



Digital information is doubling every 18 months





Of the **6.6 billion** people in the world,  
only **1.6 billion** are online.



# “Everything as a Service”

A world of information, opportunities and experiences - from computing power to business processes to personal interactions - delivered wherever, however and whenever you need it



# Cloud computing

## Solutions for a multi-sourced world

Boris Bauk  
Country Managing Director, HP Hrvatska  
HrOUG, October 2010



Mobility + Internet



Time to Market



CAPEX → OPEX

By 2012,

20%

of businesses will own  
no IT assets.



# Cloud computing defined

“Cloud computing is a style of computing where scalable and elastic IT-enabled capabilities are delivered as a service to external customers using Internet technologies”

- ✓ Service based
- ✓ Scalable and elastic
- ✓ Shared
- ✓ Metered by use
- ✓ Delivered via internet technologies

*Source: Gartner, Inc. “Cloud Computing Key Initiative Overview” by David Cearley, February 5, 2010*

# One cloud community, many requirements

## ENTERPRISE IT

- Hybrid service environment
- Cost and value transparency
- Control + security

## SERVICE PROVIDERS

- Standardized services
- Quality of service
- Predictable growth

## APP DEVELOPERS

- Open scalable apps
- Full lifecycle management
- Agile growth environment

HP

# One cloud community, three motions at play

**ENTERPRISE IT**

HP

CREATE

CONSUME

PROVIDE

**APP  
DEVELOPERS**

**SERVICE  
PROVIDERS**





Business driver **AGILITY**  
Business is adopting cloud **5x** faster than IT operations<sup>(1)</sup>

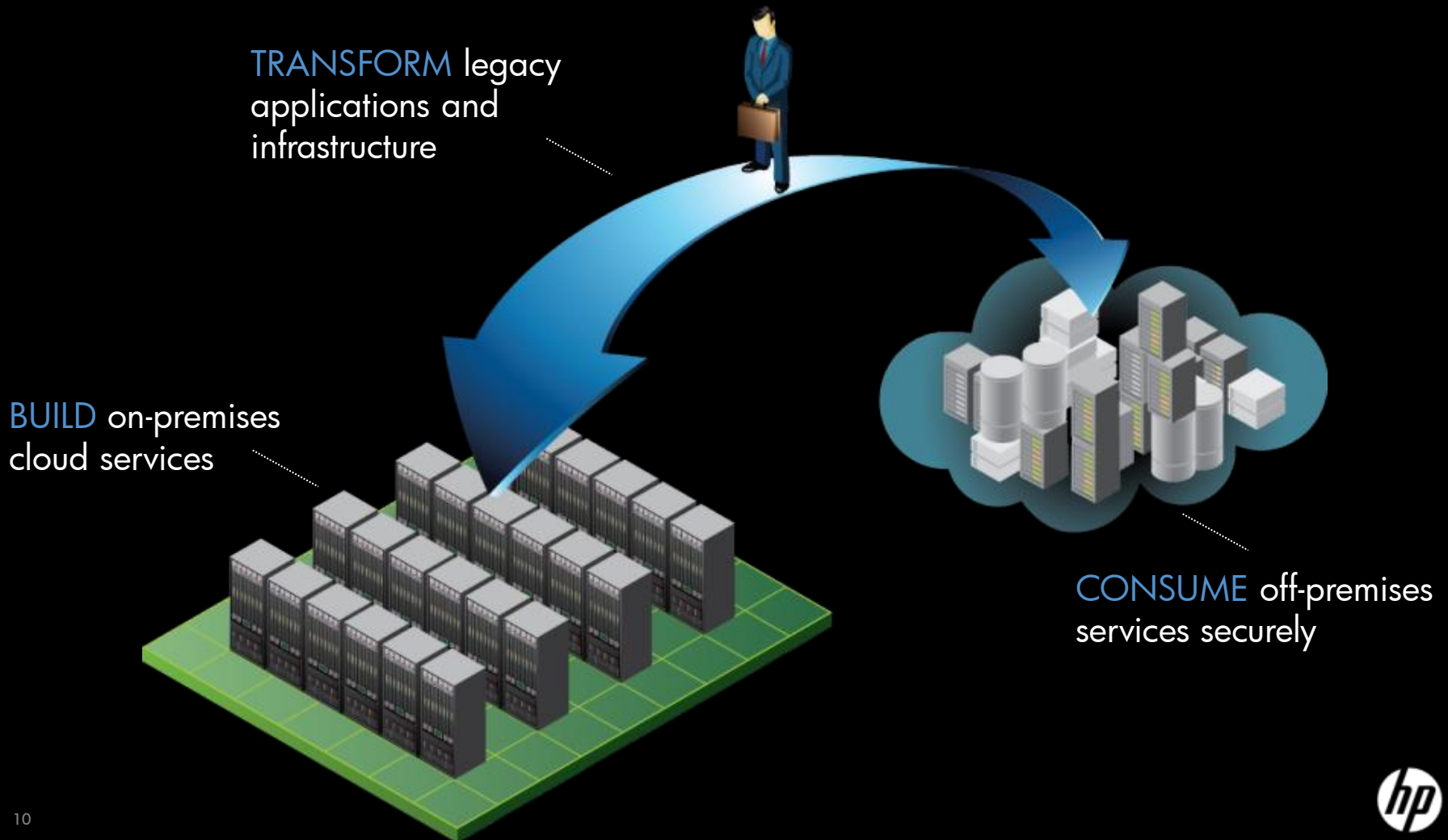
IT driver **CONTROL**  
**70%** of IT resources captive in maintenance and operations <sup>(2)</sup>

