Welcome to Discover 2013
Making technology work for you.
Enterprise Group

Bill Veghte
Executive Vice President and
General Manager, Enterprise Group
HP: Solutions for the New Style of IT

Cloud

Mobility

Big Data

Security
The pressure has increased

• Deliver services faster
• Improve flexibility
• Do more with less
• Simplify
HP’s Enterprise Group vision

Converged Infrastructure

Converged Cloud

Software-Defined Data Center
Enterprise Group: Enabling the New Style of IT
Enterprise Group: Enabling the New Style of IT

Best-in-class components

Delivered as Integrated Solutions

Server

Networking

Storage

CloudSystem

HP SAP HANA

Converged System 300/700

Flexible Capacity Service
Enterprise Group: Enabling the New Style of IT
Enterprise Group strategy for the New Style of IT

With modern architectures, optimized for today and tomorrow’s workloads and web services

Bridging from the traditional to the new style of IT

Based on open standards

Enabled through a broad ecosystem of partners
It’s been a busy year on the innovation front and we are accelerating

<table>
<thead>
<tr>
<th>OpenStack</th>
<th>CloudOS</th>
<th>HP Public Cloud</th>
<th>Next-Generation CloudSystem</th>
<th>Flexible Capacity Service</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>ProLiant Bladesystem</td>
<td>Moonshot</td>
<td>SL2500 Density Optimized</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gen8 Refresh</td>
<td></td>
<td>Dense Multinode SL2500</td>
</tr>
<tr>
<td>CI for SMB MicroServer + HPN</td>
<td>HP OneView</td>
<td>ProLiant Bladesystem Gen8 Refresh</td>
<td>High Performance Component-level Cooling Apollo</td>
<td></td>
</tr>
<tr>
<td>Offline UPS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>From 50 cents to 20 cents per Watt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HP 6125XLG 10/40Gb Switch</td>
<td>240a High Capacity ECOPODS</td>
<td>2920 switch</td>
<td>HP ConvergedSystem for SAP HANA Gen 1.2</td>
<td>HP StoreAll Archive</td>
</tr>
<tr>
<td></td>
<td>C7000 Blade Platinum Enclosure</td>
<td></td>
<td>HP ConvergedSystem 700 for Virtualization</td>
<td>HP 3PAR StoreServ Storage</td>
</tr>
<tr>
<td></td>
<td>Virtual Connect 4.01</td>
<td></td>
<td>HP ConvergedSystem 300 for Virtualization</td>
<td>HP MSA Storage</td>
</tr>
<tr>
<td></td>
<td>2920 switch</td>
<td></td>
<td>HP ConvergedSystem 300 for Vertica</td>
<td>HP StoreOnce Backup</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>HP ConvergedSystem 100 for Hosted Desktops</td>
<td>HP StoreVirtual Storage</td>
</tr>
<tr>
<td>Smart storage</td>
<td>Wired-Wireless LAN</td>
<td>Converged Systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enterprise Wireless Controller</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>for SAP HANA Gen 1.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 700 for Virtualization</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 300 for Virtualization</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 100 for Hosted Desktops</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 300 for Vertica</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 100 for Hosted Desktops</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 300 for Vertica</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 100 for Hosted Desktops</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 300 for Vertica</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 100 for Hosted Desktops</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 300 for Vertica</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>HP ConvergedSystem 100 for Hosted Desktops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SmartCache</td>
<td>Next Gen Smart Array HP Secure Encryption &amp; 12G SAS Capable</td>
<td>Management</td>
<td>Flexfabric</td>
<td>SDN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fusion 1.0 Blade &amp; Rack Virtual Connect</td>
<td>HP 11900 switch</td>
<td>Enterprise Controller</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Next Gen Smart Update</td>
<td>HP 12900 switch</td>
<td>vSwitch</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© Copyright 2013 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.
Today’s news: addressing customers’ top challenges

Helping enterprises use IT to drive better business outcomes

<table>
<thead>
<tr>
<th>SIMPLICITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Common management platforms</td>
</tr>
<tr>
<td>• One architecture for data mobility</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rapid data backup and recovery</td>
</tr>
<tr>
<td>• Real-time value from big data</td>
</tr>
<tr>
<td>• Fast delivery of new apps, services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Breakthrough TCO</td>
</tr>
<tr>
<td>• Lower pricing</td>
</tr>
<tr>
<td>• Better utilization of disk capacity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Risk Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Risk mitigation</td>
</tr>
<tr>
<td>• Increased security</td>
</tr>
<tr>
<td>• Smooth interoperability</td>
</tr>
</tbody>
</table>
HP Discover announcements

