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

25 JUNE 2010

Birgit Gotthart
Knowledge Manager
HP Technology Consulting - Europe, Middle East & Africa
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*

<table>
<thead>
<tr>
<th>MARKET</th>
<th>SHARE</th>
<th>POSITION</th>
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<tbody>
<tr>
<td>Blade Servers¹</td>
<td>50.7%</td>
<td>#1</td>
</tr>
<tr>
<td>x86 based Servers¹</td>
<td>37.7%</td>
<td>#1</td>
</tr>
<tr>
<td>Unix + Linux + Windows Servers¹</td>
<td>35.4%</td>
<td>#1</td>
</tr>
<tr>
<td>Branded Tape Drives⁹</td>
<td>40.0%</td>
<td>#1</td>
</tr>
<tr>
<td>External Disk Storage Systems</td>
<td>16.8%</td>
<td>#1</td>
</tr>
<tr>
<td>Open SAN Systems⁵</td>
<td>18.8%</td>
<td>#1</td>
</tr>
<tr>
<td>Ethernet Switches</td>
<td>5.2%</td>
<td>#2</td>
</tr>
<tr>
<td>Automated Software Quality¹,²</td>
<td>41.1%</td>
<td>#1</td>
</tr>
<tr>
<td>Distributed System Management Software¹,²</td>
<td>15.4%</td>
<td>#1</td>
</tr>
<tr>
<td>IT Asset Management Software¹,²</td>
<td>21.2%</td>
<td>#1</td>
</tr>
<tr>
<td>IT Services¹,²,³</td>
<td>6.5%</td>
<td>#2</td>
</tr>
<tr>
<td>Outsourcing¹,²,³</td>
<td>9.6%</td>
<td>#2</td>
</tr>
<tr>
<td>Support and Training¹,²,³</td>
<td>7.1%</td>
<td>#2</td>
</tr>
<tr>
<td>Inkjet printers⁸</td>
<td>48.0%</td>
<td>#1</td>
</tr>
<tr>
<td>Laser printers⁸</td>
<td>29.0%</td>
<td>#1</td>
</tr>
<tr>
<td>Workstations³</td>
<td>43.7%</td>
<td>#1</td>
</tr>
<tr>
<td>Notebooks²</td>
<td>21.7%</td>
<td>#1</td>
</tr>
<tr>
<td>Desktops</td>
<td>18.1%</td>
<td>#1</td>
</tr>
<tr>
<td>Thin Clients⁹</td>
<td>28.5%</td>
<td>#1</td>
</tr>
</tbody>
</table>

*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 IN HP TECHNOLOGY CONSULTING
KM – KEY BUILDING BLOCKS

Peoplen

- Mixed team of Knowledge Managers (full time) and KM Champions (5-10% capacity)
- Training and communication
- Goals by job role, metrics

Processe

- Clear processes (like KM time reporting, KM in project management)
- Collaboration with other functions/departments (QM, PMO, etc.)

Technologyn

- Close collaboration with Corporate IT
- Consistent development of tools
- User feedback
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

Knowledge Service
- Static broadcast information, access point
- Dynamic, distributed document & knowledge storage, core IC

OPEN MEMBERSHIP
- Collaboration
- Highly dynamic team/project collaboration
- CLOSED MEMBERSHIP

Knowledge Reuse
Knowledge Capture

* Technology Consulting KM program
MOSS = Microsoft Office SharePoint Server
### HP INTRANET PEOPLE FINDER

![People Finder Screenshot]

**Search:** MOSS

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<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Telephone</th>
<th>Free-mail Network Number</th>
<th>Primary E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gerald Six</td>
<td>Wien, AT</td>
<td>+43 1 81116 ext. 6720</td>
<td>1354.00006720</td>
<td><a href="mailto:gerald.six@hp.com">gerald.six@hp.com</a></td>
</tr>
</tbody>
</table>

**Full Legal Name:** Gerald Six

**Postal Address:** HEWLETT-PACKARD GMBH

**Mail Routing Address:** gis7655_routing@am2.exch.hp.com

**Mobile Number:** +43 664 1009253

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**Content:** Oracle
ENTERPRISE SEARCH (MOSS)
3-TIER KM ARCHITECTURE

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@hp employee portal - intranet

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STANDARD MATERIAL (1)
PORTAL: SALES, PURSUIT DELIVERY KITS

- **Data Center Consolidation Virtualization (CI)**: Built on HP IT Transformation, solution consolidates facilities, IT infrastructure, migrate applications/data while addressing virtualization challenges at strategic level with new management solutions.

