

# HOUSTON TRUST COMPANY

Dependable, secure systems reliable today, scalable tomorrow



Houston Trust  
Company

"We are very comfortable with our HP and Microsoft systems. The majority of us are not highly technical. We need technology that is simple. Our computers and printers are easy to use and reliable, and our HP printers produce the professional-looking documents our clients expect. We are very happy with these solutions."

—Jim Elkins, CEO, Houston Trust Company

**HP customer case study:** Standardizing on an integrated HP, Microsoft infrastructure delivers clear business benefits

**Industry:** Banking

HP recommends  
Windows Vista®  
Business

## **Objective:**

Enable investment firm to achieve its business priorities of customer service and data security

## **Approach:**

Implement integrated, standardized hardware and software infrastructure

## **IT improvements:**

- Pre-tested bundle reduces risk of post-implementation problems
- Microsoft toolset allows flexibility in servicing through functionality like remote access

## **Business benefits:**

- Applications make creating, accessing, sharing files easy
- Printers support firm's high volume needs
- Printer quality meets firm's quality standards
- Pre-integration reduces implementation costs by thousands of dollars
- Ability to service remotely minimizes staff disruption
- High performance reliable technology ensures workforce productivity



The Houston Trust Company needs to both run its business and meet its clients' customer service expectations. For this reason, it depends on its bundled Microsoft software and HP computers. The firm's Microsoft Office software provides a standardized applications environment that Houston Trust staff uses to create and access key business documents such as customer letters, financial reports, and accounting spreadsheets. Sharing data and files internally, and with external partners, is simple and efficient. And the firm's HP printers generate high-quality output consistent with its professional reputation.

## **Easy-to-use software**

Houston Trust was founded by 10 families in 1994 as an investment services provider. From the beginning, notes CEO Jim Elkins, it has prided itself on understanding and meeting its customers' needs. "The focus of our business is to provide outstanding service," he says. Reliable and effective technology is, therefore, a must. So XperNet Services, an HP and Microsoft partner, has equipped Houston Trust with both Microsoft Office Small Business Edition and Microsoft Office Professional running on HP Compaq Business Desktop dx2000 Series Microtower PCs. The HP Compaq Business Desktop PCs provide a solution with proven technology and fast performance and give

## Customer solution at a glance

### Primary applications

Small-to-medium office and business operations

### Primary hardware

- HP ProLiant ML350 G5 server
- HP Compaq Business Desktop dx2000 Series Microtower PCs
- HP LaserJet 2420 Printers

### Primary software

- Genuine Windows Vista® Business with downgrade to Windows XP Professional custom-installed\*+
- Microsoft Office Small Business Edition software
- Microsoft Office Professional software
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Access Microsoft Outlook
- Microsoft Windows Small Business Server 2003

### HP Services

- HP Smart Buy three-year warranty
- Three year, 24 x 7 HP server support

## HP recommends Windows Vista® Business

Contact the HP Reference2Win Program, 866-REF-3734 for more information.

Houston Trust dependable technology to aid in an efficient, productive work environment.

The systems are networked via an HP ProLiant ML350 G5 server running Microsoft Windows® Small Business Server 2003. For printing, the company has chosen HP LaserJet 2420 Printers.

The firm's staff uses its Microsoft Office suite of software, including Microsoft Word, Microsoft Excel, and Microsoft PowerPoint, to create documents, spreadsheets and presentations; they use Microsoft Access to enter data into the Trust's databases. "What's nice about the software is that even non-technical people can do what they want," Elkins notes. "Microsoft software has easy-to-use, graphical interfaces that are consistent across its applications."

Elkins explains that he uses Microsoft Outlook for e-mail and calendaring constantly. "It's indispensable," he says. "My calendar changes all the time, but with Outlook, I always know the changes are up-to-date." And others on the office network can easily access his calendar schedule.

### High quality printing

The combination of Microsoft and HP technology also support effective communications, which Elkins calls "a cornerstone of good customer service."

"It's so important to be able to communicate with our customers," Elkins says. "And in today's world a lot of that communication takes place electronically." The firm uses Microsoft Outlook to respond to customers' email queries, for instance.

It also relies on HP technology for its printed communications. "Our HP printers work quickly and quietly," Elkins says. But that's only the start. "Any written correspondence we produce has to be very high quality. HP printers support high quality, high resolution printing."

Because Houston Trust needs to produce paper records for many of its transactions, it also needed printers that

would stand up to heavy use. The HP LaserJet 2420 Printers have met that requirement as well; the firm doesn't have to frequently replace fusers or cartridges, for instance. And the printers have proven to be very dependable. "They work," Elkins says.

### Pre-configured bundle saves thousands

Because the Microsoft software and HP systems come pre-bundled, the solution saves Houston Trust both time and money, notes Greg Henry, President, XperNet. The server comes pre-installed with Microsoft Server software, for instance. "It cuts the time needed to implement a server drastically," says Henry. "It has saved Houston Trust thousands of dollars in set-up costs."

Equally important: the hardware-software configurations are pre-tested. "With these bundled systems, I can deliver a desktop, laptop, or server—any HP product—and know that it and its Microsoft software are reliable and have been well-tested."

The Microsoft toolset also includes options to make servicing the systems user-friendly. "The Microsoft Server package makes it easy to access Houston Trust's systems remotely. I don't have to be at someone's desk or take them out of the environment. Instead of shutting down the whole company, I can make configuration changes while they're working."

Houston Trust further capitalizes on the cost-effectiveness and reliability of its technology systems by implementing standardized configurations. Everybody uses the same models of desktop and printer, so employees can opt to use each others desktop if necessary—during routine service, for instance.

"The HP/Microsoft solution works," Elkins concludes. "We have the tools we need to meet our clients' needs. We don't have to think about it, and we don't have to worry about it. It's all there."

And that means Houston Trust can spend its time taking care of its real business: managing its clients' investments.

To learn more, visit [www.hp.com](http://www.hp.com)  
[www.xpernet.com](http://www.xpernet.com)

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\*Windows Vista Business disk also included for future upgrade if desired. To qualify for this downgrade, an end user must be a business (including governmental or education institutions) and is expected to order at 25 customer systems with the same custom image.

+Certain Windows Vista product features require advanced or additional hardware. See

<http://www.microsoft.com/windowsvista/getready/hardwarereqs.mspx> and

<http://www.microsoft.com/windowsvista/getready/capable.mspx> for details. Windows Vista Upgrade Advisor can help you determine which features of Windows Vista will run on your computer. To download the tool, visit [www.windowsvista.com/upgradeadvisor](http://www.windowsvista.com/upgradeadvisor).

This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

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