Cloud

Virtualization

Workload Optimization
Discover 2013
Making technology work for you.
HP Converged Systems announcement

December 9, 2013

Tom Joyce
Senior Vice President and General Manager, HP Converged Systems
HP is the leader in enterprise virtualization
35% of all virtualized systems run on HP

1. infrastructure for VMware customers
2. infrastructure for Microsoft Hyper-V customers
3. provider of private clouds based on Forrester Wave

¹The Forrester Wave™: Private Cloud Solutions, Q4 2013
Today virtualization runs most data centers

HP Converged Infrastructure has helped make this happen

Wave 1
Consolidation tool

Wave 2
Enterprise Standard

For 5 years HP Converged Infrastructure has delivered:
• Enterprise class virtualization
• Big data, mobility and security solutions
• The foundation for converged cloud
But customers are demanding more

It’s time for the next wave

Wave 1: Consolidation tool
Wave 2: Enterprise Standard
Wave 3: Hyper Efficient Systems
In 2013 our customers have spoken

“We want to get out of the hardware integration business”

“Setup mistakes are killing us”

“I need standard and simple, not custom and complicated”

“I don’t have time to do new apps. I’m too busy managing the old apps.”

“We need to do this faster and for less money”

“Too many people are touching every project”

“Can you give us a really efficient virtualization machine?”
Project “Sharks”

HP’s new Converged Systems unit set out to build the perfect virtualization machine

Customers asked for:

• Fast, simple, integrated
• Superior economics
• Superior performance
• Virtualization choices
• Single support model
• Utility purchase model
• Same system for many uses
• Built on Converged Infrastructure
Introducing...
Introducing: HP ConvergedSystem for Virtualization

The FASTEST way to virtualize, on a hyper EFFICIENT cloud-compatible platform
HP ConvergedSystem for Virtualization

The FASTEST way to virtualize

- **Buy it FAST**: Order in 1 day
- **Deploy FAST**: Production in 20 days
- **Grow FAST**: More capacity ships in 1 day
- **FAST ROI**: Lower cost & lower TCO
Two models: a small Shark and a big Shark

**HP ConvergedSystem 700**
- Larger data centers and service providers
- 100-1000 VM’s
- 700x model offers customization options

**HP ConvergedSystem 300**
- Small and medium environments
- 50-300 VM’s
- 2X faster than VCE Vblock at 25% lower entry price

**Systems offer:**
- VMware or Microsoft HyperV
- Fully integrated management and support
- 20 minutes to order on a single page quote
It’s all about the apps

HP ConvergedSystem App Maps make it simple and low risk

- VMware and Microsoft certified software and apps are supported on HP ConvergedSystem
- HP App Maps provide simple guidelines for deploying and tuning critical applications
- Fully lab tested to assure happy users
The next wave requires IT to run like a utility

HP ConvergedSystem makes it easy to buy, expand and manage economics

Utility payment model
- Starts as low as $2,650/month

Add more capacity
- Starts as low as $600/month

Pay as you go
- With HP Flexible Capacity Service

1 Financing and service offerings available through Hewlett-Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Not all customers may qualify. Not all services or offers are available in all countries. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.

© Copyright 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.
HP Converged Systems beats the competition

VCE vs. HP

Vblock 100
DX-3P

ConvergedSystem
300 Standard

**Time to Production**

- VCE: 20 days
- HP: 45 days

**Cost**

- VCE: $2169
- HP: $4272

**3 year cost/VM**

- VCE: 49% lower
- HP: 29% lower

**Entry price (list)**

- VCE: 29% lower
- HP: 44% less

**Time to production**

- VCE: 44% less than HP
**HP Converged Systems beats the competition**

**VCE vs. HP**

<table>
<thead>
<tr>
<th></th>
<th>Vblock 100</th>
<th>ConvergedSystem 300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cores Per system</td>
<td>36</td>
<td>60</td>
</tr>
<tr>
<td>Memory Per system</td>
<td>288GB</td>
<td>576GB</td>
</tr>
<tr>
<td>Performance Raw IOPS</td>
<td>2520</td>
<td>8640</td>
</tr>
</tbody>
</table>

