



HP Readies Data Centers for the Cloud

HP Consulting Services enable organizations to transform data centers, move to the cloud

SINGAPORE, Oct. 18, 2011 – HP today introduced new data center strategy, operations and continuity consulting services that enable organizations to transform their data centers and move to the cloud with confidence.

Organizations are under increased pressure to deliver IT resources on demand. However, legacy data centers, rigid IT architectures and technology sprawl are hindering implementation of delivery models that can strengthen competitive advantages, such as cloud computing.

To develop and adopt the right strategy for their business, organizations need a partner that understands, first hand, the capacity, reliability and management needed to deliver services via the cloud. HP offers a wide range of data center consulting and support services to help clients meet their specific IT needs.

Faster data center transformation for cloud adoption

HP's data center strategy services reduce deployment by 40 percent with concurrent planning, design and build processes.⁽¹⁾ As a result, clients can:

- Obtain buy in from across the organization with a business case that demonstrates alignment between IT and company goals;
- Accelerate decision making and investment strategies, while broadening communications and cooperation among executives with a project roadmap;
- Stretch IT budgets and reduce risk with an assessment of existing facility and technology assets;
- Improve response time to customers and partners.

Readying IT infrastructures for operational efficiency and high availability

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Many organizations operate in silos, resulting in process, capacity and utilization inefficiencies. HP's new services align clients' IT and facility infrastructures to improve operational efficiency by up to 37 percent.⁽²⁾

HP assesses an organization's current data center framework, infrastructure elements such as servers or network devices, the facility, and power and cooling components to identify areas for greater proactive management. By integrating the IT infrastructure and facility planning, clients can identify design-build improvements that lower operational costs.

Preparedness for availability and continuity

HP's data center continuity services enable clients to easily predict facility and IT infrastructure failures before they occur by proactively addressing potential equipment and system points of weakness.

HP verifies facility maintenance programs, training adequacy and service level agreements with testing of critical facility infrastructure components to ensure peak performance.

HP works with clients to implement a continuous improvement program that can predict future data center performance issues using trend and gap analysis of disaster recovery programs to avoid unplanned downtime.

"Cloud computing continues to gain acceptance as a critical way to deliver on-demand information and resources to customers," said Flynn Maloy, director, Worldwide Marketing, Technology Services, HP. "Only HP's Technology Consulting Services span a client's facility, IT infrastructure, people and processes to help them effectively transform their data centers for increased agility and business continuity in the cloud era."

The HP Technology Consulting Services for data center strategy, operations and continuity help businesses and governments in their pursuit of an [Instant-On Enterprise](#). In a world of continuous connectivity, the Instant-On Enterprise embeds technology in everything it does to serve customers, employees, partners and citizens with whatever they need, instantly.

HP's premier client event, [HP DISCOVER](#) takes place Nov. 29 - Dec. 1 in



Vienna, Austria. The event showcases how organizations can get started on their [Instant-On Enterprise](#) journeys.

Pricing and availability

The HP data center strategy, operations and continuity services are delivered globally through HP Technology Consulting. Pricing varies according to location and implementation. More information is available at <http://www.hp.com/services/dct>.

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 at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

- (1) Based on client comparisons.
- (2) Based on HP internal testing.

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