- **Adaptive Infrastructure as a Service (OS)**: Innovative outsourcing services offering pre-built applications infrastructure provided as a service out of HP next-generation data centers. Delivered through highly automated processes, customers can get access to the computing capacity they need in a matter of hours.

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**Resources**

- **Sales Kit**
- **Pursuit Kit**
- **Delivery Kit**

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**News**

EU Code of Conduct for Data Centres Published

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**Community**

- Participate in discussion forums
- Contribute to the community

**Events**

- Calendar

There are no events to show.

**Key Links**

- External - Consolidation Solutions
- External - Data Center Transformation
- DCT Delivery Playbook -Restricted Access
- HP Consolidation Analysis Tool (HP CAT)
- TSG Data Center Transformation Portal
- TSG Total Cost of Ownership and Return on Investment Home (Alinnea)
- TSG DCT and Consolidation Info Bursts
- DCT Grow@HP Learning Programs
- HP IT Transformation Engagement Portal
- External - Adaptive Infrastructure
- Adaptive Infrastructure Information Center
# STANDARD MATERIAL (2) SALES KIT

## Microsoft
- Service/Solution Brochure and Brief
- Battle Card
- Qualification Tool
- Other EMEA Sales Collateral

## Solutions
### Messaging and Unified Communications
- Service/Solution Brochure and Briefs (3)
- Battle Card
- Qualification Tool
- Other EMEA Sales Collateral (6)

### Collaboration and Content Management (SPRB)
- Service/Solution Brochure and Brief
- Battle Card
- Qualification Tool
- Other EMEA Sales Collateral

### Business Intelligence (SPRB)
- Service/Solution Brochure and Brief
- Battle Card
- Qualification Tool
- Other EMEA Sales Collateral

### Business Process Integration (SPRB)
- Service/Solution Brochure and Brief
- Battle Card
- Qualification Tool
- Other EMEA Sales Collateral

## Additional Documents
- **HP SPRB Core Infrastructure Solutions Customer Presentation**: Business, Technical Presentation, 723 KB
- **Scripted customer presentation. Provides overview of HP SPRB Core Infrastructure solutions.**
- **EMEA (1)**
- **HP Vista Application Compatibility Services Customer Presentation**: Business, Technical Presentation, 1067 KB
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- Collaboration
  - Knowledge Reuse
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CLOSED MEMBERSHIP
- Enabling Environment (MOSS)
- Collaboration
Welcome to the Project Profile Repository (PPR). The PPR provides key information about projects, past and present, that can be useful when looking for references or sources for reuse in new projects.

Use the buttons on the left to add a new profile or to submit project-related documents. The rest of this web page helps to look for project profiles by country, industry, or specific keyword.

To retrieve profiles or documents, please use the search and browse capabilities (see the blue "using the PPR" area below).
Use this search to find content from CI related Knowledge Repositories in Sharepoint. Use @hp search for forums and hp-wide intranet search. See search tips for more.

ERP IMPLEMENTATION
SAP Consulting & Integration Services ... ERP, HR, Oracle, e-Business ... This is an ERP Financial and HR implementation based on Oracle e-Business Suite

KBC - Identity Management
... sources like SAP HR, LDAP and a proprietry system ID2.

MCBC - Molson Coors Brewing Company
HP OS to provide outsourcing solution for MCBC for their internal HR driven applications: ... eClose and ePortal for F&A - Finance & Admin, Employee Expenses and HR Applications. ... AO (Application Operations) contract for SAP support / Development. ... Network connectivity required to carry out SUDS F&A, HR and AM.

Hungarian Post Office Ltd. - SAP R/3 upgrade project
SAP R/3, upgrade ... The purpose of this project is to upgrade SAP from 4.6C version to SAP ECC 6.0. ... SAP upgrade; ... SAP DMS and workflow; ... SAP BP; ... FI, CO, AM, IM-PS, TR-CM, MM, SD, HR, DMS.

ANSC-TKS Galvanizing/Tagal SAP R/3 Supp.
SAP R/3 and Level 3 Enhancement and Support ... is Unusually complex, using nearly every SAP module ... SAP R/3, including Finance (FI), Controlling (CO), Human Resources (HR), Material Management (MM), ... and implement an SAP R/3 system that interfaces to Level 3 systems and provides essential data for ... interface with the SAP R/3 and the Level 2 systems from ALSTOM, an electrical equipment supplier, a ... ANSC-TKS Galvanizing/Tagal SAP R/3 Supp.

