



HP Helps Customers Build Converged Infrastructures with New Consulting Services

PALO ALTO, Calif., Nov. 4, 2009 – HP today announced new services that encompass the entire Converged Infrastructure architecture, allowing customers to design, test and implement highly flexible infrastructures to capitalize on an increasingly unpredictable marketplace.

Built on HP's deep experience in thousands of shared services, cloud and data center transformation projects, [HP Converged Infrastructure Consulting Services](#) offer a visioning workshop as well as proof-of-concept, planning, design and implementation services. These services help customers seamlessly transition from isolated product-centric technologies to a highly flexible converged infrastructure that optimizes resources, increases productivity and improves adaptability to change.

"Companies require highly automated technology environments that can rapidly adjust to meet their changing business priorities and be the basis for shared services and cloud infrastructure," said Gary M. Budzinski, senior vice president and general manager, Technology Services, HP. "With HP's innovative Converged Infrastructure architecture, we work with customers to address people, process and technology across previously independent silos of server, storage and network teams."

HP's wide array of consulting and support services cover the entire services life cycle, from design to operations and continual improvement. Bringing integration skills, operations and support expertise together with facilities and infrastructure design consulting, HP experts help customers adopt HP's latest innovations: HP Infrastructure Operating Environment, HP FlexFabric, HP Virtual Resource Pools and HP Data Center Smart Grid.

Whether customers decide to make a complete transformation of their infrastructure or build it incrementally with current investments, HP offers step-by-step support through the transition to a converged infrastructure architecture:

- [HP Converged Infrastructure Visioning Workshop](#) helps customers create the concept for a technology infrastructure that better aligns with their business. Over the course of a one-to-two-day workshop, customers gain awareness and insights into this innovative infrastructure. HP consultants also assess how a shared services model built on a converged infrastructure will address the dynamic business needs of an organization.
- [HP Converged Infrastructure Proof-of-concept](#) helps customers realize the benefits of delivering business services on a shared infrastructure such as cloud. During this demonstration, customers experience the capabilities of [HP BladeSystem Matrix](#), the

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industry's first integrated infrastructure platform. The service provides testing of the most common business scenarios, hands-on experience in a controlled environment and consulting based on best practices.

- HP Converged Infrastructure Planning Service improves organizations' productivity, continuity of service and adaptability through a roadmap that outlines the infrastructure transition. The process starts with a gap analysis of the customers' current environments and results in a comprehensive plan with defined phases, business cases and recommendations for specific services that will enable the successful implementation of a converged infrastructure.
- HP Converged Infrastructure Design and Implementation Service allows customers to accelerate the launch of business initiatives and manage risk during the infrastructure transformation. Based on best practices, this service addresses key issues – including organizational design, technology governance and change management – to enable a smooth transition across the entire enterprise. At the end of the predefined phase, HP professionals assess the progress and set the foundation for continuous process improvements to facilitate long-term success.

Pricing and availability

HP Converged Infrastructure Consulting Services will be available worldwide by the end of January 2010. Pricing varies based on specific requirements.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP 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>.

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