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News Advisory

HP Launches Its First Public Cloud Services

Company ushers in new era of hybrid cloud delivery with services and solutions for independent developers and organizations

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PALO ALTO, Calif., April 10, 2012 - HP today announced the public beta of its first public cloud services that enable developers to build the next generation of web applications, and change the economics of deploying modernized applications.

Starting on May 10, HP Cloud Services will provide the company's initial public cloud infrastructure, platform services and cloud solutions for developers, independent software vendors (ISVs) and enterprises of all sizes. In line with the HP Converged Cloud approach, HP now offers organizations a single-sourced hybrid delivery solution that spans traditional IT as well as private, managed and public clouds.

Developers are looking for simple and intuitive methods to accelerate time to code, while enterprises seek interoperability across their IT environment. Both also are looking for ways to reduce IT capital investments. A new survey commissioned by HP asked senior business and technology executives who were not yet using public cloud to identify the top barriers to adoption. Twenty-three percent of respondents cited a lack of support for required tools as a barrier to adopting public cloud, 21 percent are concerned about vendor lock in and 19 percent noted an overwhelming number of models for building applications in a public cloud. [1]

Built on HP Converged Infrastructure and HP software, with a developer-friendly integration of OpenStack™ technology, HP Cloud Services deliver an open-source-based public cloud infrastructure with business-oriented features. These address developer needs and meet organizational requirements for workload availability, manageability and portability, while eliminating the constraints of a closed operating environment and vendor lock in.

"Whether you are an independent developer or a Fortune 100 company, you need cloud infrastructure and services that give you choice. From the toolset options that developers require to the billing flexibility and security that businesses

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demand, HP Cloud Services will offer a variety of capabilities," said [Zorawar 'Biri' Singh](), *senior vice president and general manager, Cloud Services, HP. "The introduction of HP's public cloud services is a significant step forward in developing an expansive marketplace of cloud services supported by the best possible user experience."*

On May 10, the first publicly available beta services from HP will be offered through a pay-as-you-go model, enabling organizations to be up and running within minutes. These include:

- [HP Cloud Compute]() allows users to deploy compute instances on demand as well as customize instances to handle unique workloads. This also enables them to add new instances through RESTful APIs based on industry standards for quick scale out.
- [HP Cloud Object Storage]() provides scalable, on-demand online storage capacity that is ideal for archiving and data backup, serving static content for web applications, and storing large public or private data sets.
- [HP Cloud Content Delivery Network (CDN)]() powered by the [Akamai]() Intelligent Platform™, reduces latency and improves performance by accelerating the delivery of cached content to end users.

New cloud services available in private beta beginning today include:

- [HP Cloud Block Storage]() allows users to move data from one compute instance to another with a high-performance, highly available storage solution ideal for applications that require frequent read and write access, such as web applications.
- [HP Cloud Relational Database (RDB) for MySQL]() provides developers with on-demand access to application data, and scales based on the number of instances deployed or the storage capacity required.

Developers are free to use a variety of cloud service management tools and languages, such as Ruby, Java, PHP and Python. HP Cloud Services are replicated across multiple availability zones, and are backed by free 24/7, 365-day-a-year personalized support including interactive live chat, phone, email and community forums. Pricing is available at [http://hpcloud.com/pricing]().

HP Cloud Services offer a core platform with an ecosystem of third-party services. A number of partners have already [announced their support]() of HP Cloud Services.

More information on HP Cloud Services can be found at [HP's Scaling the Cloud Blog](). Additional up-to-the-minute information can be found on Twitter: [@HPCloud]() and [@HPNews]().

About HP
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(1) "HP Research: The Future of Cloud," Coleman Parkes Research Ltd., February 2012.

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