News Advisory

Autonomy Private Cloud Passes 50 Petabytes
Growth of World's Largest Private Cloud Fueled by Rapid Adoption of Key Autonomy Solutions

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PALO ALTO, Calif., April 10, 2012 – Autonomy, an HP Company, today announced that Autonomy's private cloud has passed a new data processing milestone, extending its lead as the world's largest private cloud.

The Autonomy private cloud now manages more than 50 petabytes of web content, video, email and multimedia data on 6,500 servers in 14 data centers around the world. Fifty petabytes is equal to 665 years of HD-TV video, or 1 billion four-drawer file cabinets filled with text.

The continued dramatic growth of Autonomy's private cloud is the result of a unique approach to cloud computing. Powered by Autonomy's Intelligent Data Operating Layer (IDOL), the private cloud automatically recognizes concepts and patterns in the billions of structured and unstructured data files it ingests and indexes every day. Autonomy IDOL provides a common platform for a range of cloud-based Autonomy solutions, spanning marketing and revenue optimization, archiving, data protection, eDiscovery, and information governance.

The Autonomy private cloud uses the HP Converged Cloud to deliver a world-class experience for its customers. A powerful testament to the value of the HP Converged Cloud, Autonomy relies on HP's market leading portfolio to rapidly deliver a seamless, scalable and hybrid IT environment for its customers.

"Today, the world's leading companies in consumer retail, financial services, legal, pharmaceuticals, travel and entertainment and other industries trust their data and mission-critical solutions to the Autonomy cloud," said Mike Lynch, executive vice president, Information Management, HP. *"These organizations recognize that Autonomy's understanding of data and market-leading solutions combined with HP's Converged Infrastructure give them an unmatched foundation from which to launch customer engagement, legal, regulatory and compliance initiatives."*

Autonomy provides a full range of cloud-based solutions that leverage Autonomy IDOL's ability to understand in real time the ideas expressed in the vast array of

Human Information, the massive volumes of unstructured data inside and outside an organization.

- Archiving – the Autonomy Consolidated Archive archives data on premise, in the cloud and via appliances, and provides the industry's only intelligent governance layer from which businesses can drive their compliance, eDiscovery and records management initiatives directly from archived data. Based on Autonomy IDOL, the Autonomy Consolidated Archive forms an unmatched foundation for managing an organization's overall information governance strategy, and provides efficiency, proactive compliance and reduced risk.

- Data protection – Autonomy Data Protection protects and manages any data, regardless of location or device, in the most efficient and flexible manner, and is capable of scaling as an organization's infrastructure and mobile workforce evolves.

- eDiscovery – Autonomy eDiscovery provides one solution for simplified and unified eDiscovery. As one integrated solution covering rapid early case assessment, processing, review and production capabilities, Autonomy eDiscovery enables corporate legal teams and law firms to work more collaboratively and efficiently, and eliminates risky handoffs of data between systems.

- Revenue optimization – Autonomy's revenue optimization solutions enable businesses to dramatically increase top-line revenue, by optimizing all facets of the revenue generation machine, including ad placements and keyword buys, pricing, campaigns, and offers. Global brands in every industry use Autonomy Optimost to automatically identify and deliver in real-time the optimal mix of content, pricing, and offers, resulting in proven and measurable revenue uplift.

- Multichannel customer engagement – Autonomy Explore consolidates all customer interactions to identify patterns and sentiment among customers. Autonomy Explore delivers unprecedented insight across all channels, including web, mobile, social media, email, call center and storefront. Marketers leverage this understanding to develop actionable and real-time insights to create engaging customer experiences and resolve problems across each of their channels.

- Social media and broadcast analytics – Autonomy NewSocial 24x7 provides in-depth, real-time media monitoring and analytics capabilities for print, online, blogs, social media, and broadcast news. Organizations can automatically gain a conceptual understanding of sentiment and commentary from thousands of information sources around particular concepts and ideas. Autonomy's media monitoring and analytics solutions are ideally suited for today's dynamic and

diverse media landscape, and are applicable to a wide range of industries and use cases, ranging from election campaign monitoring to brand and product launch monitoring.

Powered by the HP Converged Cloud, Autonomy's private cloud is hosted in state-of-the-art, high-security data centers. The data centers are under 24/7 surveillance, and each one undergoes annual Statement of Accounting Standard No. 70 (SAS 70) audits. Two fully synchronized, geographically separated systems provide complete data and system redundancy and parallel processing of all tasks. The design addresses all aspects of multi-tenancy, such as multiple firewalls and virus protection, and is ideally qualified to support the performance and volume requirements that are necessary for processing the rapidly expanding number of corporate formats and unified communications – including all forms of text, audio and video.

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.

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