

# ITAD at HP: Fragmentation, Market Perception, and the Need for Clarity

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**Having experienced multiple periods of transformation, Hewlett Packard Enterprise (HPE) and HP Inc. not only face the same challenges as their competitors but also struggle with their own branding and identity issues. Like their peers, they must navigate geopolitical uncertainty, disruptive advanced technologies, increased competition, regulatory pressures, evolving customer behaviors, and other external factors. However, HP also faces lingering identity and branding challenges inherited from its various transformations over the years. One area that continues to raise questions is the IT asset disposition (ITAD) strategies of HPE and HP Inc. The presence of ITAD offerings under multiple HP brand variations and overlapping business units makes it difficult for enterprise clients to streamline their own ITAD programs.**

In this paper, I argue that HP's fragmented approach to ITAD, resulting from its corporate split and multiple branding efforts, has led to inefficiencies and customer confusion, weakening the company's competitiveness. To remain competitive, the two HP entities must find ways to streamline their ITAD strategy by unifying their service framework. Furthermore, they must clarify their branding through a more cohesive marketing and go-to-market strategy.

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