



Insights. Strategies. Results.

HP/SAP Strategic Alliance: A Practical Journey to Deepen Relationship

Strategic Alliances, Partnerships and Channels

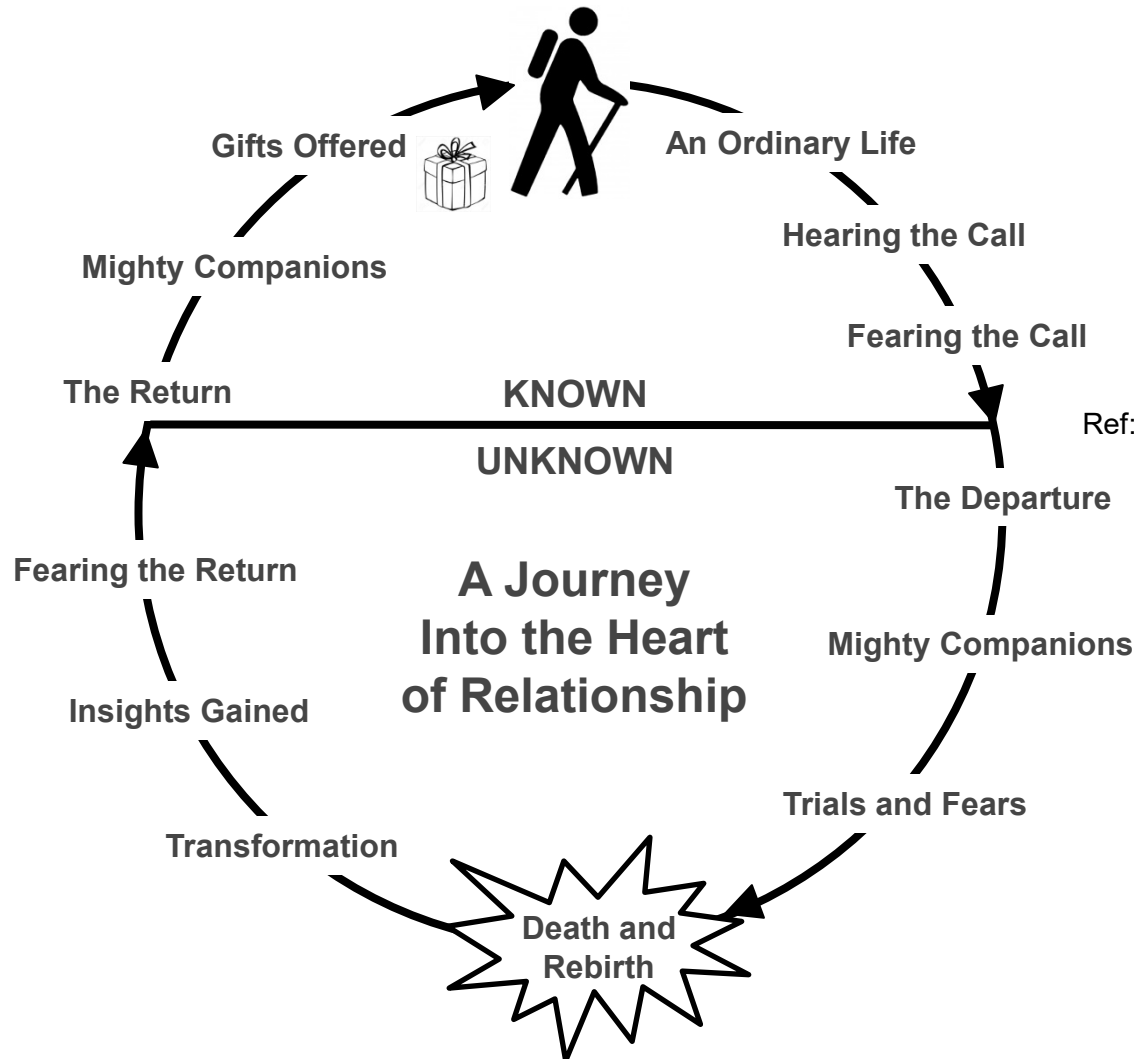
Training / Learning Series

26 January 2018



A Journey Into the Heart of Relationship

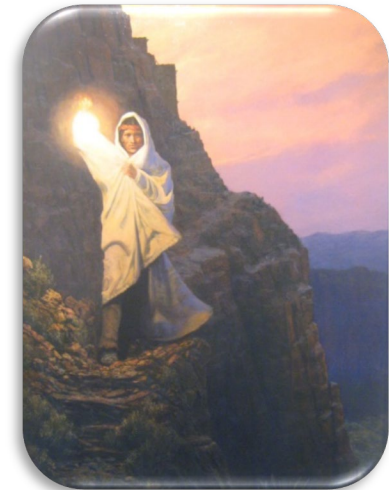
Ref: "A Practical Guide to Joseph Campbell's 'The Hero with a Thousand Faces'" by Christopher Vogler



A hero ventures forth from the world of common day into a region of supernatural wonder: fabulous forces are there encountered and a decisive victory is won: the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man.

- Joseph Campbell (1949)

Ref: http://www.spibr.org/journey_into_relationship.pdf



Relationship

We need each other



*A beggar had been sitting by the side of a road for over thirty years. One day a stranger walked by. "Spare some change?" mumbled the beggar. "I, by myself, have nothing to give you," said the stranger. Then he asked: "What's that you are sitting on?" "Nothing," replied the beggar. "Just an old box. I have been sitting on it for as long as I can remember." "Ever **look inside**?" asked the stranger. "No." said the beggar. "What's the point? There's nothing in there."*

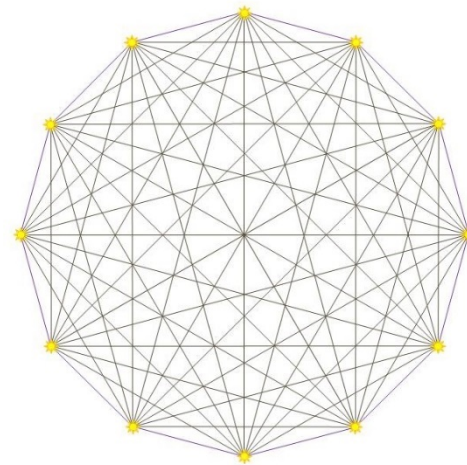
- *The Power of Now* by Eckhart Tolle

Relationship

Definition:

- It is more than and different than a romantic interpersonal relationship.
 - E.g., “I am in a relationship”.
- It is the “connective tissue” that *lives*:
 - Between people, organizations, companies, and countries.
 - Amongst all of humanity.
 - With and within nature.
 - Between us and the Universe.
 - Between ideas.
 - With and within situations.
 - Between our mind and heart.
 - With our Self.

All we *have* is relationship.



