

# Consumer Services





# Consumer Services

Today, our Instant Ink program has over 10 million loyal subscribers. In the near-term, our goal is to deliver even more value to our customers by continuing to add additional services including paper, toner, a small business offering, and integrating hardware. However, we have ambitious plans to leverage our existing Instant Ink platform and our HP Smart App experience, to enable more streamlined Print and Personal Systems consumer subscriptions and services.



# Lifestyle Services

---



# Lifestyle Services



85%

of people said they would be willing to pay each week to save time on household management tasks

Source: McKinsey & Co

\$122B

estimated size of the household management market as of 2021

Source: The Holding Co



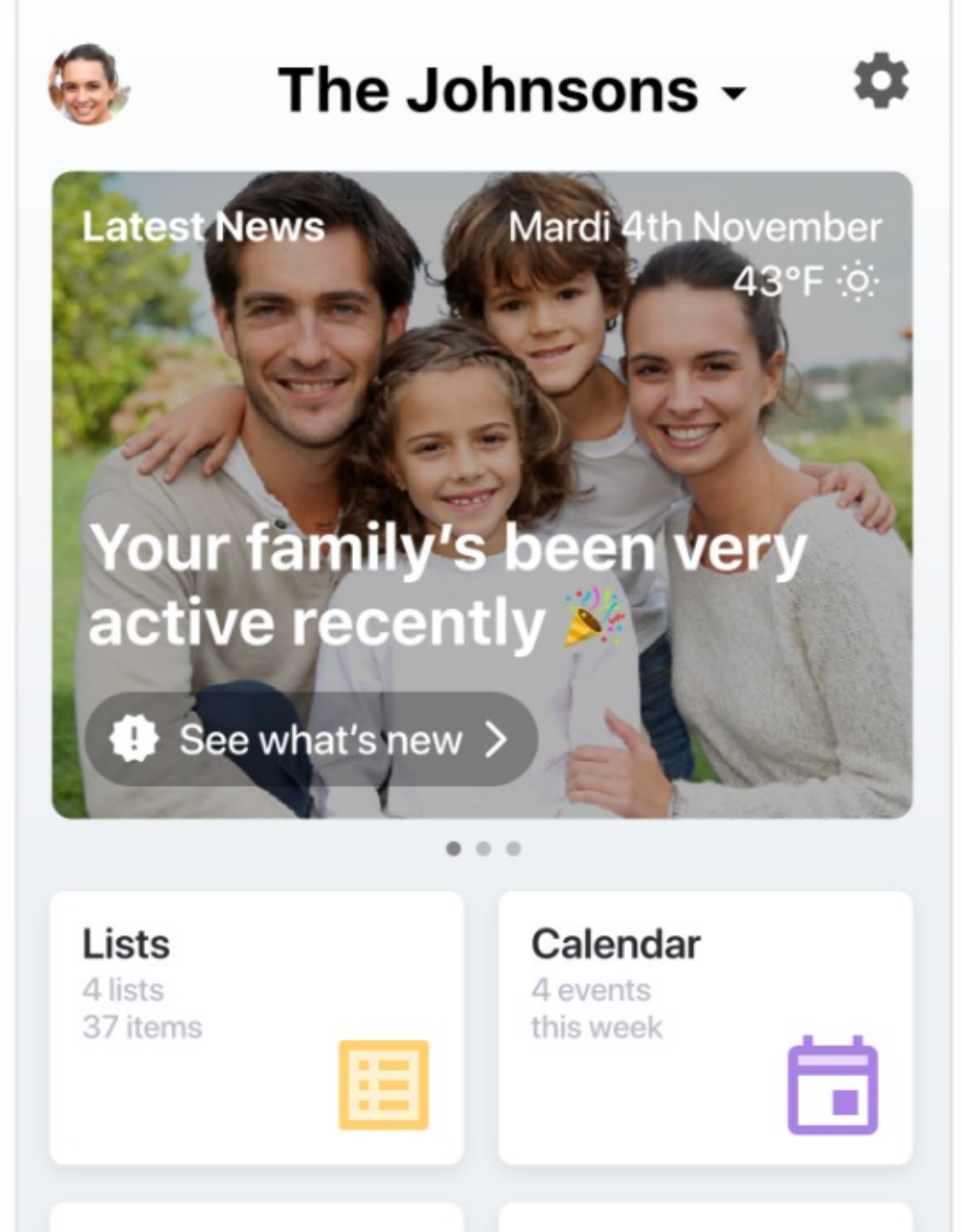


# Household Management

FamilyWall helps manage everyday life by sharing everyone's schedules and activities, tracking grocery lists, planning for dinner, managing to-dos as well as locating kids when they are outside.

