

HP PLUGGED IN



CORPORATE INFRASTRUCTURES
FOR THE NET

BUILDING A CORPORATE INFRASTRUCTURE FOR THE NET

Every day, companies just like yours are using the Internet to their advantage. They're reducing costs and increasing profits. And they're getting to market faster than ever before.

At Hewlett-Packard, we've always been proponents of the idea that companies can gain a competitive advantage through the innovative use of Information Technology (IT).

That's why we've revolutionized our own internal IT infrastructure to keep our global operations running efficiently — and ahead of our competitors.

In short, we practice what we preach.

And now, we've created a special seminar — a practitioner's forum — to share the practical benefits of building a corporate infrastructure that uses the Internet to support your strategic business objectives.



*Robert Walker
Vice President, Chief Information Officer
Hewlett-Packard*



By attending, you'll learn:

- How we built the world's largest corporate intranet to streamline processes and run our global operations.
- How we began using the Internet to offer around-the-clock service to our customers.
- How we used open, client/server computing and the Internet to get closer to our partners, our suppliers and our customers.
- The open IT architecture adopted at HP.
- The management issues and challenges HP faced migrating away from our legacy environment.

The Opportunity

The Information Superhighway is just a way to describe the ever-increasing mass of computer networks that makes instantaneous global communications possible. Critical in this new world is

the development of strategic architectures that make possible a consistent and coherent technology infrastructure for information anytime, anywhere to be a reality. We'll address how HP is using the Internet, its corporate intranet and LANs to increase personal productivity, improve user support and at the same time be more cost effective.

Benefits of Attendance

- Gain insight into how HP moved from a PC renegade mentality to a centralized LAN network of services.
- Learn about the infrastructure necessary to deploy a networked PC client/server environment that takes advantage of network computing — from the Internet to the intranet and beyond.
- Gain knowledge about techniques for managing a global intranet.
- Understand how to achieve lower support costs by implementing a Common Operating Environment for the desktop.
- Interact with — and gain insights from — HP IT management, as well as from other IT professionals.

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DAY ONE TOPICS

The Business Case

Networks, from the Internet to intranets, are revolutionizing the way companies do business. HP uses the Internet to offer 24-hour customer service around the world. In addition to the Internet, HP uses PC Common Operating Environment (PC COE), a software management and delivery system that allows individual users to share data, software applications, disk space, printers, plotters — and more — over a network. The result: A low-cost, low-maintenance IT infrastructure that can maximize the efficiencies of any organization. Including yours.

Getting Over The Obstacles

The Achilles Heel of most client/server implementation efforts is the need to manage desktop computers as nodes on an enterprise network, rather than as isolated "personal" computers. HP provides a standardized and fully-automated environment, including software integration, configuration, distribution, installation, licenses monitoring, virus checking and reliability tracking for some 100,000 desktops (PCs and workstations) throughout the company. We'll show how you can do this for your company, too.

Deploying The Global Intranet

Corporate intranets have become an integral part of any company's information processing and the end user's access to it. At the same time, the intranet is a critical tool for deploying resources: hardware, software and people. This presentation will cover HP's worldwide network infrastructure and look at some of the network challenges in the next few years.

The Secrets of Security

Securing information is of critical importance for any network. It's especially true of the Internet and corporate intranets. Learn how HP created state-of-the-art solutions — including encryption and firewall technology — to keep its data safe and secure. And see how these critical technologies can help you conduct secure on-line data or commercial transactions — without worry.

Building The Technical Architecture

Balancing the efficiencies of standardization against the need for highly responsive local solutions is always a struggle. While there are no simple answers, HP will share its framework for addressing these issues in an extraordinarily effective fashion.

Mobile Computing

Serving your customers means mobilizing your workforce. And that means data access and retrieval are paramount. Learn how HP has mastered mobile computing, and how you can arm your workforce with the mobile solutions they need to succeed.



DAY TWO TOPICS

Knowledge Management

Creating change begins with identifying strategic opportunities and building a solid business case. But that's just the price of entry. Every corporation has tons of paper representing information that may or may not be critical to its knowledge workers. Learn how to best manage your knowledge resources — today and in years to come.

Emerging Internet Technologies

HP's continuing growth is based on a strong commitment to research and development. Each year, the company invests about eight percent of its net revenue in R&D (\$___ billion in 1996). This heavy investment — coupled with an ability to manufacture and market leading-edge technology — lets HP provide state-of-art technology solutions. This segment of the presentation will take a look at HP Labs, the company's central research facility, and give you a view of our long-term research activities.

Internet Case Studies

Talk with two HP managers who used the Internet to revolutionize their divisions and better serve their customers. Learn about the solutions they deployed, and what you'll need to bring your Internet strategy to fruition, today and in years to come.



*Open Forum
Program*



Who Should Attend?

This course is designed for key executives (CIO, Directors) from private, public and non-profit companies who are responsible for building IT infrastructures that will help their organizations succeed in the Internet Era.

How To Register

Tuition, course materials and meals are provided courtesy of Hewlett-Packard. Upon registration, a room will be reserved for you at a four-star hospitality hotel. Reservations will be made for your arrival on the night prior to the start of the program, with checkout on the last day of the program.

To register, please call our HP Executive Program Office at 1-800-270-3952. Callers outside the United States should call 716-392-1599. Upon registering for the program, a detailed information packet will be sent to you. To ensure your enrollment, register today.

Registration canceled 30 days prior to the program will be charged a one night hotel fee and a \$75 seminar fee.

HP Plugged In Dates & Locations

There will be two programs in 1997. The one and one-half day program dates and locations are:

February 10-12, 1997	San Francisco, CA
May 12-14, 1997	Chicago, IL

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