

# **HP Software**

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# **HP Software**

## Who we are

- Large software business with great installed base
- Positioned in key growth segments
- Disruptive technologies
- Valuable intellectual property
- Differentiator for the broader HP product portfolio

# What we face

- Integrating and leveraging the diverse assets and talent we have acquired
- Taking Autonomy from start-up to grown-up
- Driving increased organic growth
- Improving sales productivity and leveraging the web for demand generation
- Higher growth in the SaaS model

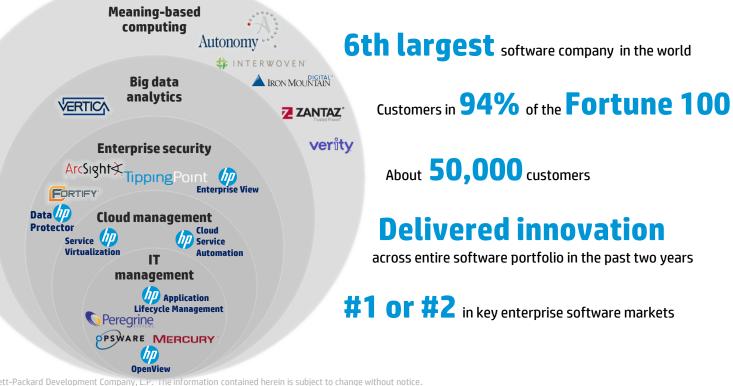
# What to expect

- Integrated business
- Better go-to-market execution resulting in long-term organic growth
- Accelerated growth in SaaS and other new delivery models
- Broader integration with the rest of the HP portfolio across the Enterprise Group, Enterprise Services, and Printing and Personal Systems



# Powerful Enterprise Software portfolio

Market-leading software to address top industry trends and customer priorities

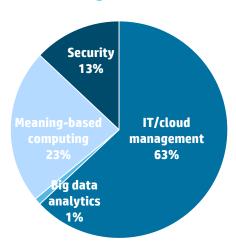




# Revenue profile

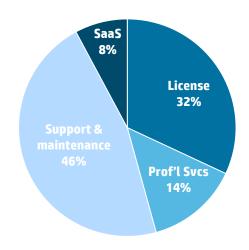
#### Business model with global reach

#### **Segments**



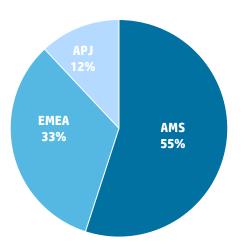
- \$4 billion growth portfolio larger than many well-known SW vendors
- Disruptive market opportunities cloud, big data, security

#### **Revenue type**



- ~20% operating profit with significant recurring revenue
- Well positioned in SaaS more revenue than several pure plays combined

