

INVENT – CAPTURE – REUSE: THE KNOWLEDGE MANAGEMENT STORY OF HP

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CONTENT

- Overview – HP and Culture
- KM Strategy and Architecture
- KM Implementation

KM = Knowledge Management



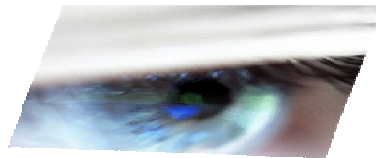
OVERVIEW: HP AND CULTURE

Knowledge Management at HP



HP OVERVIEW

- Founded in 1939
- Headquarter: Palo Alto, USA
- CEO: Mark Hurd
- Revenues in Fiscal Year 2009:
114,6 billion US-Dollar
- 321.000 employees in approx.
170 countries
- 145.000 Sales Partner
- 210.000 Service Partner



HP MARKET SHARE WORLDWIDE

Q3 2009*

| MARKET | SHARE | POSITION |
|---|-------|----------|
| Blade Servers ¹ | 50.7% | #1 |
| x86 based Servers ¹ | 37.7% | #1 |
| Unix + Linux + Windows Servers ¹ | 35.4% | #1 |
| Branded Tape Drives ⁹ | 40.0% | #1 |
| External Disk Storage Systems | 16.8% | #1 |
| Open SAN Systems ⁵ | 18.8% | #1 |
| Ethernet Switches | 5.2% | #2 |
| Automated Software Quality ^{1,6} | 41.1% | #1 |
| Distributed System Management Software ^{1,7} | 15.4% | #1 |
| IT Asset Management Software ^{1,6} | 21.2% | #1 |
| IT Services ^{1,4,7,9} | 6.5% | #2 |
| Outsourcing ^{1,7,9} | 9.6% | #2 |
| Support and Training ^{1,7,9} | 7.1% | #2 |
| Inkjet printers ⁸ | 48.0% | #1 |
| Laser printers ⁸ | 29.0% | #1 |
| Workstations ³ | 43.7% | #1 |
| Notebooks ² | 21.7% | #1 |
| Desktops | 18.1% | #1 |
| Thin Clients ⁹ | 28.5% | #1 |

***Sources:**

Some data is as of other time periods based on data availability, see Notes for details. In general data is based on IDC CY09 Worldwide Quarterly Tracker Data (Server, PC, Workstations, Hardcopy Peripherals, Disk Storage, Switches, Services) and IDC CY08/09 Software and Services Data



HP IN AUSTRIA

- Since 1970
- On Austria's top employers list 2009 (ranked 6th)



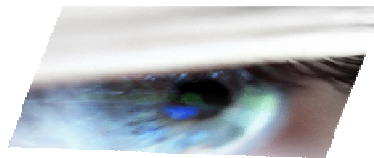
- Among top 3 in the category “Best Workplace for Women” and “Best Workplace for People with Disabilities”
- 2009 among top 3 in the competition „Taten statt Worte“ in Vienna (company award for supporting women and families)
- Nominated for Austrian Award for equal opportunities in R&D 2009

COMMUNICATION AND CULTURE AT HP

„The HP Way“ is based on trust, open communication, team work and responsibility.

A few examples (HP Vienna):

- Daily breakfast at coffee corners for employees (coffee for free)
- Monthly „Thursday Morning Speech“ of HP Management
- Flexible working times
- Employee Service
- Health Program
- Collaboration Tools for all employees worldwide,
Knowledge Management Programs for specific business units (Technology: Microsoft SharePoint)