A deepening relationship with relationship itself

At first, relationship was unseen and unacknowledged.

Later, relationship was seen as a major source of problems.

- Something that needed to be “managed”.

Now, relationship is seen and acknowledged as the source of:

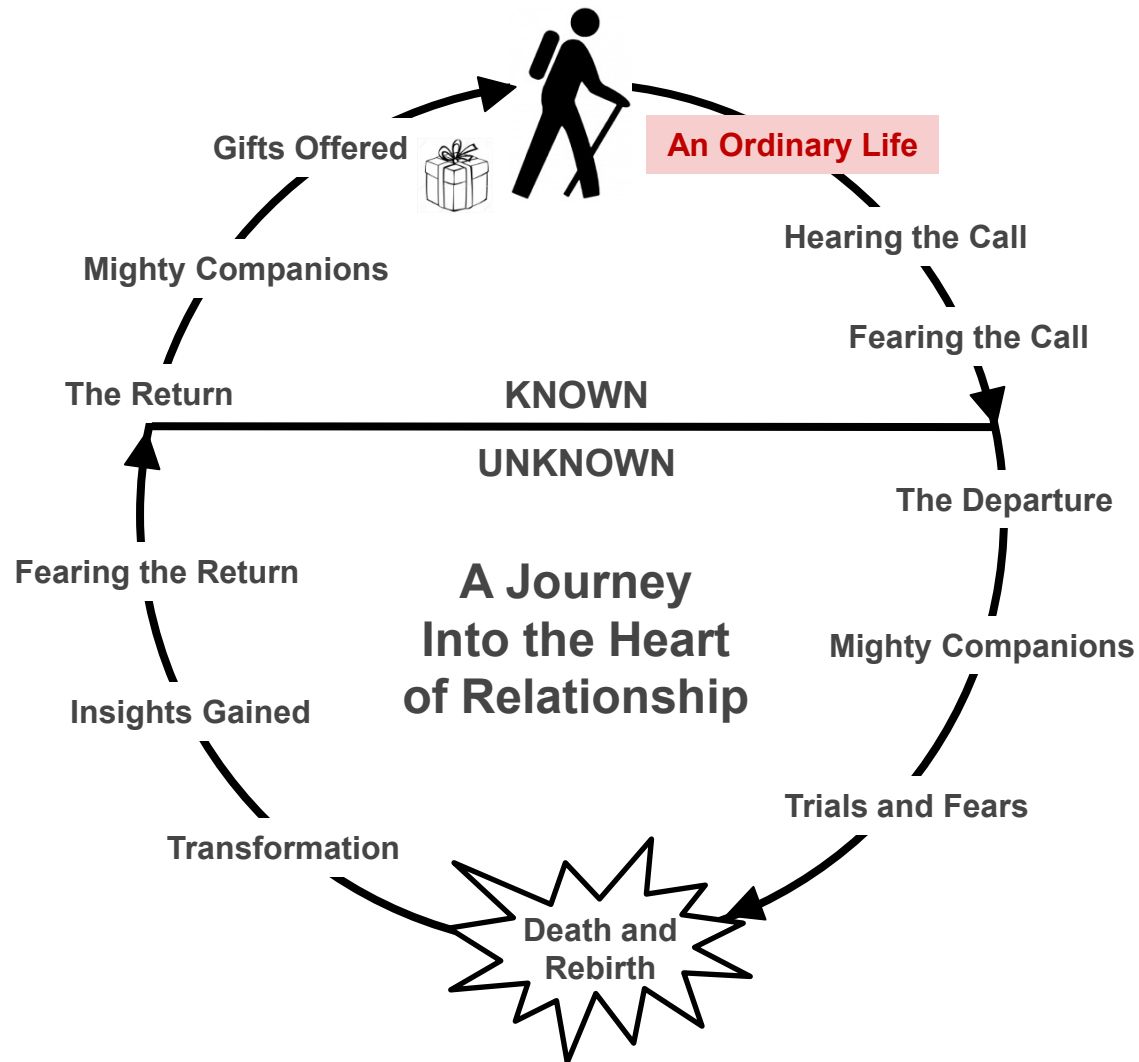
- Answers to seeming problems (value-impediments) in the relationship.
- Creativity, opportunities and enthusiasm (incremental value).
- A practical, inspirational and long-term vision.

A growing realization.

- Relationships are *living* things, embodying:
 - Creativity.
 - Purpose.
 - Identity.
 - ...



A Journey Into the Heart of Relationship



An Ordinary Life

Prior to departure

Family, home and community ...

Twenty years at Hewlett-Packard.

- Mostly doing strategic alliances – long-term value-creating relationships.

Spirituality.

- The deepening of **relationship** ...

Very competitive upbringing.

- Winning in order to fit in and be loved.

Drug addiction and recovery.

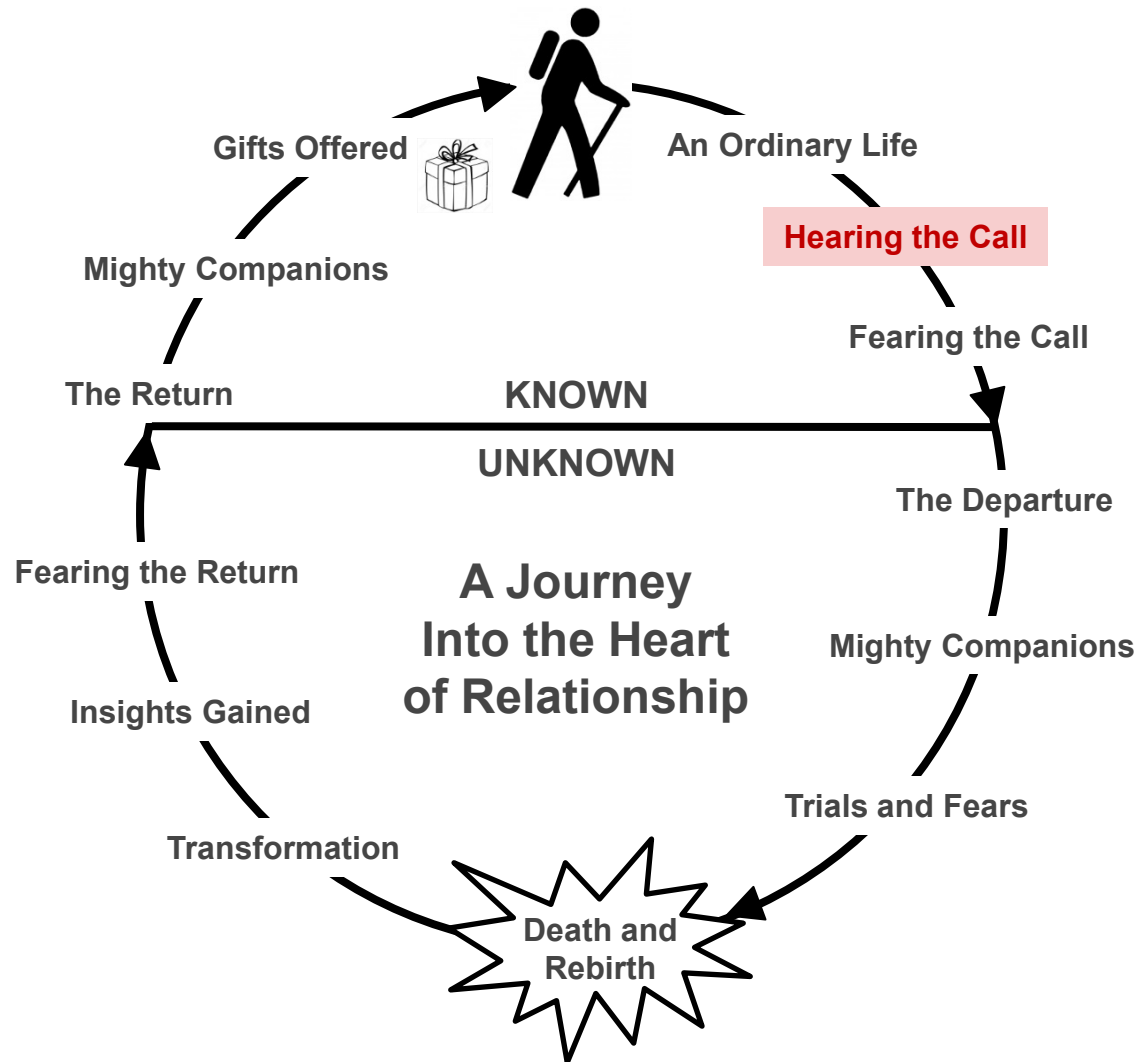
- Used drugs and alcohol to isolate.
- Recovery (and life) is a “**we thing**” – it cannot be done alone.

