

HP Educates Business Partners TCE and Business Ethics

"The HP Way... We have trust and respect for individuals. We focus on a high level of achievement and contribution. We conduct our business with uncompromising integrity. We achieve our common objectives through teamwork. We encourage flexibility and innovation", said Shabbir Shafiullah, Country Manager of Hewlett-Packard, IPG, Bangladesh. Addressing the Sales and Post-Sales Champions of HP ASDP Partners Shabbir Shafiullah highlighted that HP took the top spot on Corporate Responsibility Magazine's 100 Best Corporate Citizens List for 2010. The list is cited by PR Week as one of America's most important business rankings. This year in the computer industry HP was ranked No. 1 in social responsibility, long-term investment, global competitiveness. In May 2010, HP was named one of the World's Most Ethical Companies by Ethisphere Institute. This is the second year in a row HP has made the list. And all of these are possible because we strongly believe and follow the HP Way and we insist our business partners to follow the same too said Shabbir Shafiullah in his opening presentation at the multiday training session held at Cox's bazar early this month for HP IPG Authorized Service Delivery Partners.

To educate the HP ASDP Partners' Sales and Post-Sales Champions on HP Value Propositions, HP Commitments and Total Customer Experience, Hewlett-Packard (HP) the internationally leading printer and IT equipment manufacturer organized a workshop and training session at Hotel Seagull, Cox's bazar. Total 30 Senior Managers and Post-Sales Champions from HP IPG Service Partners took part in this session. Jalal Ahmed Khan, Head of Services of Thakral Information Systems was the keynote speaker in this session. In the light of his long 25 years experience in the IT industry, he briefed the participants about customers' expectations and how to address them positively, customer

segments and the methods of approach for each segment from post sales perspective. Jahangir Kabir, Support Manager of HP Bangladesh described the process for warranty and post warranty service and support. He cited live examples and engaged the participants in a workshop to find the best possible solutions to improve service resolution time and TCE. Khadim Ali Kumbo, Alliance Program Manager of HP GCISO gave direction to the partners towards achieving and retaining industry leadership in service and support. He shared the plan of the next phases for extending support centers and coverage. Shabbir Shafiullah of HP Bangladesh also explained the participants the HP

than traditional laser printers, 'ImageRet' Technology which gives high-resolution printouts without giving additional load on network traffic over LAN and many more.

This is to mention that with HP's new imaging and printing portfolio, HP continues to solidify its leadership position and continues to pursue real, energy-efficient solutions worldwide. HP continues to earn its market leading position by partnering with customers to offer best-in-class products and solutions and driving expertise across the imaging and printing industry to help them achieve efficient, energy-saving and integrated business workflow solutions. HP is the leading IT Manufacturer



Value Equation of Choice + Environment + Technology. HP is one of the first global businesses to achieve company-wide certification of its manufacturing operations to ISO 14001, the international standard for environmental management systems. HP invests US\$4 billion per year in Research and Development to ensure HP customers can get the best value for their money with the latest cutting-edge technology. HP has come up with technologies like 'PhotoRet' which can deliver 1.2 million directly printable colors by HP Printers, 'Auto-on-Auto-off' technology which enable HP Printers to use much less power than beyond the conventional sleep mode, 'Smart Install' which eliminates the need of using CD or other medias to install a printer, 'Instant-on Technology' which gives HP printers significantly low power consumption

holding number #1 position in worldwide market-share for LaserJet Printers, InkJet Printers, All-In-One Multifunction Printers, Scanners, Wide-Format Printers and Printing Supplies. HP is also holding A+ rating for last 15 years in PC Magazine Service & Reliability Printer Survey Results. For decades HP has been an environmental leader, driving company stewardship through its HP Eco Solutions program, which spans product design, reuse and recycling as well as energy and resource efficiency. HP influences industry action by setting high environmental standards in its operations and supply chain, by providing practical solutions to make it easier for customers to reduce their climate impact and through its research on sustainability solutions that support a low-carbon economy. ■

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