**Why is it so much better?**
This is what HP Converged Infrastructure can accomplish

243% more Performance (IOPS)
The HP ConvergedSystem family

Engineered for the next wave

• Fast
• Repeatable
• Hyper efficient
• Cloud-compatible

Integrated Management & Support
HP ConvergedSystem 300 for Vertica

The first ConvergedSystem for HP HAVEn

**FAST big data analytics**
- Real-time analytics for structured and unstructured data
- 50x to 1000x faster than legacy enterprise data warehouses
- 10x-30x more data per server

**FAST and simple to deploy**
- Rapid deployment including HP Vertica software

**Efficient**
- Same hardware as platform as the ConvergedSystem 300 for Virtualization
- Same ConvergedSystem support model
- Ready for the future – HP HAVEn compatible
HP ConvergedSystem 100 for Hosted Desktops

You won't miss your PC

**FAST graphics performance**
- Full-powered desktop, with independent compute and graphics for each user
- Up to 6x faster frames per second
- Better than traditional VDI

**FAST and simple to deploy**
- In production in 2 hours with Citrix XenDesktop software
- Built on HP Moonshot servers for simple scalability
- Factory build System eliminates complexity

**Hyper Efficient**
- Up to 44% better TCO and 63% less power
- Lower cost, better performance, less space, less complex

---

1 Based on internal testing, October, 2013. Compares running 3D-Glaze on ProLiant m700 for Moonshot and a single vCPU Virtual Machine on a BL460c Gen8 Server Blade

2 Based on internal testing. October, 2013. Comparisons between the HP ProLiant m700 Moonshot server cartridge and the Compaq 4300 SFF desktop model based on 1800 total desktops 3 year per user support.
HP ConvergedSystem 100 for Hosted Desktops

“We found video playback to be very smooth with none of the screen tearing which often occurs with software based graphics. Based on what we have experienced, our customers will benefit from the ConvergedSystem 100 enabling our business to remain extremely competitive.”

Paul Colwell, CTO
OGL Computer
Cloud compatible: the FAST path to HP CloudSystem

TODAY

Software

Analytics

Hosted Desktops

COMING in 2014

HP ConvergedSystem “building blocks”
Convergence is happening now

“It's the next IT cycle: Convergence reigns for next 10 years”

“By 2015 one-third of all servers will ship as managed resources integrated in a converged infrastructure”

83% of enterprises will expand and implement a Converged Infrastructure in the next 12 months

HP is leading the next wave
Thank you
Discover 2013
Making technology work for you.
Changing Nothing Risks Everything.

Move to the next era of storage

David Scott
Senior Vice President and General Manager
HP Storage
Disasters can be avoided

Titanic
The "unsinkable" ship, the largest, most luxurious ocean liner of its time...
Time is running out for legacy storage

- **Cloud**
- **Big Data**
- **Mobility**

### Volume
- 2005
- 2010
- 2012
- 2015

50X increase

### Variety
- Human information, machine generated, structured databases
- 90% of data is less than 2 years old

### Velocity
- 450B Internet transactions per day by 2020

Internet transactions per day by 2020

1. IDC Digital Universe, sponsored by EMC, December 2012
2. SINTEF (May 2013)
Time is Money

The value of time for an average enterprise

€250K per hour

“While there is no magic answer to how much impact downtime will have on your business, current industry surveys have shown that the average enterprise estimates that there is an impact of approximately $5,600.00 for every minute of unplanned downtime in their primary computing environment.” - Gartner
Backup, Recovery, & Archive

Rapid recovery drives business revenue

600TB of data lost in a disaster?

Recovery time

8 Hours vs. 80 Hours

€18M Business Impact
Introducing…
New: Next generation HP StoreOnce Backup

2x recovery performance to get back up and running even faster\(^1\)
The fastest backup in the market just got faster with new hardware and software

40\% faster backup to protect more data in your backup window\(^1\)
ISV integrated performance increase with new StoreOnce Catalyst enhancements

Securely backup 237\% more data for ITaaS/Cloud consolidation\(^1\)
Higher capacity, data at rest encryption and secure erase, multi-tenant VLAN tagging

Simplify application backup to save administrative time
StoreOnce Catalyst support to backup directly from Oracle RMAN and BridgeHead