Highly educated.

- Eventually learned to let the heart lead, in a wholehearted relationship.



A Journey Into the Heart of Relationship



Hearing the Call

To depart ... into the heart of relationship

Called via disability.

- Anger (conflict) separates us.
- Lessons learned from Friedreich's Ataxia.
 - **Confrontation** “clears the air” of difficult issues.
 - The power of **Oneness** – we are transformed together.
 - Be grateful in the present moment – **Now**.
 - The River of Live – surrender to the flow.



Called via drug addiction.

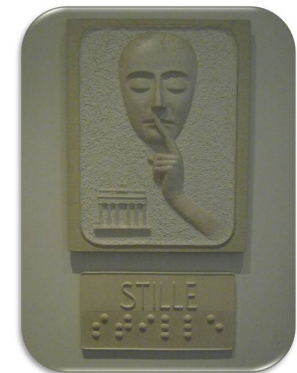
- Addiction and recovery are all about relationship.
- In relationship **we** accomplish the impossible.

Called back to Germany, in many ways ...

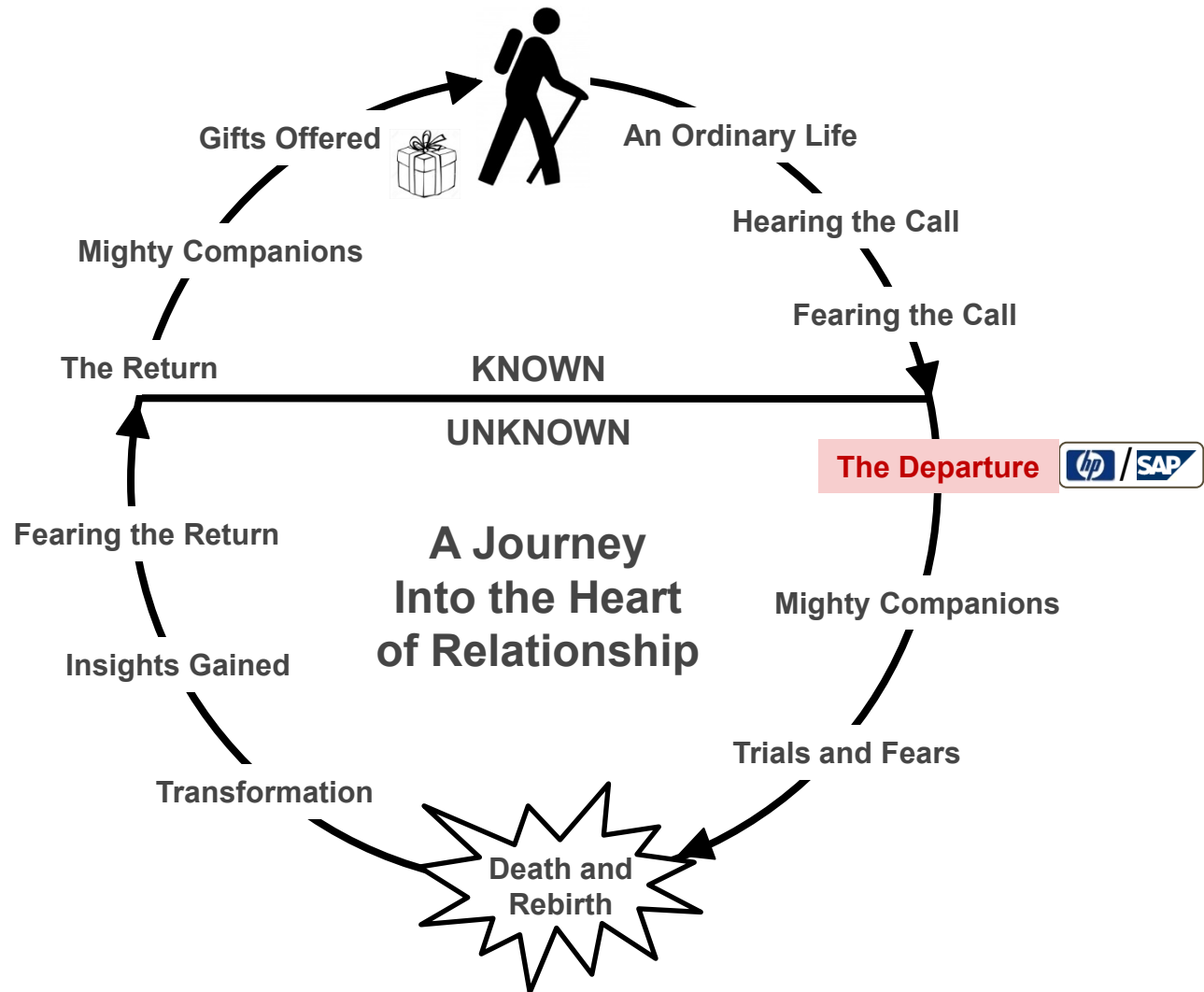
- “Take your wildest dreams and double them. Now!”

