



building an adaptive enterprise

demand more –
more accountability, more agility
and a better return on IT

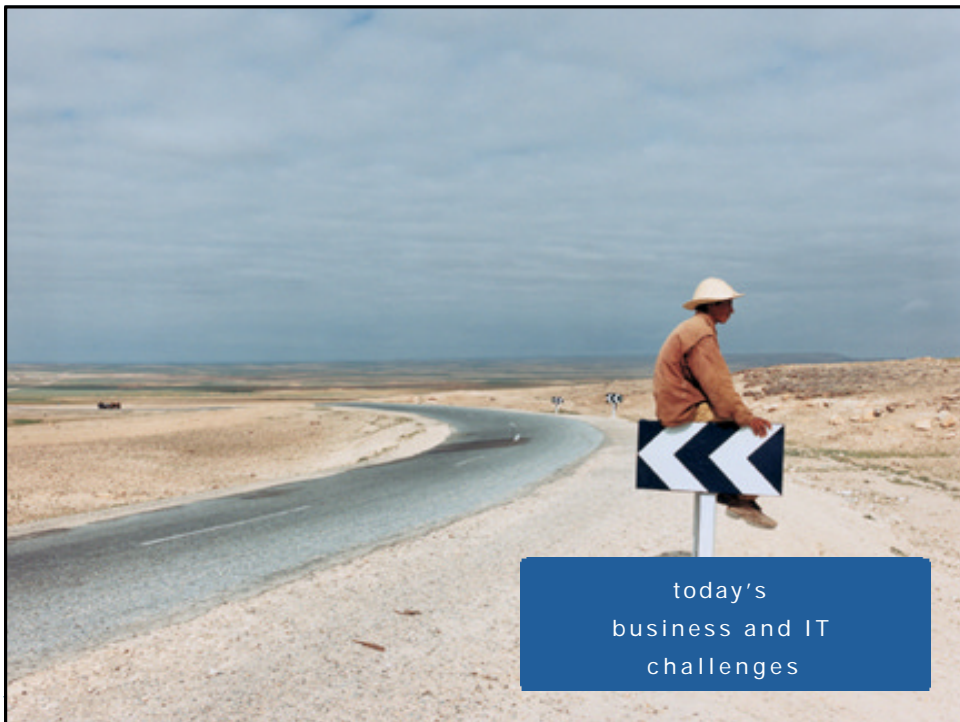
David Kelleher
Marketing Director
Hewlett Packard Company

Agenda



- Today's business and IT challenges
- Building a foundation to manage change
- HP Adaptive Enterprise technologies and solutions
- Where do you begin?
- Why HP?





today's
business and IT
challenges



"It is not the strongest of the species that survives, nor the most intelligent; it is the one that is most adaptable to change."

- Charles Darwin

Managing change: constant and unexpected

Change can be both constant and unexpected. It is both disruptive and an opportunity.

- Change is a constant
- Change is unexpected
- Change is disruptive
- Change presents opportunities

The case for the adaptive enterprise

It's the ultimate state of fitness: business and IT perfectly synchronized.

Operating in a world where every business decision triggers an IT event.

- Measure and maintain a dynamic link between business and IT
- Architect and integrate heterogeneous IT environments
- Manage and control business processes, applications and the IT environment
- Extend and link business processes and applications horizontally – from suppliers through to customers



The approach to an adaptive enterprise

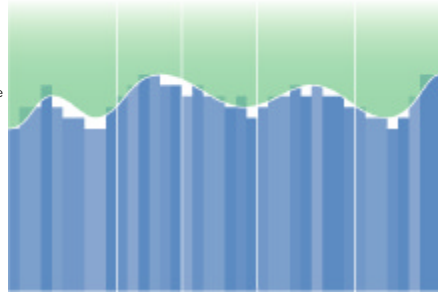
It isn't something that happens overnight, or with the flick of a switch. The time required to evolve depends on the needs and goals of the enterprise. Some will want to move quickly, others will take a more phased approach.

