



News Advisory

HP Speeds Reliable Cloud Deployments for Enterprise Applications

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LAS VEGAS, June 12, 2013 — HP Enterprise Services today announced new and enhanced services that help clients streamline the integration and deployment of critical applications to cloud environments, while maintaining business continuity and addressing data security.

To quickly deliver new services to market, enterprises need to deploy new applications and modernize legacy applications. However, IT teams managing the migration to the cloud are struggling with limited capital, tight deadlines and increased complexity. Additionally, once the migration is completed, they must ensure the continuity of those critical applications.

Part of the [HP Converged Cloud](#), enhancements to HP Enterprise Cloud Services for Enterprise Applications offer clients choice, consistency and confidence with automated deployment and disaster recovery capabilities when migrating to the cloud.

[HP Application Transformation to Cloud Services](#), part of the [HP Converged Cloud Professional Services Suite](#), has been enhanced to deliver the tools and methods designed to support the entire applications life cycle. Automated discovery of applications and data is now integrated with the automated provisioning and deployment platform. This supports simplified and accelerated identification of IT assets.

HP Application Transformation to Cloud Services also are integrated with full systems life cycle support, including portfolio management, defect resolution and operations support. The addition of cloud security and data management processes and tools are designed to address the risks of cloud deployment.

“The ability to quickly and reliably migrate or modernize critical applications to cloud environments can be a real competitive advantage for most organizations,” said Kathy Garcia, senior vice president, Applications and Business Services, HP Enterprise Services. “Access to market-proven application integration solutions enables our clients to easily differentiate their services without investing in training or hiring new staff.”

Also enhanced are the [HP Enterprise Cloud Services – Continuity](#), which extends data recovery capabilities to cloud environments, enabling clients to confidently host critical enterprise applications in the cloud. In the event of a disaster, HP Enterprise Cloud

Services – Continuity ensures recovery with less than 15 minutes of data loss. As a result, clients eliminate outage-related consequences such as lost customers, decreased revenue and production downtime.

Availability

The enhanced HP Application Transformation to Cloud Services are scheduled to be available globally in September.

HP Enterprise Cloud Services – Continuity for Virtual Private Cloud is scheduled to be available globally July 31.

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