Be still at the gate.

- Then ... boldly depart ...



A Journey Into the Heart of Relationship



Relationship deepening

Interpersonal and intercompany



The Departure

A practical deepening occurred while establishing the HP/SAP alliance

I have been perpetually focused on value, practitioners and fundamentals.

Be careful what you ask for.

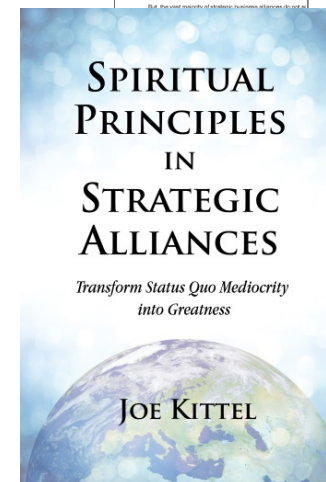
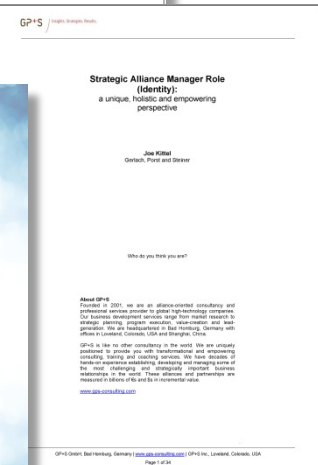
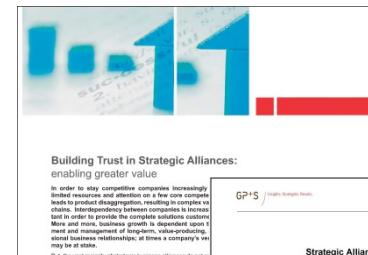
- I asked to understand how spiritual principles might help.
- Life experiences (not 'stone tablets') brought the answer.

Decades of reflection.

- To more clearly recognize life's lessons.
- Work: value-creating relationships.
- Personal: addiction, disability, and death.

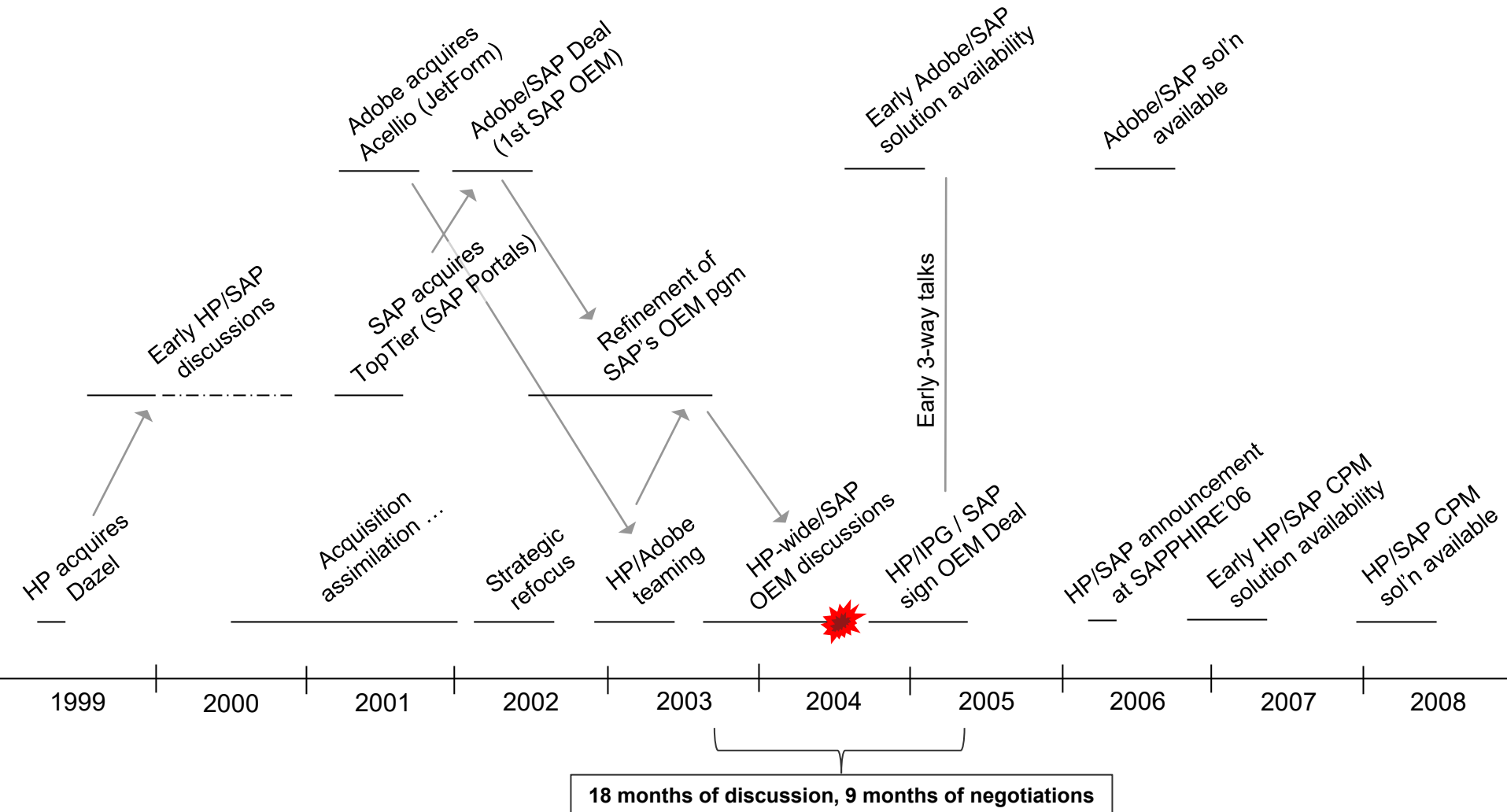
Results.

- Raise, promotion, and a significant bonus.
- Award-winning whitepapers.
- Book.



Time

HP/SAP/Adobe: over 5 years of “the impossible” → done



The HP/SAP alliance

Major lessons learned

Mindfulness and Meditation.

- Thoughts and ideas are critically important in the value-creation process.

Identity.

- I am a **creator** of value.

Hearing the Voice-of-the-Collective.

- The source of problems, solutions, value-creating opportunities and vision.
- Couple it with **self-Obsolescence**.

Confrontation calls for Trust.

- Using the idea of Namasté.

Love.

- The universal force compelling growth.
- The power of and in gratitude.



Voice-of-the-Collective

Deeply listen: problems, answers, value and vision



The 2-Slide Methodology™

- Helped us accomplished the impossible.