Measure and assess business agility

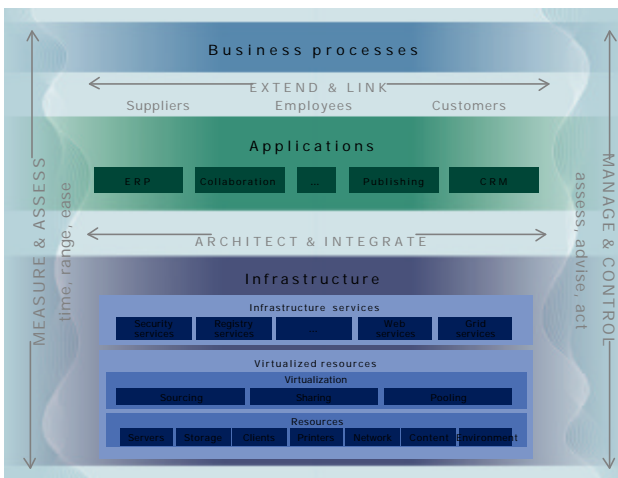
- **Time** – the length of time it takes to make a change
- **Range** – the breadth of change the company is able to handle
- **Ease** – the level of effort and cost required to introduce and support change

Build an adaptive infrastructure

- **Simplify** – Reduce complexity and risk
- **Standardize** – Increase flexibility through standards-based components and processes
- **Modularize** – Ability to change, manage, virtualize and utilize components collectively and independently
- **Integrate** – Integrate all components into a uniform system that is easy to manage, modify and change



HP's Darwin Reference Architecture Elements of an adaptive architecture



- Automated intelligent management
- Dynamic resource optimization
- Continuous secure operation



working with HP
to build a foundation for
managing change



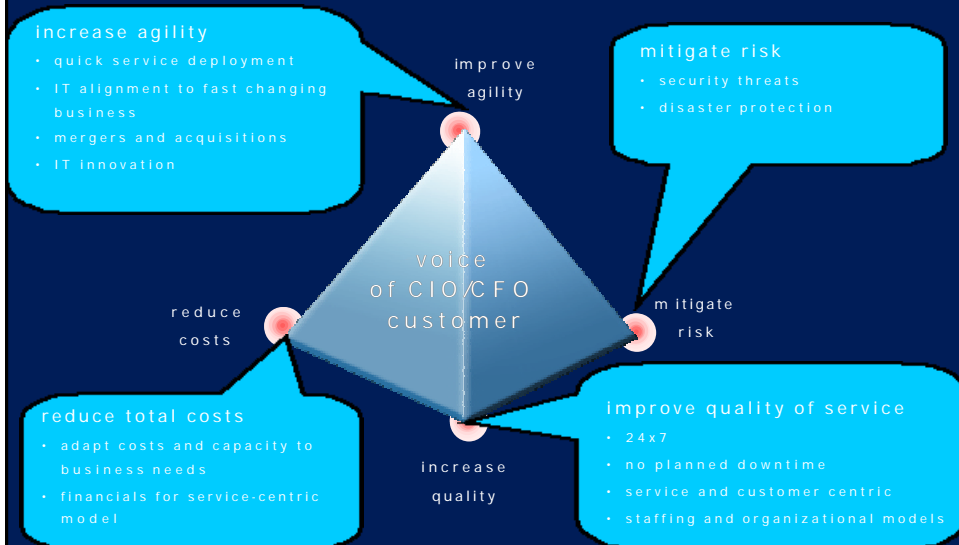
"Every change in the business
triggers an IT event.

