News Advisory

HP Software-defined Networking Paves the Way for Customer Success in the Cloud

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LAS VEGAS, June 9, 2014 —HP today announced new open standards-based software-defined networking (SDN) solutions that rapidly virtualize the data center, enabling customers to deploy and optimize secure, isolated cloud networks in minutes versus months.[1]

Bridging the data center of today and tomorrow requires networks to dynamically evolve at the speed of software. To help customers maximize business value from cloud deployments, HP has introduced the HP Virtual Cloud Networking SDN Application, a new network virtualization solution based on open-source standards.

The HP Virtual Cloud Networking SDN Application combined with a new HP FlexFabric datacenter 7900 switch series and the recently announced HP Helion OpenStack® helps customers bring projects to market quickly, reduce overall costs and dynamically optimize their applications. The new data center switch provides a high-performance SDN fabric that delivers a high-quality application user experience, simplified operations and lower total cost of ownership.

"Our customers are looking to the cloud for business agility and efficiency that will ultimately drive revenue, but this is hindered by the complexity and disjointed architecture plaguing data center networks today," said Antonio Neri, senior vice president and general manager, Networking, HP. *"In helping modernize our customers' networks and transition to a cloud environment, HP is focused on software for the flexibility it brings—cloud as it's meant to be can't be accomplished without SDN."*

Delivering simplicity and agility through SDN
Legacy enterprise data center networks are closed and cannot support the speed, agility and scalability that cloud networking demands. The HP Virtual Cloud Networking SDN Application automates network service, allowing applications to be rapidly deployed to thousands of users or tenants.

The HP Virtual Cloud Networking SDN Application delivers the agility and scalability needed to successfully implement private and hybrid clouds, enabling on-demand application deployment with secure and isolated virtual networks. This not only helps customers to quickly drive bottom-line value, but improves the end-user application

experience while opening the door to new innovations that deliver agility for customers with HP's open SDN ecosystem and HP SDN App Store.

"As an organization with more than 700 offices in 71 countries, we were looking to address the changing business landscape where digital is the primary driver by consolidating our business to three data centers, and flexibility was key," said Jason Cohen, global chief information officer, Diversified Agency Services. "HP helped us build a global private cloud that centralized our infrastructure, allowing us to deliver better service across our network of marketing agencies and benefit from applications with zero down time."

SDN-enabled switches enhance cloud datacenter performance
To further enhance network performance, HP introduced a new HP FlexFabric data center 7900 switch series that delivers simplicity, agility and scalability while creating a cloud and SDN-ready infrastructure. The switch series offers a unique compact modular form factor that reduces cost and complexity up to 75 percent.[2]

The HP FlexFabric data center switches integrate the virtual overlay with the physical underlay to create a unified resilient fabric that ensures network visibility, availability and rapid response time for end-users, as well as speeding workload mobility for VMware vSphere® vMotion by up to 80 percent.[3]

Built on open standards, the SDN-enabled HP FlexFabric 7900 switch series offers customers flexibility and choice.

Successful network transformation with confidence
Network transformation to meet dynamic business needs can create business risk and disruption. HP Technology Services deliver an end-to-end approach that provides customers the confidence to successfully transform their data center network while maintaining business continuity. HP Trusted Network Transformation spans strategy, assessment, design and deployment, as well as management tools, customized support, training and complete life cycle program management across all transformational elements.

Pricing and availability[4]

- HP Virtual Cloud Networking SDN Application will be available in August as part of the HP Helion OpenStack.
- HP FlexFabric 7900 switch series starts at $55,500 and is available now.
- HP Trusted Network Transformation is available now with customized solution pricing.

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for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

(1) HP internal analysis comparing use of command-line interface vs. using HP VAN SDN solutions.
(2) 4:1 reduction in design and operational complexity.
(3) 80 percent faster Virtual Machine mobility, according to Network Test IRF/VMware testing results: http://networktest.com/hpirf/hpirf1.html.
(4) Estimated U.S. list prices. Actual prices may vary.

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