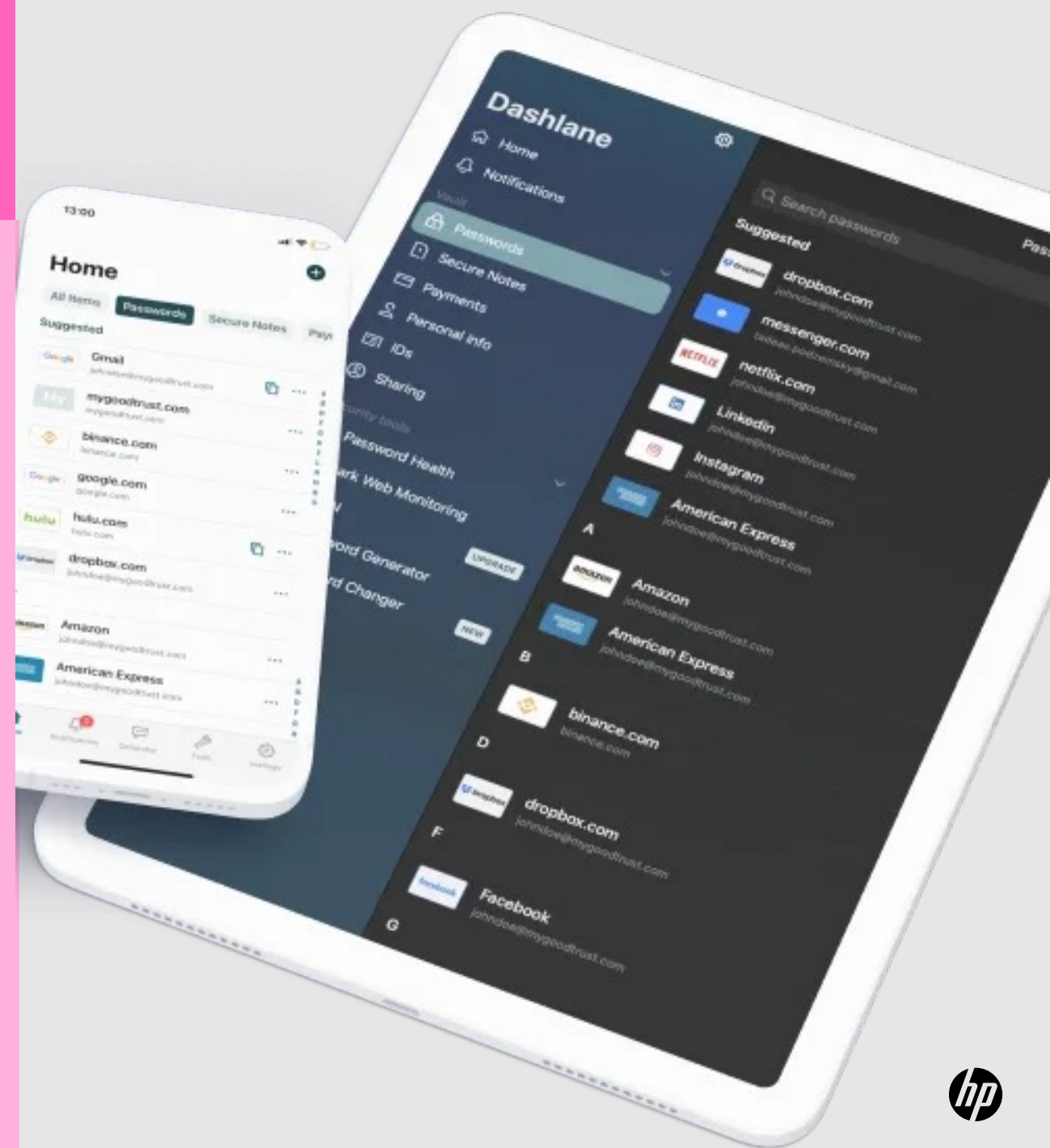
---

Lifestyle Services



# Life Management

GoodTrust offers complete estate-planning and digital-security tools as well as ways to preserve and share the memories you've created online



# Personal Digital Vault

LifeSite is an ultra-secure, cloud-based digital vault for individuals, families, caregivers and advisors to organize, manage and share protected life information and documents.

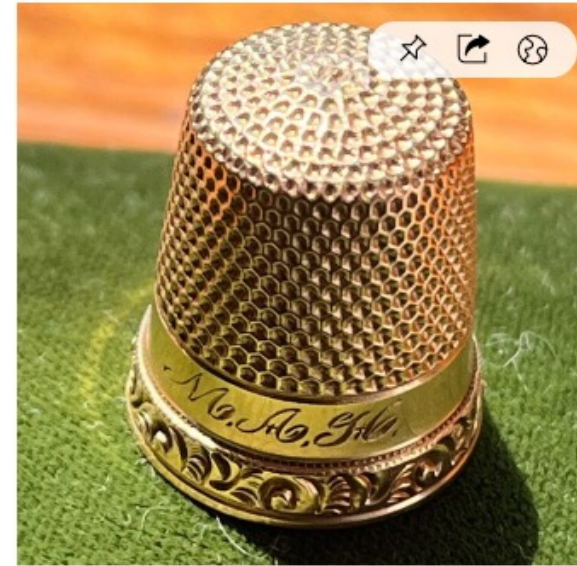
---

Lifestyle Services



# Personal Digital Vault

Artifacts helps users capture, preserve, and share the meaning behind the objects in their lives.



## Engraved thimble

@DeeDeeS Follow

Thimble with initials MAH. With Nana's things. Don't know whose initials they are. She might have bought it at a church sale.

[View Artifact →](#)

### COUNTRY OF ORIGIN

Unknown / Not Applicable



**Categories** Other Artifacts

**Tags** #sewing

Edit Export QR Code Delete



# Photo Organizer

Photomyne offers apps to scan, manage, and store old photographs in bulk.