(1) You're Not Ready For Internal Cloud, Forrester Research, Inc., July 2010  
(2) 2009 InformationWeek Analytics Survey

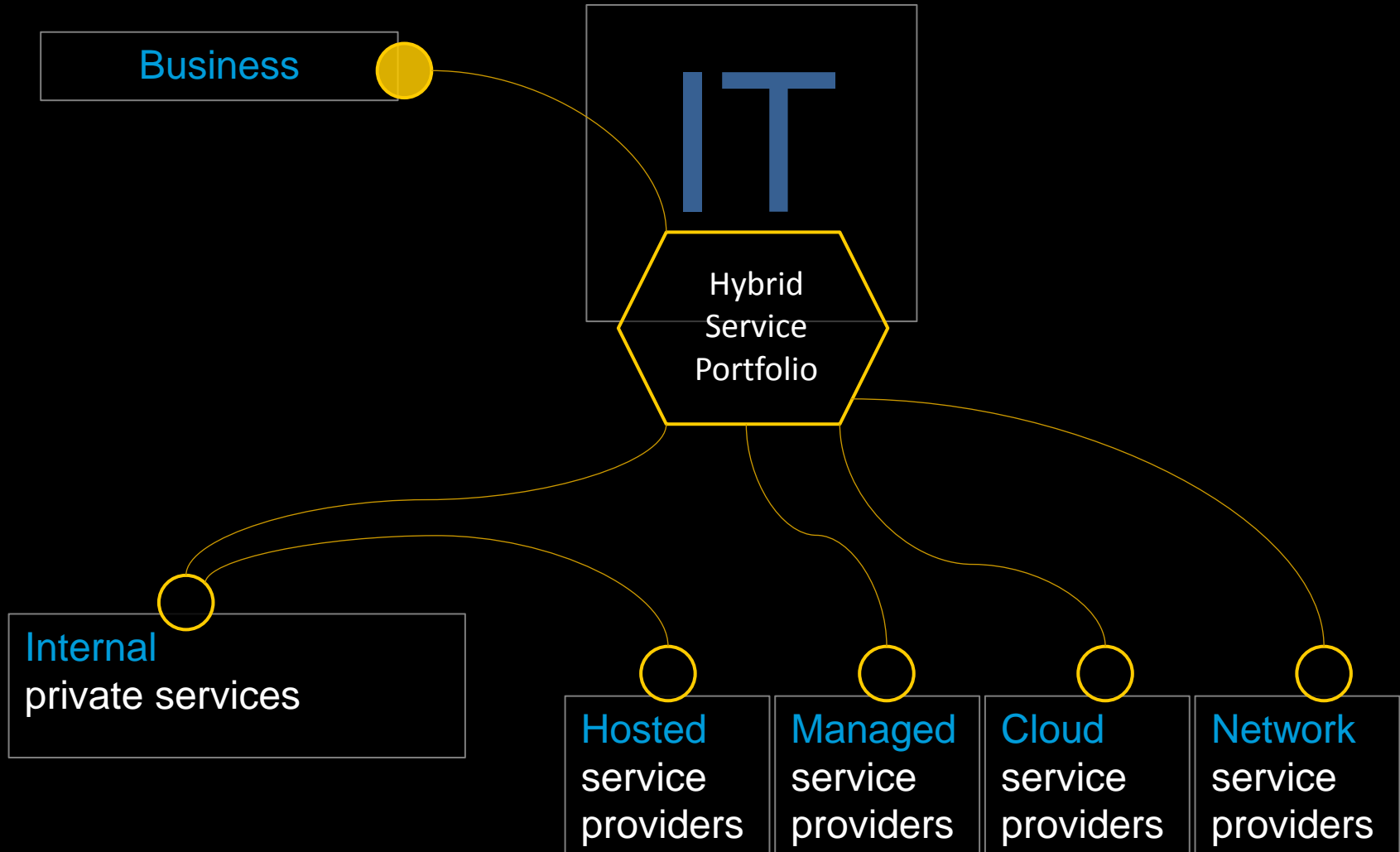


# CIOs must bridge legacy and cloud worlds

Legacy, compliance and security requirements of applications will determine pace of transformation



