



# Bridging the divide: Aligning IT strategy with business execution.

## Make IT a strategic partner in business transformation.

IT leaders today face a double mandate: drive growth and improve employee experience, while updating legacy systems with increasing complexity.

When management and experience align across all endpoints and environments, IT gains visibility, employees are productive and engaged, and the business can make smarter decisions. With HP's AI-enabled solutions and intelligent insights, IT teams can satisfy diverse needs and unlock innovation at scale.



## Why alignment matters

When IT and business goals sync, transformation accelerates. New tech brings new levels of efficiency and performance, but when they're not integrated smoothly? Experience suffers and momentum stalls.

The business impact is real:

# 86%

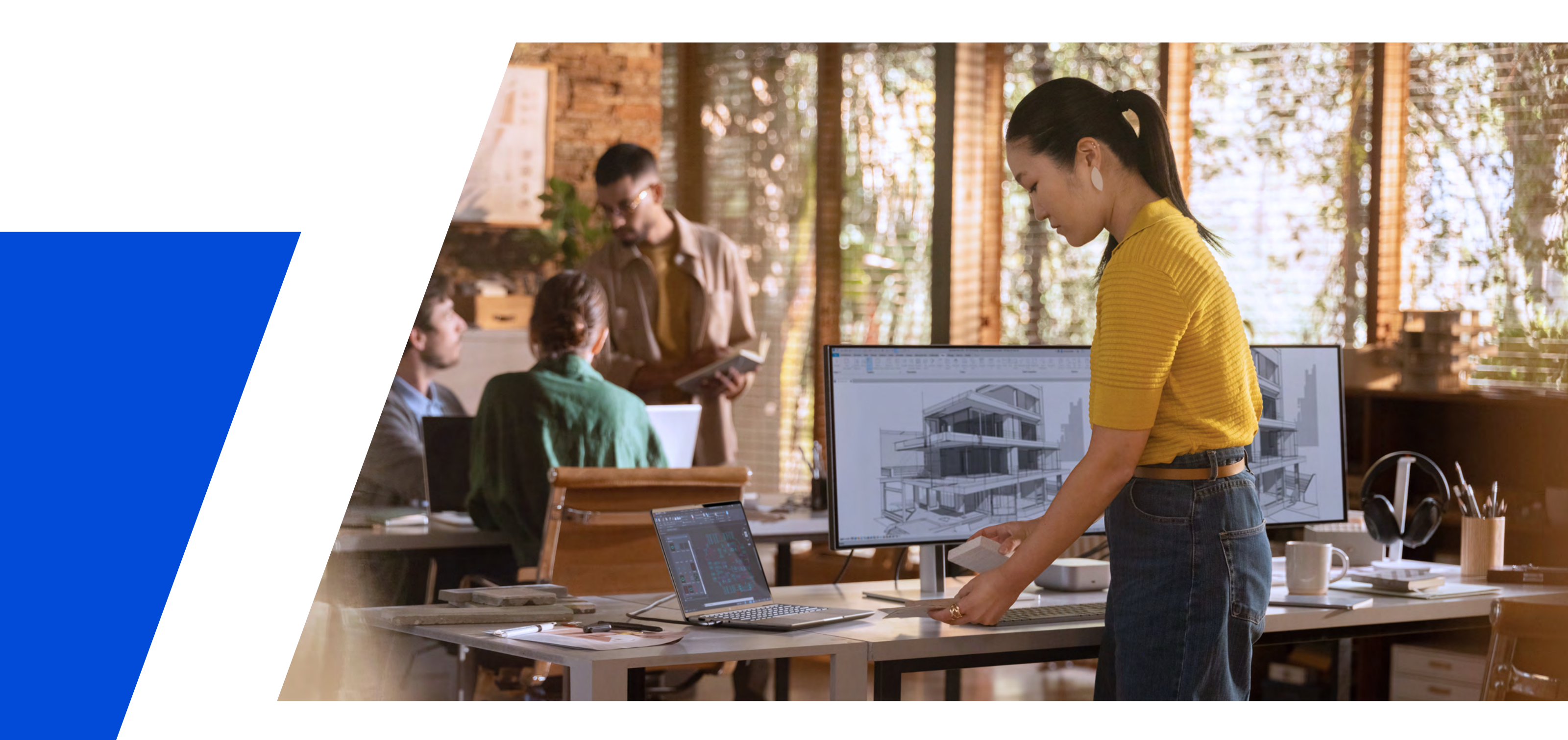
of organizations say  
outdated tech is  
blocking innovation<sup>1</sup>

# 20%

Companies with integrated  
IT-business strategies  
outperform peers by 20%  
in profitability<sup>2</sup>

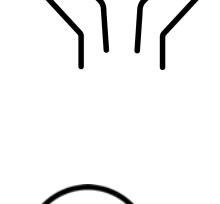
# 2.5x

Companies with strong  
IT-business coordination  
are 2.5x more likely to be  
future top performers<sup>3</sup>