Listening is loving.

Simplicity is:

- A neutralizer of complexity and drama.
- Transformational.
 - Individual buy-in and team alignment.
 - Surfaces a clear and practical long-term vision.
- Empowering.
 - Self and others.
- Freeing and therefore scary.
 - Frees up time.
 - “Now what do I do?”

SAP/HP-IPG – Alliance Effectiveness dealing with cultural differences (2003-2005)	
	
Perspectives	
SAP's view of HP	HP's view of SAP
Enterprise Print Management and Document Workflow (2003-2005)	
Fundamental Business Objectives	
SAP's <ul style="list-style-type: none">• Spring '04 public endorsement of SAP Web AS• Significantly reduce TCO & increase customer satisfaction – new SAP strategic imperative• Remove "printing & output" pain for SAP & SAP's customers• Influence license sales – up-cross-selling to installed base & sales to new customers• Help SAP reduce investments – focus on core business objectives vs. spooling	HP's <ul style="list-style-type: none">• Broad deployment of HP OMS solutions• Deliver on "printing in the enterprise" Corp Obj• Increase license & services sales for HP's OMS solutions (HPDS & HPDS)• Leverage off all of HP's enterprise strengths – output management, systems management, enterprise systems & services• Raise "output" considerations earlier w/customers
Key Underlying Interests	
SAP's <ul style="list-style-type: none">• Accelerate adoption of Adobe forms, return on SAP investments• Reduce SAP customer support, re: output	HP's <ul style="list-style-type: none">• Differentiate HP's on/off-ramp devices• Accelerate growth in "printing in the enterprise" services
Possible Teaming Scenarios	
<ul style="list-style-type: none">• Engineering-level relationship to port HPDS to Web AS 6.306.40• TCO-driven, tightly-integrated HPDS/WAS packaged solutions (e.g., CRM, Fin, Sales & Dist'n – maybe w/ DP&P or DPS for more strategic solution) – e.g., unified install, mgmt, etc.• OEM core output management module in NetWeaver (tie-up in exec-level briefing – vision)• SAP/Adobe/HP forms+output triad solutions• Explore mid-market/SMB plays	



self-Obsolescence

As we empower others we are empowered

Reflect on our relationship with the attributes of deity.

- Omnipotence – power.
- Omnipresence – presence.
- Omniscience – knowledge.
- Omnibenevolent – goodness.

Our most empowering practice.

- Give freely of our wisdom and insights.
- Just-in-time and just-enough training.



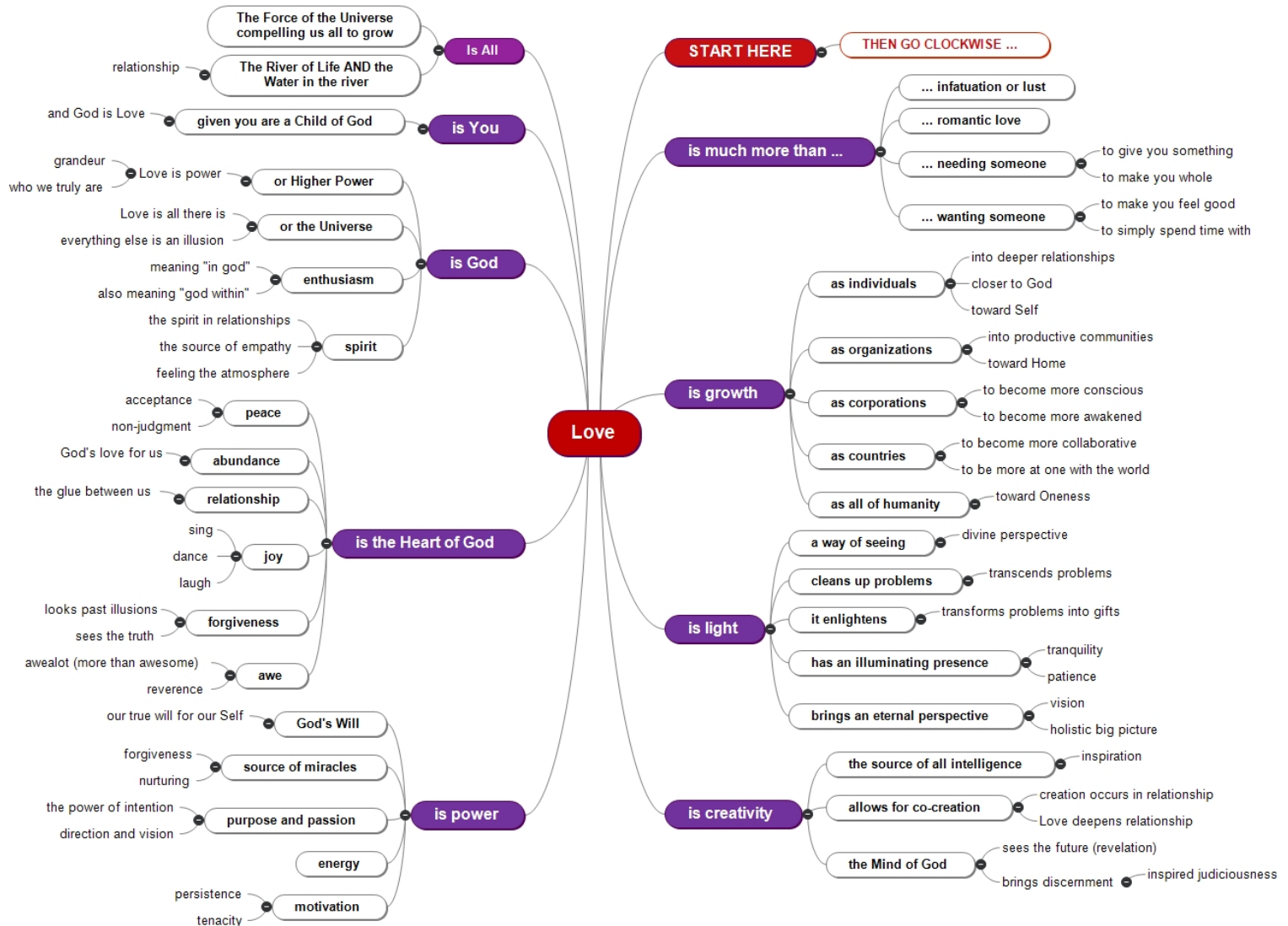
Reciprocity is alive and well.

- Give and therefore receive value.
- Be of value.

We gain knowledge, greater virtual presence → increased informal power.