# IT evolves into a strategic service broker



# Requirements to unify multi-source delivery

UNIFIED CATALOGUE OF  
ON AND OFF-PREMISE

AUTOMATED  
GOVERNANCE AND  
COMPLIANCE

END-TO-END  
MANAGEMENT  
AND CONTROL



DELIVERED FLEXIBLY –  
QUALITY, TIME, COST

OPTIMIZED FOR  
APPLICATIONS

OPEN INTEGRATION

# HP cloud architecture

## SERVICE CATALOGUE



One catalog to unify all services - simplifying service consumption and billing

## SERVICE MANAGEMENT AND ASSURANCE



Assure service health with integrated management, governance, and compliance

## SERVICE ORCHESTRATION



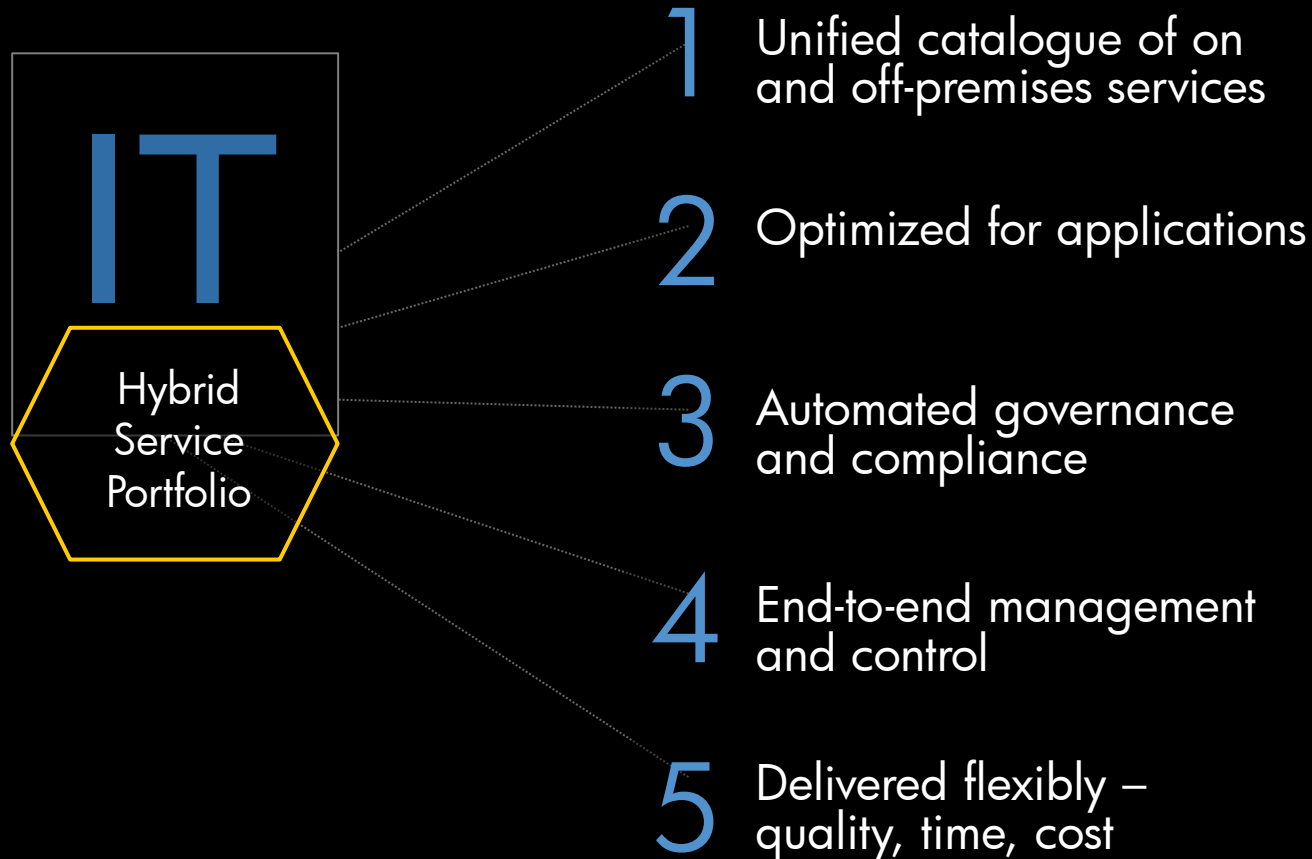
