Everything as a Service
A blue sky view of the cloud

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Executive Vice President
Chief Strategy and Technology Officer, HP

Uploading video in the US

Social networking in Germany

Researching in China

Chatting in India

Blogging in Brazil

Explosion in new modes of Communication and Collaboration

Digital information is doubling every 18 months

Of the 6.6 billion people in the world, only 1.6 billion are online.

"Everything as a Service"

A world of information, opportunities and experiences — from computing power to business processes to personal interactions — delivered wherever, however and whenever you need it

Transform the world's biggest challenges into opportunities

- ➡ Globalization
- ➡ Information explosion
- ➡ Environmental sustainability

Open up massive new markets

➡ Reach **billions** of customers on a one-to-one basis

➡ Harness the economics of attention

➡ Formation of new ecosystems

Redefine how we use technology in business

- → PC as a platform | Cloud as a platform
- → Consumerization of IT
- → Millennial generation enters the workforce

Completely transform traditional industries

- ➡ Radically efficient business models
- ➡ Crowd sourcing to tap collective intelligence

Intuitive technology that anticipates your needs

➡ Information liberated from devices

➡ Services aware of context and location
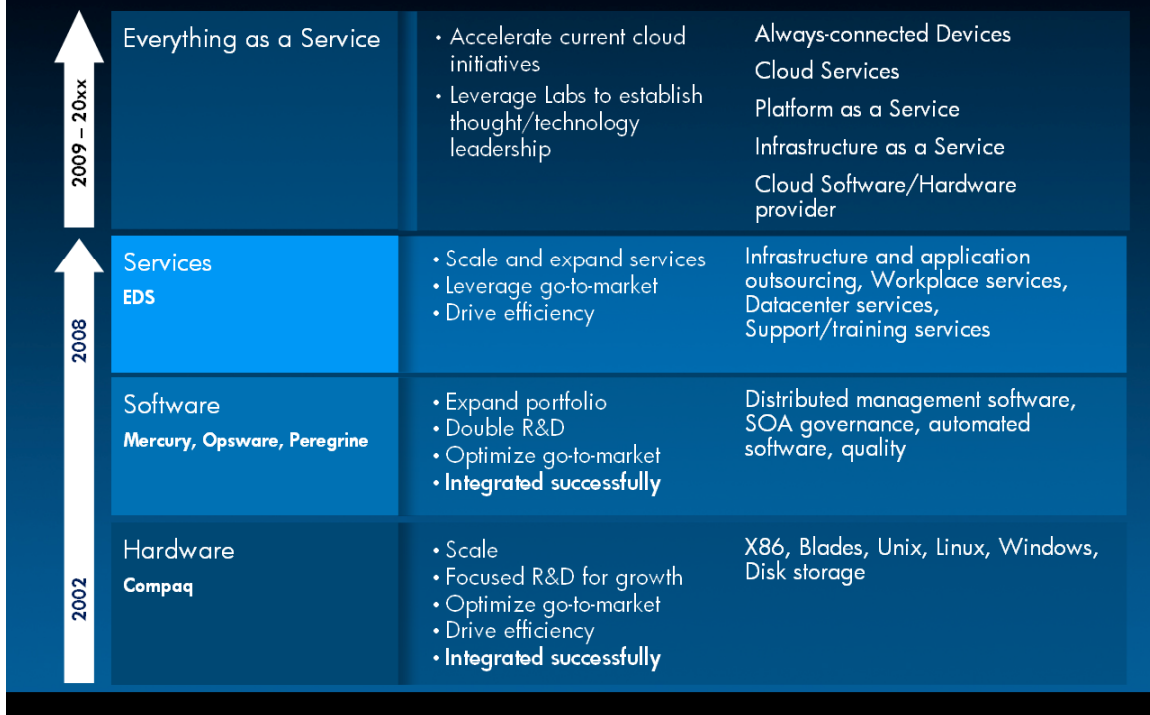
➡ Search is done for you, not by you