#### Geography

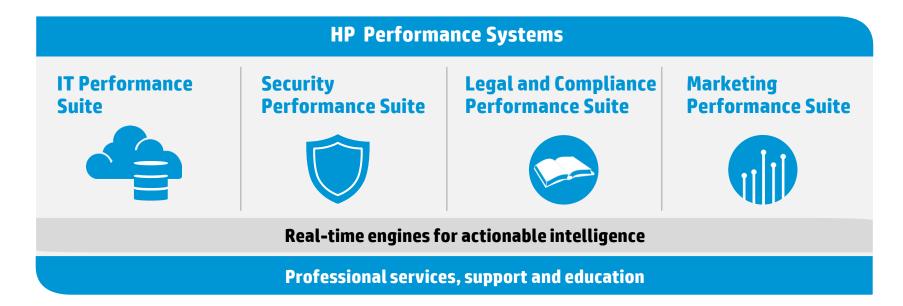


- Global scale and reach
- HP leverage
- BRIC annual growth 10%+



# **HP Performance Systems**

The confidence, insight and agility to perform better

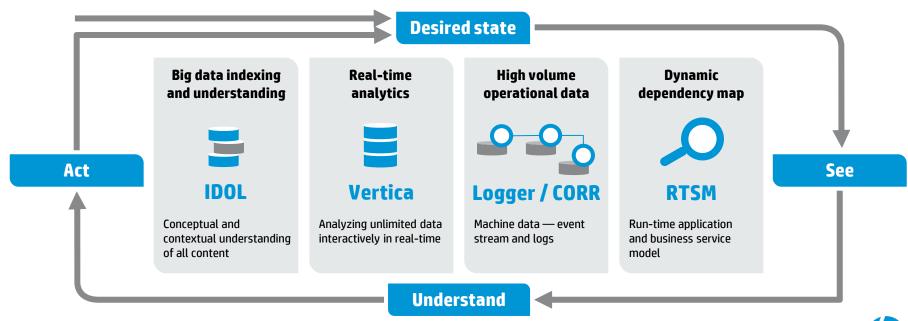




# Delivering real-time actionable intelligence

Closed-loop performance systems for IT and business professionals

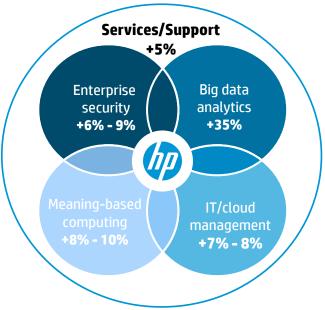
# **Continuous innovation & execution**





# Well positioned to address a large and growing market

'12 - '15 CAGR



**\$54 Billion** addressable enterprise software market

Market	Share	Position
Automated software quality	38%	#1
Distributed systems management software	11%	#1
Security and vulnerability management software	9%	#2
Enterprise search and discovery	16%	#1
Archiving	19%	#1



# For our customers... it all starts with an idea

#### **MCKESSON**

#### McKesson was determined...

...to make quality healthcare more accessible and affordable by *ensuring its applications perform* for doctors and patients every day.



#### Avis was convinced...

...its business travelers would feel safer with GPS, but they needed the insight to know it made good business sense.



## The U.S. Army had a mission...

...to keep soldiers in the field safe by making sure its munitions system was secure.



# HP Software delivers outcomes that matter

#### **MCKESSON**

#### McKesson

Better service for 200,000 doctors and their patients

#### **Application availability**

- 86% reduction in Tier 1 service level breaches
- 30 data centers to two cloud-ready sites
- \$61 million in financial benefits over 5 years



#### **Avis**

A valued service to business travelers

## Information into insight

- Tested 20,000 website iterations on Avis.com
- Selected the best performing option
- Gained \$5 million in profit



U.S. Army
Peace of mind for troops
around the world

#### **Application security**

- Secured their munitions system
- 350,000 monthly transactions made safer





# Meaning-based computing

# A well-positioned strategy for future growth

Growth opportunities – TAM expansion



#### **New consumption models**

Cloud

Managed service

**On-premises** 





Enabling new delivery methods for choice (hybrid / SaaS)...

#### **New buyers**

CIO

CISO

Marketing

Legal LOB

Capturing incremental technology spend shifting beyond the CIO through new buying centers...

#### New product portfolio

Infrastructure Applications Security



**Big Data** 





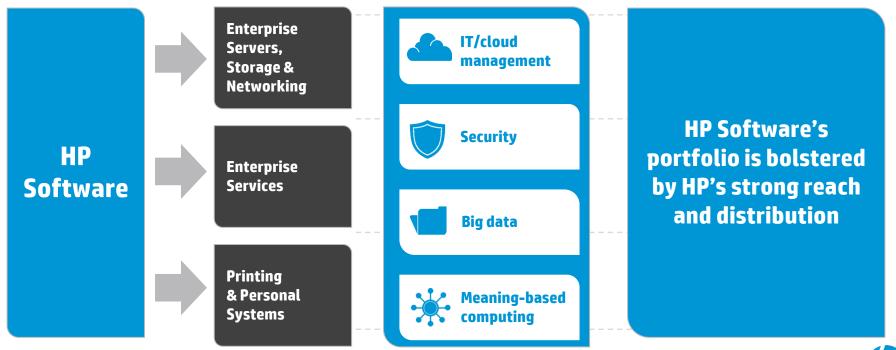




Turning information into actionable insight across the technology stack...



# Software is a key differentiator for HP's broad product portfolio



# What we will do to win...

# Make it matter.



 Bring the power of the complete portfolio together into customer solutions that provide confidence, insight and the agility to perform better



## Go to market

- Expand our buying centers beyond the CIO to grow the addressable market
- Provide new consumption models that enable choice in software delivery methods



# Operating leverage

- Leverage our at-scale business model for profitable growth
- Grow our SaaS delivery



# Operational excellence

- Integrate full portfolio
- Take Autonomy from startup to grown-up
- Improve pipeline and sales productivity
- Leverage the web for demand generation





