HP Delivers Single Platform for Private, Public & Hybrid Clouds

Integrated System for Enterprises & Service Providers

Overview

Enterprises and service providers need a scalable and secure cloud environment that can accelerate service delivery. To achieve this goal, clients need an integrated cloud system that provides automated provisioning and management across private and public cloud models.

Current approaches to cloud fall short, create fragmentation and only address a portion of the capabilities required for a complete cloud solution. HP CloudSystem is the most complete, integrated system to build, manage, and consume services across private, public and hybrid cloud environments.

As a result, clients have a simplified yet integrated architecture that is easier to manage. This hybrid delivery model is based on the HP Converged Infrastructure, which is the foundation of an Instant-On Enterprise.

HP CloudSystem

HP CloudSystem is a complete cloud offering based on HP's market leading HP Cloud Service Automation software and Converged Infrastructure.

Built on HP's experience in delivering automated application management and Converged Infrastructure, HP CloudSystem delivers broad application support and helps businesses package, provision and manage cloud services to users regardless of where those services are sourced. Services from the CloudSystem's "on-premises" resources or from a public domain are fully supported. Automated management capabilities help ensure that performance, compliance, and cost targets are met by allocating private and public cloud resources based on a client's pre-defined business policies. As a result, clients can create and deliver new services in minutes.

Clients who have already invested in HP Converged Infrastructure technology, such as HP BladeSystem, HP BladeSystem Matrix, mission

critical HP-UX, 3PAR Utility Storage and Cloud Service Automation, can easily expand their current architectures to achieve a private, public or complete hybrid cloud environment with HP.

HP CloudSystem is powered by Converged Infrastructure including HP BladeSystem Matrix, which integrates servers, storage and network resources with unified management. HP 3PAR Utility Storage technology, a next-generation storage platform built for cloud computing, is also included within HP CloudSystem and connected by a high performance HP Networking fabric. In addition, HP TippingPoint's Secure Virtualization Framework delivers end to end physical and virtual security for cloud environments.

HP CloudSystem, underpinned by Cloud Service Automation, also unifies security, governance and compliance across applications, services, as well as physical and virtual infrastructure. Client benefits include:

— Increased scalability to meet demanding enterprise and service provider requirements.

— Rapid delivery of high quality services by automating application to infrastructure provisioning, compliance and system level performance monitoring.

— Improved application performance, efficiency and availability by delivering applications in minutes versus months for greater agility.

— Enhanced compliance and reduced risk with investment protection by transforming legacy and virtualized infrastructures into automated cloud environments.

— Simplified management with one solution that addresses hybrid cloud requirements.

HP also offers HP Cloud Consulting Services for CloudSystem, HP BladeSystem Matrix Conversion Service, and new HP Cloud Solutions Lab. These services and capabilities deliver end-to-end solutions right-sized for the client's environment, protect investments when transitioning from a virtual infrastructure to a private cloud solution, as well as rapidly deploy CloudSystem in a hybrid, multi-sourced cloud environment.

More information about HP CloudSystem is available at
www.hp.com/go/cloudsystem.