HP and Microsoft Global Strategic Alliance

The HP and Microsoft global strategic alliance is one of the longest standing alliances of its kind in the industry, with more than 25 years of combined marketplace leadership focused on helping customers and channel partners around the world improve productivity through the use of innovative technologies.

Branded the HP and Microsoft Frontline Partnership, the companies share technology, engineering and marketing resources to create and promote solutions based on industry-standard computing platforms that help solve some of the most challenging IT problems.

HP and Microsoft have jointly engineered solutions that deploy smoothly, seamlessly and deliver competitive advantage. Over time, the alliance has expanded from its earliest roots focused on the desktop PC to include innovations in the data center and emerging technologies for businesses of all sizes. The alliance also has expanded to provide opportunities for our more than 32,000 joint resellers and ecosystem partners.

Just a few recent areas the HP and Microsoft global strategic alliance has expanded to include:

— Pioneering the next-generation infrastructure-to-application model – Microsoft and HP agree to invest $250 million over the next three years to significantly simplify technology environments for customers. New solutions will be built on a next-generation infrastructure-to-application model, helping the companies advance cloud computing by speeding application implementation, eliminating management complexities and automating manual processes to lower the overall costs of IT. With the most comprehensive integration of the technology stack to date, Microsoft and HP will substantially improve the customer experience of developing, deploying and managing IT environments. The companies also will collaborate on an engineering roadmap for converged application platforms, comprehensive virtualization solutions and integrated management offerings.

— Taking the complexity out of virtualization – Microsoft and HP provide integrated hardware and software virtualization and management technology products built to increase business agility. Compatible solutions from Microsoft and HP are tested by more than 11,000 Microsoft-certified professionals. With more than 22,000 HP professionals trained on Microsoft technologies, customers can deploy virtualization technologies from the desktop to the data center quickly, easily and with a high degree of confidence. Microsoft and HP

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provide the complete infrastructure of operating system and management software, servers and storage to deploy a virtualized solution.

— Preparing the channel for <u>cloud computing</u> – HP and Microsoft are providing resellers with the tools and solutions needed for the growing cloud services marketplace. Resellers can generate new revenue streams by offering their small and midsize business (SMB) customers a greater choice of solution delivery methods that take advantage "private label" Microsoft solutions that are hosted by managed service providers. This will make it easier to plan for and deploy hosted web services and allow resellers to extend their role as strategic IT advisors as their customers migrate to web services.

— Delivering end-to-end <u>unified communications and collaboration</u> – As part of the Frontline Partnership, the two companies launched in May 2009 a global initiative and expect to invest up to an additional $180 million over four years in product development, professional services and joint sales and marketing to help organizations lower cost and improve productivity. An end-to-end unified communications and collaboration solution, which is planned to span software, hardware, networking and services, would enable customers to improve business output and reduce travel, telecom and IT operating costs.

— Unleashing new business value and <u>enhanced enterprise-wide security</u> – Microsoft and HP brought together the people, processes and technologies needed to help enhance protect highly sensitive business information, privacy and business continuity. The collaboration provides a broad range of flexible solutions to help protect business-critical applications that address IT security requirements and improve enterprise-wide security.

The Frontline Partnership is built on one of the largest, most specialized forces of consultants for enterprise Microsoft environments. As the first worldwide Prime Integrator for Microsoft technologies, HP has the ability to work with any Microsoft technology within the complexity of any customer's infrastructure – a depth and range of expertise no other company can match. Enterprise customers benefit from the alliance through HP's reliable, robust solutions for their Microsoft environments:

— More than 22,000 Microsoft-trained professionals, including more than 11,000 who have achieved the highest level of certification as engineers and developers of Microsoft technologies;

— More than 2,400 HP professionals with Microsoft Office System/.NET expertise;

— Solution Architecture Methodologies tailored to Microsoft environments;

— HP experts delivering services offerings globally from initial discovery workshops through architecture, design, implementation, support and outsourcing;

— Proven track record, for example with Microsoft Exchange, with more than 16 million seats delivered.

Microsoft's relationship with the HP Agility Alliance continues to drive transformational industry solutions and top quadrant outsourcing. It is strengthened by the HP and Microsoft Frontline Partnership and underpinned by HP's extensive OEM relationship with Microsoft. As a result, HP is the only partner involved in Microsoft's product engineering that deploys Microsoft technology, builds software and solutions on Microsoft's platform and manages that platform in a data center.

The best of the Frontline Partnership collaborative efforts are demonstrated on a daily basis at Customer Solution Centers located in Bellevue, Wash.; Valbonne, France; Kuala Lampur, Malaysia; and Tokyo, Japan. These proof-of-concept facilities showcase Microsoft and HP solutions operating within complex, multivendor and real-world IT environments.

Additional information on the HP and Microsoft relationship is available at www.hp.com/go/microsoft.