



HP Accelerates Cloud Adoption with New Enterprise Cloud Service

New cloud service delivers enterprise agility while managing risk

PALO ALTO, Calif., Jan. 25, 2011 – HP Enterprise Services today announced a new cloud service that will enable clients to consume technology as they need without a large capital expense outlay.

[HP Enterprise Cloud Services-Compute](#) offers clients secure processing capacity that can rapidly adjust to meet their specific enterprise needs. This service bundles server, storage, network and security resources, to clients who only pay for what they need to run core applications and processes. Delivered by HP Enterprise Services' state of the art commercial data centers, clients can operate in confidence knowing strict security and privacy policies are in place.

As part of HP's Hybrid delivery, Enterprise Cloud Services-Compute is a key solution in helping clients become an [Instant-On Enterprise](#). This requires a flexible IT service delivery model to speed time to innovation. Rather than purchase, deploy and maintain the equipment needed to run IT, clients can use the cloud to flexibly secure technology resources without the capital investment or burden of procurement and installation.

Recent HP [research](#) indicates that business, government and technology executives believe that by 2015, 46 percent of their IT delivery will be through private and public clouds.⁽¹⁾ The anticipated adoption will create hybrid delivery environments with cloud services being securely integrated into technology services environments.

Running on an [HP Converged Infrastructure](#), HP Enterprise Cloud Services-Compute improves application availability by leveraging the pooling of hardware and software resources to meet business needs. Applications that support critical business functions, such as supply-chain databases, email and sales portals, can scale rapidly in response to changing volumes and peak processing requirements. By speeding access to best in class resources, clients can drive innovation by bringing new solutions to market faster without the typical lengthy capital

Editorial Contacts

Eric Krueger, HP
+ 1 281 518 6083
eric.krueger@hp.com

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



acquisition and systems deployment processes they often face.

"In a 24/7 world there is one limiting factor – time – and its key to competitive and service advantage," said Rob Taylor, vice president, Data Center Services, HP Enterprise Services. "Through HP's combination of leading technology and services, HP Enterprise Cloud Services-Compute minimizes the risk and uncertainties of a cloud infrastructure service while delivering flexible technology assets to run clients' applications as they need them."

Leading enterprises know there is no singular model of delivery that can be optimized to meet all core service needs and therefore hybrid environments will exist for the foreseeable future. HP helps clients pick the right service delivery model that makes the most sense for their environment. HP Cloud Services, as part of [HP Hybrid Delivery](#) helps clients build, manage, secure and consume services using the delivery model appropriate for them.

HP Enterprise Cloud Services-Compute is available in February in the Americas and Europe, Middle East and Africa regions. It will be available in other regions this summer. Pricing is based on the volume of services consumed and the length of client commitment. More information is available at www.hp.com/enterprise/cloud.

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>.

(1) "HP Research: The Instant-On Enterprise," Coleman Parkes Research Ltd., October 2010.