



bang & olufsen + hp

perfection in the details

The closer you look at any Bang & Olufsen® product, the more you find perfection. Every detail of its design—from form to function—reveals Bang & Olufsen's unwavering commitment to delivering only the best. Perhaps that's why the closer you look at Bang & Olufsen's global retail and production operations, the more you also find HP servers.

at Bang & Olufsen, hp is everywhere

Every day Bang & Olufsen receives thousands of product orders from around the world. More than 60 percent of them arrive via the company's Global Retail System. If that system goes down, Bang & Olufsen loses more than money; it loses valuable customers. That's why Bang & Olufsen relies on HP ProLiant servers to form the server backbone for not just its Global Retail System but for every one of its new production platforms.

This reliance on HP technology extends to the Internet, where Bang & Olufsen recently unveiled its new Web site, bang-olufsen.com. The robust hardware platforms that drive that site? You guessed it—powered by HP ProLiant servers.

the sweet sound of success

As Bang & Olufsen continues to set the standard by which all other manufacturers of video and audio products are measured, HP servers continue to help ensure the smooth production and sales distribution of those products.

It's a relationship that, despite constantly shrinking product cycles and constantly rising customer expectations, has enabled Bang & Olufsen to continually deliver innovations that look as great as they sound.

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