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. 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

Editorial Contacts
Lee Figora
Burson-Marsteller for HP
+1 312 596 3415
lee.figora@bm.com

Erin Hall
Burson-Marsteller for HP
+1 312 596 3457
erin.hall@bm.com

www.hp.com/go/newsroom
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.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations, including execution of growth strategies, transformation initiatives and restructuring plans; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the competitive pressures faced by HP’s businesses; the development and transition of new products and services (and the enhancement of existing products and services) to meet customer needs and respond to emerging technological trends; the execution and performance of contracts by HP and its customers, suppliers and partners; the protection of HP’s intellectual property assets, including intellectual property licensed from third parties; integration and other risks associated with business combination and investment transactions; the hiring and retention of key employees; expectations and assumptions relating to the execution and timing of growth strategies, transformation initiatives and restructuring plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP’s Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2011 and HP’s other filings with the Securities and Exchange Commission, including but not limited to HP’s Annual Report on Form 10-K for the fiscal year ended October 31, 2010. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2011 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.