

HP E-Services:

*Fast, Smart IT Decisions using  
HP's IT Resource Center*

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# HP Services: Delivering a total customer experience online, remote, and onsite

## 1. Awareness

"I know who you are and what value you offer."

## 2. Choosing

"You help me quickly discover and create the best solution."

## 3. Ordering

"I can quickly and easily order my whole solution from my hp contact."

## 4. Installing/ Delivering

"The solution and the resources to install it arrived when i need it."

## 5. Learning

"You help me get up-to-speed quickly and keep my business running."

## 6. Using

"Your solution fits into my business processes and you make useful recommendations on how we can maximize our effectiveness"

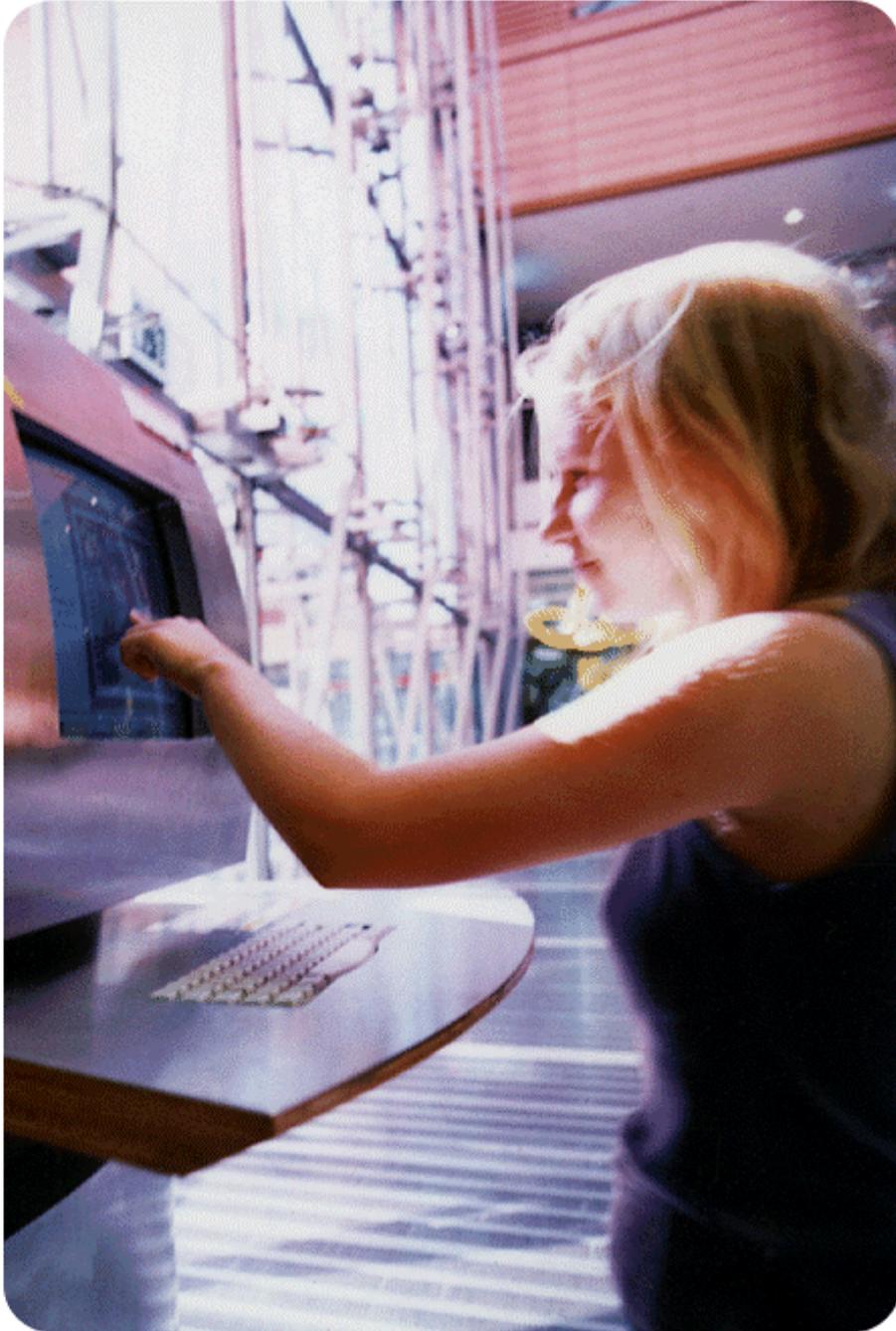
## 7. Supporting

"You work with me to prevent failures and are always there when i need you. You keep us out of trouble."

