



Hewlett-Packard Company
690 East Middlefield Road
Mt. View, CA 94043

www.hp.com

HP Software Services July 2009

Service Desk 4.5

[Addressee's Name
Addressee's Title
Company Name
Street Address
City, Postal Code
Country]

Service Desk 4.5 End of Support - Service Manager Migration Advisory

Dear HP Software Customer,

In April we have announced to you that for every customer who would benefit from additional time to plan and initiate the migration to Service Manager, HP offers the opportunity to receive support for Severity Level One issues during 2010. In addition, the End of Sale date has been extended to December 31, 2009 so that additional Service Desk licenses may be purchased for the remainder of this calendar year.

We have received feedback that our previous communication has caused confusion in regards to the Severity Level One ONLY delivery. We apologize for the confusion caused by this statement and like to clarify:

All Service Desk 4.5 customers with active Service Agreements have the option to renew their Service Agreement(s) with an end date of up to and including December 31, 2010. They will continue to receive full support throughout 2010 for ALL Severity Levels for *regular* incident management. The formerly announced restriction to Severity Level One applies only to bug fixes for product errors.

If you would like to continue to receive this level of support in 2010 for your Service Desk 4.5 system, please contact your HP Support Sales representative or your HP License Sales Representative or HP Business Partner to renew your Service Desk 4.5 Service Agreement.

In order to facilitate a transition to Service Manager, HP has developed the following program:

- A migration specialist team available to reduce the cost of migration through the elimination of common tasks.
- HP Professional Services and certified partners that can help you with your migration.
- Extensive migration tools that ease migration efforts.
- Several on-line HP Education courses to train your administrators and end-users on Service Manager 7.0.
- A beneficial license entitlement for all customers with an active Service Agreement for Service Desk 4.5.
- Service Desk 4.5 level support prices for the migrated Service Manager licenses with a potential nominal annual increase.

Please also consult the newly launched HP Service Manager Migration and Upgrade Portal available <http://h71028.www7.hp.com/enterprise/us/en/promo/smupgrade/index.html?jumpid=go/smupgrade> summarizing all aspects on 'why and how to upgrade, respectively migrate', plus how HP SW supports you with the implementation.



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To take advantage of the new features and functions of Service Manager including Service Catalog and Knowledge Management and comprehensive Service Lifecycle Management, please fill out the letter accompanying this announcement and send it to your HP Software Support Sales Representative or HP Software Sales Representative or your HP Business Partner. HP and its Business Partners look forward to working closely with you to facilitate a successful transition to the product Gartner recently rated as the leader in IT Service Desk market – HP’s Service Manager.

Sincerely,

HP Software Services

* Severity Level One support provides resolutions for data corruption, data loss, and loss of system. Resolutions will be provided via “hot fixes”.

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This communication represents your company's intention to exchange the Service Desk licenses for the equivalent Service Manager licenses before December 31, 2010. On that date, the opportunity to exchange Service Desk licenses for Service Manager will come to an end.

Simply fill out the information below and email or mail it to the appropriate HP representative.

To: The HP Software Support Sales Representative or the HP Software Sales Representative or HP Business Partner Representative with whom you have been working for your Service Desk 4.5 system.

Service Agreement IDs (SAIDs): Please list every SAID number containing the licenses for the Service Desk installation you wish to migrate to Service Manager.

What happens next: You will be contacted by the appropriate HP representative to review the options to renew the Service Desk Service Agreement(s) in order to provide sufficient time to transition your Service Desk system to Service Manager before December 31, 2010.

To request the Service Manager 7 License Exchange at this time: If you would like to request the Service Manager 7 license exchange at this time, please use the form on the following page and email it to the HP Sales Representative or HP Business Partner Representative who has been assisting you with the Service Manager 7 license migration

To: <HP Support Sales Representative name or HP Software Sales Representative name or HP Business Partner Representative name>

Subject: Service Desk Renewal Review – to facilitate a transition to Service Manager before December 31, 2010

Please contact me to review the options to renew these Service Agreements through December 31, 2009 for full support coverage of Service Desk and up to December 31, 2010 for Severity Level One support to provide sufficient time to migrate to Service Manager.

- <SAID # - 1st>
- <SAID # - 2nd>
- <SAID # - 3rd>
- ...
- <SAID # - final>

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CUSTOMER NAME: <name of customer on Support Contract>
COUNTRY: <name of country for customer's main office>
CUSTOMER CONTACT NAME: <name of person to contact>
EMAIL ADDRESS: <email address of customer contact>

This email request represents your company's formal request to HP to exchange the Service Desk licenses covered by active Service Agreement(s) for the Service Manager licenses entitled by the Service Manager 7 license exchange program.

To: Please send this email to the HP Sales Representative or HP Business Partner Representative who has been assisting you with the Service Manager 7 license migration.

Service Agreement IDs (SAIDs): Please list every SAID number which contains the licenses for the Service Desk installation you wish to migrate to Service Manager.

What happens next: Within approximately 5 to 10 business days, the person listed as the CUSTOMER CONTACT NAME, see below, will receive an email from HP Licensing with instructions to retrieve the Service Manager 7 license key and software.

To: <HP Sales Representative name or HP Business Partner Representative>

Subject: Software license migration request – exchange Service Desk licenses for Service Manager licenses

Please exchange all the Service Desk licenses appearing on the following Service Agreement IDs (SAIDs):

- <SAID # - 1st>
- <SAID # - 2nd>
- <SAID # - 3rd>
- ...
- <SAID # - final>

for the Service Manager 7 licenses to be included in this license exchange.

CUSTOMER NAME: <name of customer on Support Contract>
COUNTRY: <name of country for customer's main office>
CUSTOMER CONTACT NAME: <name of person to contact>
EMAIL ADDRESS: <email address of customer contact>

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