Eliminate business risk by modernizing backup and recovery
Autonomic restart, new deduplication integrity checking, and a guaranteed 95\% capacity reduction\(^2\)
New: HP StoreOnce Backup Family

Polymorphic simplicity
ONE Architecture

- Small sites to Enterprise to Service Providers
- Backup and Replicate anywhere

StoreOnce in HP Data Protector
New: DP v8.1

VSA Series
Up to 5.5TB

2700
Up to 36TB

4500
Up to 160TB

4700
Up to 432TB

Up to 1.7PB

34PB of backed up data

Backup Application Integration & Source-side deduplication

© Copyright 2013 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.
## HP StoreOnce wins vs. EMC Data Domain for small sites

<table>
<thead>
<tr>
<th>EMC DD160 w/ Boost vs. HP StoreOnce 2700 w/ Catalyst</th>
<th>EMC DD160 w/ Boost vs. HP StoreOnce 2700 w/ Catalyst</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Backup Speed</strong></td>
<td><strong>Restore Speed</strong></td>
</tr>
<tr>
<td>3.7 TB/HR</td>
<td>62% Lower Cost per TB/hr.</td>
</tr>
<tr>
<td>2.1x</td>
<td>1.4x</td>
</tr>
<tr>
<td>1.1 TB/hr</td>
<td>333 GB/hr.</td>
</tr>
<tr>
<td>700 GB/HR</td>
<td>3.3x</td>
</tr>
<tr>
<td>62% Lower Cost per TB/hr.</td>
<td>4TB Usable Capacity</td>
</tr>
<tr>
<td>5.5 TB Usable Capacity</td>
<td>4TB</td>
</tr>
<tr>
<td><strong>Lower Cost</strong></td>
<td><strong>No Hardware Required</strong></td>
</tr>
<tr>
<td>65% Lower Cost</td>
<td>65% Lower Cost</td>
</tr>
<tr>
<td><strong>Restore performance based on 3rd party testing</strong></td>
<td><strong>Lower Cost based on 3rd party testing</strong></td>
</tr>
<tr>
<td>which shows restore performance in disk backup</td>
<td></td>
</tr>
<tr>
<td>systems is 50 percent of native ingest performance.</td>
<td></td>
</tr>
</tbody>
</table>

1. EMC DD160 w/ EMC Boost vs. HP StoreOnce 2700 w/ StoreOnce Catalyst
2. EMC DD160 VTL vs. HP StoreOnce 2700 VTL. Restore performance based on 3rd party testing which shows restore performance in disk backup systems is 50 percent of native ingest performance.
HP StoreOnce outperforms EMC in the midrange

- **Backup Speed**
  - EMC DD2500 w/ Boost: 13.4 TB/hr.
  - HP StoreOnce 4700 w/ Catalyst: 22 TB/hr.
  - Advantage: 1.6x

- **Restore Speed**
  - EMC DD2500 w/ Boost: 2.6 TB/hr.
  - HP StoreOnce 4700 w/ Catalyst: 9 TB/hr.
  - Advantage: 3.4x

- **Usable Capacity**
  - EMC DD2500 w/ Boost: 133TB
  - HP StoreOnce 4700 w/ Catalyst: 160TB
  - Advantage: 1.2x

- **Lower Cost per TB/hr.**
  - Advantage: 20%

---

1. EMC DD2500 w/ EMC Boost vs. HP StoreOnce 4700 w/ StoreOnce Catalyst
2. EMC DD2500 VTL vs. HP StoreOnce 4700 VTL

Restore performance based on 3rd party testing which shows restore performance in disk backup systems is 50 percent of native ingest performance.
HP StoreOnce value blows away EMC Data Domain in the high-end

EMC vs. HP

DD990 with Boost

StoreOnce 6500 with Catalyst

Ye

Yes

NO

Autonomic Restart

3x

570TB

1.72 PB

Usable Capacity

139TB/HR

Backup Speed

75TB/HR

Restore Speed

10x

10X Faster RTO

$57%

Lower Cost per TB/hr.

1. EMC DD990 w/ EMC Boost vs. HP StoreOnce 6500 w/ StoreOnce Catalyst
2. EMC DD990 VTL vs. HP StoreOnce 6500 VTL. Restore performance based on 3rd party testing which shows restore performance in disk backup systems is 50 percent of native ingest performance.
“StoreOnce Backup reduced our administration costs by 50% and backup window by 70% so we could maintain around-the-clock operation.”

