

# HP GLOBAL E-BUSINESS OPERATION CENTRE BUCHAREST

Bogdan Cojocar - Global Business Services Operations Manager  
February 11<sup>th</sup> , 2010



# AGENDA



HP Background



Bucharest Centre Overview



Bucharest Centre Activities



Next 5 steps



Q&A



# HP BACKGROUND

- HP was founded in 1939.
- Corporate headquarters are in Palo Alto, Calif.
- HP is the world's largest IT company, with revenue totaling \$114.6 billion for fiscal 2009.
- HP's 2009 Fortune 500 ranking: No. 9.



# FEW WORDS ABOUT US

Some people think of HP as a printer company or as a PC or data center company. We're all that, and much more:

- We ship more than 1 million printers per week.
- One out of every three servers shipped worldwide is HP.
- More than 220 million mobile phone users and 35 network operators on 5 continents depend on HP OpenCall software and integration services to enable their telecom services every day.



# HP SHARED SERVICES CENTRES

Highly flexible and integrated  
Global Delivery Footprint

**EMEA**

**APJ**

**AMS**

**India**

**Global Profile**

9 Global Business Centers

Over 10,000 employees

Expertise in 30+ languages

24/7 services

Guadalajara

San Jose

Barcelona

Wroclaw

Bucharest

Bangalore

Chennai

Singapore

Dalian



# BUCHAREST CENTRE

## Objective :

To operate a near shore centre that continues to provide a positive contribution to HP and its customers, increasing shareholder value without compromising risk.

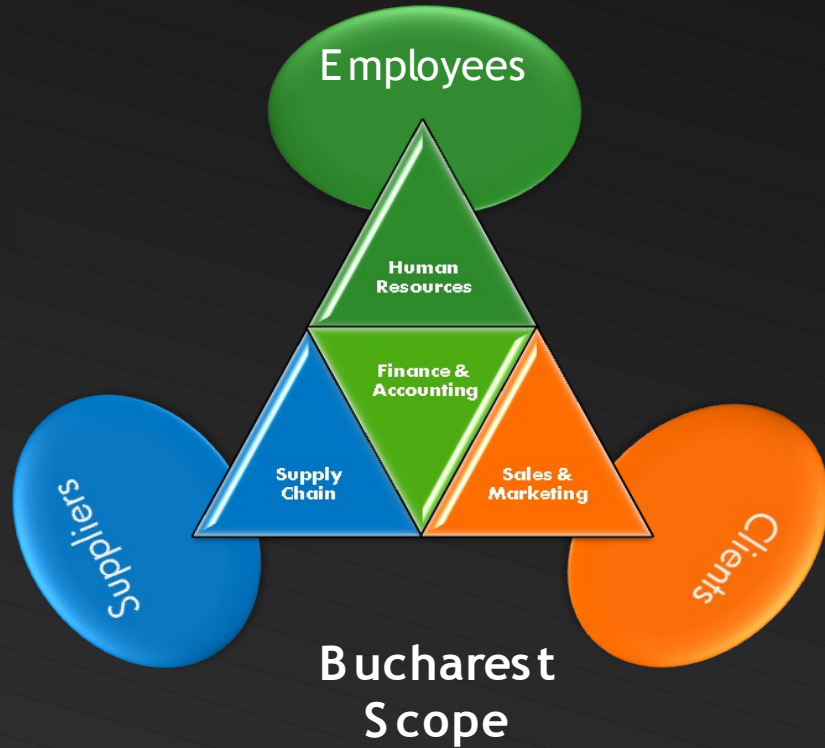
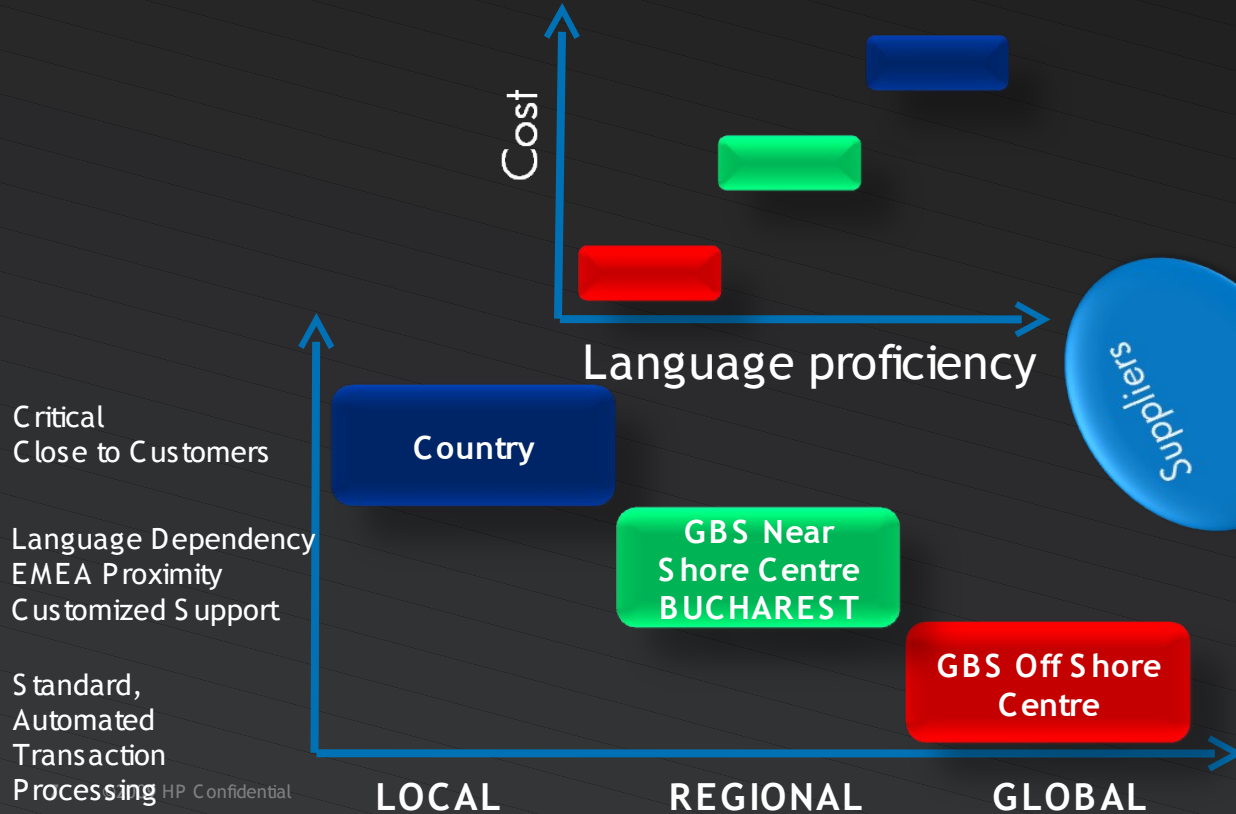
## Currently:

- Over 2000 employees
- Expertise in 20+ languages
- 24 /5 Services



# BUCHAREST CENTRE

## Scope and Positioning



# BUCHAREST STRENGTH

Foreign languages capability

## "easy to find"

- Italian
- French
- Spanish
- Hungarian

## "hard to find"

- German
- Czech
- Slovak
- Serbian
- Croatian
- Polish
- Russian
- Turkish
- Portuguese
- Greek
- Hebrew
- Arabic

## "rare"

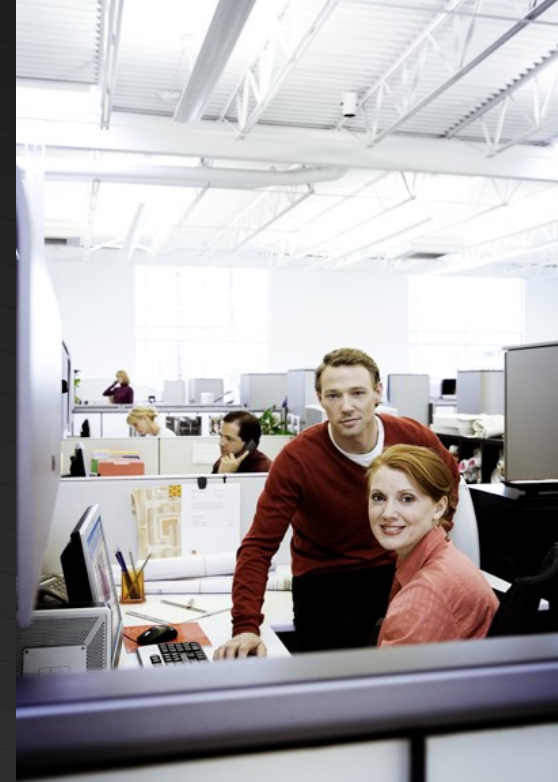
- Dutch
- Flemish
- Swedish
- Danish
- Norwegian
- Finish

Language Classification



# SCOPE OF ACTIVITY

- Central front-end operation supporting order management for both direct and indirect sales .
- Business Desk services supporting sales forces - Contract administration, Quote and configuration, CRM .
- Central back-end operation supporting business admin processes - contract administration, web maintenance, logistics & procurement database maintenance.
- Credit and collection services



# SCOPE OF ACTIVITY - DETAILS

LoBs

## Finance & Accounting

## Sales & Marketing

## Supply Chain

GBS

Financial services & transaction support at the project & account level / customer invoicing.

Order management.  
Service contract administration.

Contract setup, service planning, spare parts ordering, customer support. Front-end contract admin.

EB

Swift conversion of customer orders into cash.

Order management.  
Central sales support.  
CRM activities.

Quote and configuration operational tasks.  
Pricing operation activities.

PSG

Revenue recognition & collections.  
Margin growth support. Dispute management.

Real-time order delivery status.  
Reporting. Indirect account service.  
Order management. Sales support.  
Partner relationship management.

Order-to-cash activities for "value" with Direct & Indirect Sales. E-procurement. Quote & configuration operational tasks / pricing

IPG

E-marketing sites implementation & admin.

C&C

Cash Collections. Credit & Fraud  
HP Online Stores. Documentation compliance with audit standards.  
Other correlated financial activities.

Confidential



# OUR ROADMAP

Continue business success story in Bucharest by:

- Further development of local team mainly in terms of maturity of skills
- Winning competition with other geographies
- Looking forward for large enterprises government support



# Q&A



THANK YOU