## 8. Disposing/ Upgrading

"You know my business and recommend new solutions to keep me competitive."





What is the  
IT Resource  
Center?

# The IT Resource Center is:

IT Professionals like you are turning to the ITRC to get the tools they need for their jobs. In a fast-paced and chaotic IT world, the ITRC provides multivendor, full-lifecycle information, services, and guidance. Resources include:

- Self-solve tools
- Expert assistance
- Forums with peers & HP experts
- Multivendor knowledge base
- Planning resources
- Online education



**700,000**  
registered users  
worldwide



**ITRC**  
itrc.hp.com

**IT Management & Strategy**

**Maintenance/Support**

**Training & Education**

**Forums**

# IT Resource Center

## Maintenance and Support

- Self-solve tools
- Patching
- Downloads
- Licensing
- Collaborate
- Assessment
- Diagnostics
- Notifications

## Training and Education

- Online seminars
- Self-paced web training
- Virtual classroom courses

## IT Forums

- Software forums
- Hardware forums
- Printing and digital imaging forums
- Business management forums

## IT Management & Strategy

- Project advice
- Remote online consulting
- Performance assessments and coaching
- Multimedia presentations
- Articles, white papers, insights

The IT Resource  
Center evolution:  
Building on HP's  
e-services vision



**Chapter 1:**

**“Do-it-yourself  
services”**

**Chapter 2:**

**“Do work for me”**

## Chapter 1 Definition

- **“Clicks and mortar” model**
- **Key business processes were getting linked to the Net**
  - **Sharing information**
  - **Exchange of money**
  - **Other key processes**
- **“Do it yourself” services**

# Chapter 1 Evolution

From individual HP  
websites for IT  
professionals ...

To a new portal –  
IT Resource Center

**Electronic Support Center  
(technical support website)**

**HP Online Education**

**IT Resource Center**



**[itrc.hp.com](http://itrc.hp.com)**

# Chapter 1: IT Resource Center Portal Services



- Self-solve tools:
  - Search multivendor knowledge base
- Downloads
  - Individual patches
  - Software updates
- Collaboration
  - Call submittals
  - Forums
- Notifications
  - Subscribe to email notifications
- Training
  - Self-paced and virtual classroom
- IT Management & Strategy
  - Information
  - Online tools
  - Advice from HP experts

# Chapter 2: The New IT Resource Center

*Doing work for customers across the IT lifecycle.*



## Advice

- Service catalogs
- Consultation

## Procurement

- Transactions
- Entitlements

## Delivery

- Information
- Tools
- Assistance

## Plan

- Tell me what's out there.
- Here's what I require.

## Design

- Give me options and specifications.

## Implement

- Tell me the impact.
- Help me build a system.

## Maintain

- Keep it up and running.
- Anticipate & troubleshoot.

## Train

- Fill in my knowledge gaps.

## Chapter 2: “Do work for me”



- Seamless, personalized experience
- Dynamic online services
- Services communicate with each other
- ITRC is currently transitioning from Chapter 1 to Chapter 2

# Chapter 2 Next Step: Common Infrastructure

Services

- IT Professionals
- Developers
- Business Professionals
- Other

Applications



## Chapter 2:

### IT Resource Center future direction



- Industry-standard application development
- Personalization
- Dynamic user experience
- Communities
- Services
- Procurement

