

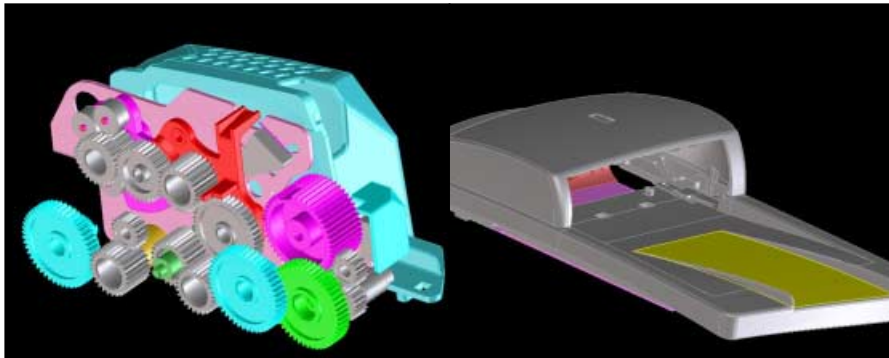


Hewlett-Packard Achieves ROI of 135% in First Month

The Situation

“We have finally found a design collaboration tool that meets our design requirements and helps us reduce costs and time in our product development process.”

Rob Baum, Senior Engineer, Hewlett-Packard



Hewlett-Packard Profile:

HP is a leading global provider of products, technologies, solutions, and services to consumers and businesses. The company's offerings span IT



The Challenges

To collaborate on design data within their international product development team, Hewlett-Packard's Colorado Digital Imaging (CDI) team was limited to:

- Exchanging e-mails
- Holding face-to-face design meetings.
- Audio conferencing

These approaches were ineffective, expensive, and time consuming. They wanted to jump-start their process for collaborative product development.

infrastructure, personal computing and access devices, global services, and imaging and printing. HP completed its merger transaction involving Compaq Computer Corp. on May 3, 2002.

The Solutions

- OneSpace Select
- OneSpace Success program

The Results

- Deployed OneSpace Select in just 2 days
- Reached 135% ROI for first month; 240% ROI projected after three months of use
- Reduced design time, rework, and travel
- Increased productivity



For a scanner design project, Hewlett-Packard's Colorado Digital Imaging product development team worked with design partners spread across the world. HP engineers designed products and coordinated the work of these dispersed partners.

To communicate with their partners, the HP team relied on exchanging e-mails, audio conferencing, and business travel. But communications crossed paths, misunderstandings were common, and travel expenses ate away at project budgets and schedules. And not surprisingly, the frequent trips to Asian partner sites sapped the HP team's productivity.

Driven to reduce design time and expenses, and frustrated by poor communication, HP sought to improve their collaborative design process. They had little time for deploying complicated software solutions or undergoing lengthy training. And they needed a solution that would work within their existing HP security and networking infrastructure.

In March 2002, HP chose OneSpace Select, CoCreate's hosted design collaboration service, to address their problem. They also enrolled in CoCreate's OneSpace Success program. This program deploys, hosts, and supports OneSpace software for customers and includes the availability of a CoCreate consultant. This combination of support, training, and expert consulting gives companies the help they need to get immediate results from their OneSpace technology investment.

The deployment of OneSpace Select required no infrastructure changes and little IT assistance for HP, and the team downloaded all necessary software off the Internet in just 10 to 15 minutes. In just two days, the HP team and their partners in New York, San Diego, Singapore, Taiwan, and Malaysia were using OneSpace Select for their scanner project. Through the OneSpace Success program, CoCreate assisted HP in their early OneSpace Select collaboration meetings to ensure they were successful.

With OneSpace Select, HP held all the collaboration meetings they wanted, for as long as they needed. Typically, team members attended OneSpace Select meetings together. However, they also held meetings to accommodate members of the design team located in Asian time zones where it was difficult or inconvenient to meet in real time. For example, at the end of their day, team members in the

US would leave a collaboration meeting open for the Asian design team to review when it was convenient for them. On the following day, the US team could review the inputs from the Asia and take appropriate action as needed.

Using OneSpace Select, HP found that their need for overseas travel decreased immediately. In one striking example, their team addressed a problem that otherwise would have required two people to travel to Taiwan for face-to-face meetings. Instead, the team caught and resolved the issue with just two OneSpace Select meetings.

"We figured the trip would have cost nearly \$5,000 and required these individuals to lose three working days," said Rob Baum, a Senior Engineer for HP. "By conducting the meetings online in OneSpace Select, we could focus on solving the problem instead of having the stress and expense of traveling to the partner's site."

"Also by reducing face-to-face meetings, our productivity increases," says Baum. "Before OneSpace Select meetings, our face-to-face meetings would normally solve the communication problems we were having with our partners. However, we found ourselves behind schedule when we got back in the office because of the time spent traveling to our Asian partners. Now with OneSpace Select, we solve our design issues quickly with our partners and move on to other work on the project."

During the month-long OneSpace Success program, HP saved a total of \$22,580 using OneSpace Select - a 135% percent ROI. HP projected that this ROI would increase to 240% within three months.

For HP, success with OneSpace Select exceeded expectations. As a result, the group added partners in locations that hadn't initially been planned for the scanner project. "The number of user accounts actually grew from 4 to 14 in just over a month," said Baum. "It's so easy to add people to a OneSpace meeting."

"Break-even was achieved very quickly on this project," said Baum. "With just a few days of assistance, assessment, and analysis, CoCreate put us on the path to success. OneSpace technology is going to play a major role in how we collaboratively design products for a long time."

For more information, please contact us directly or visit www.cocreate.com.

Europe
Phone: (49) 7031-951-2222

USA
Phone: (1) 970-267-8000

Japan
Phone: (81) 42-352-5654

Taiwan
Phone: (8862) 2759 5505

Korea
Phone: (82) 2 559 0711

Singapore
Phone: (65) 550 9665

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