KM STRATEGY AND ARCHITECTURE

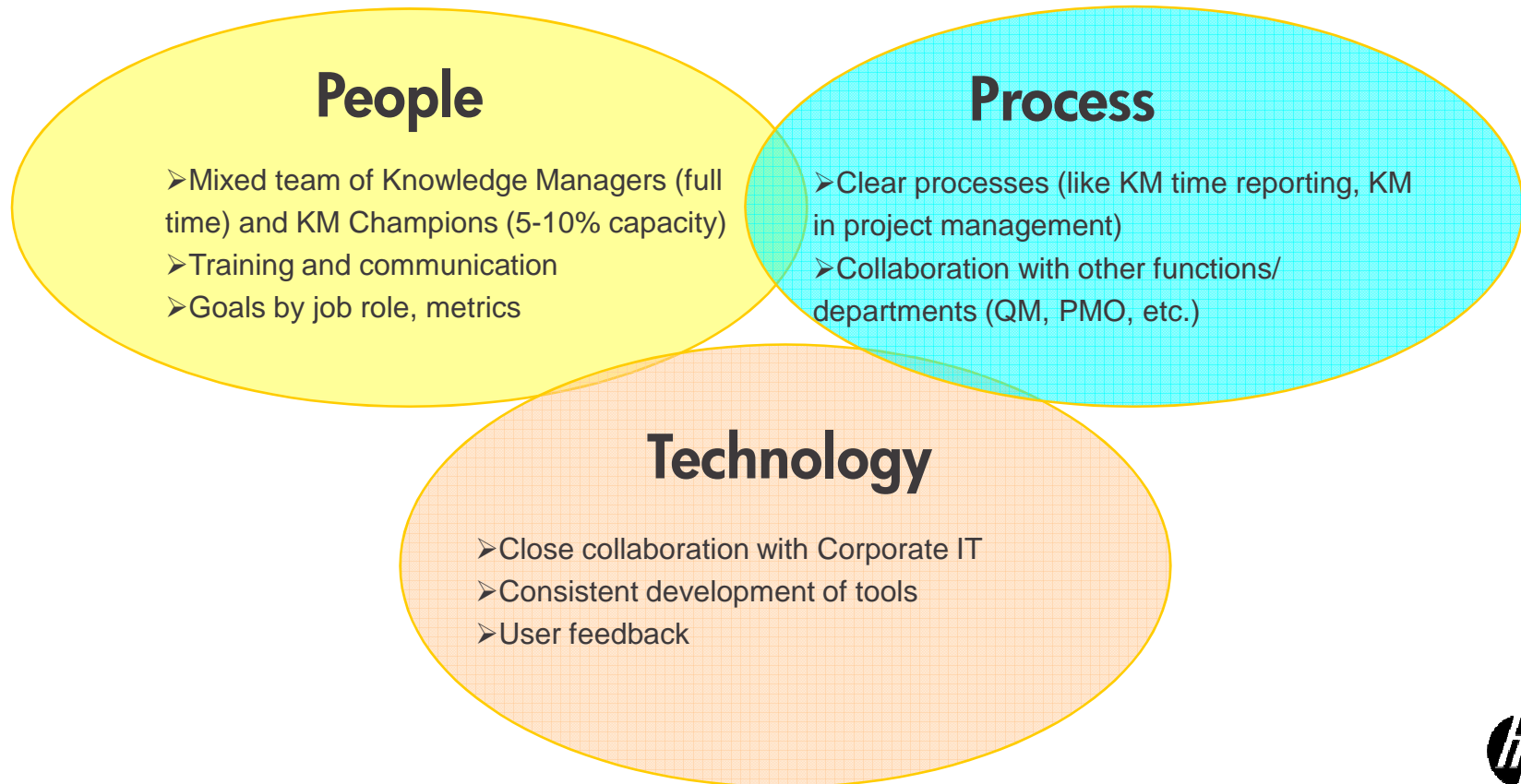
Knowledge Management at HP



KM IN HP TECHNOLOGY CONSULTING



KM – KEY BUILDING BLOCKS



3-TIER KM ARCHITECTURE

Enabling Environment (MOSS)

@hp employee portal -
 intranet

 Global repositories*
 • Standard Material
 • Engagement Material (peer-to-peer)
 based on SharePoint Portal Server

