



News Advisory

HP Services Prepare Customers for Big Data

Editorial contacts

Chase Skinner, HP
310 228 7929
chase.skinner@hp.com

www.hp.com/go/newsroom

PALO ALTO, Calif., June 11, 2013 — HP today announced it has expanded its Big Data Consulting Practice with new services that enable customers to plan, implement and maintain an IT infrastructure that supports big data initiatives that reduce costs and improve IT productivity.

Organizations understand the value and benefits derived from big data. However, as data increases in volume, variety, velocity and vulnerability, it adds cost, complexity and pressure on an organization's IT resources and infrastructure.

The HP Big Data Consulting Practice now offers strategy, design and implementation services that simplify IT management and reduce infrastructure maintenance costs, while ensuring compliance with industry standards and government regulations.

"Organizations want to accelerate the monetization of big data, but are unaware of the impact, strain and complexity involved in building an integrated, well-managed big data environment," said Tom Norton, vice president, Technology Consulting Portfolio, Technology Services, HP. "HP Technology Services helps customers develop a strategic approach to big data, ensuring they have the necessary plan, infrastructure and protection in place to gain real-time insight that makes data matter."

Developing an integrated IT strategy for big data management

The [HP Big Data Infrastructure Transformation Experience Workshop](#) helps customers develop an integrated IT strategy for the capture, consolidation and management of big data. During this one-day, interactive workshop, HP experts meet with stakeholders to define and architect an approach that balances short-term gains with a reliable long-term strategy. The result is a clear, defined IT role in deriving value from big data while managing associated costs.

Designing and implementing a big data system infrastructure

Hadoop is a scalable, flexible and cost-effective framework that supports the processing of large data sets in a distributed computing environment. However, building and maintaining a Hadoop cluster can be complex and time-consuming.

New HP services help organizations navigate the complexities of Hadoop design and implementation by providing a detailed plan that considers deployment goals and supports growth, including:

- HP Enterprise Design Service for Hadoop—HP works with IT and organizational stakeholders to create a customized Hadoop design architecture that delivers a high-performance, unified big data platform.
- HP Implementation Service for Hadoop—HP experts install, configure, integrate and test a customized Hadoop environment that is properly integrated with the customer's underlying operating and storage systems, freeing internal IT resources to focus on innovation.
- HP Reference Architecture Implementation Service for Hadoop—HP offers a variety of predeveloped reference architectures that speed the deployment and testing of a customer's new environment. Delivered by HP consultants, this service incorporates best practices associated with Hadoop to implement the system as specified in the reference architecture.

Addressing compliance and protection of big data environments

Adopting a big data strategy requires awareness of the risks, challenges and impact to security, compliance and business continuity programs. HP Big Data Protection and Compliance Analysis helps customers identify potential issues and achieve compliance with government and industry data security requirements.

HP Technology Services also offers a broad range of in-depth training courses including Hadoop for Systems Administrators, a hands-on, three-day workshop that covers the essentials of deploying and managing a Hadoop cluster. Customers can compare and contrast three versions of Hadoop, while exploring core Hadoop services focused on troubleshooting and recovery from common cluster failures.

Pricing and availability

The HP Big Data Infrastructure Transformation Experience Workshop, HP Enterprise Design Service for Hadoop, HP Implementation Service for Hadoop, HP Reference Architecture Implementation Service for Hadoop, HP Big Data Protection and Compliance Analysis, and Hadoop for Systems Administrators are available now globally. 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; any statements concerning expected development,

performance, market share or competitive performance 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; assumptions related to pension and other post-retirement costs and retirement programs; the execution, timing and results of restructuring plans, including estimates and assumptions related to the cost and the anticipated benefits of implementing those plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP's filings with the Securities and Exchange Commission, including HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2012. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2013 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.