*Photomyne*



# Photo Storage Platform

Yogile allows access to photos from any device with unlimited secure storage, and supports sharing anywhere on the web in one easy step.





# Personal & SMB Productivity

---



# Personal & SMB Productivity



\$8.14B

global productivity app market size in 2020

Source: MillionInsights



predicted CAGR of the productivity apps market from 2021 to 2028

Source: MillionInsights

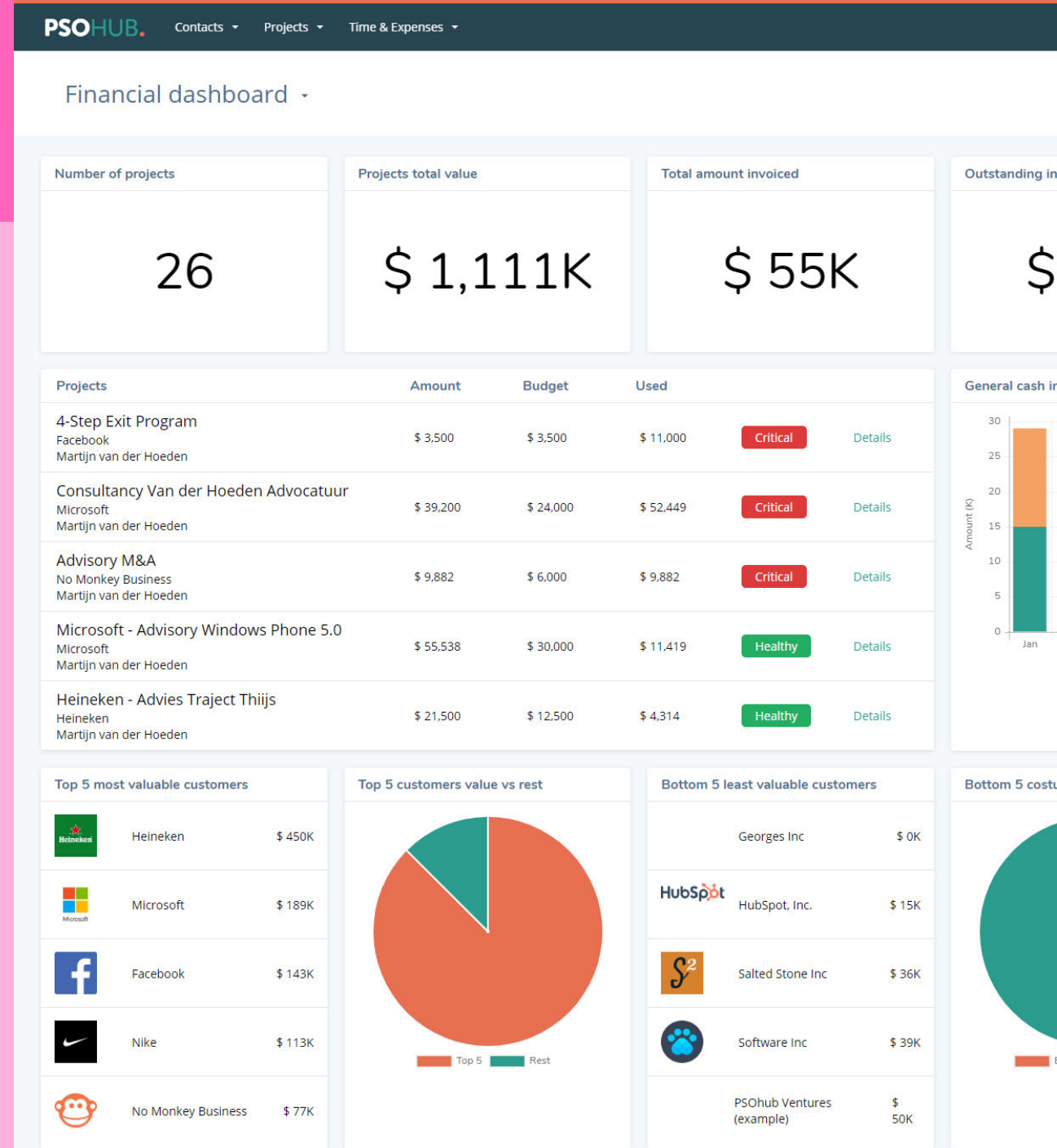




# Workflow Management

PSOHub is an all-in-one project management platform that integrates with your favorite CRM.

