HP recognizes outstanding contributions by its EMEA business partners – BTO Software Partner of the Year Awards 2008

Vienna, Austria, 9th December 2008 – HP today announced the winners of its 2008 EMEA Software BTO Partner of the Year Awards. The awards recognize partners in Europe, the Middle East and Africa who have made outstanding contributions to HP's Software business group, especially in the area of Business Technology Optimisation.

Its ecosystem of successful and committed partners is central to HP's success in offering customers a winning proposition on price, value and time to market. The HP BTO Software Partner of the Year Awards honor partners who have added value to HP by helping the company enter strategic new markets, supporting HP's efforts to drive new customer wins and implementing these, achieving major project breakthroughs, or jointly developing innovative solutions to meet individual customer needs and helping grow revenue.

This year's awards are presented at HP Software Universe, Vienna on 9th – 11th December 2008, an annual HP flagship event for showcasing innovative new solutions and discussing trends that will shape the year ahead for HP Software. The overall theme of Software Universe 2008 is "The Smart CIO - Responding Decisively to a Tough Economy".

The winners of the 2008 EMEA HP BTO Software Partner of the Year awards are:

o **AlphaNet (Hungary)**
o **Perfect Line (Poland)**
o **Energy Consulting (Russia)**
o **SEQIS (Austria)**
o **CTG (Belgium)**
o **Centrix (Denmark)**
o **Assure Oy (Finland)**
o **ITGo (Netherlands)**
o **Manag-E Nordic (Norway)**
o **Anyweb (Switzerland)**
o **SAP Sverige (Sweden)**
o **Atos Origin (France)**
o **Neptuny (Italy)**
o **ENTEL (Spain)**
o **IT Unlimited (Germany)**
o **Bell Micro (UK/I)**

- o **CIS (Africa)**
- o **IB Maroc (Africa)**
- o **iteam (Greece)**
- o **4S (Turkey)**
- o **Emitac (UAE)**
- o **Mannai Trading Company (Qatar)**
- o **OMS (Egypt)**
- o **Aman (Israel)**
- o **Gallium (South Africa)**
- o **Global Mobility Solutions (Saudi Arabia)**

SVI Partner of the Year
Insotec Software & Consulting (Germany)

Application Quality Management, European Partner of the Year, Special Award
Atos Origin

Alliance Partner of the Year
BearingPoint (Germany)

Further detail on the winning companies can be found in the Appendix.

About HP
HP, the world's largest technology company, provides printing and personal computing products and IT services, software and solutions that simplify the technology experience for consumers and businesses. HP completed its acquisition of EDS on Aug. 26th, 2008. More information about HP (NYSE: HPQ) is available at http://www.hp.com/

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

HP Software BTO Partner of the Year

Hungary - AlphaNet
AlphaNet receives this award in appreciation of three noteworthy deals in FY'08: an innovative BAC & uCMDB deal, a complex SM7 project, and for securing a significant agreement for HP Operations Manager. AlphaNet fully grasps and implements the philosophy of the new HP Value Path program in the business.

Poland - Perfect Line
The award for Perfect Line honors the company's revenue growth, acquiring of new customers for HP Software products, making the investments around HP Software and providing a tangible answer to the question "What does the "PERFECT" deployment of HP Software solutions mean?"

Russia - Energy Consulting
Over the last one and a half years EC invested significantly in HP SW business. As a result of their strong sales, marketing activities and technical competence, EC has gained Platinum level. EC also became and SVI partner in FY'08. Being a new player on the systems integration market, EC won two complex projects in MTS and FTS (Federal Customs) with HP SW.

Austria - SEQIS Software Engineering
SEQIS Software Engineering GmbH has shown a strong commitment for reselling the HP SW BTO Portfolio as well as for SVI Partner-own marketing activities on the market. In their partnership, SEQIS and HP work together on some named accounts, and they support HP with the delivery and implementation of projects. SEQIS is also in alignment with HPSD.

Belgium – CTG Belgium
CTG has had a very strong steady growth in HP SW sales (Euro 756K in 2006; Euro 870K in 2007; Euro 1.4M in 2008). CTG has also grown as a utility provider, expanding into different market segments where they had not been active before.

