



**Channels On Tap** When Lynn Sauder, Kyle Neal and their group heard Carly Fiorina say that hp should “make the Internet work for our customers” they decided to brainstorm about an obstacle facing the emerging e-services industry: The ASP marketplace has the potential to reach \$22.7 billion by 2003. But the expense and complexity of building a full-service sales and marketing channel keep many businesses from pursuing this market. Lynn’s team dreamed up a “B2B2B ecosystem,” a new way for service providers and other channel partners to reach customers in a more cost-effective way by dynamically connecting them with agents and customers online. Their creation, Channels On Tap (a combination of hp e-services portals AgentDepot and AsktheDepot), now offers a trusted marketplace for all—and a new, annuity-based revenue stream (plus a patent in the works) for hp.