An Introduction to HP's Cloud Strategy

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Daniel Amor – EMEA Lead for Application Modernisation, HP Enterprise Services

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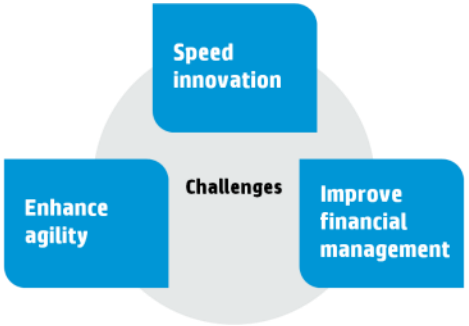
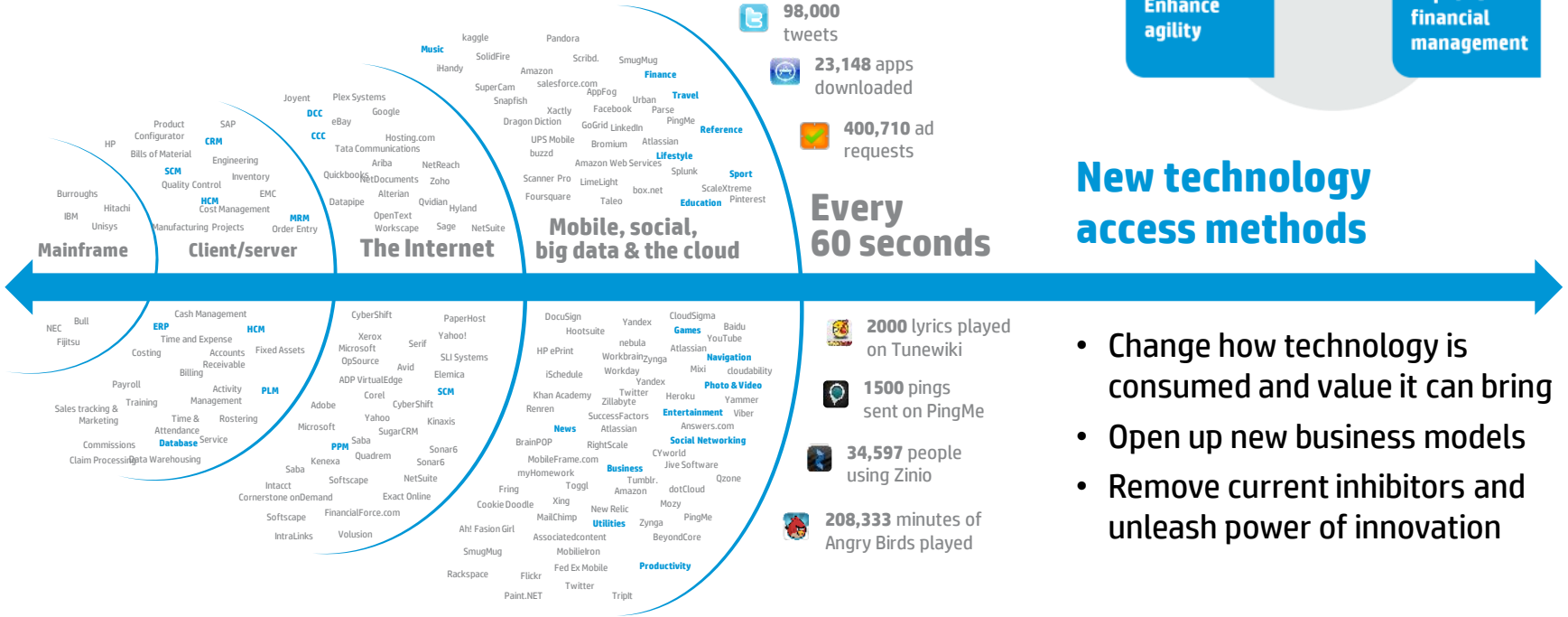
Accelerating innovation and change





New technology access methods

- Change how technology is consumed and value it can bring
- Open up new business models
- Remove current inhibitors and unleash power of innovation

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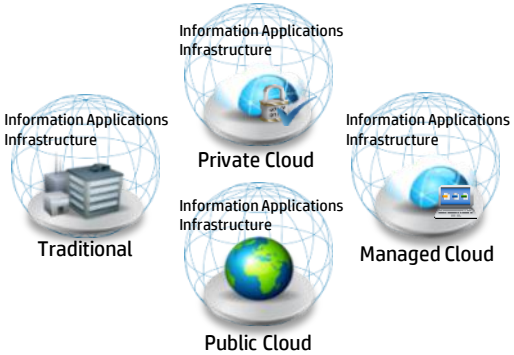
Hybrid delivery engineered for the future

