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*Eye on Women
Entrepreneurs*

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Women represent over 1/3 of entrepreneurs worldwide. Read the full report at gemconsortium.org.

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FEATURE STORY

How do you stand out in the noisy marketplace, already teeming with thousands of choices for mobile computing? Host a high-impact, global launch event that builds upon proven HP strengths -- thought leadership, strategy and end-to-end offerings -- and promotes them in a manner that's impossible to miss.



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[HP Germany's SOHO campaign puts mobility first](#)

In November 2006, train stations in Stuttgart, Frankfurt and Cologne were filled with more than busy commuters. Rather, the sights and sounds of HP were everywhere. From the banners overhead to the buzz of the promotion teams, the setting was perfect for giving highly mobile consumers a taste of the latest HP mobile technology. But how did it all come together?

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[IPG research finds the sweet spot in vertical markets](#)

IPG's traditional approach was to target SMB customers according to the size of their businesses -- that is, they either addressed micro/small-sized businesses (1-99 employees) or medium-sized businesses (100-999 employees). And yet,

there was a huge opportunity to segment the market even further. Given the more than 30 million companies in the SMB space, all with diverse needs and behaviors, what if IPG could target the ones that actually print the most?

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[TSG takes a fresh look at the competitive landscape](#)

What's the worst thing about being a market leader? You have the most to lose -- both in terms of customers and channel partners. That's why TSG recently completed an in-depth review of the challenges and opportunities for HP in the midmarket. This included an assessment of how Dell, IBM and other organizations are competing for the valuable midmarket segment (companies with 100-999 employees).

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[SMB Trends: Women-owned businesses](#)

Look anywhere throughout the world, and you'll find that women-owned businesses are hotter than ever. Whether starting a micro-business in Bangladesh, leading a profitable company in Ireland, or growing a competitive high-tech firm in China, women entrepreneurs are becoming an increasingly important part of the global economy.

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