

Combating Counterfeit in HP

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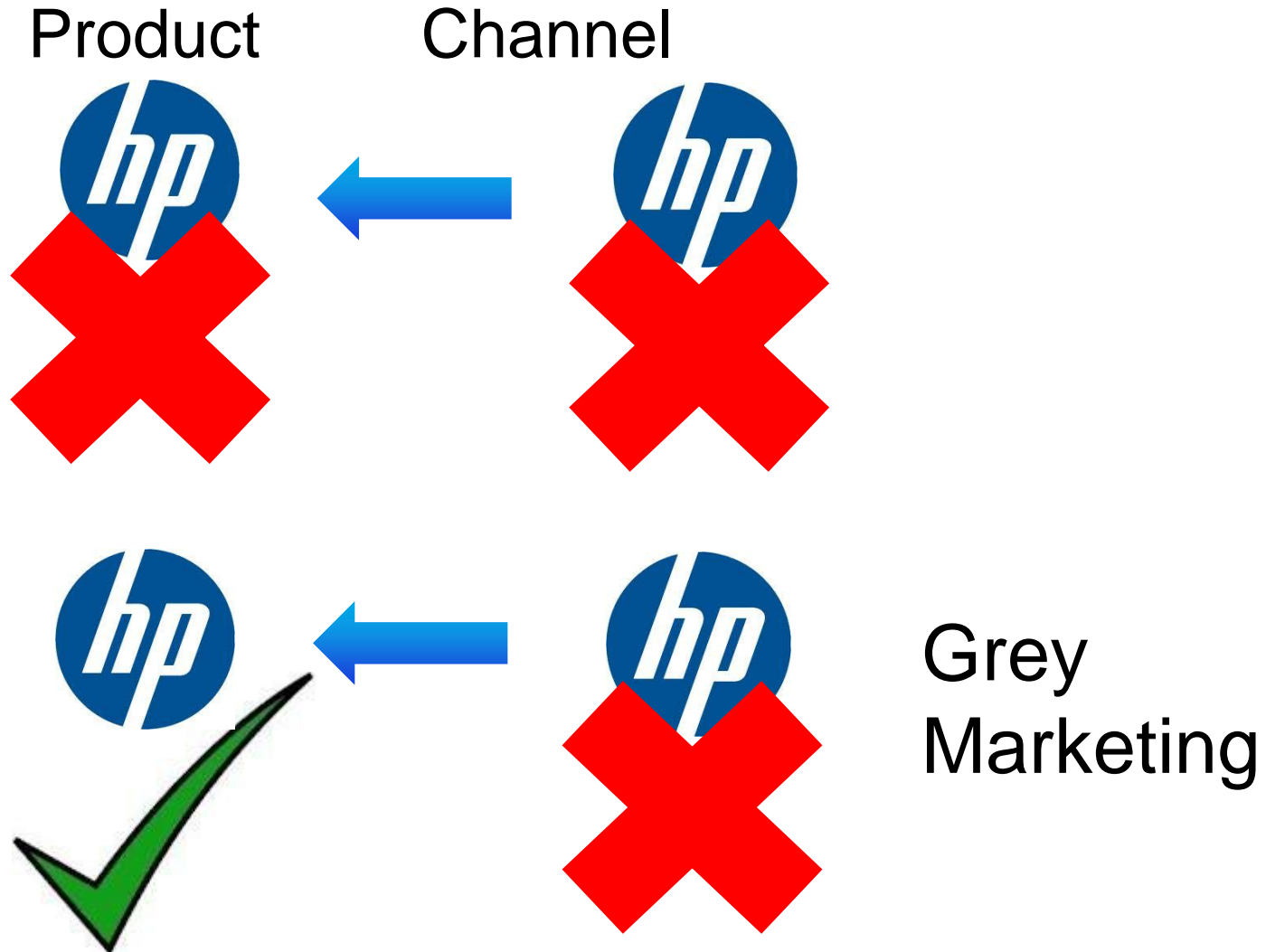


HP Today

- Head Quarters: Palo Alto
- 350,000 + employees worldwide.
- Operations in more than 170 countries
- 11 patents a day
- \$ 4 billion annual R & D investments
- \$126 Billion fiscal year ending Oct 11

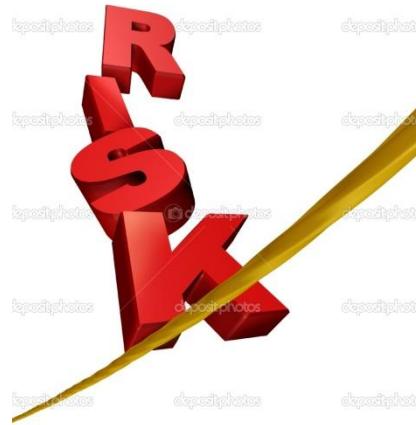


COUNTERFEITING IN HP



DISADVANTAGES OF COUNTERFEITING

- Risk to Health & Safety



- Business Loss to an Organization



- Loss to Economy / Markets

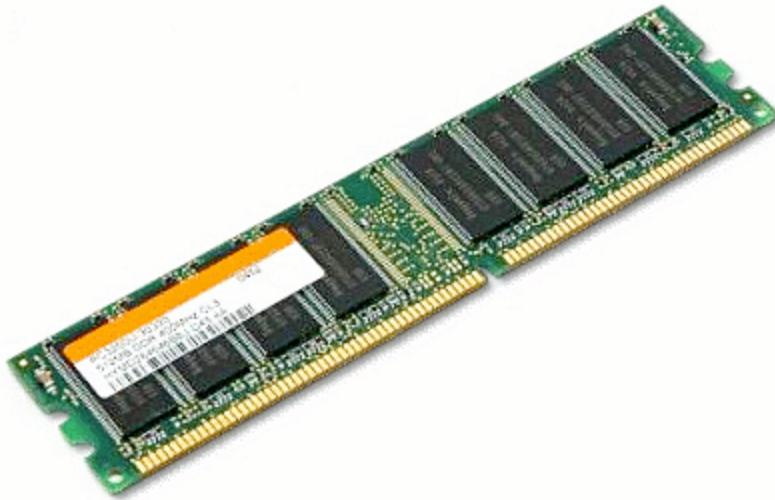


TYPICAL PRODUCTS

- Inks, Cartridges, Toners



- Spares like RAM, HDD



PRACTICES TO ADDRESS COUNTERFEITING

- Strengthening Processes
 - End User Verification
 - Support Processes
 - Compliance Audits
- Better Pricing Strategy
- Training
 - Field / Remote Engineers
 - Supply Chain teams
- Innovation in Products – Strengthening Security Features

Q & A

Thank You