Future of enterprise IT
will be a hybrid environment

➡ In-house

➡ Outsourced

➡ Cloud

Where we are today…

HP's focused, multi-year strategy
The next frontier: An integrated cloud ecosystem

2009 – 20xx	Everything as a Service	• Accelerate current cloud initiatives • Leverage Labs to establish thought/technology leadership	Always-connected Devices Cloud Services Platform as a Service Infrastructure as a Service Cloud Software/Hardware provider
2008	Services **EDS**	• Scale and expand services • Leverage go-to-market • Drive efficiency	Infrastructure and application outsourcing, Workplace services, Datacenter services, Support/training services
	Software **Mercury, Opsware, Peregrine**	• Expand portfolio • Double R&D • Optimize go-to-market • **Integrated successfully**	Distributed management software, SOA governance, automated software, quality
2002	Hardware **Compaq**	• Scale • Focused R&D for growth • Optimize go-to-market • Drive efficiency • **Integrated successfully**	X86, Blades, Unix, Linux, Windows, Disk storage

HP: Everything as a Service

Cloud Services

Snapfish
No. 1 online photo service worldwide

MagCloud
Self publish and sell magazines, on demand

BookPrep
Automates workflow for on-demand printing

Logoworks / MarketSplash
Professional marketing services for small businesses

Friendlee
Mobile, location-aware social networking

MySpace + HP
Unlocking content from the digital world

CloudPrint
Print from anywhere with a mobile device

Software as a Service

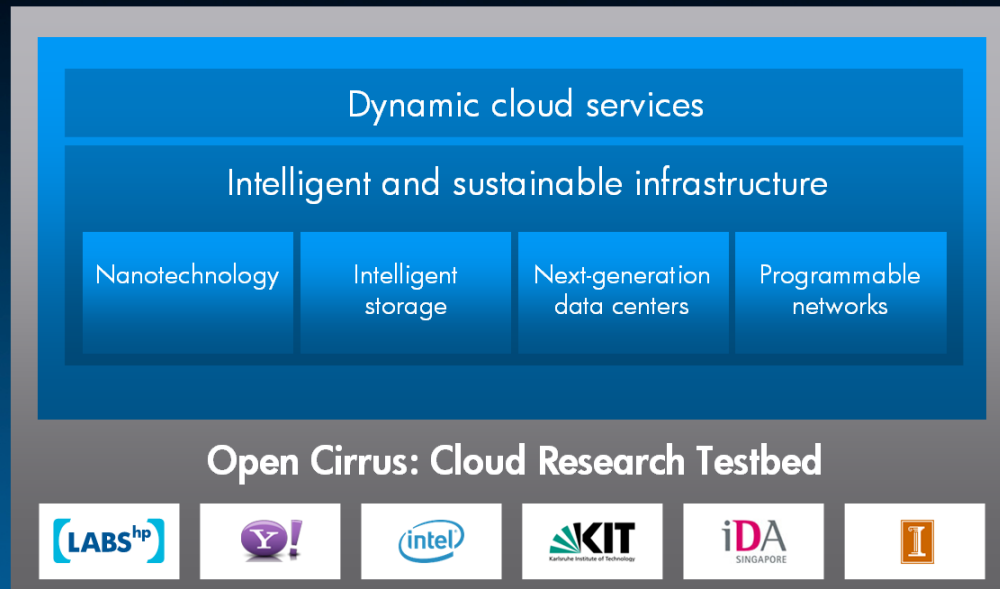**IT Business Management**
Project and portfolio management

Software Quality and Security
Cloud service testing

Business Service Management
Cloud service assurance

Infrastructure as a Service
Massive computing power shared in a pay-per-use model

HP Labs: Shaping and advancing the cloud

Dynamic cloud services

Intelligent and sustainable infrastructure

Nanotechnology	Intelligent storage	Next-generation data centers	Programmable networks

Open Cirrus: Cloud Research Testbed

Summary

1 New modes of communication, collaboration and computing have created a new paradigm

2 HP is positioned to lead at every level and offer an integrated ecosystem

3 Everything as a Service will enable a host of new business models, for HP and our customers