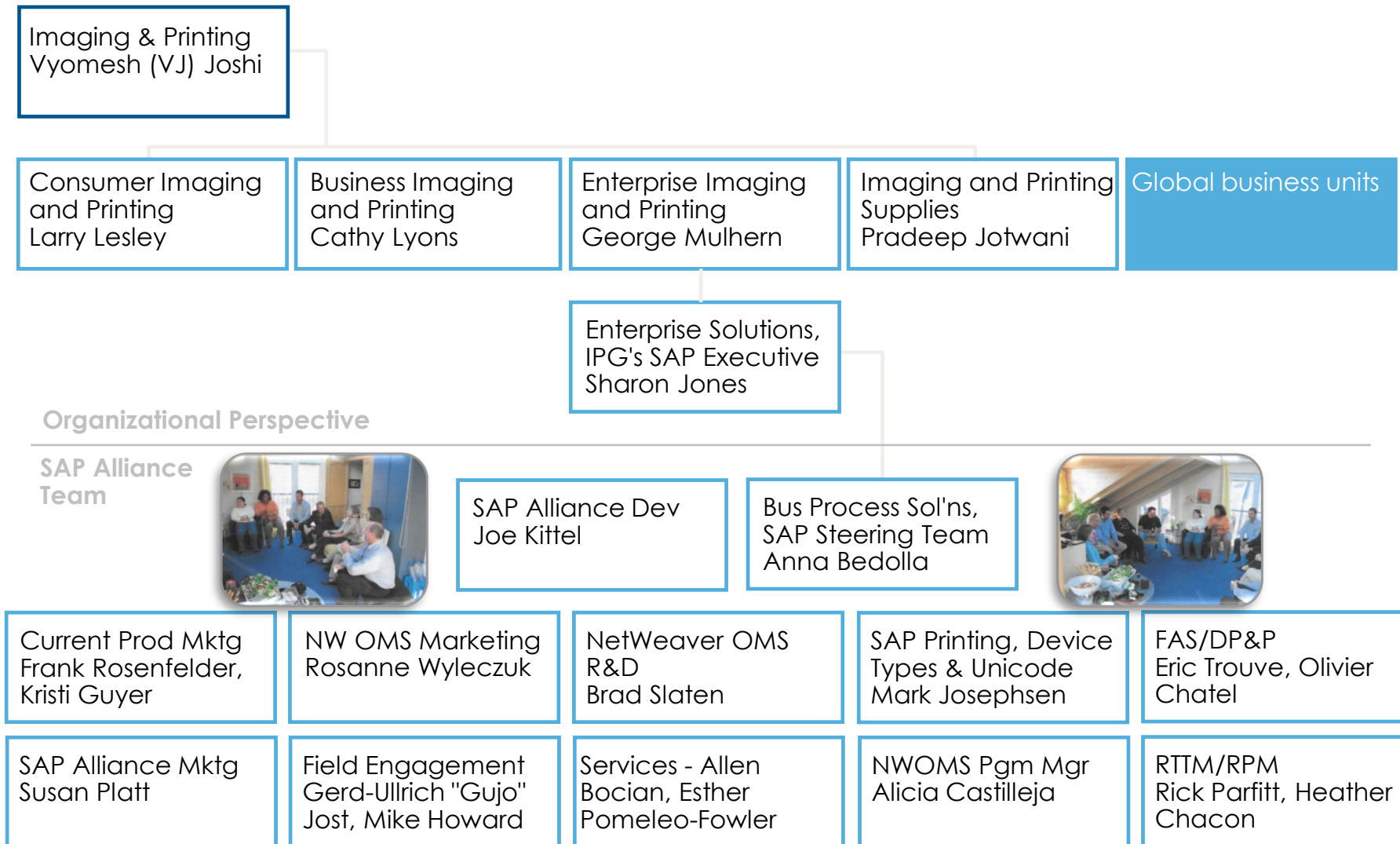
What is Love?

Trying to define the undefinable; impossible and worthwhile





HP Imaging & Printing Group (IPG)

SAP Alliance Team – March 2005



HP/SAP Central Print Management for NetWeaver

>\$200M deal



HP and SAP Introduce Central in SAP NetWeaver for Improved

ORLANDO, Fla., May 15, 2006 – HP and SAP AG that SAP will use HP output management technology management capabilities to SAP NetWeaver® customer enhance the visibility of print status across SAP®. HP SAP has selected HP's print and output management strategic platform, and the companies will jointly develop solutions to help customers more rapidly and reliably throughout their organizations.

With central print management capabilities in SAP, HP manage and track document delivery for business-c location. This helps streamline business workflows, increase reliability of printing in document-dependent


The unified interface also will help companies improve optimize printer use and increase control over the IT landscape. These new capabilities are planned to be running mySAP™ Business Suite applications and will

"When we learned of the joint relationship between earlier decision to select HP Output Server as our HP Jim Stachowiak, senior technical consultant, Muen customer of both HP Output Server and SAP, we are an NetWeaver platform to leverage their flexible business with the possibilities of a tighter alliance between them

With SAP NetWeaver as its preferred platform for a delivery, job bursting and web delivery offerings, HP customers to integrate enterprise applications with management web services.

"With SAP NetWeaver, HP is helping customers eliminate breakdowns in their information supply chain," said Connectivity, LaserJet Business, HP. "Our collaborative history of improving the productivity and streamlining customers' information workflows."

HP also plans to collaborate with SAP on applying to solve customer problems in industries such as manufacturing.




CENTRAL PRINT MANAGEMENT CAPABILITY FOR SAP NETWEAVER®


Wednesday, May 17, 2006

You are invited to attend a special executive luncheon and briefing from SAP and HP on central print management. Register to attend so that you can learn more about this new capability of SAP NetWeaver® at SAPHIRE® '06 in Orlando at noon on Wednesday, May 17.

[Contact SAP](#)

[Register Now](#)





Hewlett-Packard eAwards

Congratulates

Joe Kittel


in appreciation for your outstanding efforts

Reason For Recognition
Thank you for your tremendous leadership and perseverance in closing the Print Management agreement with SAP.

Nominated By: Sharon Jones | Award Date: May 02, 2005 | Redeem At: <http://eawards.hp.com>

Sharon Jones

Note: Your participation and rights under this program will be governed solely by the rules established under the eAwards program as administered by Hewlett-Packard. This award may be subject to taxation at the time of nomination or redemption per local country tax laws; any applicable taxes will be automatically deducted from your paycheck or reported in your income statement. Please refer to the eAwards website for policy, FAQs and more information.