<table>
<thead>
<tr>
<th>Is this project a reference?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference Contact</td>
<td>Zhang Wei (<a href="mailto:zhangwei@tagal.com.cn">zhangwei@tagal.com.cn</a>)</td>
</tr>
<tr>
<td>Keywords</td>
<td>SAP R/3 and Level 3 Enhancement and Support</td>
</tr>
<tr>
<td>Project Name</td>
<td>ANSC-TKS Galvanizing Co., Ltd. (TAGAL)</td>
</tr>
<tr>
<td>Project ID</td>
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<tr>
<td>Project Region</td>
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<td>Project Milestone</td>
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<td>Organizational Department</td>
<td></td>
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<tr>
<td>Industry</td>
<td></td>
</tr>
<tr>
<td>Market 0f</td>
<td></td>
</tr>
<tr>
<td>Proposal: reused coil</td>
<td></td>
</tr>
<tr>
<td>Proposal: reused coil</td>
<td></td>
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<tr>
<td>Delivery: A reused coil</td>
<td></td>
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<tr>
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<td></td>
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<tr>
<td>Country</td>
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<tr>
<td>Language</td>
<td></td>
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<tr>
<td>Engagement</td>
<td></td>
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<tr>
<td>Roadmap</td>
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<tr>
<td>Start Date</td>
<td></td>
</tr>
<tr>
<td>End Date</td>
<td></td>
</tr>
</tbody>
</table>

**Project Overview**

ANSC-TKS Galvanizing Co., Ltd. (TAGAL) is one of only a few high-quality hot-dip galvanized steel sheet producers and the first ThyssenKrupp Steel factory of its kind in China. Since the $180 million Chinese plant became fully operational in December, 2003, it has turned out hot-dip galvanized steel coils to meet even the most demanding surface requirements of the auto and appliance industries. TAGAL turns uncoated coils into finished coils on a piece-by-piece basis according to customer specifications at the rate of about 50,000 coils per year.

A highly automated SAP R/3 system developed by consultants from HP drives the entire plant. The system is unusually complex, using nearly every SAP module.

**Team List**

- arndt.hoppe@hp.com (PM)
- yvonne.wong@hp.com
- thomas.brandl@hp.com
- ulrich.wegener@hp.com
- norbert.barysch@hp.com
- michael.kleinwegen@hp.com
- ...

**Create Date**

3/5/2008 3:35 AM

**Legacy**

Approved

2008/04/11 AF approved

Created at 3/12/2008 8:30 AM by Hoppe, Arndt
Last modified at 4/10/2008 7:16 AM by Hennecker, Bernard (Knowledge Management)
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**CORPORATE COLLABORATION INFRASTRUCTURE**

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

<table>
<thead>
<tr>
<th>Instant Messaging</th>
<th>Team Spaces</th>
<th>Discussion Forums</th>
<th>Virtual Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ad hoc peer-to-peer communication</td>
<td>Place for project teams to</td>
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</tr>
<tr>
<td>• Within HP network</td>
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<tr>
<td>• Technology: Microsoft Office Communicator</td>
<td>• Share work-in-progress &amp; finished documents</td>
<td>• RSS enabled</td>
<td>• HP HALO rooms</td>
</tr>
<tr>
<td></td>
<td>• Track tasks &amp; events</td>
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<td>• Meeting Spaces</td>
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<tr>
<td></td>
<td>Self-service provisioning</td>
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<td>• MS Netmeeting</td>
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<td></td>
<td>Two variants:</td>
<td></td>
<td>• HP Virtual Rooms</td>
</tr>
<tr>
<td></td>
<td>• Internal access only</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• External access for partners/customers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Technology: MOSS</td>
<td></td>
<td></td>
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+ Social Networking tools
# CORPORATE COLLABORATION INFRASTRUCTURE

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</tr>
</tbody>
</table>
“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
Documents mentioning Arumugam Pitchai

DigitalEyes - Top 15 blogs (Unconferencing Scores included)
posted Tuesday by Arumugam Pitchai (arumugam.pitchai@hp.com) to HP Blogs (internal)
77 Top 15 team Blogging Scores (300) Unconferencing raking 26 last week Listening through the deafening noise of social media Anbazhagan Elango 226 100 326 1 Prabuddha S Jagadeb 211 100 311 1 Free Print Outs Shuchir Bhata 199