With the right infrastructure ...
anything in your business is possible"

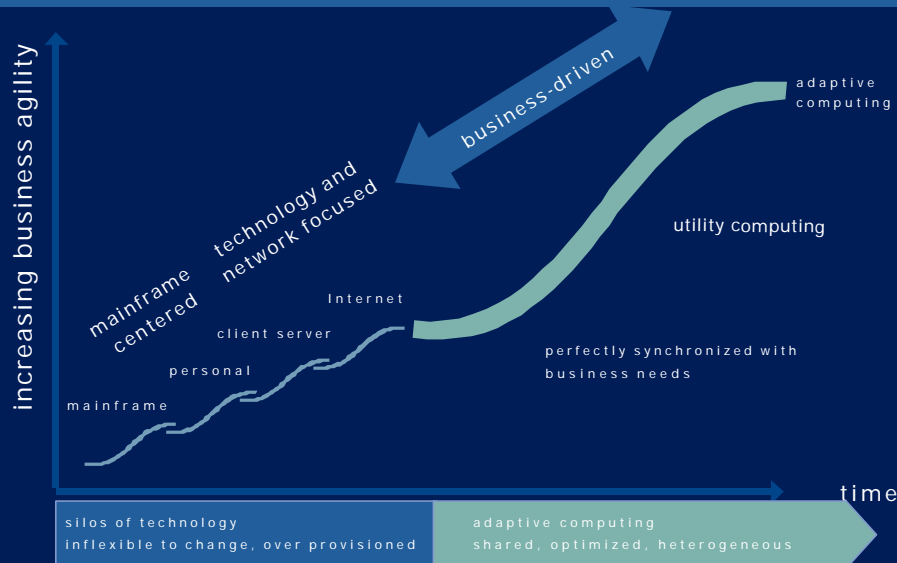
- Bob Napier, CIO of Hewlett-Packard

Adaptive Enterprise

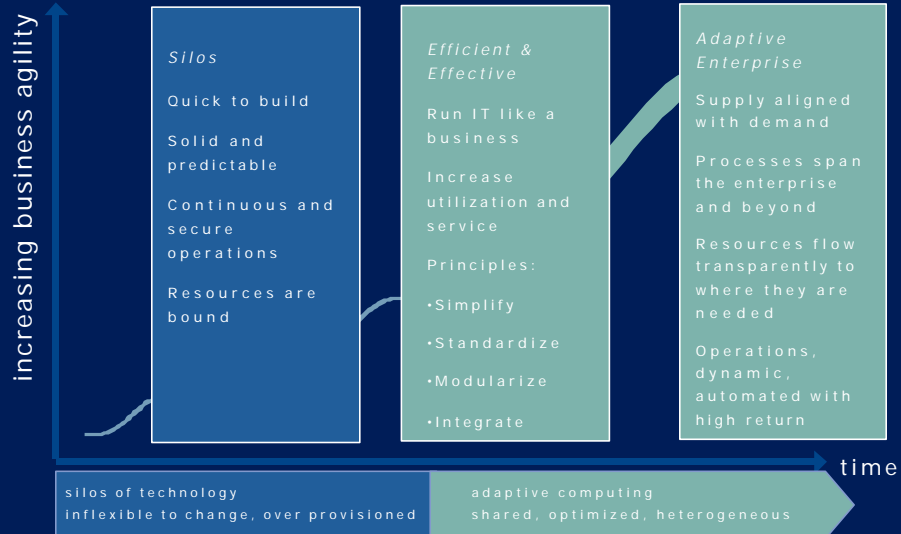
Balancing the CIO's Challenges



business needs demand a new model of computing



business can demand more with a new model of computing



HP is your best partner to build an adaptive enterprise



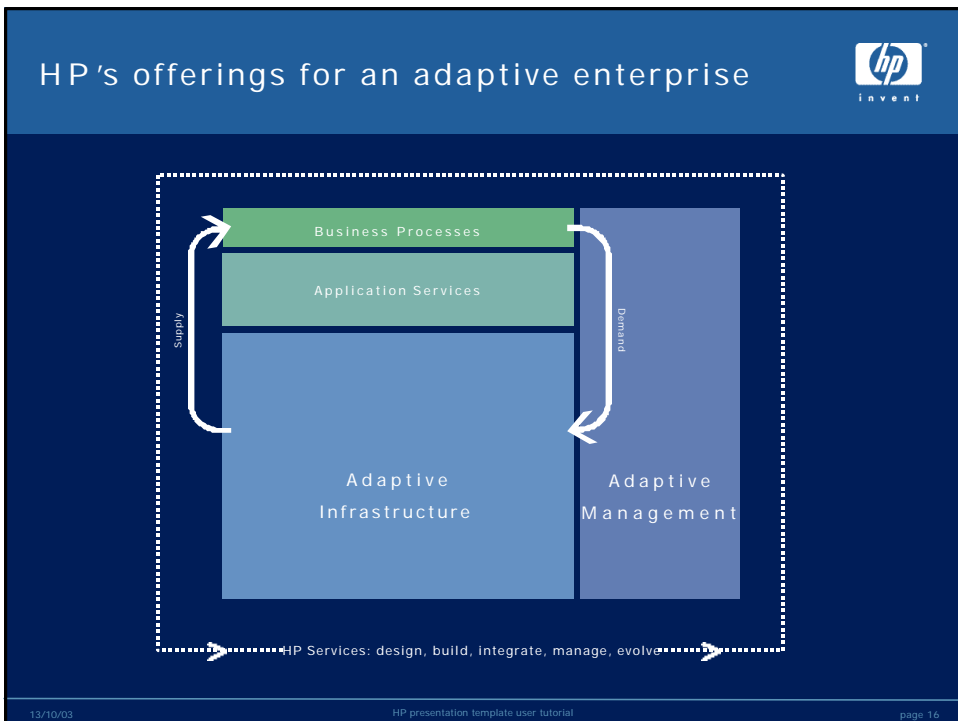
demand more

with HP's unique capabilities:

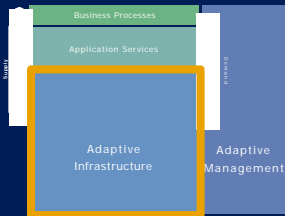
- Measure and assess
- Architect and integrate
- Manage and control
- Extend and link
- Innovation