Thomas Friis Poulsen
Chief Information Officer
EFIF and Aarhus Business College
Backup, Recovery, & Archive

Fast search for realtime big data value

500 million files. 5 million changes every hour. Enabling new analytics on changed files?

1.4 Seconds vs. 42 Hours

€10M Competitive Advantage
Enhanced: Next generation HP StoreAll

Hyperscale storage to tame and mine explosive content growth

Accelerate AND simplify business insight from unstructured content
Extending StoreAll Express Query reporting and management, plus single-step multi-attribute queries

Keep up with massive data growth without outgrowing your datacenter
Complete hardware refresh with 150% greater capacity per rack unit – 40TB/U vs. 16TB/U

Extend technology lifecycle to match archive lifecycles
Policy based data tiering plus clustering across new and previous generations of HP StoreAll
New: Native OpenStack Support in HP StoreAll

Deploy next-generation cloud storage applications with confidence

Develop applications in public cloud, then deploy in-house for security and agility

Native OpenStack Object (Swift) and Identity Service (Keystone) integration simplifies application portability
New: HP StoreAll Archive Family

Object and File in a converged, hyperscale, economic, ultra-dense appliance

Single 16PB Namespace with policy based data tiering

StoreAll 8200

Gateway

3PAR StoreServ +

StoreAll 8800

Active Archive

Tiered Archive

Deep Archive

All-inclusive with integrated Express Query metadata database and native OpenStack Object

Integration: HP Consolidated Archive, OpenStack, Symantec Enterprise Vault, CommVault Simpana, Citrix ShareFile, Signiant Media Shuttle, iTernity iCAS, GE, Agfa
“StoreAll provides an invaluable repository for our library of film assets, enabling our teams to efficiently reuse the most critical data from the hundreds of millions of files we generate.”

Derek Chan
Head of Technology Global Operations
DreamWorks Animation
Virtual and ITaaS Datacenters

Performance with Tier-1 QoS matters

When transactions equal revenue and uptime is critical, 60% more transactions per day with response time assurance?

€1.2M Additional Revenue
Enhanced: HP 3PAR StoreServ 7450 All-Flash Array

More revenue generating transactions at half the cost
Adding new latency optimizations and lower cost SSDs to existing hardware accelerated efficiency and fine-grained 16KB compaction

June 2013 vs. December 2013

- 50% Lower Cost/TB
- 25% Lower Latency
- 1.6X 900K IOPS Performance
- 2.3x 220TB Capacity
Architecture matters and HP is leading the market

<table>
<thead>
<tr>
<th>Feature</th>
<th>Violin</th>
<th>XtremIO</th>
<th>VMAX</th>
<th>HP 3PAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance acceleration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eliminate system bottlenecks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efficiency optimization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extend life and utilization of Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System resiliency</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide constant application access</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data mobility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federate across systems and sites</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Extending 3PAR StoreServ capabilities…
Enhanced: HP 3PAR StoreServ Priority Optimization

Enable massive ITaaS consolidation while assuring absolute service level control

- Min/Max for IOPs, Bandwidth and Latency
- Set relative priority: High, Medium, Low
- Configured by Application and Tenant

Enable Tiered Service Levels and protect Mission-Critical Applications
3PAR StoreServ was designed for a new style of IT

Polymorphic simplicity
ONE Architecture
• Midrange. Flash. High-end
• Common Tier-1 Feature Set
• Interoperability end-to-end

When value matters
Starting at $25K

When performance matters
Over 900K IOPS @ <.7 ms latency

When scale matters
Up to 3.2 PB

7200
7400
7450 All flash array
10400
10800

“You want to talk game changer? Getting more transactions processed at half the cost is why flash is a big deal. With 3PAR Flash it was game, set and match.”

Pete Robinson
Storage Manager
Exact Target, a Salesforce.com company
Changing nothing risks everything…

HP Converged Storage is changing everything

- **HP StoreOnce Backup**
  Reducing risk with data recovery that is 10x faster than EMC

- **HP StoreAll Archive**
  Hyperscale with cloud portability and 100,000x faster search

- **HP 3PAR StoreServ**
  Accelerating all-flash performance at 50% lower cost

Polymorphic Simplicity
ONE Architecture
Discover 2013
Making technology work for you.