The Instant-On Enterprise

Meeting customers and citizens needs, instantly

The Instant-On Enterprise is an enterprise with agility that learns swiftly and continuously to close the gap between what customers and citizens expect and what the enterprise can deliver. It is an enterprise that embeds technology into everything it does or delivers in order to best serve citizens, partners, employees and clients.

Today, customers and citizens expect everything in an instant. In a world of continuous connectivity they require products, services and information faster and more reliable than ever before. The Instant-On Enterprise delivers differentiated competitive advantage and serves customers, employees, partners and citizens with whatever they want and need, instantly.

New research[1] conducted on behalf of HP reveals that 76 percent of senior business, government and technology executives, believe that in this 24/7 world, time to market is a competitive advantage.

Whether it's in the private or public sector, there are four critical requirements for connecting with customers, partners and employees to improve service and gain competitive advantage.

— Innovation: To accelerate growth and produce higher-quality products and services, an organization must innovate. More than one in two senior business and government executives indicated that innovation was an important focus to better align to changing customer and citizen expectations.[1]

— Agility: To meet changing customer or citizen demand, enterprises have to accelerate time to market and time to service. In an age of "instant" expectations, organizations need to have the ability to respond quickly and effectively to changing business and public needs. Almost one in two senior business and technology executives indicated that agility was an important focus in better aligning to changing customer and citizen expectations.[1]

— Optimization: Enterprises must optimize to reduce operating costs while improving operational processes. They need to modernize and

make strategic investments to improve the efficiency and productivity of their organization as well as drive higher return on investments.

— Risk: Enterprises cannot eliminate risk, but they can manage it to their advantage. Whether in a private or public environment, enterprises need to manage risk from a variety of places: the unknown threats, security threats, regulatory requirements and complexity of data. Senior business and government executives named innovation and risk management as their highest areas of focus. Senior technology executives ranked optimization and risk management the highest.

To achieve an Instant-On Enterprise, technology must deliver:

— Flexibility: The Instant-On Enterprise runs on applications and services that are always available and can easily adapt to new opportunities.

— Automation: The Instant-On Enterprise rapidly and reliably scales technology resources up and down to meet changing needs.

— Security: In the Instant-On Enterprise, assets, resources and information are closely guarded to manage risk while also protecting innovation.

— Insight: The Instant-On Enterprise harnesses the power of information to help executives make better decisions. It protects information and delivers it in accordance with enterprise needs.

— Speed: The Instant-On Enterprise selects the best delivery model for the solution, providing the right outcome, in the right time frame, at the right price.

Only HP provides the solution breadth and depth needed to help organizations become an Instant-On Enterprise. HP helps clients embed technology to deliver innovation at all points in the enterprise from mobile devices to global data centers. HP helps clients combine the power of their people with the information and applications they need to accelerate innovation. To assist clients become an Instant-On Enterprise, HP provides a set of integrated solutions:

— [HP Application Transformation](): HP transforms applications as well as processes designed for another era so organizations can quickly and easily add new functionality.

— [HP Converged Infrastructure](): HP delivers the data center of the future by integrating server, storage, networking and management

resources.

— HP Information Optimization: HP helps organizations rethink how information is gathered, stored and used – harnessing its power and ensuring its integrity and protection, while also delivering it in the context of each enterprise.

— HP Enterprise Security: HP secures clients' entire technology infrastructures by addressing all aspects of security – people, processes, technology and content.

In an Instant-On Enterprise value is designed, built, and delivered in the form of technology-enabled services. Leading enterprises recognize that there is no "one" singular model (build-to-order, outsource, cloud) that can be optimized to meet all core service needs. HP Hybrid Delivery helps clients develop a delivery strategy for their services. It also helps clients to build, manage and consume services using the right delivery model for them.

More information on the Instant-On Enterprise is available at www.hp.com/go/InstantOnEnterprise2010.

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