



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
Palo Alto, CA, US

ORGANIZATION:
Hewlett-Packard Company

YEAR:
2011

ORGANIZATION URL:
<http://www.hp.com>

STATUS:
Laureate

PROJECT NAME:
HPGlobal Center Cyberjaya in Malaysia

CATEGORY:
Economic Opportunity

PROJECT OVERVIEW

More than 50 years ago, HP co-founders Bill Hewlett and Dave Packard authored the company's corporate objectives including our role of global citizenship: "We fulfill our responsibility to society by being an economic, intellectual and social asset to each country and community where we do business." This statement represents the foundation of how HP chooses to do business globally. Since 1959 HP has operated internationally, initially with offices and operations in Geneva, Switzerland, and Boeblingen, Germany. Our first Japanese joint venture was formed in 1963 and China Hewlett-Packard was established in 1985. With so much history and experience in investing in the countries in which we do business, and by employing local talent, we understand the multitude of benefits to both HP and to the host country. Local employees not only bring skills but a unique understanding of the needs of customers in their country, and fresh perspectives on what it takes for a company to be a contributing and valued citizen of the world. HPs involvement in Malaysia began with a single sales office in 1978, and the company has grown along with the country. The opportunity for HP to significantly expand its presence in Malaysia began in September 2006 with HP Executive Vice President and Chief Information Officer Randy Mott meeting with the CEO of Multimedia Development Corporation (MDeC), Badlisham Ghazali, who was charged with helping transform Malaysia into a thriving and dynamic global Information and Communications Technology (ICT) hub. In March, 2007 conceptual approval was conveyed by the Malaysian Government Cabinet for HP to expand operations to include:

- HP IT Hub with a Global Application Development and Support Center serving internal IT operations worldwide
- Professional Center, supporting HP Finance operations
- Call Center for Enterprise Services (ES) customers, and a
- Next Generation Data Center serving ES customers in the region

The campus design was unveiled in October 2008 and completed within two years. Recruiting began in late 2008 and continues in earnest—at one point large advertisements on city buses were used to help gain attention. What employees see when they arrive on campus is a state-of-the-art facility with an innovative sustainable design that includes the



use of green materials, recycling management, water harvesting and maximizing the use of natural light. The end result is a 63-acre environmentally sustainable HP campus with 600,000 sq. ft. of office space, making it the largest technology foreign investment in Malaysia.

SOCIETAL BENEFITS

The availability of knowledge-based jobs encourages higher levels of education and the development of the necessary infrastructure, facilities and faculty to meet demand. With this being the largest single investment in Malaysia it is a solid step in helping the country's government achieve its stated goal "developed nation status" by 2020.

PROJECT BENEFIT EXAMPLE

Datuk Badlisham Ghazali, CEO of Multimedia Development Corporation, says "Hewlett-Packard's decision to base their landmark HP Campus in Cyberjaya represents the single largest investment from a global technology company in Malaysia and one that augurs well for the local ICT industry ... this investment in the Malaysian market provides a strong impetus for our local economy and high-income jobs for our local rakyat (citizens), which is very much in line with our Government's goals to achieve developed nation status by 2020." HP's new Cyberjaya campus has exceeded every commitment made to the Malaysian government and HP IT is proud to have been directly involved in this effort from its inception.

IS THIS PROJECT AN INNOVATION, BEST PRACTICE?

Yes. This project is at the same time an innovation, best practice, and something that could be adopted by other organizations. It is an innovation and notable advancement in furthering HP's history of being an asset to the country and community in which we do business. Starting with a vision and fresh ideas, this campus came to fruition with sustainability of the workforce and environment designed in mind.