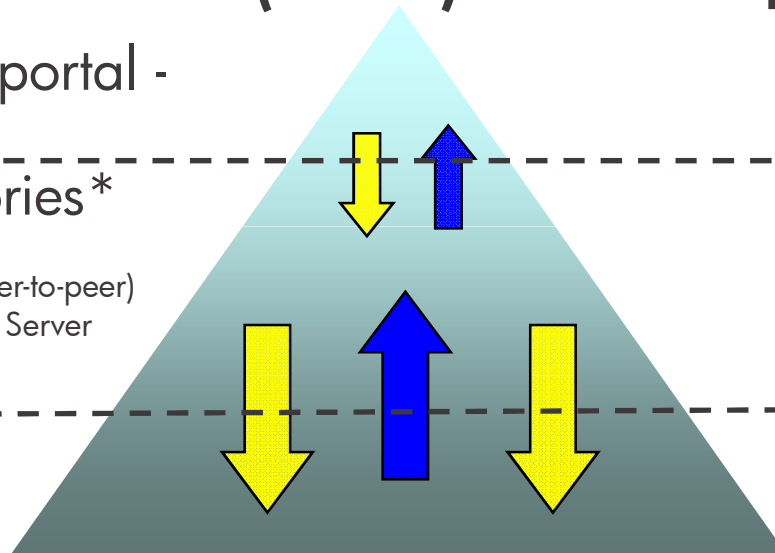
 Collaboration

Knowledge Service

Static broadcast
 information, access point

 Dynamic, distributed
 document & knowledge
 storage, core IC
 OPEN MEMBERSHIP

 Highly dynamic team/
 project collaboration
 CLOSED MEMBERSHIP



← Knowledge Reuse
 → Knowledge Capture

* Technology Consulting KM program
 MOSS = Microsoft Office SharePoint Server



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Highly dynamic team/project collaboration

CLOSED MEMBERSHIP



CORPORATE COLLABORATION INFRASTRUCTURE

Knowledge Management relies on Collaboration Services provided by HP-IT across the corporation:

Instant Messaging

- Ad hoc peer-to-peer communication
- Within HP network
- Technology: Microsoft Office Communicator

Team Spaces

- Place for project teams to
- Collaborate
 - Share work-in-progress & finished documents
 - Track tasks & events

Self-service provisioning

Two variants:

- Internal access only
- External access for partners/customers
- Technology: MOSS

Discussion Forums

- Threaded discussions
- E-mail integration
- RSS enabled

Virtual Meetings

- Audio conferencing
- Video conferencing
- HP HALO rooms
- Meeting Spaces
- MS Netmeeting
- HP Virtual Rooms



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+ Social Networking tools



“NEW” HP SOCIAL MEDIA VENUES

WATERCOOLER

- Helps people to find each other using people tags and profiles.
- Aggregates social media from across HP into one place and cross-reference it with the employee directory. Sources:
 - blogs
 - discussion forums
 - wikis
 - new business ideas
 - links to useful or interesting Websites
 - news and technical reports

HP BLOGS

- Longer posts
- Few designated authors (anyone can reply)
- Replies to specific posts
- Embed images/media

HPEDIA

- Living “articles”
- Anyone can edit anywhere
- Background “talk” page
- Embed images
- Link to other articles/categories

