

HP Short-Term Rentals



| Hybrid Offering | |
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| Brief description | HP Financial Services provides various short-term rental options for HP equipment. |
| Hybrid offering's industry | Financial services |
| Company details | |
| Hewlett-Packard Development Company, L.P. www.hp.com | HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing for consumers, enterprises and small and medium businesses. Founded 1939 in Palo Alto, the company generated USD 91.7 billion in revenue in 2006. |
| Company's industry | Information technology |
| Country of origin | USA |
| Dimensions | |
| Product dimension | Through the short-term rental program, HP provides its equipment to customers for three to 18 months. |
| Service dimension | HP custom configures solutions to meet the particular specifications of the customer. Additionally, the rental solution can include HP software and support. |
| Other links | http://h20330.www2.hp.com/hpfinancialservices/cache/255866-0-0-224-121.html |
| Other Crucial Dimensions | |
| Hybrid orientation | |
| Community as service | No |
| Target market | B2B |
| Revenue model | Rent: one-time payment or quarterly payments or monthly payments |

Images

Product dimension

Service Dimension