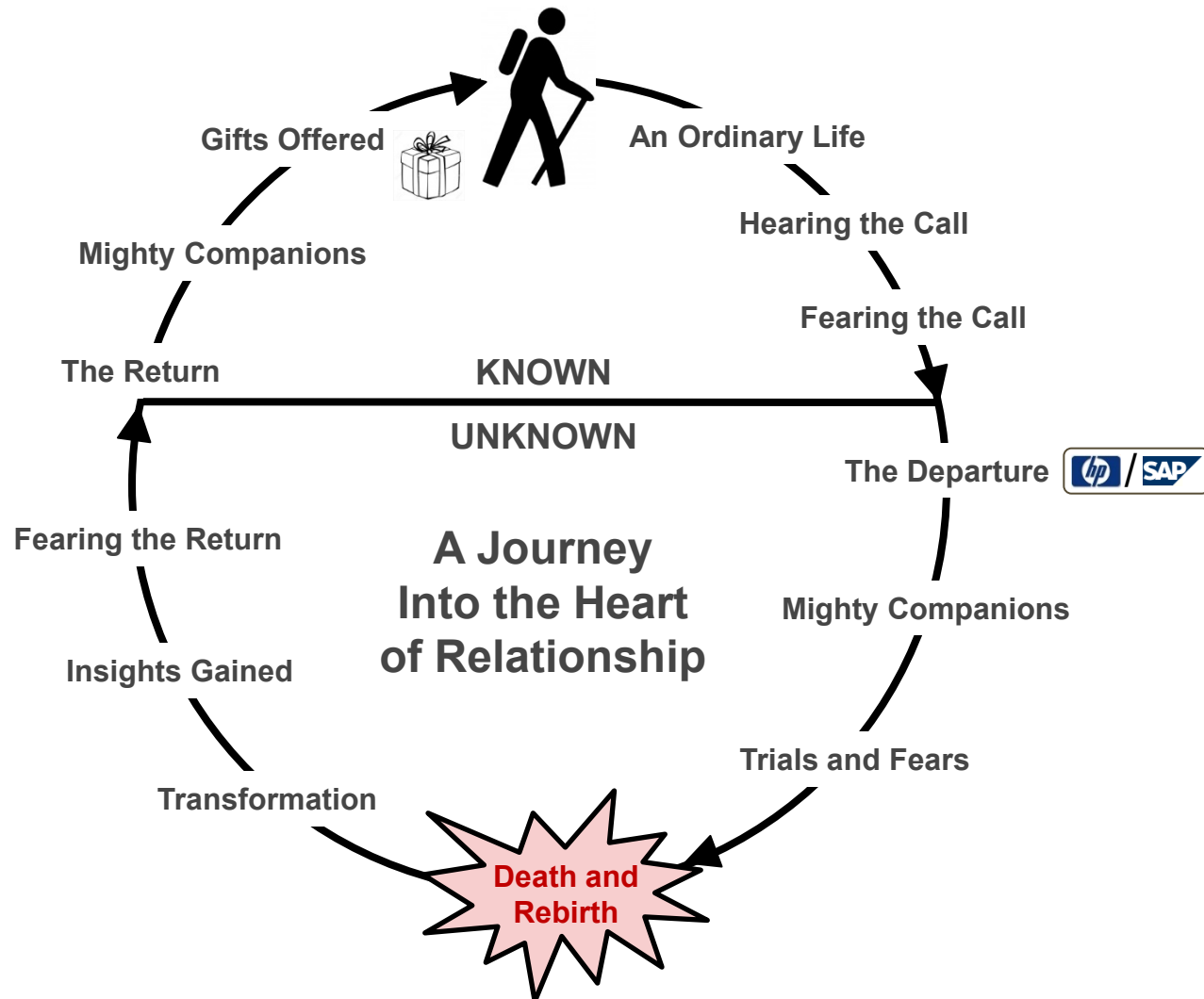
Who are we?

What do we do?



We do the impossible,
with nothing,
in the eye of a hurricane.

