



HP Expands Adaptive Infrastructure Portfolio with Services to Make Data Centers More Efficient

PALO ALTO, Calif., Sept. 26, 2007 – HP today announced a new portfolio of services that help customers efficiently design, deploy and manage a next-generation data center.

The new Data Center Transformation services portfolio, part of the company's Adaptive Infrastructure offering, addresses data center strategy, development, design, implementation, management and outsourcing. It leverages HP's years of data center design, support and management expertise.

New regulations are requiring enterprises to store ever-larger quantities of data while customers demand 24x7 web-enabled access to transactions and services. As more business processes become digital and integrated, more infrastructure is needed that must be hosted in the data center. As a result, many of today's data centers are in a state of crisis.

The HP Adaptive Infrastructure offering provides the platform for the next-generation data center, facilitating the move from high-cost IT silos to low-cost, pooled IT assets for mid-size and large enterprise customers.

The Data Center Transformation portfolio addresses four key characteristics of data centers that are optimized to meet business needs today and in the future:

- Energy and space efficient – addresses energy efficiency and facilities utilization requirements for power and space usage leading to a reduction in operational costs from real estate, power and cooling;
- “Always on” – designed to meet mission-critical availability requirements by incorporating resiliency into data center design, operations, and IT services leads to a risk reduction through security and rapid recovery;
- Global and virtual – consolidated and virtualized infrastructure with modular designs that make technology upgrades fast and easy; and,
- Service oriented and automated – delivers IT as a service while automating data center operations for faster time-to-market for business applications, providing new business opportunities.

“CIOs and IT departments are creating data centers for the new era of Business Technology,” said Mike Rigodanzo, senior vice president, Technology Services, HP. “HP services provide a valuable resource for these next-generation data center projects. Our professionals can tap decades of expertise and best practices to help customers build the

Editorial contacts:

Kristin Harlan, HP
+1 650 857 8467
kristin.harlan@hp.com

Kathy Sowards, HP
+ 1 214 636 7509
kathy.sowards@hp.com

HP Media Hotline
+1 866 266 7272
pr@hp.com
www.hp.com/go/newsroom

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

adaptive infrastructure they need to lower risk and cost while supporting business growth.”

Key to the new portfolio, HP Data Center Services are short term service engagements and resources that support the top challenges data center managers face: project delivery, operations efficiency and optimization.

- Project-based services – HP offers data center project services and resources covering projects from inception to delivery and deployment. Services include data center migration, data center site planning, data center and technology relocation, IT project management and technology deployment services.
- Operations-based services – HP provides data center expertise and resources to augment in-house expertise for server, storage, software and network operation, as well as resources and technical assistance.
- Optimization services – HP provides data center optimization services and assessments that focus on either availability levels or the entire data center environment. These optimization services address a range of areas including IT security risk, ITSM readiness, energy efficiency, cluster consistency, availability and health-checks. An example is HP Thermal Assessment Services with the new, first of its kind 3D Thermal Zone Mapping: <http://www.hp.com/hpinfo/newsroom/press/2007/070725xa.html>. This service helps customers identify ways to reduce cost while increasing energy efficiency, capacity, and availability.

“With the HP infrastructure, we’ve created a brand-new data center that increases our capacity, reduces the complexity of our environment and pulls together our people, processes and technologies. We no longer face resource bottlenecks,” said Mark MacGowan, director, IT Services, Mitel. “We’re achieving better performance, availability and continuity for less money.”

More information about HP Data Center Transformation services is available at www.hp.com/services/dct.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world’s largest IT companies, with revenue totaling \$100.5 billion for the four fiscal quarters ended July 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected results; and other risks that are described in HP’s Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2007 and HP’s other filings with the Securities and Exchange Commission, including but not



limited to HP's Annual Report on Form 10-K for the fiscal year ended Oct. 31, 2006. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2007 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.

9/2007