DigitalEyes - Top 15 blogs
posted November 26 by Arumugam Pitchai (arumugam.pitchai@hp.com) to HP Blogs (internal)
77 Top 15 team Blogging Scores out of 300 Ranks revised Listening through the deafening noise of social media Anbazhagan Elango 226 1 Prabuddha S Jagadeb 211 3 Free Print Outs Shuchir Bhata 199 4 Tapping into the Mobile Advertising Space Jaya

DEP Unbundled - Face to face with Arnab Chakraborty
posted November 25 by Arumugam Pitchai (arumugam.pitchai@hp.com) to HP Blogs (internal)
77 Q1. How does ideaSync's charter tie up or sync with the overall DSAS-PSG's objective and goals? A1: DSAS PSG is the delivery team in DSAS that works with the PSG business. Over the last 12 months, the delivery team has grown from a ~20 member team to a 70+ member team currently that touches

Re: Register Now
posted November 19 by Arumugam (arumugam.pitchai@hp.com) to HP Blogs (internal): comments
77 Hi Bibul, Please click the text "Continue to this website (not recommended)." when you login to DSAS Blogs. It is showing because all blogs starts with "http://' not "https://'
Making daily work easier
CB's Blog Paradise | Ideas | Thursday April 19, 2007 | By cb

Due to historical issues and functional based applications, we are able to serve the customers needs the right way and mostly at the right time as well. As a worker of IPG I can see that we are entering some informations twice, or 3 times into different...

Faking it with Tech Support
Jay's Blog | General | Thursday April 19, 2007 | By jklinkhamer

The Register ran an interesting article today about tech savvy users have to deal with Consumer-style tech support. The article basically explains how these folks need to deal with Level 1 support and the scripts typically used by level 1 to flush out...

ReadySetGo - HP-UX Troubleshooting Made Easy...
HP-UX Troubleshooting | General | Thursday April 19, 2007 | By ericherberholz

Updated on April 19, 2007 7:06 PM PDT - [ source | re-post | old ] Troubleshooting ...
Wikis at HP

HP's official IT-supported wiki solutions are SharePoint and the R&D wiki (Confluence). Also, please read Wiki Best Practices at the HP Digital Marketing Community Portal.

You may want to join HP's wiki community.

If you are running a different wiki, beware of HP's Shadow IT policy.

This short presentation compares MOSS 2007 (SharePoint wikis) and MediaWiki: http://www.slideshare.net/revells/moss-2007-wiki-vs-mediawiki

The article How to choose a wiki may eventually be useful but is presently a stub.

Contents [hide]

1 Intranet
2 Internet
3 Other

Intranet

- WikiWorld - HP-wide grass-roots environment utilizing wikis
- BSM Product Marketing has a couple of SharePoint wikis
- Design Effectiveness Companion MediaWiki -- not too large (see list of all pages) and very rarely updated (reviewed on 2007-04-24)
- EDS
KM IMPLEMENTATION

Knowledge Management at HP
KM IMPLEMENTATION – KEY BUILDING BLOCKS

People
- Mixed team of Knowledge Managers (full time) and KM Champions (5-10% capacity)
- Training and communication
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Processes
- Clear processes (like KM time reporting; KM in project management)
- Collaboration with other functions/Departments (QM, PMO, etc.)

Technology
- Close collaboration with Corporate IT
- Consistent development of tools
- User feedback
## Key Performance Indicators

<table>
<thead>
<tr>
<th>Category</th>
<th>Metrics contributing to Health Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Material</strong></td>
<td>• Portal activity / Document downloads (relative to number of consultants)</td>
</tr>
<tr>
<td><strong>Project Profiles</strong></td>
<td>• Profile views</td>
</tr>
<tr>
<td></td>
<td>• # of new profiles by total # of new eligible projects</td>
</tr>
<tr>
<td><strong>Project Documents</strong></td>
<td>• # of new projects with at least one document by total # of new projects</td>
</tr>
<tr>
<td></td>
<td>• # of closed projects with at least one document by total # of closed projects</td>
</tr>
<tr>
<td></td>
<td>• # of new contributions by total # of new projects</td>
</tr>
<tr>
<td></td>
<td>• # of new contributions by total # of closed projects</td>
</tr>
<tr>
<td><strong>Discussion Forums</strong></td>
<td>• Forum Participation rate (# of people subscribed to forum)</td>
</tr>
</tbody>
</table>
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$ and 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 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

<table>
<thead>
<tr>
<th>Question</th>
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<tr>
<td>1</td>
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<tr>
<td>10</td>
</tr>
</tbody>
</table>
For questions, please contact: birgit.gotthart@hp.com
(e-mail address will change to birgit.gobi@hp.com)