Traditional IT

- Dedicated
- Physical
- Homogenous
- Inflexible

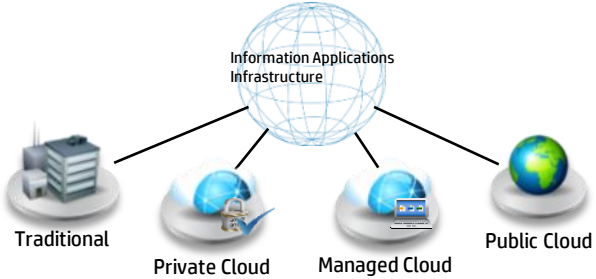
Evolving current state

- Disparate architectures
- Different management and security
- Inconsistent development environments
- Increased complexity



Future

- Common architecture
- Converged management and security
- Open and standards based
- Develop once, run anywhere
- Flexibility and portability



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HP Enterprise Converged Cloud Services

Enterprise-class, managed, highly secure cloud solutions

Consume

Private cloud
- Managed cloud
- CloudSystem Enterprise
- Virtual & Physical
- 100% dedicated
- Client owned

Communications and collaboration
- ECS - Messaging
- ECS - Collaboration
- ECS - Real time collaboration
- ECS - Unified communications

Business continuity and security
- ECS - Continuity
- ECS - Vulnerability scanning
- ECS - Vulnerability intelligence
- ECS - End point threat

Enterprise and industry solutions
- SAP
- MS Dynamics CRM
- Airline SOA
- Airline passenger service solutions
- Comm & media - Cloud enablement solutions

Virtual private cloud
- Managed virtual & physical servers, storage – Global HP data centers

Transform

- Applications transformation
- Infrastructure transformation
- Cloud applications services for Windows Azure

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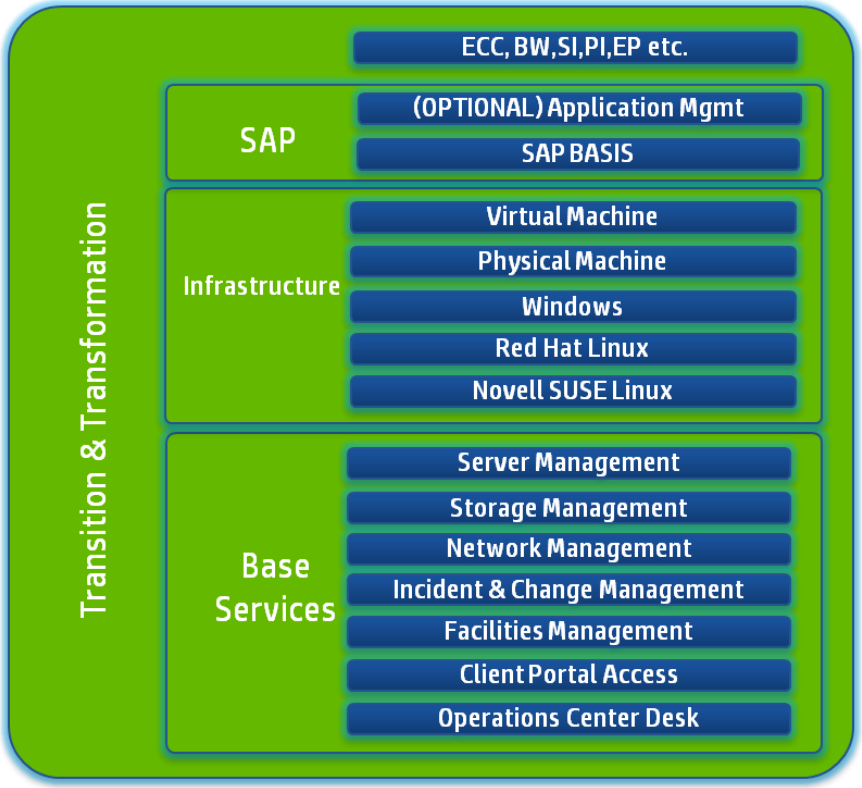
HP's Utility Model SAP in for the Cloud



- **Highly standardized and modularized services to support individual solutions**
- **Industrially manufactured services delivered out of redundant data centers**
- **Operated out of best-shore centers**
- **Billed on a monthly basis upon usage**
- **Adjustments of services levels and service quantities via the Utility Service web portal – possible at any point of time**
- **Risk mitigation for the customer due to short minimum usage periods and low minimum order quantities**

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Service Features

Service Features

Service Offerings	Tier 1	Tier 2	Tier 3	Tier 4
SAP BASIS Availability	Best Effort	98%	99.5%	99.9%
Recovery Point Objective	Best Effort	14.6 Hours	3.65 Hours	44 Mins
Common Services across all Tiers	SAP BASIS Operations			
	SAP BASIS Security Management			
	SAP Server administration and security			
	SAP Database administration, backup and security			

