



## HP Extends Automation from In House to the Cloud

HAMBURG, Germany, Dec. 16, 2009 – HP today announced enhancements to [HP Operations Orchestration](#), which enables customers to seamlessly provision physical, virtual and cloud-based infrastructures in response to changes in business demand.

Chief information officers can now improve the quality, timeliness and cost transparency of IT process automation that supports changing business demands. This extends to the use of cloud services such as [Amazon Elastic Compute Cloud](#) (Amazon EC2) as well as to virtualization technologies from Citrix, Microsoft and VMware.

“Customers need the ability to optimize the provisioning of services whether with physical or virtual infrastructures to help them maintain competitive advantage and respond to changing business demands,” said David Williams, research vice president, Gartner. “As the IT process automation market matures, it is important that vendors provide open application architectures that enable interoperability between automation tools and the necessary IT infrastructure to support key IT operations initiatives – including virtualization and cloud computing – to automate specific, yet complex, IT operations management processes.”<sup>(1)</sup>

The enhanced HP Operations Orchestration allows businesses to:

- Improve service quality by minimizing escalations and repair time through automated incident diagnosis and resolution;
- Minimize operational costs by automating manual, repetitive and error-prone tasks of IT processes; and
- Eliminate inefficiency, complexity and risk by automatically coordinating changes across siloed systems and teams.

“An increasing number of businesses are adopting IT automation to reduce costs, increase responsiveness and provide consistent quality when responding to changing business demands,” said Ronnen Armon, vice president and general manager, Business Technology Optimization, Software and Solutions, HP. “With HP Operations Orchestration, businesses can seamlessly and rapidly increase capacity through physical, virtual and now cloud infrastructure as a result of integration with ‘pay as you go’ Amazon EC2.”

More information on HP Operations Orchestration can be found at [www.hp.com/go/btosoftware](http://www.hp.com/go/btosoftware).

### About HP

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brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

(1) "Gartner report: RBA 2.0: The Evolution of IT operations Process Automation," August 14, 2009, Author: David Williams

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