delivered through HP's services, solutions & technologies





HP Adaptive Infrastructure technology attributes



automated & intelligent management

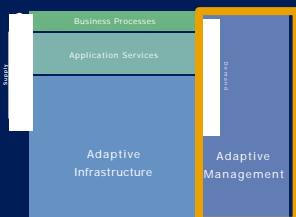
dynamic resource optimization

continuous and secure operations

industry defining standards & modular architectures

- blades
- modular storage
- Multi-OS capability
- Flexible partitioning
- Windows and Linux and UNIX
- .NET and J2EE
- Storage/Server network standards
- Itanium and IA32

adaptive management technology attributes



business
aware

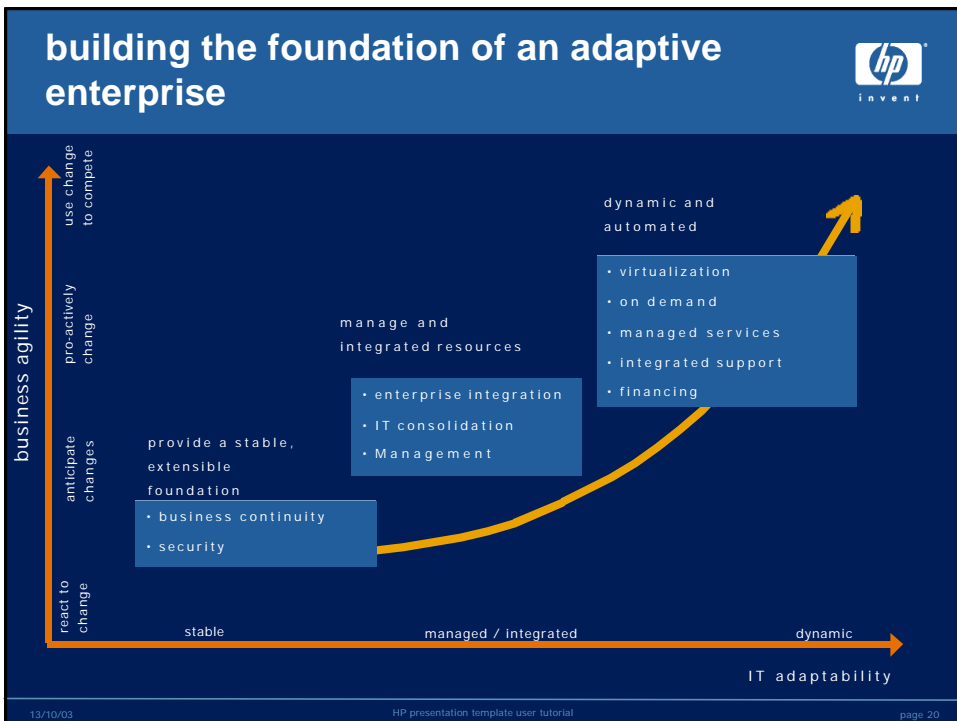
- manage end-to-end business interactions across multiple services

