

Out of the PC Business: HP's Garage Sale

Written by Bob Snyder
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It's true: even the leader of the PC business wants out. In a decision that makes competitor IBM look like it really is from a "smarter planet," Hewlett-Packard now confirms it wants to sell off its PC business, the HP Personal Systems Group. If it can't sell HP PSG, it may spin out the division.

Where is that line between being proud and being arrogant? HP is like last year's Prom Queen... It must grate on HP that the pissant Apple now is bigger and has more cash...that IBM looks smarter as it dumped PCs ages ago... and that Google came out of nowhere to become "The Company That Everyone Hates, I Mean Envy's." Even Facebook gets more glory these days than the Number One in PCs and peripherals.

HP PSG at \$41 billion represents nearly a third of the company's overall revenue but only 13% of the group's earnings from operations. Yep, it takes home a pittance from all that work to face Wall Street each quarter and report on the roller coaster known as PC hardware.

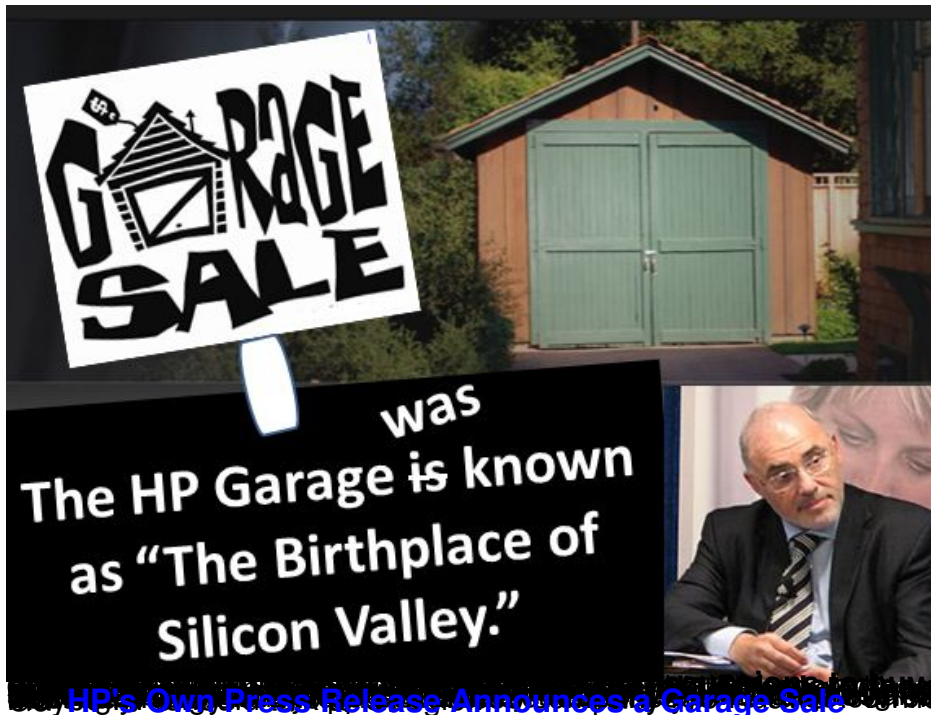
The new CEO Léo Apotheker is the ex-CEO of SAP, and never a lover of hardware. His [new, announced plan](#) :

- Move HP into higher value, higher margin growth categories
- Sharpen HP's focus on its strategic priorities of cloud, solutions and software with an emphasis on enterprise, commercial and government markets
- Increase investment in innovation to drive differentiation

This also means **HP will kill the WebOS device business.** Their announcement says TouchPad and webOS phones are to die, but the implication is WebOS software may be sold while still alive.

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[HP's Own Press Release Announces a Garage Sale](#)