Pay as you go – SAP pricing like electric rate

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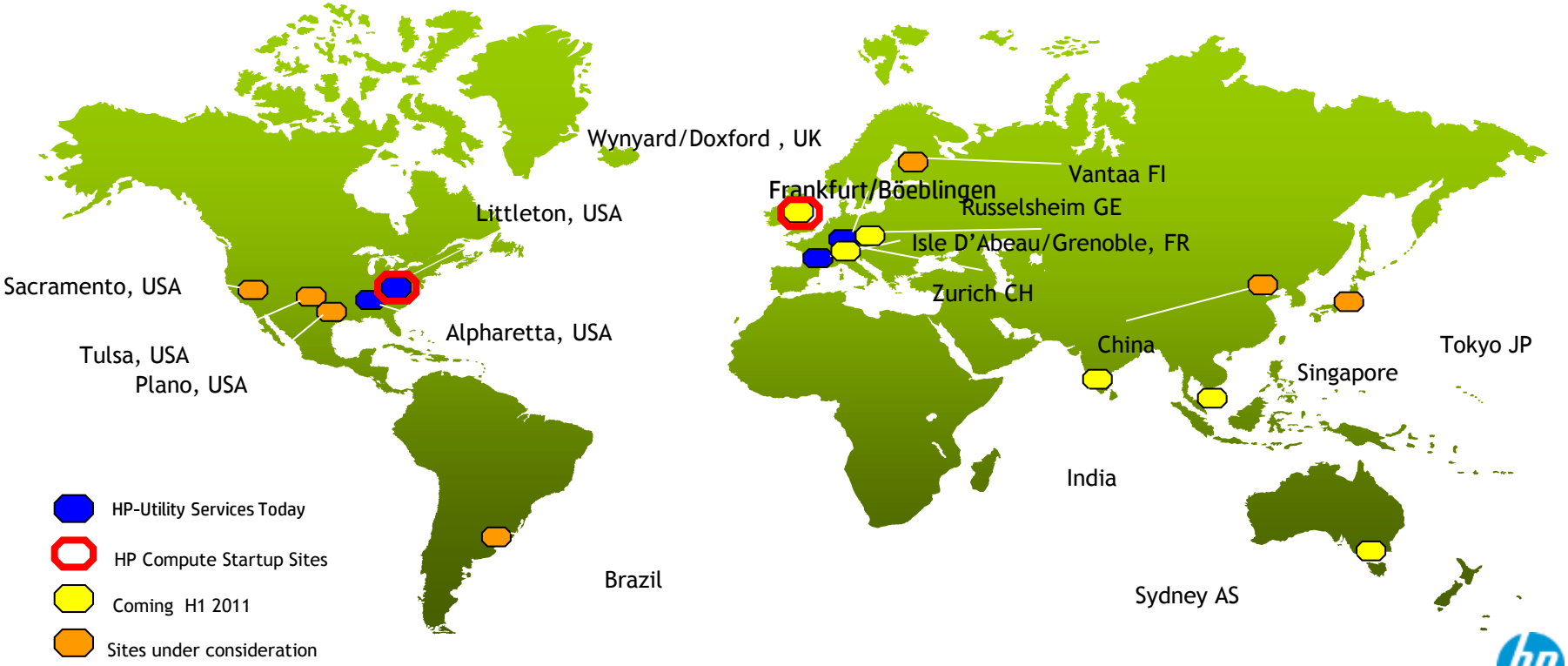
Enterprise Cloud Services

Utility Services and HP Compute Worldwide Delivery Locations



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CLOUD DISCOVERY WORKSHOP

- ALL VISUAL, INTERACTIVE workshop format with HUMAN-SIZE DISPLAYS covering top ten cloud topics
- CUSTOMIZED discussion for your industry and business
- Delivered by HP Cloud EXPERTS bringing real life examples and best practices
- ACTIONABLE recommendations summarized in report after the workshop

KEY BENEFITS

- COMMON VISION built on facilitated discussion
- Increased SPEED to offer cloud services
- OBJECTIVE evaluation of cloud risk and opportunities
- BEST PRACTICES for cloud infrastructure and application transformation
- Prioritization for STRATEGIC cloud related initiatives
- HP Architecture and technologies for cloud OVERVIEW

1-day HP Cloud Discovery Workshop provides comprehensive view on multiple cloud topics including cloud concepts, financials, governance, security using over 1000 visuals.

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Thank you

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HP Utility Services Portfolio

HP Utility Services - Applications

ERP

- Utility Services MS Dynamics AX
- Utility Services MS Dynamics CRM
- **Utility Services SAP**

Messaging & Collaboration

- Utility Services MS Exchange
- Utility Services BlackBerry
- Utility Services MS SharePoint
- Utility Services MS OCS / LM

Web Services

- Utility Services Internet Access
- Utility Services Web Applications
- Utility Services Web Analytics
- Utility Services Web Middleware

CIS Utility Services EUWS

- **Utility Services Service Desk**
- Utility Services Virtual Desktop

- **Utility Services Online Storage**
- **Utility Services Backup**
- **Utility Services Archiving**
- **Utility Services HP Managed Svr**
- Utility Services Client Managed Svr
- **Utility Services Network**
- **Utility Services Antivirus**
- **Utility Services Database**

HP Utility Services - Infrastructure

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