



Discover2012

Making technology work for you.



Lynn Anderson

Senior Vice President, Communications
Chief Communications Officer Chief of Staff



Bill Veghte

Chief Operating Officer, HP



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Cloud Challenges



75%

of organizations
intend to pursue
a hybrid delivery
model¹

72%

say portability of
workloads
between different
cloud models is
important¹

65%

of organizations
concerned with
vendor lock-in¹

¹Source: IHP Research by Coleman Parkes, October, 2012 ²Source: The World Customs Organization





Steve Dietch

Vice President, WW Cloud, Enterprise Group

It will be a hybrid world

Build
Cloud services



Consume
Cloud services



Traditional

Private Cloud

Managed Cloud

Public Cloud

SLAs

availability, security, performance, compliance, cost



HP Converged Cloud: The Cloud Enterprises Rely On

Build & Operate Cloud Services



Hardware



Software



Services

Consume Cloud Services



Managed Cloud



Public Cloud

Choice

Delivery Model
Platform
Partner

Confidence

Security
Management
Scalability

Consistency

Architecture
Portability
Consumption

Strong Customer and Partner Momentum



HP CloudSystem

> 850
Customers

Managed Clouds

> 200
Customers

HP Public Cloud Services

> 2000
Customers

> 50 **CloudAgile Service
Provider Partners**

> 130 **Cloud Centers of
Excellence**



Converged Cloud – Customer Examples

NNIT



Challenge

- Wanted to create new value-added services
- Needed to lower operating costs

HP Solution

- HP CloudSystem that leveraged existing investments and provided best practices

Benefits

- Scalable platform capable of supporting international business growth
- Empowered IT staff to focus on unique customer requirements
- Reduction in validation costs by 80 percent
- Delivered standard processes, ensuring compliance in tightly regulated industries

TelstraClear



Challenge

- Expand offering to provide managed IT services to business customers from the Cloud
- Develop innovative solution with roadmap of higher value services
- Create a pure “as a service” commercial model

HP Solution

- HP CloudSystem Service Provider featuring HP AP4SaaS for IaaS services
- HP Enterprise Services hosting, managing the solution with ECS-Private Cloud

Benefits

- Speed up market introduction of new cloud services by avoiding time consuming internal change control processes
- Overcame budget constraints via pay per use model

DreamWorks Animation



Challenge

- Any artist, anywhere, anytime
- Produce TBs per show, every day
- Global data sharing is difficult

