

# Three IT essentials for small and midsize businesses



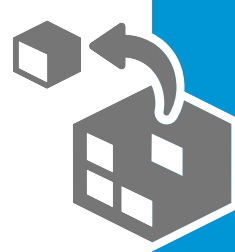
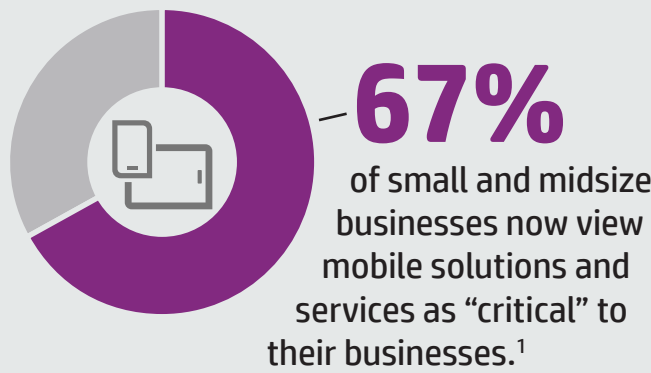
Close the gap between business demands and IT capabilities with technology that is **simple, reliable, and affordable**

Global trends are changing the way you do business.



## Mobility

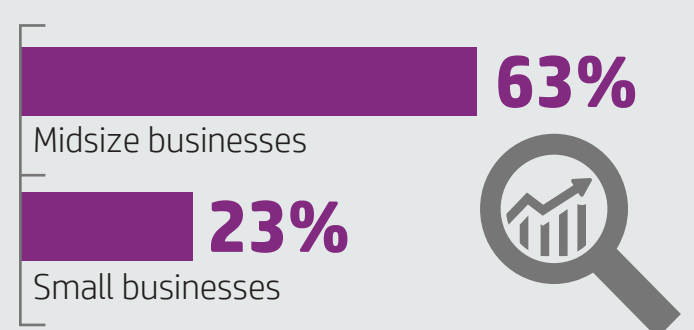
Your customers and employees want to interact with you on their own devices and their own terms.



## Big data

Your customers expect you to know them personally.

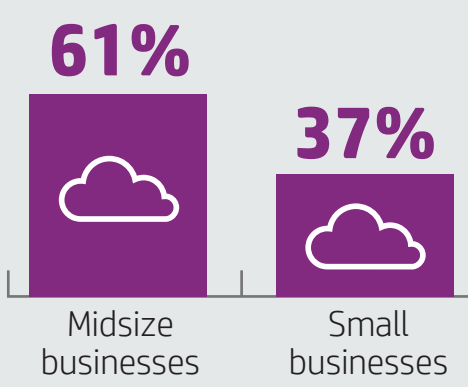
Currently deploying business intelligence/analytic applications:<sup>2</sup>



## Cloud

Your data and IT services can now be anywhere.

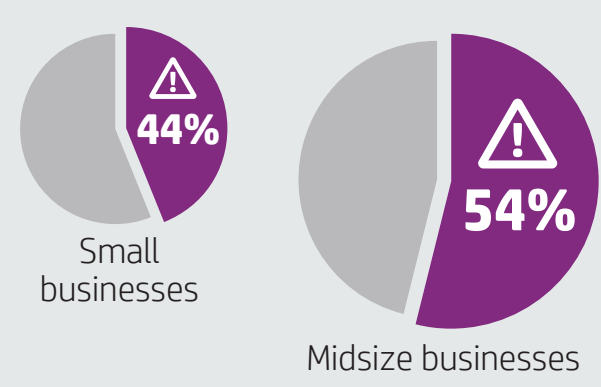
Percentage of businesses that subscribe to cloud-based backup and disaster recovery:<sup>2</sup>



## Security

Your business faces the constant threat of cyber crime.

Percentage of businesses that have suffered data security breaches in the last year:<sup>2</sup>



These trends are creating a growing gap between business needs and IT capabilities.

Close the IT-business gap with technology based on three pillars: **simple, reliable, and affordable**

**61%** of SMBs ignore new technologies if they are too complicated.<sup>3</sup>  
These companies need a solution that is...

The average cost of downtime is **\$7,900** per minute.<sup>4</sup>  
To avoid these costs, companies need a solution that is...

More than **50%** of SMBs cite their top business concern as reduced costs/expenses.<sup>5</sup>  
To shrink the budget, companies need a solution that is...

### Simple

- Solutions that are easy to deploy, use, and manage
- Products tailored to small or midsize businesses
- Local consulting, training, and support

### Reliable

- High-quality solutions based on validated configurations
- Built-in availability, security, and data protection
- Automated monitoring, diagnostics, and alerting

### Affordable

- Right-size solutions that allow you to buy only what you need
- Flexible solutions that grow with your business
- Cost-effective leasing and financing options

To meet these requirements, you need a **trusted partner** with a Just Right IT portfolio for small and midsize businesses. **That's HP.**

Keep IT running—and your business growing—with **HP Just Right IT**

Improve productivity, reduce costs, and acquire and retain customers

HP empowers your business with...

### Experience

HP has worked with small and midsize businesses for **more than 75 years.**



### Leadership

Together with partners, HP offers **innovative, scalable solutions** designed for SMBs.



### Products and solutions

HP offers a **complete portfolio** of servers, storage, networking, services, and integrated solutions.



Here's the bottom line: With HP, you have a **trusted partner** with flexible, right-sized solutions **tailored to your needs.**

Let's get started  
[hp.com/go/justrightIT](http://hp.com/go/justrightIT)

1. "SMB Group Top 10 SMB Technology Trends for 2014," December 2013, SMB Group.  
2. "2014 U.S. Small & Medium Business ICT & Cloud Services Tracker Overview," December 2013, AMI. SMBs consider these factors very important.  
3. IT under pressure: McKinsey Global Survey results March 2014.  
4. The Nines Observer, "What is the True Cost of Downtime for SMBs?" March 12, 2014.  
5. "U.S. 2014 SMB Business Objectives, IT Spending Priorities, and Technology Attitudes: Increasing Focus on Performance Driving Cloud and Mobility Interest," August 2014, IDC.