Personal & SMB Productivity



# Collaboration and Brainstorming

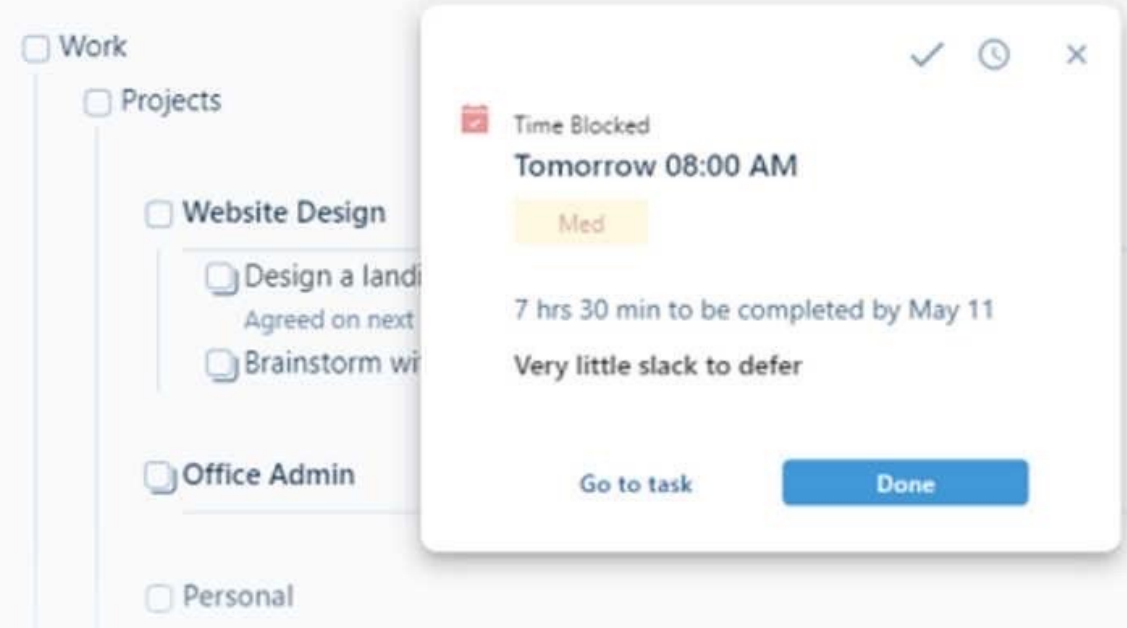
InVision is an online, visual collaboration platform for small teams to collaborate better, align faster, and optimize operations.





# Task Scheduling System

SkedPal is an intelligent and automatic task scheduling system for better productivity



# Scheduling Tool

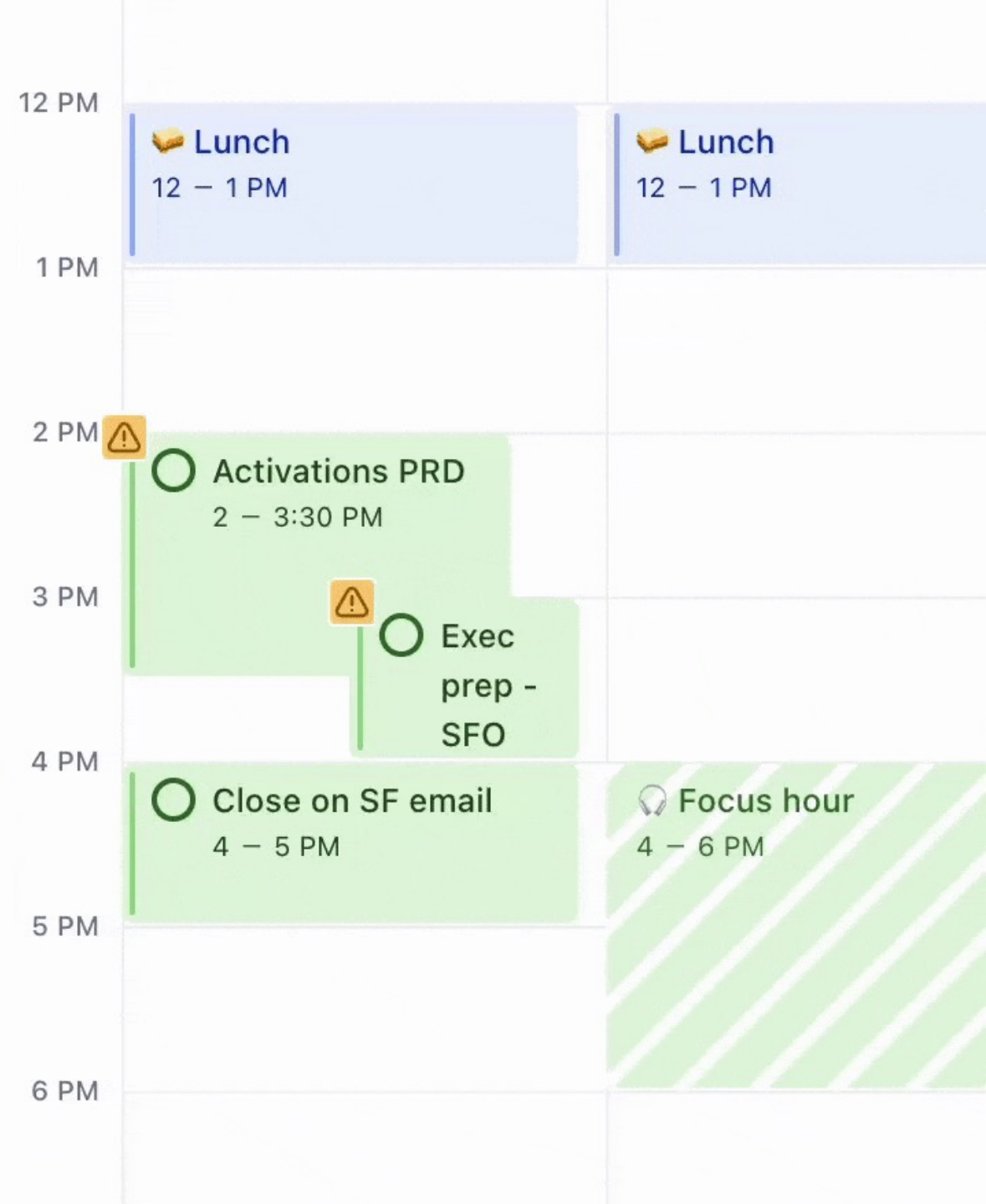
Calendly is your scheduling automation platform for eliminating the hassle of back-and-forth emails for finding the perfect time.