Denmark - Centrix IT A/S
Centrix has been an HPSW partner for a number of years and has shown determination and focus in growing and developing their business based on our software. They were recently named a Platinum partner due to significant growth in revenue and expanding skills into new areas of BTO. Centrix is a loyal partner who is an important contributor to our joint business in named as well as commercial market space and has proved to be a professional and trustworthy partner with a track record of positive customer satisfaction. We look very much forward to continue growing our joint business in FY´09.

Finland - Assure Oy
Assure has proven excellent expertise in consulting customer companies to use HP SW Quality management solutions with the best practices. This has increased Quality Center use in our customers towards consistent Quality Management and new Quality Center features. Assure is also a part of the HP SW EMAP program.

Netherlands – IT Go
Platinum partner ITGo has a proven an in-depth knowledge of both processes and products in our BTO portfolio right from the start in FY'08. They managed to close an important deal with Planon (125K Euro) in Q3 and developed an original and successful CIO focused marketing campaign in Q4. ITGo is a valued and trusted partner to work with.

Norway - Manag-E Nordic AS
For being the top performing resell partner in Norway, including the strategic wins at Telecomputing and Orkla. Manag-e Nordic has shown exceptional commitment and dedication to HP Software and truly acts as an extension of the HP Software team in Norway. In cooperation with HP's own staff, Manag-e Nordic continuously works towards expanding their capabilities around BTO and BIO, and we are truly pleased to have them as our platinum partner.

Sweden - SAP Sverige AB
The SAP relationship in Sweden has grown to be the largest sales-partnership in Sweden in FY'08. Together with SAP we have exceed $3M licenses revenue through sell-with and sell-to cooperation with companies like Ericsson, Electrolux and Vattenfall.

Switzerland – Anyweb
Anyweb has shown a strong commitment for reselling the HP SW BTO Portfolio, Hugh ITSM Experience, the Rollout of Value Path ITSM and the BSM Campaigne. It has its own marketing activities like ITSM Pratcie Circle in place. Anyweb works together with HP on some named accounts and supports HP with the delivery and implementation of projects.

France – Atos Origin
Atos Origin is one of the top performers of the year with $9M of revenue in Sell With/Through/To, and it has shown significant growth revenue on a year-to-year basis of a plus of 3000%. Based on HP Software they have won very large, very complex and very innovative projects such as Advanced Metering Measurement. Through this partnership there have been strategic wins for HP, for example a long-standing competitive account with EDF. Atos Origin have invested significantly in our business and demonstrated innovation in finding new ways to go-to-market with HP Software, through TAM offering.

Italy – Neptuny
Neptuny is the partner every PAM wants to have - very competent, business driven, and with a good people capacity to be able to venture into new, unknown customers. Thus, Neptuny have been able to convince a major customer, who had previously been with IBM for twenty years, to adopt HP's BTO solution.

Spain – Entel
Entel is our main partner in the PPM area and has identified and developed various opportunities with different customers. Entel has helped HP software with one of their main customers, BBVA, to position, develop and implement the PPM solution. They have also trained the customer employees. A jointly organised lead generation event significantly increased our presence in Spain's commercial space.

Germany - IT unlimited AG
IT unlimited AG was founded in 1999 and has since been thoroughly focused on HP Management Software as a Reseller, Consultant, SVI-Partner and Training Outlet. Their knowledge is represented by 12 Consultants holding more than 20 HP Software certificate.

UK & I – Bell Micro
Bell Micro HP Software sales has seen double digit growth this year and delivered over $9M of license revenue. They have successfully grown sales into their installed base of resellers and driven a partner recruitment programme that is seeing rewards and will continue to show success for FY'09. They provide a lot of value-added to their partners through their own pre-sales and professional services team and have implemented successful sales and marketing plans on their commercial accounts. They have a strong team driving HP Software sales and this will grow further in FY'09.

Africa – CIS

CIS is the most important HP SW Partner in Africa, in terms of revenue, coverage and skills. They are responsible for more or less 50% of our achievement on the continent. Their commitment to SW is strong, and we need to push to strengthen it even more. Receiving this award should be an encouragement to invest more in SW.

Africa – IB Maroc

IB Maroc is one of our most important partners in the French speaking Africa. This year they are ranked #2 in terms of business value. They have decided to focus even more on BTO next FY. They may be creating a new branch dedicated to BTO solutions – and this should be encouraged.

Greece – iteam

Iteam S.A. is recognized as a new HP Software Partner for Greece, who in its first year has managed to penetrate new accounts in the financial services industry and grow the license revenue business, with an outstanding commitment to quality professional delivery services.