service
centric

- dynamically adjust supply of resources to support business processes

operations
centric

- link IT with the business - communicate, measure & deliver services
- align resources and IT processes to enable optimal utilization, performance and response
- plan, provision, monitor, inventory, model, control, maintain



HP Adaptive Enterprise Solutions

meet today's challenges, build for tomorrow



vertical industries



| | | |
|------------------|-----|-----------|
| supply chain/ERP | CRM | others... |
|------------------|-----|-----------|

cross-industry business solutions

| |
|------------------------|
| Enterprise Integration |
| IT consolidation |
| Management |
| Virtualization |
| Business Continuity |
| Security |

Adaptive Infrastructure and Management Solutions

| |
|--------------------|
| On Demand |
| Managed Services |
| Integrated Support |
| Financing |

sourcing solutions

Global partnerships & strategic alliances

Maximizing choice and responsiveness to your requirements

Strategic technology partnerships with the industry leaders

ORACLE



Driving open and defacto standards

Microsoft



Complementary services for business consulting and solutions implementation





Innovation:

HP utility data center



wire once

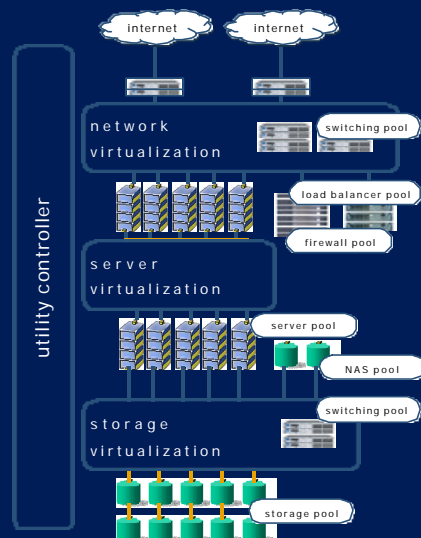
network, storage, and server
components wired once

virtualized asset pool

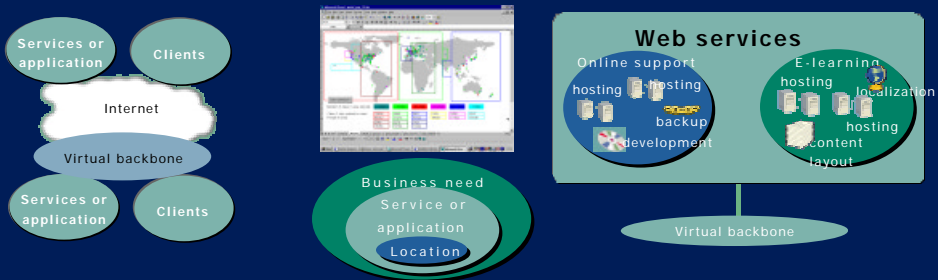
components can be
allocated
and reallocated many times

easily reconfigure

simple user interface allows
administrators to architect
and activate new systems
using available resources