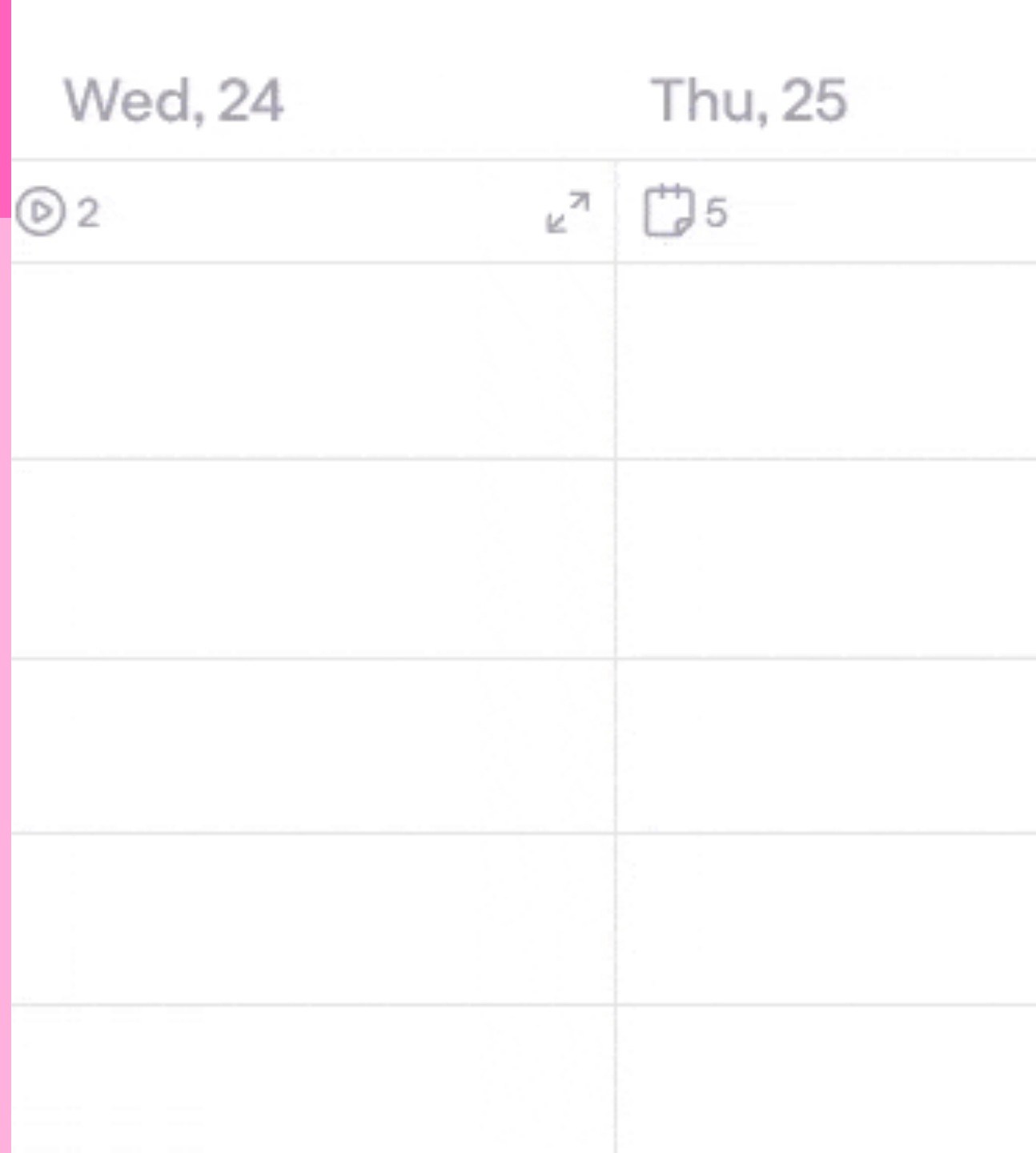
# Calendar Optimizer

Aerotime is a gorgeous calendar that continuously optimizes for minimizing context switches and better prioritization.



# Smart Calendar

KosmoTime is a smart calendar for time blocking & focused work.

