CREDO 6: BE ALWAYS AVAILABLE, SPREAD THE GOOD NEWS

Don’t leave your clients to have difficulty in finding it. In current economy of knowledge, the access to Information Technology, as Internet is important. In the meantime, digital exclusion – the difference in socio-cultural field between those who have access to digital technology and Internet and those who don’t have – continues affecting the whole world. Companies who managed to eliminate this problem will increase their base of clients.

Since 2005, Hewlett-Packard has been trying to solve this problem, by cooperating with partners in all sectors in order to take/transfer information technology to developing countries. Looking for growth, company managed to reach countries of people of low income as their future market. In the process of market creation, it has eliminated progressively problem handled for digital exclusion by providing population.