



HP Helps Businesses Optimize Costs of Cloud Adoption

HAMBURG, Germany, Dec. 16, 2009 – HP today introduced significant enhancements to [HP Cloud Assure](#), giving businesses more control of variable costs associated with adopting cloud services.

“Businesses are increasingly looking to adopt cloud computing to gain from increased elasticity and agility, but lack the understanding of the true costs associated with delivering and consuming cloud services,” said Frank Gens, senior vice president and chief analyst, IDC. “HP Cloud Assure addresses what IDC has identified as one of the top concerns of cloud computing among businesses – the uncertainty of cost.”

The “elastic” nature of cloud computing is appealing because computing resources can expand or contract based on demand. Businesses that see degradation in application performance may try to solve the problem by purchasing more cloud computing resources. However, this may not result in the expected performance gains and could lead to unpredictable costs.

HP Cloud Assure for cost control consists of three HP solutions and is delivered to customers via [HP Software as a Service](#). It delivers the following key benefits:

- Guarantees business service levels through greater visibility into cloud compute resource utilization with [HP SiteScope software](#). Measuring resource utilization helps businesses ensure their computing capacity is optimized for fluctuations in end-user application demand.
- Protects return on investment by managing application performance at the code level with [HP Diagnostics software](#). With visibility into application code performance, including transaction-related conditions such as slow database queries, inefficient Java™ methods and memory leakage, businesses can isolate and fix code-related issues while minimizing the need to purchase more compute resources.
- Controls variable costs by optimizing computing resource utilization with [HP Elastic Test](#). This solution enables businesses to expand and contract the volume of application testing in an on-demand, pay-as-you-go fashion. As a result, cloud consumers have the ability to benchmark and tune the application’s cloud footprint to ensure all services levels are met at the most predictable cost. HP Elastic Test is now also supported through [Amazon Web Services](#).

“While elasticity is a key cloud computing benefit, it can also lead to an increase in costs if businesses don’t use the right planning,” said Andy Isherwood, general manager and vice president, Software Services, HP. “HP helps customers realize the benefits of cloud computing while optimizing and adding predictability to their variable costs.”

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HP Cloud Assure for cost control and HP Elastic Test are available today.

HP cloud consulting services

Customers looking to adopt cloud computing also can use cloud consulting services from HP to help them efficiently drive business benefits from the cloud. [Introduced earlier this year](#), HP cloud consulting services help enterprise customers incorporate cloud computing as part of their broader IT strategy.

- The HP Cloud Discovery Workshop helps organizations learn about the cloud as a strategic service delivery option and how to leverage it as part of a broader IT service delivery strategy.
- The HP Cloud Roadmap Service offers customers a service for planning and adopting cloud computing as part of their service delivery strategy.

More information about HP Cloud Consulting Services is available at www.hp.com/go/cloudconsultingprofessionalservices.

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