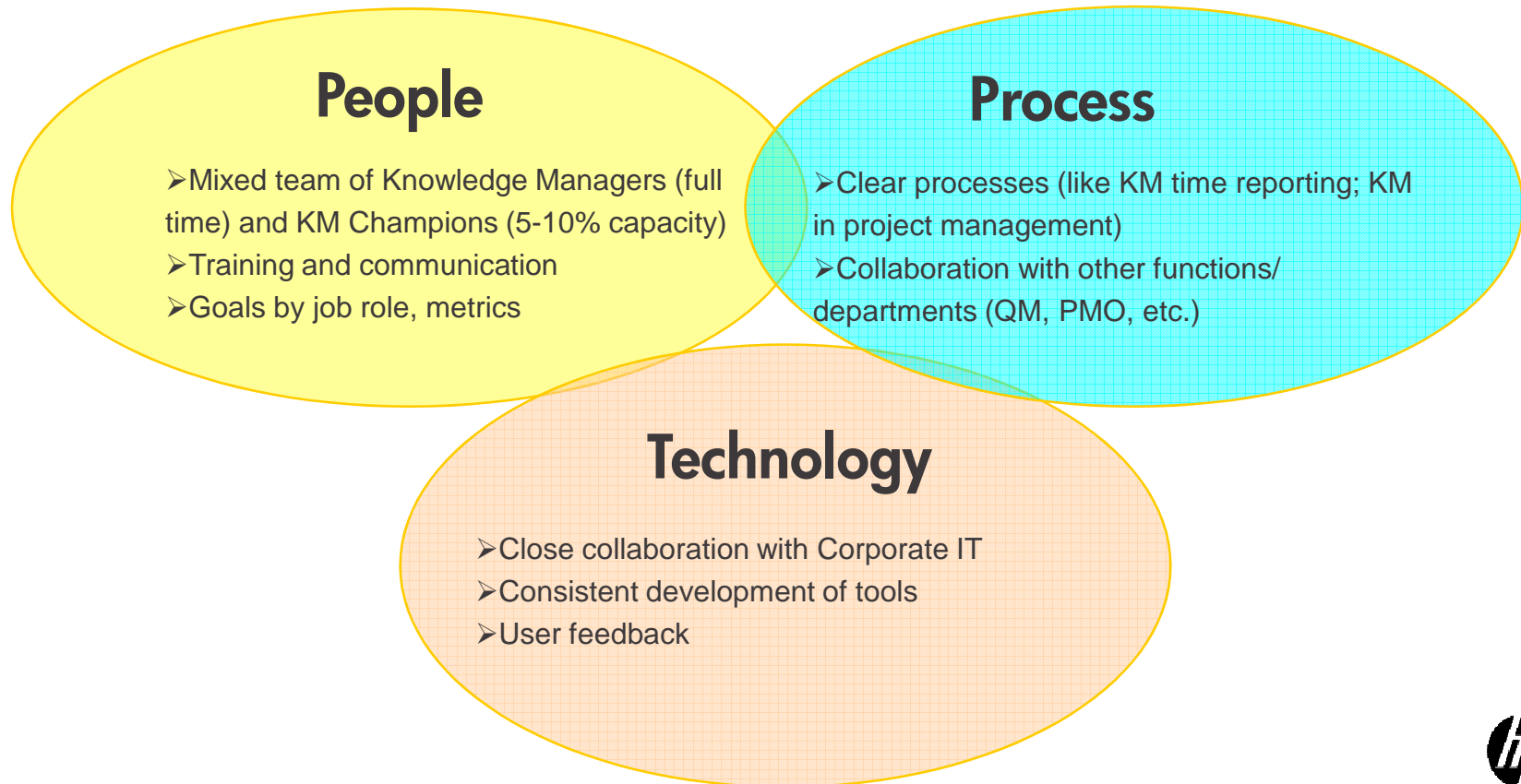


KM IMPLEMENTATION

Knowledge Management at HP



KM IMPLEMENTATION – KEY BUILDING BLOCKS



KEY PERFORMANCE INDICATORS

| Category | Metrics contributing to Health Indicator |
|-------------------|---|
| Standard Material | <ul style="list-style-type: none"> • Portal activity / Document downloads (relative to number of consultants) |
| Project Profiles | <ul style="list-style-type: none"> • Profile views • # of new profiles by total # of new eligible projects |
| Project Documents | <ul style="list-style-type: none"> • # of new projects with at least one document by total # of new projects • # of closed projects with at least one document by total # of closed projects • # of new contributions by total # of new projects • # of new contributions by total # of closed projects |
| Discussion Forums | <ul style="list-style-type: none"> • Forum Participation rate (# of people subscribed to forum) |



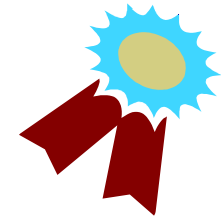
EXAMPLE: KM GOALS BY JOB ROLE

Project Manager:

- Use KM with every project start
- Submit project profiles and project documents for all projects above x\$ und projects covering new topics
- Be member in at least 1 Forum



EXAMPLE: KM SUCCESS STORY



Service Management solution (Belgium):

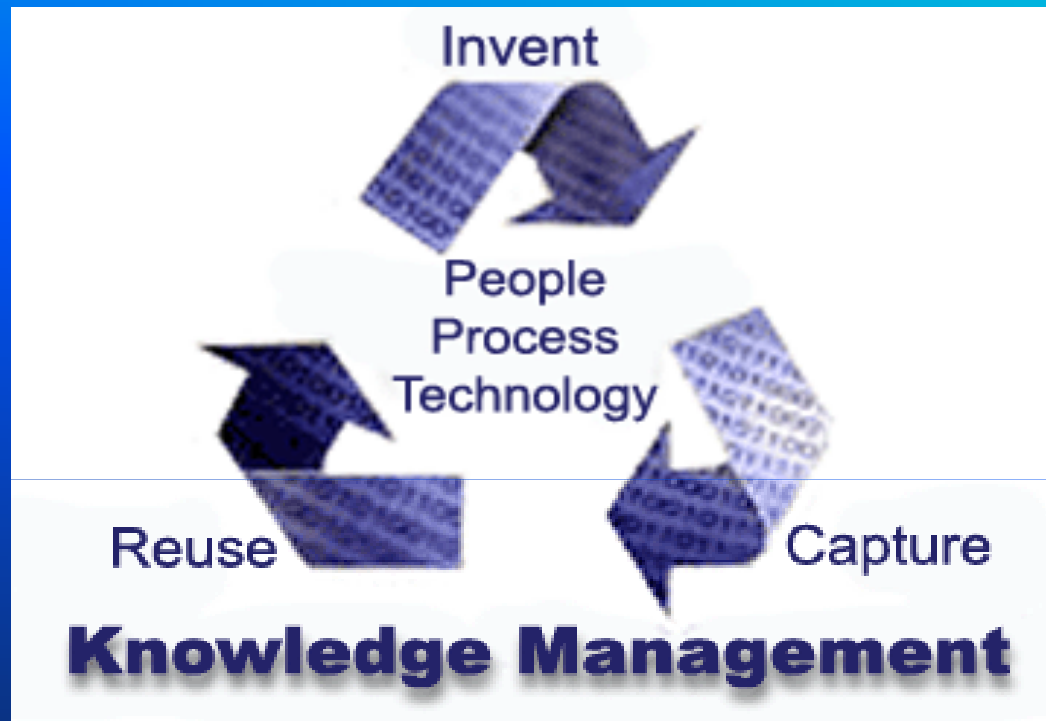
- The integration between the *customer x* environment and OpenView Operations/UX required the development of an integration module.
- The project team found out that the integration module had already been developed by an HP colleague in Canada, and that the implementation details were available in on the KM Portal.
- Thanks to this re-use, the Belgian team only had to install, configure and test the integration module at the customer site. As a result, they saved a cost of **70 K€** on this project!

10 KEY QUESTIONS

For implementing Knowledge Management

| | Question |
|----|---|
| 1 | Is your KM strategy aligned to your company strategy? |
| 2 | Does your company culture enable knowledge sharing? |
| 3 | What exactly do you want to achieve with KM? (e.g. increase deal win rate, enable networking and communication, increase transparency of go to persons/responsibility, knowledge sharing among projects) |
| 4 | Are there "Quick Wins" in your KM plan (among long-term successes)? |
| 5 | Do you have clear metrics defined? |
| 6 | Does everybody know his/her goal? |
| 7 | Did you include all stakeholders? |
| 8 | Is the program well communicated ("KM Marketing", success stories, large scale event)? |
| 9 | Is your system user-friendly (get user feedback)? |
| 10 | Is KM part of the daily job? |





For questions, please contact: birgit.gotthart@hp.com

