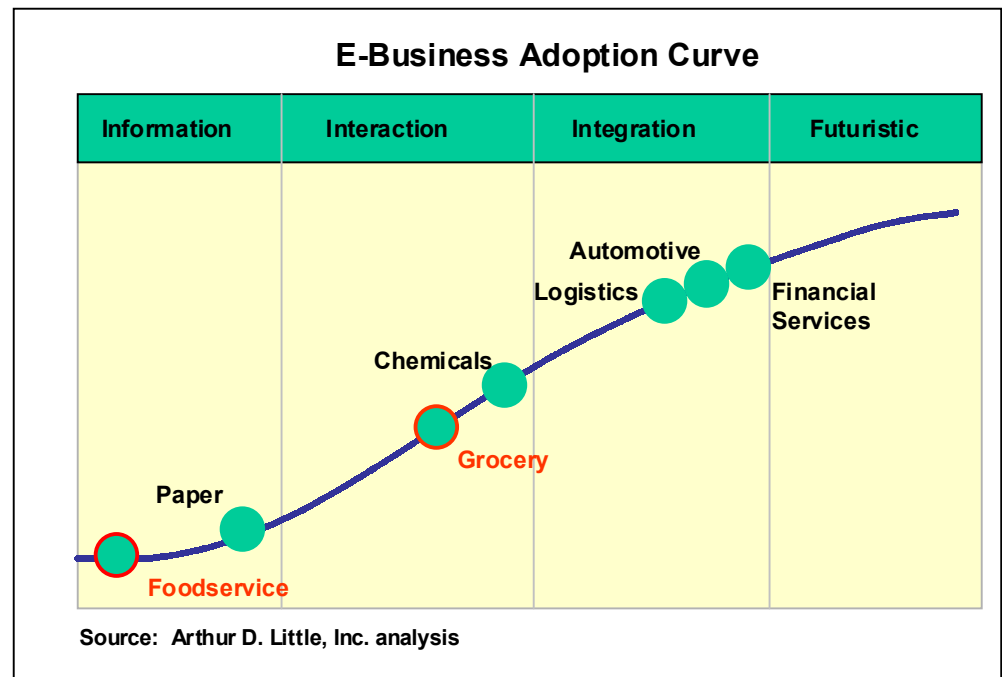


Solving A Complex Problem

- How do you get surplus food to the right place at the right time?
 - 100 billion pounds of food destroyed annually
 - Concern products may fall into wrong hands
 - Timely disposal is critical
- Who's going to deal with the administrative hassles?
- Who's going to pay the freight?

Food Industry Situation

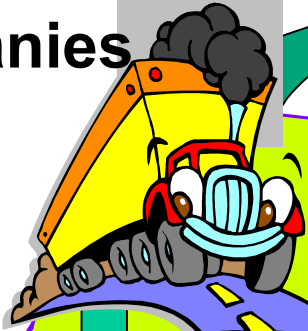
- Fragmented industry
- Technologically challenged
- Huge industry -- \$800 billion in annual sales waiting to be “Web-ified”



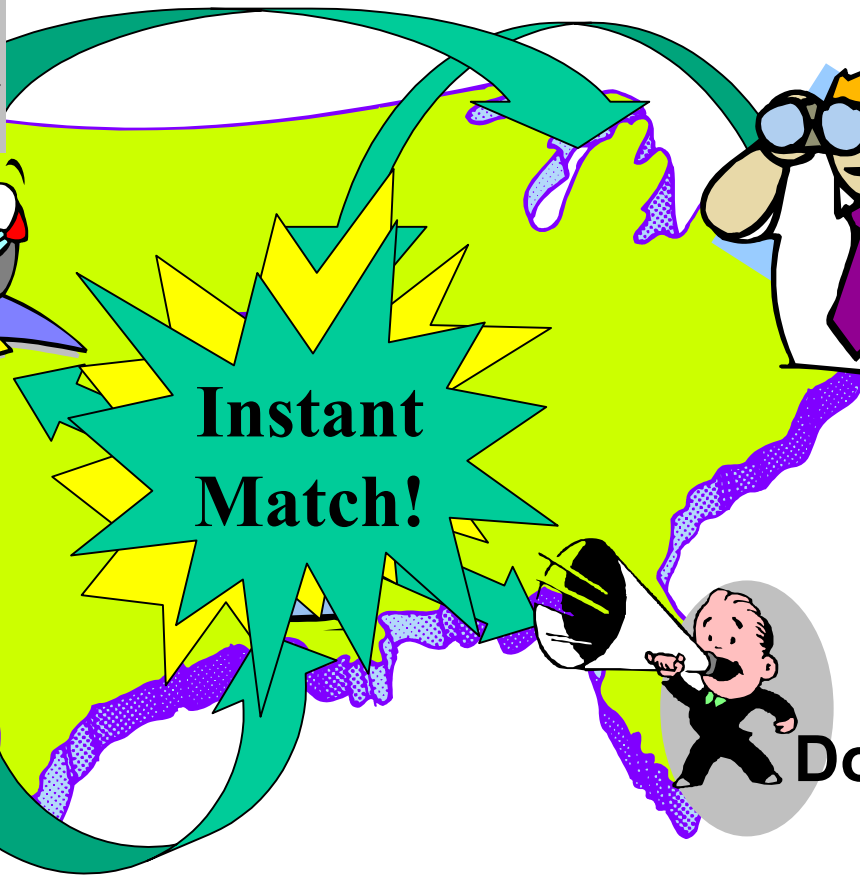


ResourceLink Vision

Transport
Companies



Suppliers



**Instant
Match!**



America's
Second
Harvest



Tax
Documentation



Who's Involved

Industry

- National Association of Manufacturers
- International Foodservice Manufacturers Association
- National Restaurant Association
- Grocery Manufacturers of America
- Lebhar-Friedman Publishers
- 60+ manufacturers
- Hewlett-Packard Co.
- National Transportation Exchange

Charities

- America's Second Harvest
- Re-DO
- Salvation Army*
- Working Wardrobes *

Government

- Dept. of Agriculture
- Dept. of Transportation
- Dept. of Defense*
- State, local governments



Key Benefits To Donors

- Free to all donors
 - Automated Web service makes donation process simple
 - Transition to ResourceLink when ready
 - No- or low-cost transportation of surplus goods
- Tax advantages by working with reputable charities
- Avoid black market risks
 - Stringent processes ensure accurate inventory tracking
 - Aligned with America's Second Harvest to ensure integrity
- Avoid disposal fees
- Excellent PR



Challenges

- Will you inadvertently re-invent a charity?
- How do you manage an industrywide effort on daily basis?
- What's the right balance between charitable requests and business needs?
- Will senior management get it?
- Bottom Line: who should be in charge?



Unexpected Benefits

- Enormous active participation by companies -- including competitors
- Highly motivating for staff, partners and customers
- Significant cost savings
- Credibility boost in market by working with charities
- Tremendous spinoff opportunities
- Opens new sales channels



Could It Work Elsewhere?

- Apparel for community organizations and disaster relief
- Building materials, surplus furnishings for homeless programs
- Pharmaceuticals, medical supplies for third world
- Scrap material for arts programs
- Electronics for vocational programs
- Paper, plastic products for schools and churches



Summary

- Creating linkages with non-profit groups can be extremely beneficial and cost-effective
- Need a few leading companies to take charge; others will follow
- Don't rely on "volunteers," this is business problem that deserves full-time attention
- Focus first on the process; the technology solution will follow