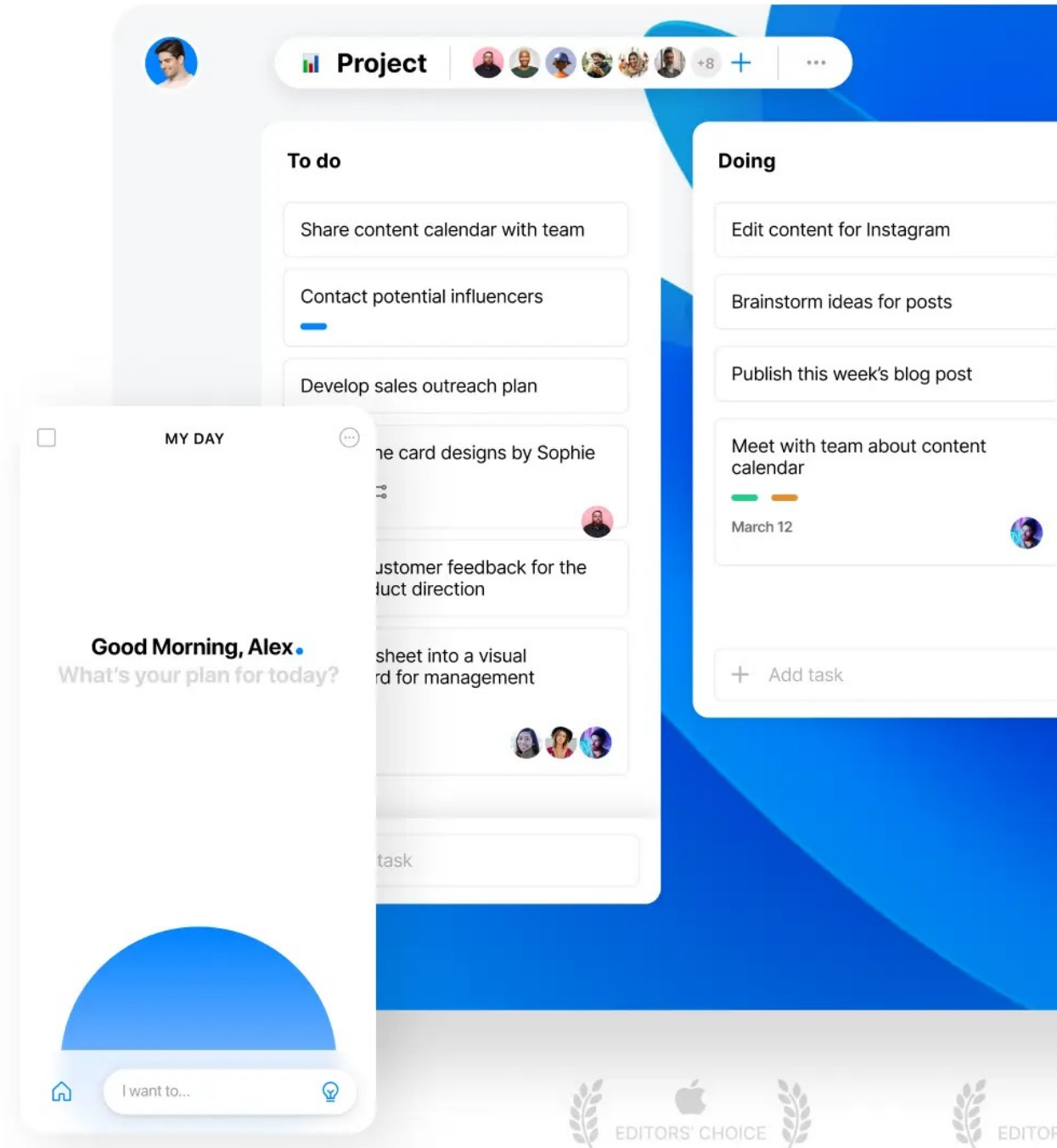




# Personal Task Manager

Organize your life and manage your team's work with Any.do

Personal & SMB Productivity



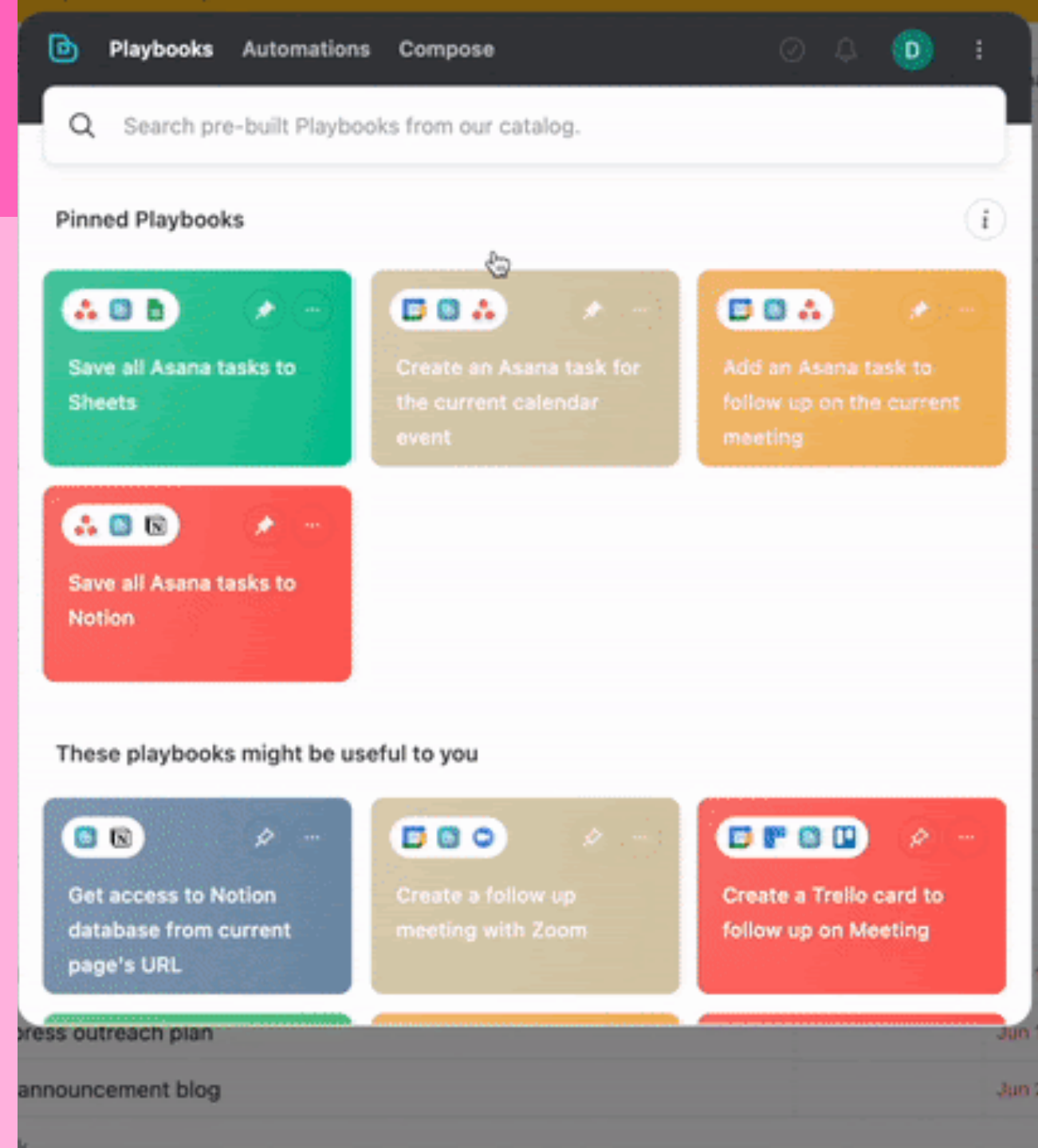