Innovation: HP Adaptive Network Architecture



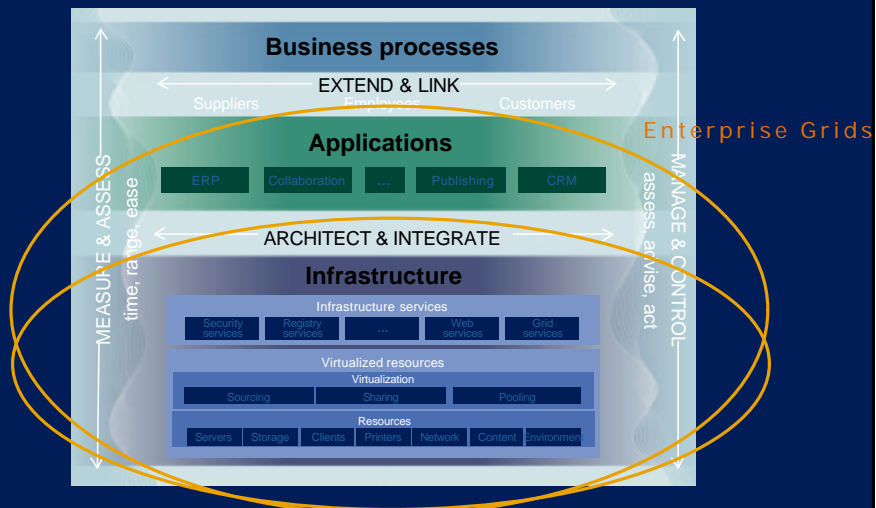
- Enterprise network is redesigned as a mean of exposing services and applications to customers ... wherever these are ... by leveraging the existing WAN and LAN infrastructure

- Network compartments are based on business goals, applications and services ; they span across multiple physical locations
- Ease of administration, clearly defined security and QoS through central policy creation and deployment
- Fast adaptation to new business requirements of organizations, services, applications or users

Potential initial applications:

- IP-Telephony
- Network consolidation
- Extranet relationship mgmt, collaborative processes
- Wireless & mobility

HP's Adaptive Enterprise reference architecture Grid Today and Tomorrow



The Result: (Video Clip) Animated Film rendered
as a service



HP Labs



Where do you begin?

The business agility cycle

managing on-going change

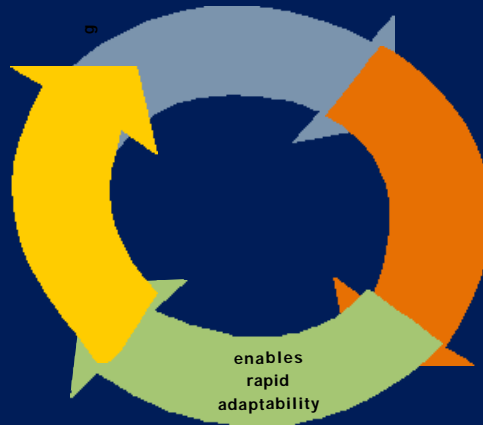


Business
Challenges

IT Imperatives

More Agility

HP Adaptive
Infrastructure &
Management
offerings



Greater Return on IT

Where can you begin?



Agility assessment services

- Assesses IT's ability to enable agility
- Recommends high-priority improvements
- Facilitates fast decision-making for an effective game plan
- Profiling tool and analysis enables an in-depth examination of organization's ability to accommodate business change
- Assessment focus includes:
 - Business characterization
 - Architecture maturity
 - Process agility
 - Infrastructure agility



why HP?