A Journey Into the Heart of Relationship

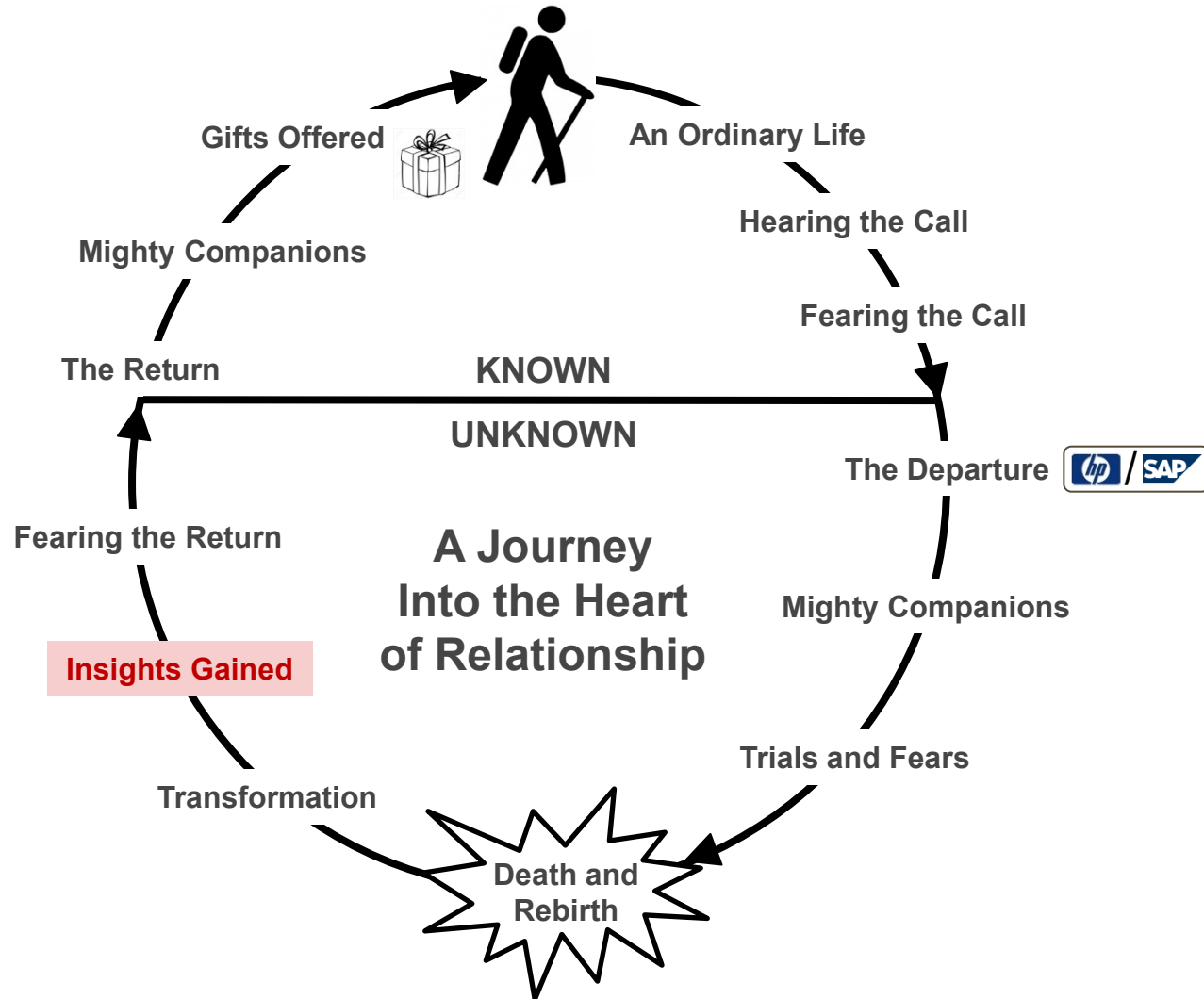


Death and Rebirth

Transformation

Personal Transformation	
Death of the Old	Birth of the New
<ul style="list-style-type: none">▪ Rigid religious beliefs (focused on the past, future, and elsewhere).	<ul style="list-style-type: none">▪ Open spirituality (focused on deepening relationship, here and now).
<ul style="list-style-type: none">▪ Competitive relationships – trying to prove that I am better than you.	<ul style="list-style-type: none">▪ Collaborative relationships – showing us both that we are both great.
<ul style="list-style-type: none">▪ Being excessively cerebral – thinking I can figure things out (inner competition).	<ul style="list-style-type: none">▪ Being wholehearted – my mind allows my heart to lead, and be in dialogue (inner collaboration).
<ul style="list-style-type: none">▪ Avoid feelings.	<ul style="list-style-type: none">▪ The heart is the portal to spirit.
<ul style="list-style-type: none">▪ I need to make things happen.	<ul style="list-style-type: none">▪ We can allow creation to occur.

A Journey Into the Heart of Relationship



Insights gained

After death and rebirth

Relationship is our most important (i.e., our *only*) strategic asset.

- We are bridge builders and we are the bridge itself.
- **Dialogue** is the heart of relationship; it is how creation occurs.

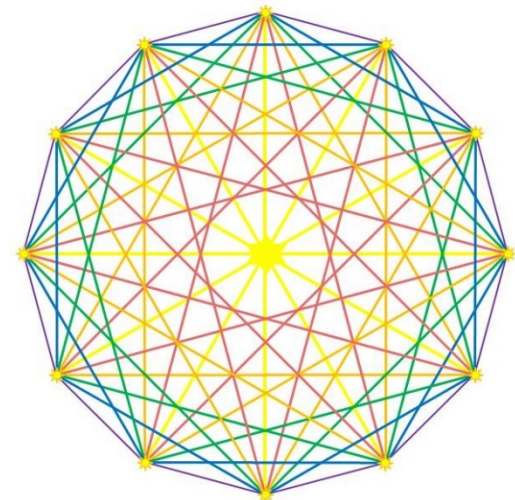
Trust is the foundation of every relationship.

Living a wholehearted life, with mind and heart in deep relationship.

Peace and Truth come together.

Five simple truths:

- **Oneness** – either it is or it isn't.
- **Now** – it is all we have.
- **We Create** – emphasis on “we”.
- **Love** – the force, compelling us to grow.
- **Trust** – can we trust trust?



Dialogue

It is omnipresent

	Internal	Interpersonal	Groups	Societies	Creation
Superficial	Living in addiction	Idle chitchat	Talking about the news	Attack	Pillage the earth
More Authentic	Realizing the need to change	Starting to get real	Sharing experience	Growing sense of community	Realizing our impact
Remove Barriers	Transcend inner issues	Clean talk	Overcome difficulties	Remove borders	A sense of ownership
Clear the Air	Being open	Deeper friendship	A collaborative atmosphere	Emerging true community	Care for the environment
Have High Trust	True to Self	Healing & forgiveness	True negotiations	Effective peace talks	Dialogue-based stewardship
New Way to Learn	Open to a new life	Inner issues transformed	Unknown is known	Open to a new way	Prayer and meditation
Create the New	New Self emerges	New depths in friendships	A new home	A new way of being together	A new world

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Relationship

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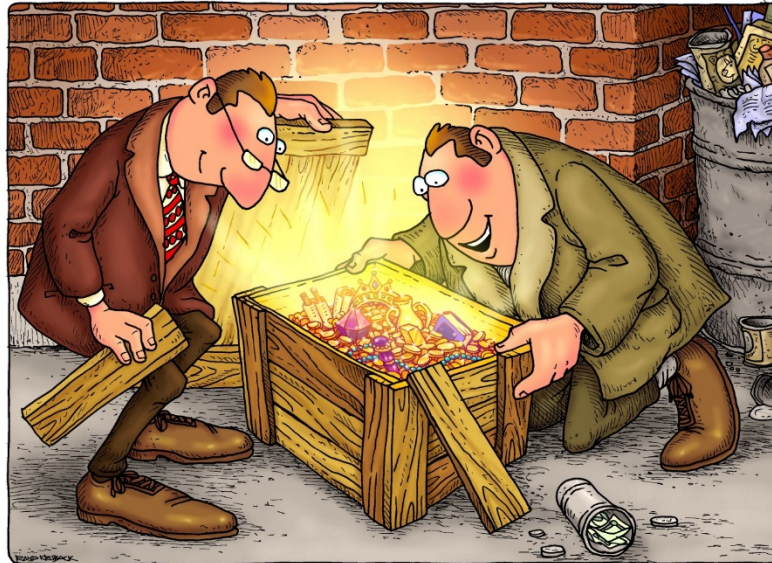


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- *The Power of Now* by Eckhart Tolle

Relationship

The source of problems, answers, creativity, value, vision, enthusiasm, ...



*“Ever **look inside**?” asked the stranger. “No,” said the beggar, “what’s the point? There’s nothing in there.” “Have a look inside,” insisted the stranger. Together they managed to pry open the lid. With astonishment, disbelief and elation, they saw that the box was filled with great treasure.*

- *The Power of Now* by Eckhart Tolle

Trust

Stay true to yourself.

Speak the truth.

- Even if you might get fired.

Take your wildest dreams and double 'em!

- Rather than cut them in half and wait ...

Be willing to be the “eye of the hurricane”.

- 18 month discussion.
- “No deal” is OK.
- 9 month negotiation roller coaster.

Trust is *the* foundation of every relationship.



Time

Meditate, in order to deal with success.

- Take time out ...
- Connect, listen, be present.
- Find a sacred place.

Have a timeless perspective.

- See past years of “impossible”.
- Notice how “stars align”.

Be patient, persistent and tenacious.

- Based on trust.



Value-Creator

We are value-creators.

- Role ambiguity → frustration → exhibit value-inhibitors.
- How do we create value?

Acknowledge the creator in others.

- The power of Namasté.

We are peacemakers.

- Negotiate uncompromisingly in the midst.
- Trust relationship.

We are love.