# App Automation

Zapier empowers you to automate your work across 5,000+ apps—so you can move forward, faster.



# Virtual Assistants

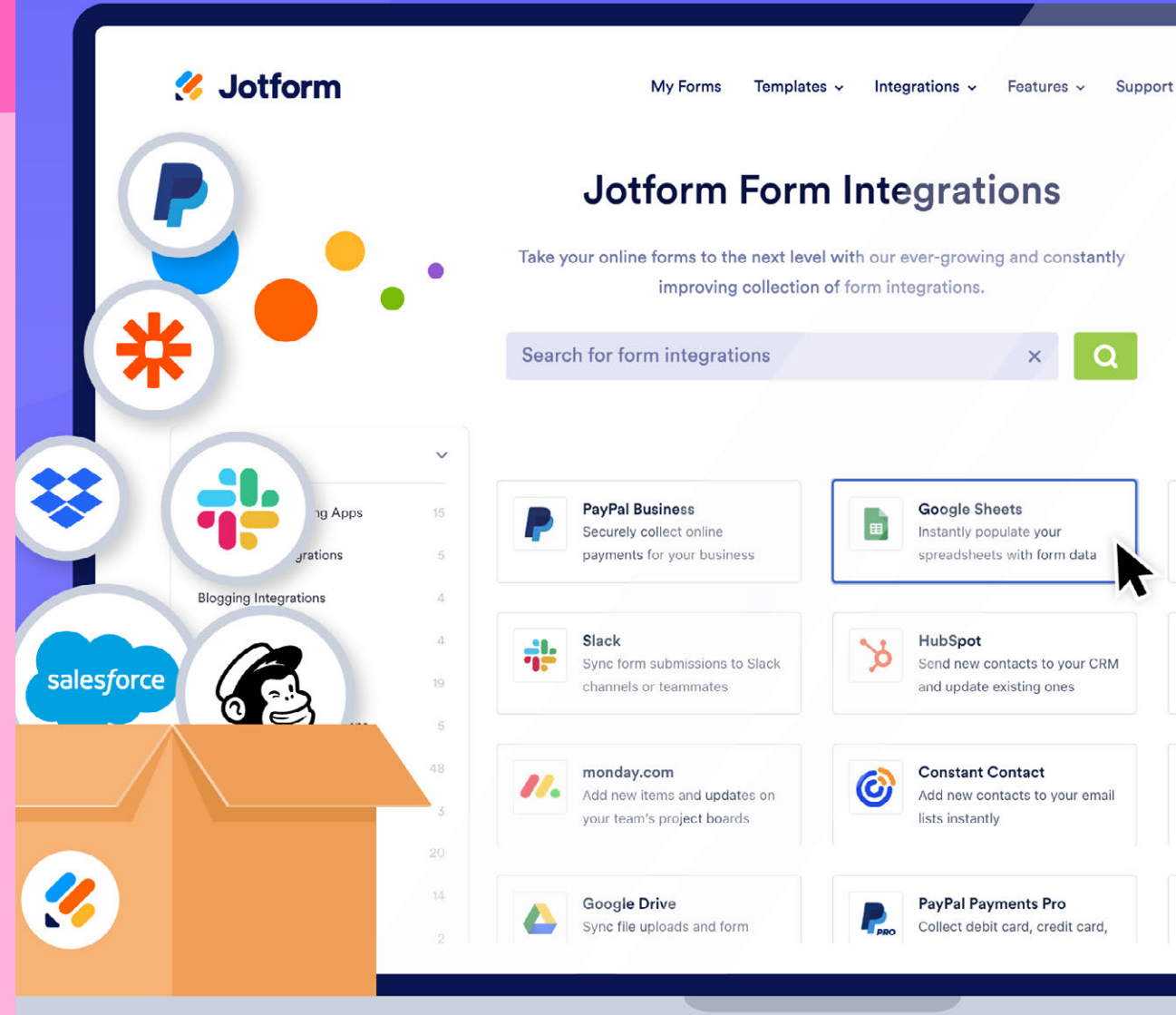
Bardeen saves you time by automating repetitive tasks with a shortcut.