Turkey – 4S

4S is our fastest growing BTO partner in Turkey. They enabled themselves very quickly and made a great progress in developing the SW market in Turkey with HP.
We won significant projects with 4S especially in PPM Center even replacing our competitors' installed bases which carried us to the market leadership. We would also like to thank them for their contribution in services delivered together with our PSO. 4S is continuously investing in HP SW portfolio and contributing to our success with increasing license sales.

UAE - Emitac Technology Solutions Group

Following HP's acquisition of Mercury, Emitac has made significant investments and achievements in the Mercury space. While it added new customers in the Application and Strategy vertical it maintained success in the traditional space as well; especially CAE experts ensured big license business from new and existing clients. Emitac conducted a hugely successful PPM event, the survey results of which are now being used in almost all PPM presentations in EMEA. The CAE experts from Emitac are listed among the top 3 experts in all CAE forums.

Qatar - Mannai Trading Company

The Qatar-Mannai Trading Company are honored for winning most deals in FY 2008, most importantly the newly established Commercial Data Center in Doha, Meeza. This opened the door for HP Software to win the Commercial Center in Abu Dhabi, Injazat. The two Data Centers will be the first Tier-4 data centers in the Middle East region.

Egypt – Online Modern Solutions

OMS boasts an impressive client base across the entire ME region. The company offers a uniquely comprehensive spectrum of HP-SW solutions; their services span throughout the entire BTO lifecycle. OMS Services are governed by world-class project management and quality assurance processes, and methodologies managed to have more than 25 Customer wins for HP-SW last year.

South Africa – Gallium

Gallium achieved the highest revenues within the HP Software applications and strategy space in FY08 and has maintained their platinum partner status in South Africa. They secured over $3.5m of new license sales.

Israel – Aman Computers Group

Aman Computers was a partner of Mercury prior to its acquisition by HP, and continued inve

in the relationship after the acquisition. In FY'08 Aman showed a strong commitment to reselling and implementing HP's Software BTO Portfolio - with a particular emphasis on Operations products. Aman has been the leading partner in Israel in FY08 in terms of revenue, and has led several successful implementations of HP Software products in the BSM space including HP BAC, HP Operations Center and HP UCMDB. Of key importance was the significant implementation of UCDMB - the first in Israel. We look forward to continue growing our joint business and relationship with Aman in FY09.

Saudi Arabia - Global Mobility Solutions

GMS was honored for distinguished growth both in revenues and service delivery capabilities across the Middle East region. The company was also recognised for outstanding deployment of HP Software across the region in the financial, educational and telco sectors.

SVI Partner of the Year

Germany – Insotec Software & Consulting GmbH

Insotec Software & Consulting GmbH is managing a big installed base of Service Desk Customers with consulting and support services in Germany. As their Focus is on Service Desk, and Service Manager in the future, they have very deep know-how of this product. This results in regular excellent feedback from their end-customers and in a very high self-sufficiency rate for support delivery. While maintaining a very high renewal rate they have grown year by year by about 50% in renewal orders for HP Software Services in FY08. With this performance and commitment they belong to the Top Club of Platinum SVI Partners in EMEA.

Application Quality Management

Application Quality Management, European Partner of the Year, Special Award

Atos Origin

Atos Origin have standardized on HP Software as an integral part of their global solution for Applications Quality Management. This initiative covers all of Atos Origin's Applications Quality Management capabilities across the globe, combines their deep industry knowledge and experience plus the capabilities of HP Quality Centre, creating an integrated environment for real-time applications, life cycle management and full outsourcing of test activities, which delivers enhanced value to our mutual client base.

Alliance Partner of the Year

Germany - BearingPoint

BearingPoint has not only played a key role in 2 very large transactions, worth more than $5M, they have also saved a very large BTO opportunity with a big retail company, Media Saturn, which the customer would not have continued without BearingPoint. Due to their expertise and excellent customer relationship we were able to deliver a compelling business case and concept which led to success.

About the HP BTO Software Partner of the Year Awards

The HP BTO Software Partner of the Year awards recognise HP Software partners who have excelled at reaching business goals and who have made an impact on local or regional markets through developing strong relationships with both HP and customers. The award also commends partners for achieving major project breakthroughs, outstanding order volumes and development of joint solutions.