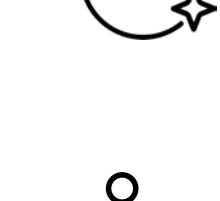


## What's standing in the way?

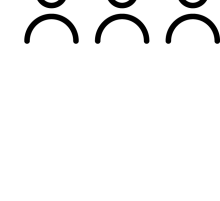
Siloed, disjointed strategies and mounting tech debt are making it hard to move fast—or move together. All while IT leaders face growing pressure to:



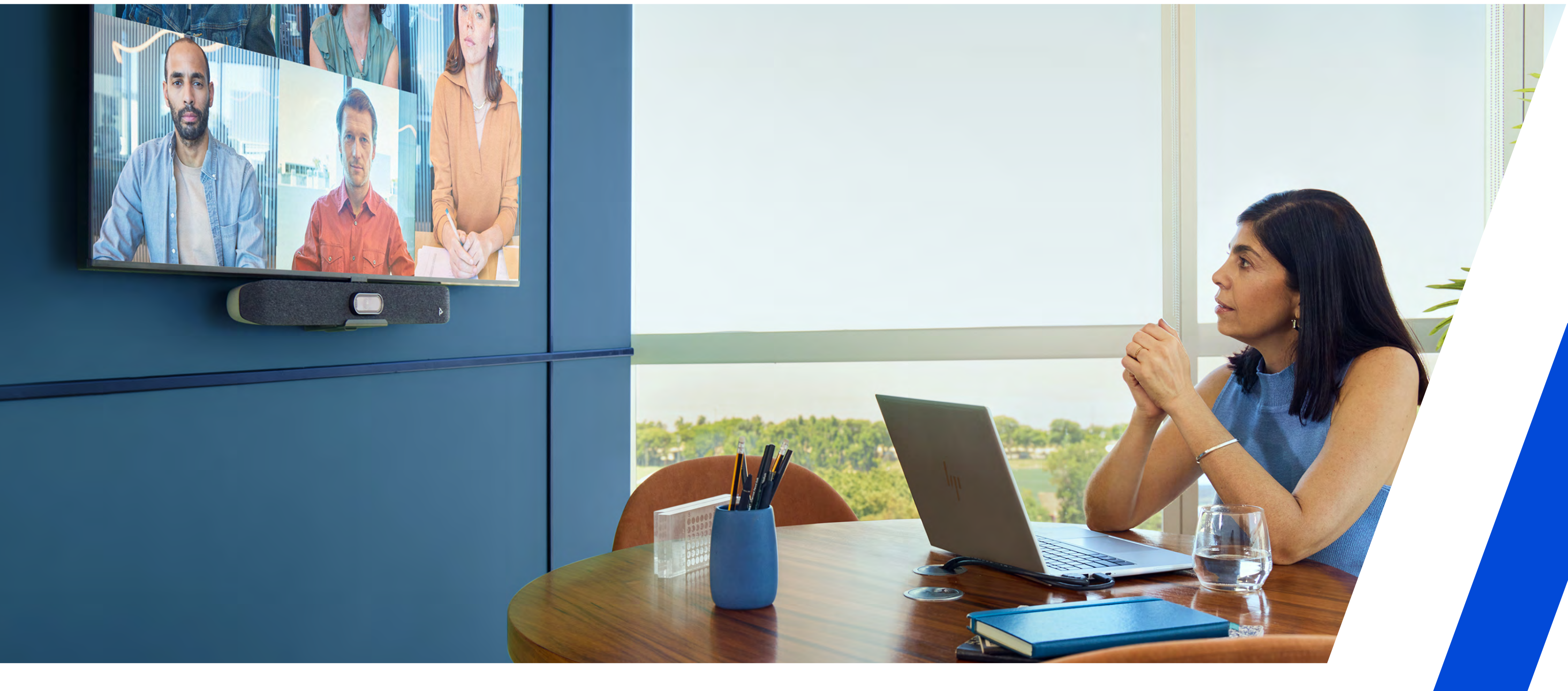
Accelerate innovation adoption



Deliver consistent digital experiences



Improve collaboration across  
endpoints and teams



## Better tools. Better experience. Better business outcomes.

Innovation ignites when teams connect and processes align. Unfortunately, most employees aren't feeling supported.

# 28%

of employees describe  
their relationship with  
work as "healthy"<sup>4</sup>

# 31%

feel energized by work<sup>5</sup>

But when employees are empowered with the right tech, the entire business benefits.