HP Solution

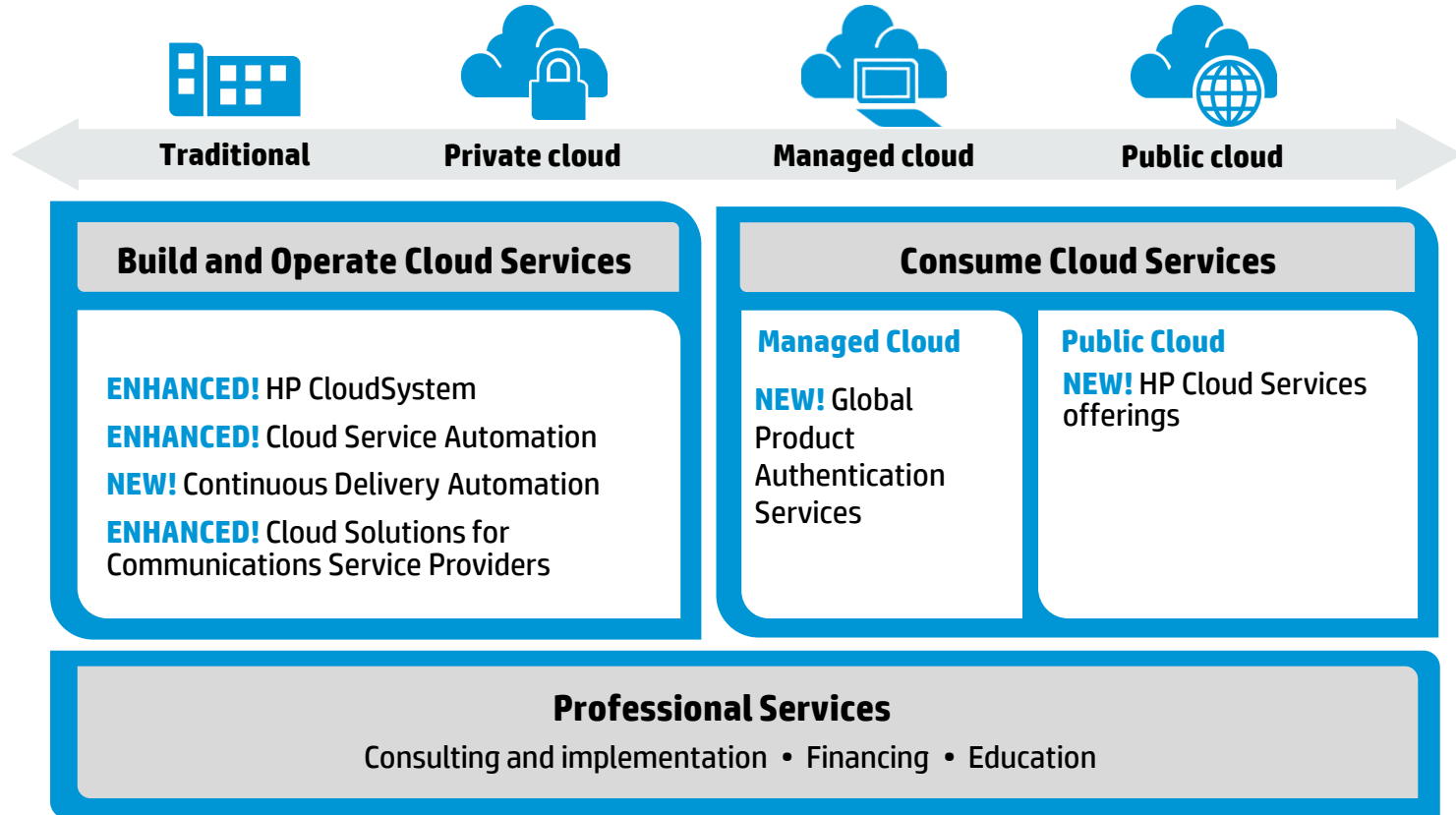
- HP Cloud Object Storage – massively scalable, low-cost storage

Benefits

- Accelerated innovation
- Enhanced business agility
- Improved cost efficiencies

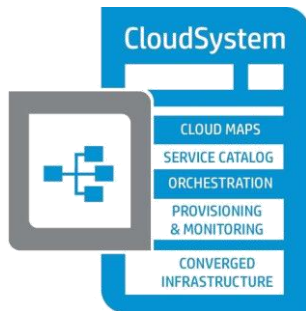


HP Converged Cloud News



Enhanced! HP CloudSystem Advancements

Next milestone towards building a Converged Cloud



Features

- Expanding the industry's most open cloud platform
 - **New** KVM support leveraging OpenStack technology
 - **More** bursting options expand hybrid delivery use cases
 - **New** continuous delivery integration accelerates app deployment
- **New** enterprise-grade capabilities: highly available cloud management platform; automatic provisioning of security controls; now over 200 Cloud Maps available including HP Data Protector

Problem it solves

- As use of cloud services expands and matures, customers are looking to
 - Manage heterogeneous cloud services in the same way
 - Meet mission-critical requirements for high availability and security

Customer Benefits

- **Choice:** manage more resources in the same way
- **Confidence:** enterprise-grade capabilities for maturing cloud environment
 - Availability and security
 - The fastest way to create new, proven application services



