



Television New Zealand

HP Financial Services
Success Story

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Ian Palfrey, Manager Group Financial Services

Our customer

Television New Zealand (TVNZ) is the pre-eminent broadcaster in New Zealand, operating the country's two leading free-to-air channels, TV ONE and TV2, which command over 65 % market share. TVNZ was formed in 1988 as a state-owned enterprise, to broadcast feature programming across all genres that informs, entertains and educates New Zealand audiences.

HP Financial Services delivers a total "acquire-to-retire" suite of offerings that simplifies the entire technology financial lifecycle management process — from flexible acquisition alternatives to TCO-reducing asset management services to value-maximizing end-of-life solutions.

Challenge

Through its programming, Television New Zealand (TVNZ) aims to set and maintain the highest standards of program quality and editorial integrity that reflects the national identity of New Zealand. To do so, it commits all its available resources, while making sure not to neglect other business needs such as information technology that must remain current to remain competitive.

Acquiring technology in a cost effective manner is necessary to preserve cash resources that could be better utilized for programming and content production.

Solution

TVNZ turned to HP Financial Services to lease its technology infrastructure including servers, storage, desktops and laptops. "HP Financial Services was an appropriate fit for TVNZ because it showed an understanding of the company's business requirements and provided a complete solution with the technology and finance options delivered at a competitive price," said Ian Palfrey, Manager Group Financial Services at Television New Zealand.

It was important that TVNZ work with a major supplier to find a solution to many of its needs in one place. HPFS provided this by combining the resources of the appropriate HP business units to create the right solution at an affordable price. "We wanted a competitive offering — HPFS was able to give us that by offering a attractive package with reasonable lease payments," said Palfrey.

TVNZ uses leasing not only to protect itself from a depreciating investment, but also to ensure that its IT environment adapts to its changing needs. Thanks to its flexibility and its cyclical nature, leasing helps TVNZ refresh technology regularly and have access to the solutions it needs to best fuel its business requirements — especially since those requirements evolve and change

frequently. "One of the most important elements of the deal for TVNZ was the flexibility to upgrade and keep our technology platform and equipment current, without having to compete against other capital hungry projects," said Palfrey. "HPFS gave us that flexibility."

As part of a full service lease, HPFS is also responsible for disposal of equipment. As Palfrey admits, "Disposing of surplus IT gear is not something our Technology group wants to be involved in as there are more pressing priorities, so we're happy to let HPFS take care of that."

Results

Since 1999, Television New Zealand and HP Financial Services have partnered (although not exclusively) in the area of technology financing. Every night on nation-wide television, over 600,000 viewers tune in to the 6pm news and see the newsroom populated with desktops and laptops leased through HPFS. TVNZ currently has 60 lease schedules with HPFS, totaling over \$5 million of IT equipment. "HPFS are one of a number of suppliers we have that deliver the solutions we need at a reasonable price, saving capital that can be utilized in other areas of the business."

About HP Financial Services

HP Financial Services delivers a total "acquire-to-retire" suite of offerings that simplifies the entire IT financial lifecycle management process — from flexible acquisition alternatives to TCO-reducing asset management services to value-maximizing end-of-life solutions. As a wholly owned subsidiary of HP, Hewlett-Packard Financial Services Company is unmatched in the world, for both the capability and flexibility to deliver financial services that work the way you want to work, worldwide.

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Challenge

- Emphasis on programming and production leaves limited funds for technology needs
- A large technology-intensive organization with many business needs that cannot be neglected
- Technology must stay up to date

Solution

- As a captive of a major supplier, HPFS was able to offer a comprehensive solution in one place, with finance options and competitive pricing
- Leasing allows for beneficial accounting treatment
- Through leasing, technology renewal and upgrades occur regularly
- Once a lease has finished HPFS recycles it properly

Results

- TVNZ acquired the technology it needed while saving capital