

Backgrounder



HP Adaptive Infrastructure: Building an Adaptive Enterprise

Today's data centers face costly and growing infrastructure challenges:

- Current data centers run too many customized applications, creating far too much complexity;
- The cost of operations continues to be the single biggest line item in most IT budgets – upwards of 70 percent;
- Operational spending is growing at three times the cost of other system expenditures, such as servers and storage.

HP helps customers address these challenges through the HP Adaptive Infrastructure framework. HP provides mid- and large-sized companies with modular systems, software and services that make it possible for customers to drive down costs and improve service levels while building toward an automated and virtualized, 24x7, “lights-out” computing environment.

HP Adaptive Infrastructure enables customers to capitalize on the shift toward the next generation data center trends:

- Flexible computing rather than monolithic
- Low cost asset pools to replace high-cost islands
- Technology delivered in a modular way for IT cost and efficiency improvements
- Automated and virtualized data centers to drive down costs
- Ability to deploy advanced technologies faster and easier

Investing in the future

HP is investing to give customers a highly differentiated set of capabilities to meet changing needs. With HP Adaptive Infrastructure, customers can create a virtualized heterogeneous computing environment with all applications in a pooled set of resources. In this environment, system requirements will not drive utilization – business load and demand will.

A successful Adaptive Infrastructure will include and unite the following capabilities:

- IT Systems and Services: Scalability based on industry standards and IT services and solutions that help customers reduce costs while simplifying change.

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com



- HP BladeSystem
- Technology Services
- Consulting and Integration Services
- Agility Assessment Services
- Factory Express
- Power and Cooling: A holistic approach that delivers an energy efficient infrastructure to help customers maximize density while achieving optimal power utilization.
 - Modular Cooling System
 - Data Center Design Services
- Management: Unified monitoring and control of multiple operating system, heterogeneous environments to help customers streamline processes, reduce cost and complexity, and improve operational efficiencies.
 - HP OpenView Infrastructure Management
 - IT Service Management
 - Systems Insight Manager
- Security: Proactive best practices, management and full lifecycle services with built-in protection to help customers maintain business reliability and availability, and meet regulatory compliance.
 - Virus Throttling
 - HP-UX 11i security
 - HP OpenView Select Identity
 - HP OpenView Select Access
 - HP OpenView Select Federation
- Virtualization: Pooling and sharing of IT resources that optimize utilization and help customers reduce costs and increase agility so that supply meets demand.
 - HP Flexible Computing solutions
 - Virtualization Services
 - HP Adaptive Network Architecture
- Automation: Dynamic IT deployment with advanced automation and management tools that help customers reduce risk by shifting IT investment from maintenance to innovation.
 - HP Storage Essentials
 - HP Integrity Essentials Global Workload Manager
 - HP Configuration Management
 - HP Instant Support Enterprise Edition

Delivering Adaptive Infrastructure: HP's Advantage

HP is positioned with the portfolio depth and breadth to align with customer needs to deliver an Adaptive Infrastructure.

HP software enables it

- Management software leadership with HP OpenView, Systems Insight Manager, and HP Integrity, ProLiant and Storage Essentials
- Committed investment in security, automation and virtualization
- Portfolio expansion through acquisitions



HP services delivers it

- Sourcing flexibility
- Integrated portfolio
- Global delivery

HP storage systems fortify it

- Continuous and secure access to information
- Recognition for its HP StorageWorks' leadership in storage virtualization and management technologies

HP servers power it

- Innovative and standards-based
- Modular to scale up and scale out
- Showcased by HP BladeSystem thought leadership

The following customers are benefiting from HP's Adaptive Infrastructure offerings today.

Polaris

- Situation: Needed to deploy servers faster to meet constant demand of new applications
- Adaptive Infrastructure offerings: automation, virtualization and consolidation
 - HP ProLiant BL25p servers and HP Rapid Deployment Pack, which automates the process of deploying and provisioning server software
- Results: Server deployment costs have been reduced up to 65 percent

Fiducia

- Situation: One of the largest IT service providers to several banks in Germany; Priority was to consolidate and standardize servers in their own data center, needed to deploy new servers quickly
- Adaptive Infrastructure offerings: automation
 - Deployment of HP ProLiant server blades with Linux distribution; HP Systems Insight Manager and Rapid Deployment Pack come pre-installed
- Results: Server deployment down to one hour instead of 24; server staging time decreased by 30 percent; better management of critical server blades possible with same IT staff

A global UK-based bank

- Situation: Out of physical space, input power capacity and cooling capacity
- Adaptive Infrastructure offerings: Power and cooling
 - Realized the solution required a link between the data center room and the systems. Implemented 5,000 BladeSystems servers in one datacenter
- Results: In three months, HP revamped the data center layout and operational practices, which increased space density by 31 percent. Customer could fit an additional 20 percent more blades

in the room and still save \$500,000/year in recurring energy costs
HP Adaptive Infrastructure is fundamental to HP's strategy, providing the
infrastructure components that enable a business to become an Adaptive
Enterprise.

More information is available at www.hp.com/go/enterprise.

© 2006 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

6/2006