# Form Automation

Jotform supports powerful forms that use conditional logic, accept payments, generate reports, and automate workflows.



# Smart Printing System

HP+ makes your printer even smarter with advanced features, automatic updates, enhanced security, and much more.

---

Personal & SMB Productivity



# Co-Creation

---





# Co-Creation

\$20.8B

expected size of the collaboration applications market by 2026

Source: Apps Run The World



On an average day, individuals spend

34 min

socializing and communicating with others for non-work purposes in the US

Source: Bureau of Labor Statistics



# Podcast Collaboration

Nomono is a self-contained, completely wireless recording kit for capturing interviews in the field.





# Audio Collaboration

Sessionwire is the all-in-one music creator's tool to collaborate live from anywhere in the world.

---

Co-Creation

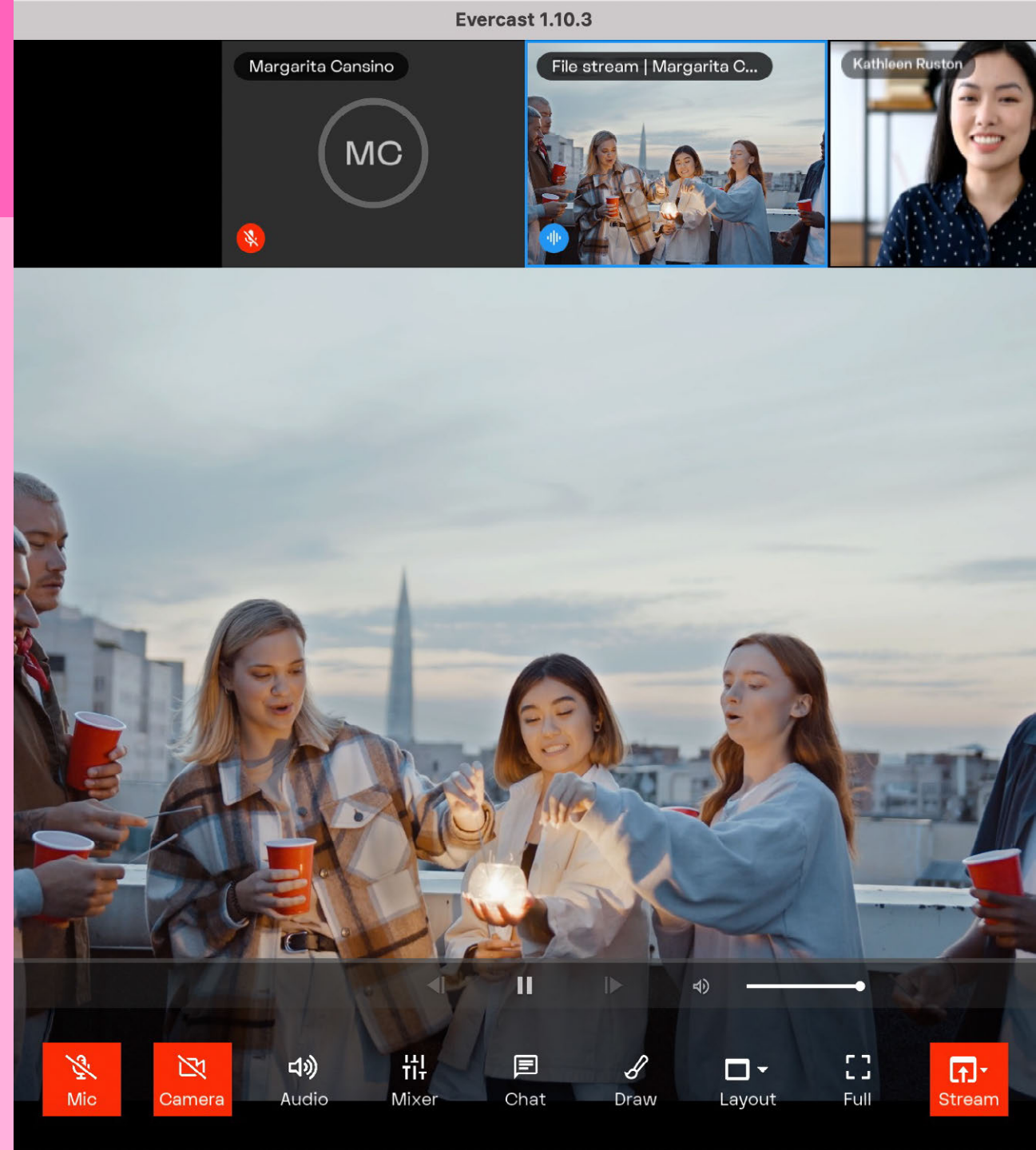




# Video Collaboration

Evercast allows creators to securely stream work sessions in HD, video chat, and collaborate live—all in one place.

Co-Creation



# Design Collaboration

Figma is a design platform for teams who build products together.



