VIENNA, Austria, Nov. 30, 2011 – HP today introduced new services that address common security concerns associated with cloud adoption, designed for clients to increase enterprise agility safely through cloud solutions.

Cloud computing offers improved IT response times to changing requirements by delivering immediate access to vital services and information. However, complexities arise when data management in the cloud is extended to a service provider’s infrastructure and legacy IT operational models are not compatible with cloud integration.

HP is clearing the path to the cloud with new consulting services that deliver a comprehensive approach to building protection into a cloud strategy, while evaluating storage requirements for effective data management in the cloud. These services include best practices, management scenarios and cloud simulation to educate clients on how to successfully secure and store data in a cloud environment.

Protecting the cloud

Security is one of the greatest concerns hindering organizations from moving to a cloud environment, and it should be integrated into an overall cloud approach at multiple levels. HP offers a comprehensive Cloud Protection Program across people, process, policies and technologies that delivers the comparable level of security for a hybrid cloud as a private internet-enabled IT environment. It is composed of three key components:

— HP Cloud Protection Consulting offers workshop, roadmap, design, implementation and foundation services. This helps clients protect against Cloud Security Alliance (CSA) defined threats at the cloud and virtualization levels through strong partnering and comprehensive testing with Microsoft, Red Hat and VMware.

— HP Cloud Protection Cloud Reference Architecture provides a comprehensive cloud protection architectural framework based on best practices, embedding cloud security design from business, functional, technical and implementation viewpoints.
— HP Cloud Protection Center of Excellence (COE) offers an innovative lab environment that enables HP to test solutions as well as partner and third-party products that support cloud and virtualization protection to provide clients with innovative cloud security solutions.

**The knowledge to navigate cloud adoption**
HP also offers instruction and course materials covering successful cloud strategies that have proven to increase enterprise agility and reduce costs. The HP Education Services portfolio for cloud uses firsthand knowledge from HP experts who create, manage and enhance cloud implementations to ensure that people, processes and technology elements are aligned for a successful cloud deployment.

The HP Cloud Simulation & Training Curriculum provides a deep understanding of cloud dependencies, as well as potential challenges and gains, enabling clients to identify their specific cloud strategy with real-world experience within a competitive environment.

**Modernizing the storage infrastructure for cloud-readiness**
With a cloud deployment strategy in place, clients need a storage infrastructure that facilitates and supports immediate access to information.

HP Storage Services assess the readiness of a storage infrastructure for cloud computing while developing a scalable environment compatible to private cloud solutions. HP consultants work with the client to design an executable cloud storage solution and build a functional architecture that is effective and budget-friendly.

“Change can be overwhelming for clients when it comes to their IT infrastructure, especially if there’s a fear of disrupting service levels to their customers,” said Arthur Filip, vice president and general manager, Technology Consulting, HP. “Our HP technology consultants help clients move to the cloud with confidence, so they can quickly take advantage of the benefits of cloud computing.”

The HP Cloud Protection Program, as well as Education and Storage Services for Cloud, 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.
Pricing and availability
The HP Cloud Protection Program and HP Education and Storage Services for Cloud are available globally through HP and HP ServiceONE partners. Pricing varies according to location and implementation.

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.

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.