



HP Launches Internet Solution for Online Sales and Service

Electronic Solutions.Now Empowers HP's Enterprise Customers with Mission-critical Information and Services to Make Intelligent Business Decisions

Palo Alto, California. March 8, 1999

Hewlett-Packard Company today announced Electronic Solutions.Now (ESN), a secure Web site featuring a set of electronic business tools that allow enterprise customers to purchase HP 9000 Enterprise Servers, storage and support services online. ESN enables customers to enhance their HP purchasing processes with an Internet-based system that exemplifies HP's strong commitment to the customer.

ESN delivers enterprise customers a customizable Web site with detailed information regarding their HP business interactions. The service enables customers to purchase new products, track orders and shipment status, and strategically plan future investments with privileged information on HP's upcoming technologies. Additionally, ESN offers HP service and support and product news to customers, 24 hours a day, 7 days a week, at no charge.

HP already has implemented and tested ESN with its customers on a worldwide scale and currently has more than 300 enterprise accounts online in the United States and Europe. HP expects to extend this program to more than 1,000 enterprise customers by the end of 1999 and has plans to expand the service to channel and industry partners by year's end.

"ESN brings HP even closer to the customer," said Ann M. Livermore, HP vice president and general manager of the Enterprise Computing Solutions Organization. "ESN will quickly and efficiently satisfy a number of our enterprise customers' needs, while allowing HP to play a more integral role in their solutions process. With this tool in our customers' hands, we can deliver a new level of service."

HP also has made ESN scalable to evolve as customers' needs evolve. It is based on an open-standards model and allows customers to add or subtract different components from other vendors' or industry partners' Web services for a truly customized site. "This new type of Web community could truly change the way we do business with our customers and our industry partners," said Livermore.

The ESN customizable Web site offers 24-hour sales and service information that can enhance productivity and reduce downtime.

"I see ESN as the electronic facilitator to my customer relationships," said Terry Hines, an HP client

business manager. "If a customer wants direct contact with us, of course that's always available. But for administrative needs, the customer now has immediate timesaving access to our information. ESN is a true indicator that HP is taking overall accountability for our enterprise accounts, and that's what sets us apart from the competition."

ESN includes the following features:

- order-placement tools to create valid configurations and quotations and purchase HP products and support, anytime, anywhere;
- daily updates to order and shipment status;
- streamlined order tracking;
- online service and support for up-to-date access to technical information, news, drivers and more;
- a single point of entry into HP's Web site to explore a variety of information;
- Personalized Product Information -- a customized, automated tool to help manage the daily flow of information;
- Executive Intelligence -- a monthly information service providing IT and business executives a wide range of opinions and perspectives on IT issues;
- customized information and services for multiple levels of user access; and
- employee purchase program -- offers corporate employees personal discounts on HP's home-computing products.

About HP

Hewlett-Packard Company is a leading global provider of computing, Internet and intranet solutions, services, communications products and measurement solutions, all of which are recognized for excellence in quality and support. HP has 122,800 employees and had revenue of \$47.1 billion in its 1998 fiscal year.

Information about HP, its products and the company's Year 2000 program can be found on the World Wide Web at <http://www.hp.com>.

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