



HP Launches New Solution to Help Enterprises Develop Next-generation Data Center Roadmaps

PALO ALTO, Calif., April 24, 2007 – HP today announced the availability of the HP Adaptive Infrastructure Maturity Model (AIMM), an account-specific service designed to enable companies to assess where their data centers are today, and to frame a step-by-step roadmap for how best to reach their desired “future state,” making the best IT investments to optimize business outcomes.

The HP AIMM is designed to accelerate a company’s ability to leverage its IT infrastructure for achieving business outcomes, such as lower costs, accelerated growth and mitigated risk.

HP AIMM is part of HP’s Adaptive Infrastructure initiative, which helps enterprises build a next-generation data center.

“The industry trend toward next-generation data centers gained incredible momentum in the past year, and with HP AIMM, we can further help customers develop a practical step-by-step approach for achieving a virtualized, automated, 24x7, ‘lights out’ environment,” said Olivier Helleboid, vice president, Adaptive Infrastructure, HP.

HP AIMM uses standard “real-world” metrics based on research and best practice experience in three critical areas: operational efficiency, quality of service and speed of change. Leveraging industry benchmarks and representing data from nearly 500 companies, HP AIMM evaluates organizations across four domains: technology and architecture, management tools and processes, culture and staff, and IT governance. The infrastructure’s current state and desired state is rated against five stages of maturity in each of the domains:

- Stage 1 – Compartmentalized (least mature)
- Stage 2 – Standardized
- Stage 3 – Optimized
- Stage 4 – Service Oriented
- Stage 5 – Adaptive, Shared Infrastructure (most mature)

The HP AIMM process, which typically takes two to three weeks, involves approximately seven hours of a customer’s time. It includes the gathering of customer data, review and analysis of information, and a half-day workshop on the results and priorities for the customer’s IT organization. Finally, HP delivers a pragmatic, action-oriented set of customer-specific recommendations and a step-by-step roadmap based on HP best

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practices.

“The Adaptive Infrastructure Maturity questionnaire that HP provided during our IT Transformation workshop engagement was easy to use and described in business terms the value of improving a particular process or technology. It also provided specific metrics to measure ourselves against and was holistic enough to encompass all of the necessary domains of our environment. Most importantly, it can be re-used to track our progress year-over-year,” said Don Head, director, Infrastructure & Technology Solutions, Corporate Information Services, Maple Leaf Foods, Inc. “Too often, IT managers have difficulty justifying the business benefit of increasing the maturity of the infrastructure since it’s perceived as ‘soft.’ HP did a great job linking the IT and business goals and objectives, and specifically explaining how IT initiatives such as governance and virtualization can add money to the bottom line.”

Piloted in February 2007, HP AIMM is now available worldwide.

HP Adaptive Infrastructure provides the platform for the next-generation data center to help customers optimize their infrastructures for better business outcomes. HP Adaptive Infrastructure encompasses hardware, software and services, six categories of technology enablers, five solutions, eight integrated offerings and the HP Adaptive Infrastructure Maturity Model.

More information and demonstrations of HP Adaptive Infrastructure solutions are available at www.hp.com/go/ai and www.hp.com/products1/solutioncenters/demportal/index.html.

About HP

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