

The power of the cloud

The role of business leaders

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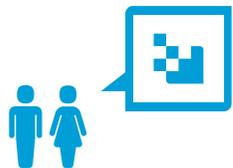


The role of business leaders



Chief Executive Officer

Cloud enables the business to manage and integrate multiple environments with greater agility, without losing the benefits to fragmentation or inefficiencies. It's giving CEOs the time they need to focus on the 'big picture', future results and long-term growth.

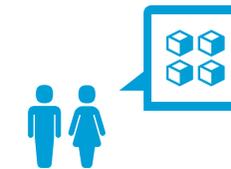


Chief Information Officer

As part of the new style of IT, the cloud is a tangible way of aligning the IT strategy with the company's business strategy to deliver measurable business outcomes. Cloud solutions from HP Enterprise Services are enabling CIOs to respond quickly to change, to manage rapid growth, and to innovate rather than just maintain services.

Business leaders

With a focus on efficient day-to-day operations, the cloud is giving business leaders the time they need to capitalise on new opportunities to drive growth as well as reduce operating and unit costs – resulting in better value overall for stakeholders.



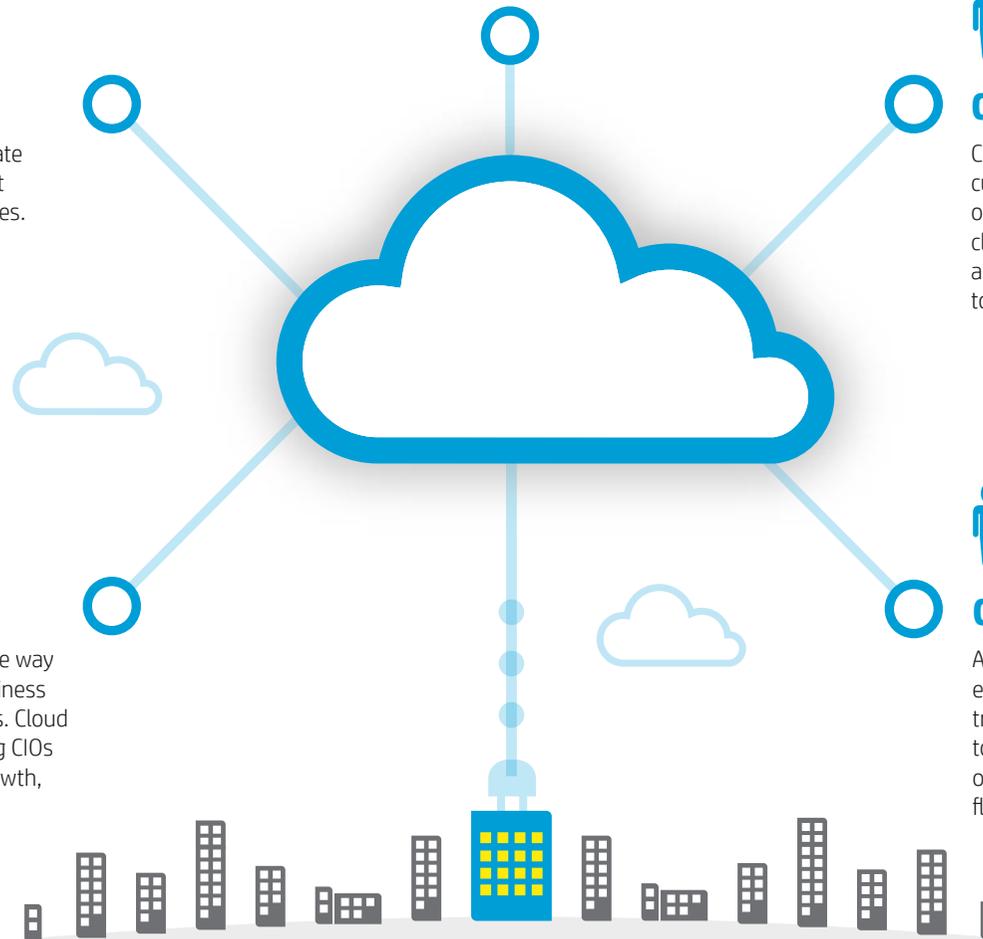
Chief Marketing Officers

CMOs are often the interface between a company and its customers, tasked with ensuring the business focuses on product development and customers' needs. The cloud facilitates quick and efficient access to data, allowing sales and marketing teams to respond quickly to emerging market trends ahead of the competitors.



Chief Financial Officer

As cloud offers the potential to shift significant capital expense to operating expense, CFOs are key players in the transformation to the cloud. They are also well-positioned to tap into the power of this new delivery model for IT in order to mitigate financial risk, manage capital and cash flow and drive healthy return on assets.



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