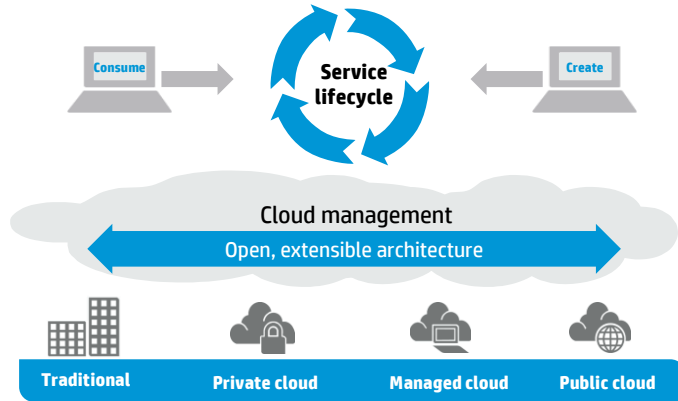


Ken Won

Director, Product Marketing, Cloud Software Products

Enhanced! HP Cloud Service Automation 3.1

Enterprise –Grade Cloud Management Platform



Features

- Simplified cloud management through self-service portal for multiple cloud environments
- **New** Support for OpenStack/KVM in addition to M/S Hyper-V and VMware
- **New** Highly available cloud management architecture
- **New** Security with HP Tipping Point CloudArmour integration

Problem it solves

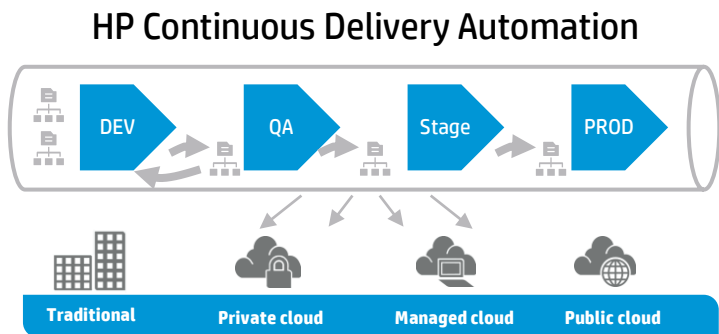
- Simplifies management of multiple cloud environments
- Ensures access to cloud management platform
- Ensures protection against network, application and virtual-machine security threats

Customer Benefits

- Single cloud management solution for managing multiple, heterogeneous cloud environments
- Meet availability SLAs for cloud services
- Provide secure cloud services
- Available as standalone software product or part of HP CloudSystem

New! HP Continuous Delivery Automation 1.1

DevOps: Accelerate Application Release



Features

- Single tool for managing applications from development to production
- Flexible Application Modeling provides application portability
- OpenStack/KVM, VMware, M/S Hyper-V and physical server support
- Support HP, third party and open source tools

Problem it solves

- Brings applications to market faster
- Improves application deployment quality
- Increases communication, collaboration and integration of developers, IT operations teams

Customer Benefits

- Accelerate application time to value
- Achieve application deployment success rates as high as 95%*
- Provide choice of build, provisioning, deployment and monitoring tools
- Available as a standalone product or as part of CloudSystem

* As reported in an independent report by a customer in 2010 using the predecessor product



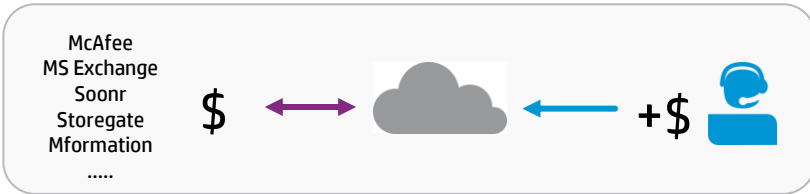


Jeff Edlund

Communications & Media Solutions, HP Enterprise Services

New & enhanced! HP cloud solutions for communications service providers

Designed to grow CSP business and improve profits



Features

Enable CSPs to profitably **build, operate** and **monetize** Public Cloud infrastructure:

- **New** Cloud Business Strategy Workshop
 - **New** business and productivity applications
 - **Enhancements** to the HP IaaS Domain Gateway
 - **Enhancements** to the Aggregation Platform for SaaS Marketplace Portal architecture (AP4SaaS)
 - **New** Enterprise Cloud Services for CSPs (Managed and Hosting)
- New** HP Cloud IVR enables CSPs to **consolidate** their IVRs and run them in the cloud to reduce costs, improve efficiency and business flexibility

Problems it solves

- Need to quickly develop value added services to move beyond commodity data transport
- Need to reduce the cost of doing business
- Need to optimize their existing network investments

Client benefits

- Faster time-to-value
- New revenue streams
- Increased Convenience
- Lower Total Cost of Ownership (TCO)





Michael Garrett

WW Vice President and General Manager
HP Software Professional Services

New & enhanced! HP Global Product Authentication Service

A cloud-based customer protection solution

“The counterfeiting industry accounts for an estimated \$600 billion a year of the world trade.”

– Counterfeiting Intelligence Bureau of the International Chamber of Commerce

Features

- **Highly secure automatic code generation** uniquely identifies each product
- **Real-time customer messaging** verifies product authenticity
- **Real-time analytics** locate and identify counterfeiting activity
- **Business portal interface** eases access

Problem it solves

- Customers can't instantly verify if a product they wish to purchase is real or fake
- Product manufacturers lose revenue and face brand erosion due to counterfeit activities
- Supply chain partners can't integrate rapidly into anti-counterfeit processes

Customer benefits

- Confidence that product is genuine
- Reduces counterfeit activities, protects revenue and brand promise
- Enables rapid cloud-based implementation with no need for system integration



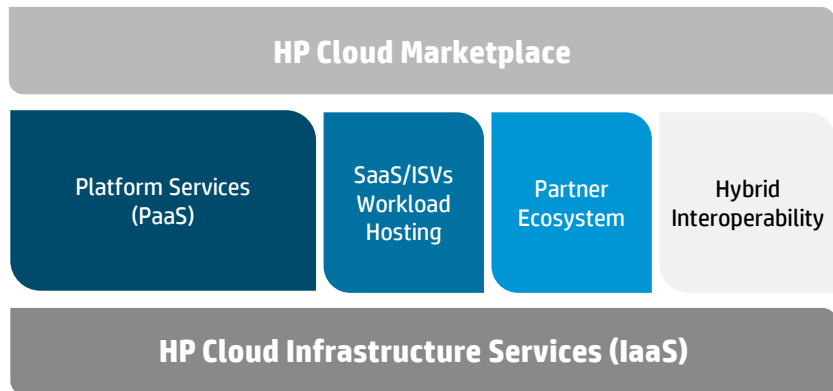


Dan Baigent

Senior Director, Business Development, HP Cloud Services

New! HP Cloud Services

Advancements in portfolio and service offerings for enterprise production workloads



Portfolio Advancements

- HP Cloud Compute, general availability (service level agreement)
- HP Cloud Block Storage, public beta
- HP Cloud Workload Migration, now available
- HP Cloud Application Platform-as-a-Service, private beta

Problems solved

- Accelerate access to new online markets
- Optimize spend across Capex and Opex
- Reduce labor costs and improve resource utilization
- Quickly establish, operationalize new business models

Customer Benefits

- Simplify process of shifting production workloads to cloud
- Gain confidence to run and operate cloud services at scale
 - Enterprise-grade quality of service
 - Responsive customer support
 - Solid service level agreements
- Avoid vendor lock-in through open standards approach
- Capitalize on cloud scalability and flexibility



Q&A



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Software



Services

Consume Cloud Services



Managed Cloud



Public Cloud

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Confidence

Security
Management
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Consistency

Architecture
Portability
Consumption



Thank you





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