



## HP Speeds Innovation for Organizations with New Business Service Management Software

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WASHINGTON, June 15, 2010 – HP today announced a new version of its HP Business Service Management (BSM) software suite.

This new offering helps clients easily manage performance and availability of applications sourced from hybrid delivery models, including those that are virtualized, on-premise, private/public cloud, Software as a Service (SaaS) or outsourced. By simplifying and automating the management of their applications, organizations can reinvest resources to focus on innovation initiatives.

HP BSM 9.0 provides:

- Automated operations – dramatically reduces troubleshooting costs and shortens repair times by automating event detection through resolution.
- Cloud-ready and virtualized operations – reduces risk by providing secure management of cloud-based resources and services. HP provides integrated virtualization support across every IT service tier, including transactions, applications, servers and networks.
- Single integrated view – improves clients' ability to manage all of their enterprise services – whether those services are on-premise, private/public cloud, SaaS or outsourced.
- Collaborative operations – improves efficiency by providing an integrated view for all service operations management. Every IT operations user is delivered contextual and role-based information through a variety of access points, including mobile devices, which leads to faster problem resolution.
- Run time service model – saves time by improving both organizational service impact analysis and troubleshooting processing times. Unlike traditional solutions that use manually created configuration management database (CMDB) service maps, HP BSM 9.0 gives users an automated run-time service model that integrates with [HP Configuration Management System](#). The constantly updated service model ensures that IT operations teams understand the most accurate IT service state, which is critical for managing both virtualized and cloud services.

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## New HP BSM 9.0 software

- [HP Business Availability Center 9.0 \(BAC\)](#) offers clients an integrated end-user experience, as well as applications monitoring and diagnostics. A run-time service model helps further manage application performance within BAC.
- [HP BAC Anywhere](#) is a service that has been extended to support on-premise environments in addition to Software as a Service (SaaS). Businesses can monitor their external web applications at any time, from anywhere in the world – even outside the firewall – from one integrated console.
- [HP Operations Manager i 9.0](#) improves IT service performance by using smart plug-ins (SPIs) to automatically discover applications' changes, as well as physical and virtual infrastructure. HP OMi then updates these changes in a run-time service model, combining it with event streams.
- [HP Network Management Center 9.0](#) gives organizations better network visibility by connecting virtual servers, physical networks and public cloud services together. HP NMC 9.0 integrates fault, availability and performance management into a single view.

“Innovating by using new technologies offers organizations many benefits, but also introduces new complexities that cannot go unchecked,” said Erik Frieberg, vice president, Business Technology Optimization Operations, Software and Solutions, HP. “The HP BSM portfolio helps clients by providing a simplified, integrated and automated technology environment.”

## 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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