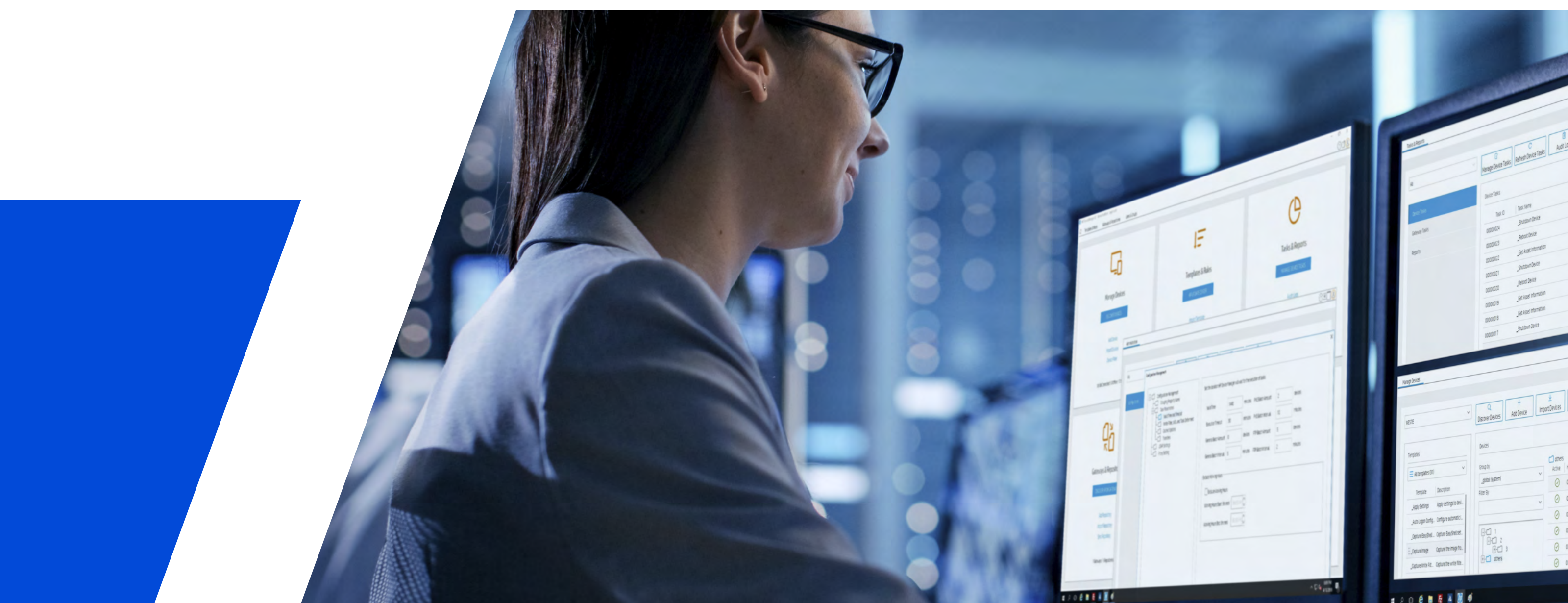
Companies  
with engaged  
workforces are:

# 23%

more profitable<sup>6</sup>

# 18%

more productive<sup>6</sup>



## Creating a foundation for innovation

Alignment starts with smarter platforms and connected tools. HP delivers the visibility, automation, and agility you need to drive measurable impact from day one.

### HP Workforce Experience Platform (WXP)

Gives IT end-to-end visibility and predictive analytics across the digital ecosystem, so teams can prevent downtime, boost productivity, and make data-driven decisions.

### Zero-touch deployment

Fully configured, secure devices delivered directly to employees—freeing IT to drive innovation and accelerating time-to-productivity across the organization.

### Smarter collaboration, stronger results

Modern meeting room solutions help teams connect effortlessly—driving faster decisions, greater productivity, and a more agile workplace.

## Shift from support function to growth engine

With the right tools, IT can enhance the employee experience and better align with business goals—resulting in more connected teams, smoother processes, and stronger performance.

Turn alignment into action. Talk to an expert today.

LEARN MORE

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2. Deloitte, "Uncovering the connection between digital maturity and financial performance," 2020. [https://www2.deloitte.com/content/dam/insights/us/articles/6561\\_digital-transformation/DI\\_Digital-transformation.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/6561_digital-transformation/DI_Digital-transformation.pdf)

3. Kahilla, "The ROI of Investing in Leadership Development." [https://www.kahilla.com/blog/the-roi-of-investing-in-leadership-development?utm\\_source=](https://www.kahilla.com/blog/the-roi-of-investing-in-leadership-development?utm_source=)

4. HP, "2024 Work Relationship Index." <https://www.hp.com/us-en/work-relationship-index.html>

5. Gallup Indicators, "Employee Engagement," 2024. <https://www.gallup.com/394373/indicator-employee-engagement.aspx>

6. Gallup, "The Benefits of Employee Engagement," January 2023. <https://www.gallup.com/workplace/236927/employee-engagement-drives-growth.aspx>

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