



HP in major brand shake-up

By Sean Mitchell, Wednesday, 26th May, 2010



Following HP's recent acquisition of 3Com, the company has told The Channel to expect significant changes to branding strategy.

Upon completion of the merger [in mid-April](#), HP said that it would integrate 3Com's network switching, routing and security solutions with its existing HP ProCurve solutions to create "a comprehensive portfolio for customers".

Just over two months later and a companywide project is underway to unify all the networking products that now sit underneath the HP brand.

The 3Com, OfficeConnect, Baseline, and Procurve brands are all being sunsetted, Jay Mellman, Senior Director of Product and Solution Marketing for the HP Networking Division, told The Channel. "The HP brand offers us market permission and acceptance, that none of the other brands allowed," he said.

According to Mellman, the company extensively surveyed its networking customers before making the decision to take full advantage of the power behind the HP brand.

The only exception is keeping the TippingPoint brand for its security products (inherited with the 3Com acquisition) and retaining the H3C brand in China.

As a side note the company will retain use of the Proliant brand in its PSG (Personal System Group) but will be phasing out the Compaq brand in favour of HP.