HP Offers Services to Accelerate Application Development and Deployment on the Microsoft Windows Azure Platform

VIENNA, Austria, Nov. 30, 2011 – HP Enterprise Services today announced new applications services designed to accelerate the building or migration of applications to the Microsoft Windows® Azure platform.

Traditional applications development and deployment approaches often take too long and cost too much. Cloud platform offerings, such as the industry-leading Windows Azure platform, can improve responsiveness to business needs while reducing costs.

With the new HP Cloud Applications Services for Windows Azure, applications developers can quickly design, build, test and deploy applications for the Windows Azure platform. As a result, enterprises can more quickly capitalize on new opportunities. The services also enable clients to accelerate adoption of the Windows Azure platform as part of their hybrid service delivery environments.

Additionally, clients can manage risk and optimize IT resources with a methodical approach to assessing, migrating and developing applications on the Windows Azure platform. With usage-based pricing for the platform, clients also can align IT costs with changes in demand and volumes.

“As their needs shift, enterprises want to confidently and rapidly adopt cloud-based applications,” said Srini Koushik, vice president, Strategic Enterprise Services, Worldwide Applications and Business Services, HP. “HP helps clients speed time to market by transforming or developing new applications, then efficiently and cost-effectively deploying them onto the Windows Azure platform.”

HP has deep and diverse expertise in transforming legacy applications to modern platforms like Windows Azure. HP uses the HP Cloud Applications Guidebook and HP Cloud Advisory tool to analyze applications for cloud suitability based on business and technical

Editorial Contacts
Jennifer Harbour, HP
+1 281 518 9632
jennifer.harbour@hp.com

Caitlin Jarvi
Burson-Marsteller for HP
+1 312 596 3570
caitlin.jarvi@bm.com

www.hp.com/go/newsroom
characteristics. HP also developed and uses Windows Azure delivery and migration guides, plus proven techniques, to modernize and migrate applications.

HP Cloud Applications Services for Windows Azure is part of HP Hybrid Delivery, which helps clients build, manage and consume services using the right delivery model for them.

Available worldwide, HP Cloud Applications Services for Windows Azure are delivered through a dedicated Windows Azure Center of Expertise that is supported in region by consulting services and seven global joint Microsoft and HP competency centers.

HP and Microsoft have delivered technical innovation together for more than 25 years. They offer joint solutions that help organizations around the world improve services through the use of innovative technologies. More information about the HP and Microsoft alliance is available at http://h10134.www1.hp.com/insights/alliances/microsoft/.

HP helps 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.

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 to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

Microsoft Windows is a U.S. registered trademark of Microsoft Corp.

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.