People, partners, processes and technology



to enable you to build an adaptive enterprise

- **Measure and assess** the linkage between business and IT, helping to quantify IT leverage points to enable greater business agility
- **Architect and integrate** heterogeneous IT environments for adaptability, along defined design principles
- **Manage and control** the impact of change at all levels of the adaptive enterprise, with leading software and services capability
- **Extend and link** business process, application and IT from your suppliers to customers
- **Innovation for** business and technology:
Leverage the power of a \$4 billion annual R&D investment in real-world innovation for future architectures and related technologies, delivering world-class, competitive portfolio of products and services



- *more* accountability
- *more* agility
- *greater* return on IT



Customer Success Stories



note check before using customer examples publically as circumstances of customer approval may have changed

Chicago Office of Emergency Services (OES)



- Business needs
 - highly-reliable, high-performance computing system for its 9-1-1 emergency center
 - needed a system to support high call volume without unscheduled downtime
 - reliability and high-availability were crucial
- Solution
 - AlphaServer Systems
 - HP Workstations
 - Tru64 UNIX
 - StorageWorks
 - Oracle 7
- Adaptability and agility achieved
 - ability to scale to handle higher volume of calls
 - faster deployment of emergency services
 - stable yet flexible platform for business-critical apps

City of **Chicago**

Munich Re Group and HP



- Business needs
 - global security plan
- Solution
 - HP Services to design and implement security standards and processes
- Adaptability and agility achieved
 - manage global security and governance in times of change
 - lay foundation for evolving corporate-wide security architecture
 - protect information assets and reputation as a risk manager



Oracle and HP



- Business needs
 - consolidate 90 disparate e-mail systems without sacrificing service quality
- Solution
 - single worldwide email architecture running on clustered servers and databases
- Adaptability and agility achieved
 - dynamic allocation and management of clustered resources at a centralized data center
 - flexible, scalable zero-downtime environment, with dramatically reduced IT expenses
 - ongoing proactive support services



General Mills and HP



- Challenge
 - needed to update infrastructure to support SAP/R3 implementation
- Solution
 - integrated management solution included HP Superdome servers with HP OpenView, HP High Availability Observatory software and SAP/R3
- Adaptability and agility achieved
 - safe, efficient migration
 - network-wide management and monitoring
 - integrated application management
 - highly available infrastructure
 - better-focused IT staff



Customer success



HP utility data center



"By using the UDC (Utility Data Center) we have met all of our internal challenges and it gave us the ability to sell excess capacity to our external customers."

Kevin Dann, European Computer
Systems Manager
MSX International, October 2002

Smart Communications and HP



- Business needs
 - scale billing system to support rapidly growing business
- Solution
 - iCOD Temporary Capacity, HP Consulting Services, and Oracle Alliance technology optimization
- Adaptability and agility achieved
 - higher billing capacity, faster call connection, and real-time reporting
 - lower total cost of ownership over time



CIBC and HP



- Business needs
 - focus on core banking
 - standardize and consolidate to take advantage of economies-of-sale
 - drive out costs through reduction of technology diversification and reduced IT asset ownership
- Solution
 - comprehensive IT management services
 - technology procurement
 - asset management
 - IT vendor management
 - application support services
- Adaptability and agility achieved
 - high quality, consistent service levels
 - market benchmarked pricing
 - effective service policies & standards
 - improved billing and reporting for predictable cost structures
 - strategic basis for innovation & growth



Vodafone and HP



Business Needs

- Cut IT support costs
- Increase resources for profit generating initiatives while limiting recruitment
- Measure, monitor and improve effectiveness of IT support
- Establish strong partnership with a world class IT supplier

Solution

- hp Multi-vendor Support Service
- Service-based support pricing
- Agreed performance levels and incentives
- Proactive and preventative maintenance

Adaptability and agility achieved

- Single Point of Accountability increased responsiveness to business
- Lower support costs
- Less downtime and risk of failure
- Higher user satisfaction
- Better visibility and control of support quality
- Flexibility to deploy resources wherever needed



Allegiance and HP



Business need

- \$7 billion healthcare company refreshes technology often to take advantage of latest HP solutions
- migrate from existing technology to new HP solutions
- maximize economic and operational benefit from IT solution

Objectives

- challenge: ability to continually refresh technology at the lowest total cost of operation
- solution: lease HP server, storage and network equipment solutions through HP Financial Services

Adaptability and agility achieved

- align IT cost to the business life of the HP solution
- financial flexibility to take advantage of HP Innovations sooner
- eliminate risk and cost associated with disposing of end-of-life equipment

