



## HP Drives Automated Management of Business Services with Expanded Integration of HP Operations Orchestration Software

BARCELONA, Spain, March 17, 2008 – HP today announced expanded integration of HP Operations Orchestration software across the company's Business Technology Optimization (BTO) portfolio to help customers better manage and automate business services.

HP Operations Orchestration software automates manual and error-prone processes – from routine maintenance tasks to complex changes and workflows – by unifying traditionally siloed systems and teams.

### Editorial contacts:

Jessica Johannes, HP  
+1 408 447 1072  
jessica.johannes@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

By automating incident resolution and change execution processes, such as upgrades or rollouts of business services, HP Operations Orchestration reduces labor cost, increases service availability and allows faster service delivery. In addition, it helps customers meet compliance requirements by providing auditable and standardized processes.

Through tight integration with HP BTO solutions, HP Operations Orchestration enables automated management of the service lifecycle, linking the disparate tools and groups that support a business service.

### New and expanded product integrations

HP Operations Orchestration software has been integrated with the following HP offerings to help customers:

- Automate change and routine maintenance procedures faster and more reliably across the devices that make up the business service, including client, network, storage and server through integration with HP Client Automation and HP Storage Essentials;
- Automate incident triage, diagnosis and resolution through integrations with HP Network Node Manager and HP Operations Manager software to increase service uptime and reduce labor costs;
- Share information between monitoring and automation systems and the help desk through integration with HP Service Manager to expand visibility across the incident and change management process;
- Enforce the accuracy of tasks automated within HP Operations Orchestration based upon the current service definition through integration with HP Universal CMDB (Configuration Management Database).

“Customers are leveraging automation technology to improve efficiency and business

agility, while also meeting compliance requirements and reducing the risk of service downtime," said Ben Horowitz, vice president and general manager, BTO Products, Software, HP. "The new integrations between HP Operations Orchestration and the HP BTO portfolio will help our customers automate an expanded range of processes across the service lifecycle and to a wider range of critical functional areas. By breaking down management silos, we're helping customers achieve better visibility across the business service and maximize enterprise wide business service automation."

More information is available at [www.hp.com/go/dctpresskit](http://www.hp.com/go/dctpresskit).

### **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 \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

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

This news release 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 January 31, 2008 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 October 31, 2007. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2008 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.

3/2008