## Chapter 2: IT Resource Center Vision

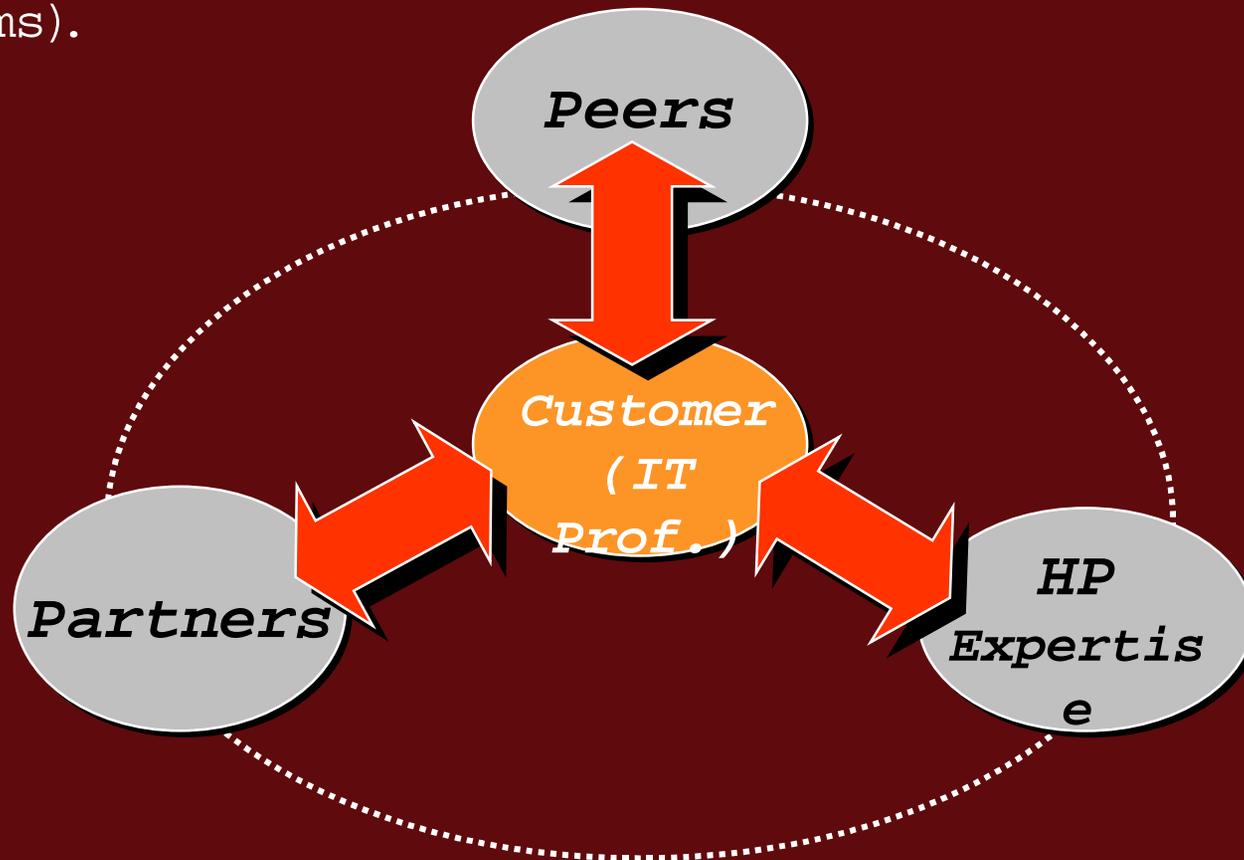
The IT Resource Center community will fundamentally transform the way that IT professionals succeed in their jobs by:

- *Anticipating and recognizing* their needs, and providing timely solutions through a *dynamic exchange* of relevant IT resources *wherever and whenever* they need it.
- Enabling the user to manage the depth & breadth of their experience with the IT Resource Center and their relationship with HP.

# Chapter 2:

## IT Resource Center Community

Community Mission Statement: Be the meeting place for IT Professionals to collaborate across the lifecycle (learn, share, solve problems).



## Chapter 2: IT Resource Center "My experience"

Personalization and customization puts customers in control of their experience:

- Customers choose the the way they want to obtain service and support.
- HP uses customer information to anticipate and predict their needs.
- The customer's experience is based on a combination of individual and company profiles.

**Chapter 2:  
IT Resource Center  
Content &  
Delivery**

HP will be a content aggregator for not only HP, but also third party content providers.

Customers receive relevant, contextual content whenever, wherever, and however they choose.

## Chapter 2: Service & Support Extension

### The IT Resource Center:

- Bridges the customers' IT environment and processes with HP's service & support processes.
- Integrates Web and non-Web activities.
- Automates and integrates self-solve, assisted solve, and prescriptive solutions.

## Chapter 2: “Do work for me”

Tools and services will eliminate or improve the efficiency of mundane, costly IT tasks:

- Self-healing tools resolve problems seamlessly.
- Services “packaged” on the fly, via flexible pricing, packaging, and payment schemes.
- HP will anticipate and predict service or support needs, and proactively provide

## Chapter 2: Dynamic Marketplace

Resources are procured *whenever* and *however* customers choose:

- Purchase all types of content, tools, services, and contracts online.
- Services “packaged” on the fly, via flexible pricing, packaging, and payment options.



HP is taking the  
lead in proactive  
online IT support  
services!

## Moving Forward ...

- Is your company considering an e-services strategy?
  - Where are you in the evolution?
  - What is your customer experience strategy?
  - What are your IT strategies to support the e-services evolution?
- HP Services can help you across your IT life cycle (online, remote, and onsite).