



HP Delivers Industry's First Combined Cloud Solution for Application Deployment and Testing

Speeds application delivery to market through
intelligent automation for building cloud environments

PALO ALTO, Calif., April 12, 2011 – HP today announced the first cloud solution with integrated application life cycle management designed to accelerate application deployment. Through the automation and testing of applications across public, private or hybrid cloud environments, this offering enables enterprises to speed application delivery to market.

With new automation enhancements, one-touch provisioning and monitoring capabilities, [HP Cloud Service Automation 2.0](#) provides the following key benefits:

- Faster time to value: leverage a library of more than 4,000 predefined best-practice workflows to reduce the delivery time for cloud services from months to minutes.
- Increased agility: add and subtract cloud and traditional IT services on demand through the new, easy-to-use self service portal.
- Increased flexibility: “burst” workloads to third-party cloud services such as Amazon EC2, seamlessly combining services from a private cloud, public cloud, or a mixture of both.
- Reduced costs: lower IT and infrastructure costs, increasing server utilization up to 80 percent by intelligently tracking and allocating resources based on business policy.⁽¹⁾
- Lowered risk: eliminate up to 70 percent of outages and security incidents caused by manual configuration errors through a proven set of automation and configuration best practices.⁽²⁾

HP also announced [HP Private Cloud for Test](#), a solution that enables enterprises to easily adopt industry best practices and efficiently test their applications from their own private cloud using agile or traditional

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delivery processes. By combining HP Cloud Service Automation 2.0 with the market-leading [HP Application Lifecycle Management](#) software and [HP Quality Management Center of Excellence](#) services, clients can maximize the utilization of their test environments and quickly validate application quality.

In addition to these benefits, HP Private Cloud for Test provides:

- Improved quality: predefined deployment and testing of application environments to apply continuous quality checks throughout the application life cycle.
- Accelerated development life cycle: automated access to application testing software, without waiting for tester availability or job scheduling, improves the time from development to release.
- Collaboration and visibility: ability to provide a single view of the application life cycle for the business, development and test professionals across distributed teams.

HP Cloud Consulting Services

[HP's Cloud Consulting Services](#) combine service management expertise, testing services and automation software that helps enterprises define, source, secure, govern and manage cloud services tailored to their requirements. New Cloud Consulting Services include:

- [HP Cloud Service Automation QuickStart Service](#) helps clients leverage HP Professional Services expertise and best practices to rapidly implement HP Cloud Service Automation 2.0 based on fixed pricing and a fixed scope of requirements.
- [HP Cloud Service Automation Design and Implementation Services](#) help clients design and implement HP Cloud Service Automation as part of a comprehensive cloud service management solution from service portfolio through applications and operations.

"Clients need solutions that address the real world challenges required to get quality applications to market faster," said Bill Veghte, executive vice president, Software, HP. "HP is raising the bar by delivering integrated cloud solutions that enable faster, more flexible and scalable application



development and deployment.”

[HP Cloud Service Automation](#) is available as a standalone or as part of [HP CloudSystem](#), the single platform for private, public and hybrid cloud environments.

HP Cloud Service Automation 2.0 and HP Private Cloud for Test, part of [HP Hybrid Delivery](#), help businesses and governments in their pursuit of an [Instant-On Enterprise](#).

Leading enterprises recognize that there is no “one” singular model of delivery that can be optimized to meet all core service needs. HP Hybrid Delivery helps clients build, manage and consume services using the right delivery model for them.

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) “Qualifying the Value of Investments in HP Cloud Service Automation,” HP ROI White Paper, August 2010.
- (2) “HP Database and Middleware Automation,” HP Solution Brief and Customer Benchmark, January 2011.

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