Automated application orchestration

## CONVERGED INFRASTRUCTURE



Built on Converged Infrastructure

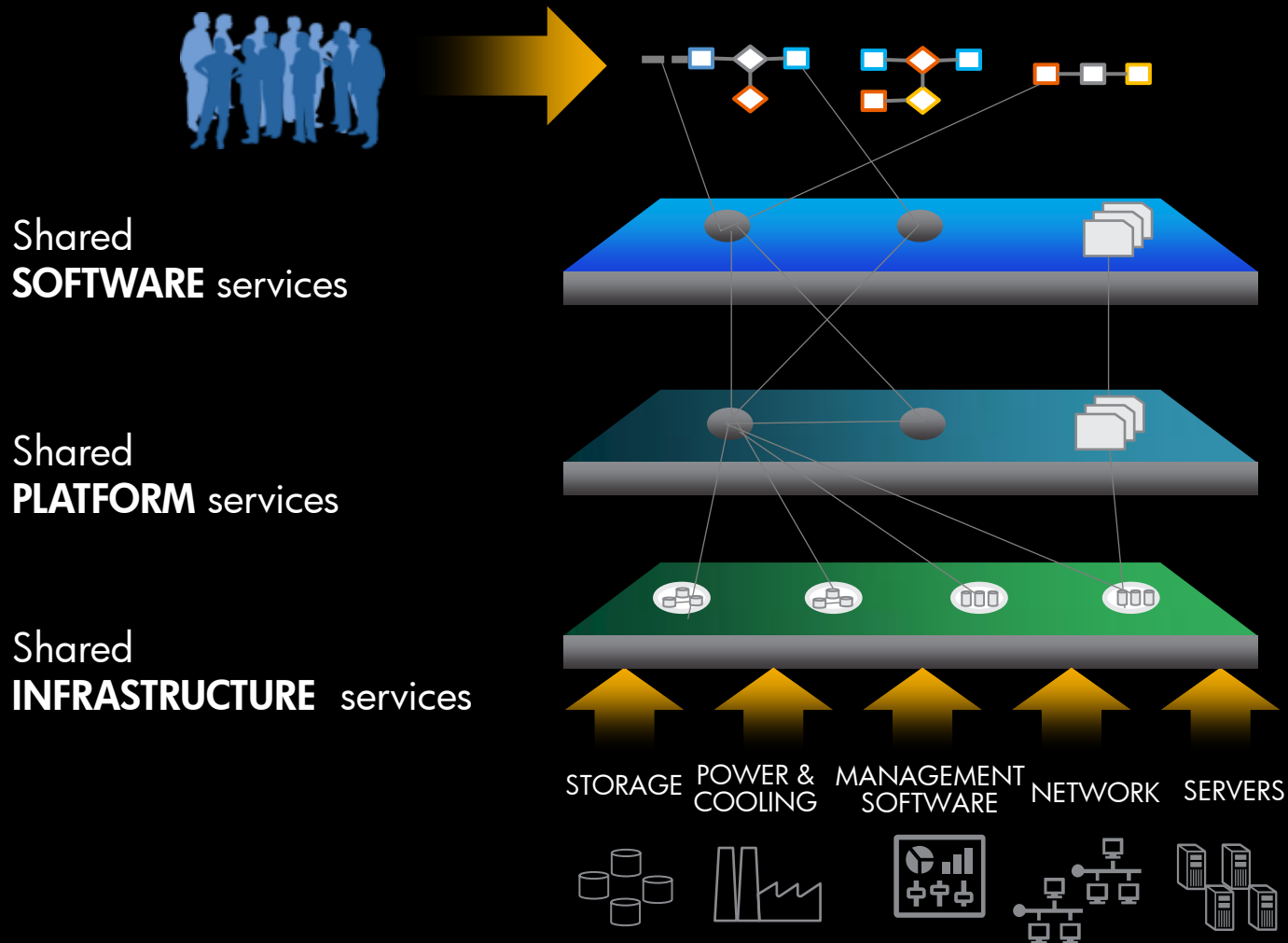
# Five requirements to unify multi-source delivery



# ABOUT PRIVATE CLOUD

# Structure of a private cloud

Shared, standardized, and scalable services





# Benefits that you can measure

1 Make your services shareable  
Provisioning time ↓  
Service reuse ↑

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2 Make your services consumable  
Utilization ↑  
Uptime/hour ↑  
Dedicated operational support ↓

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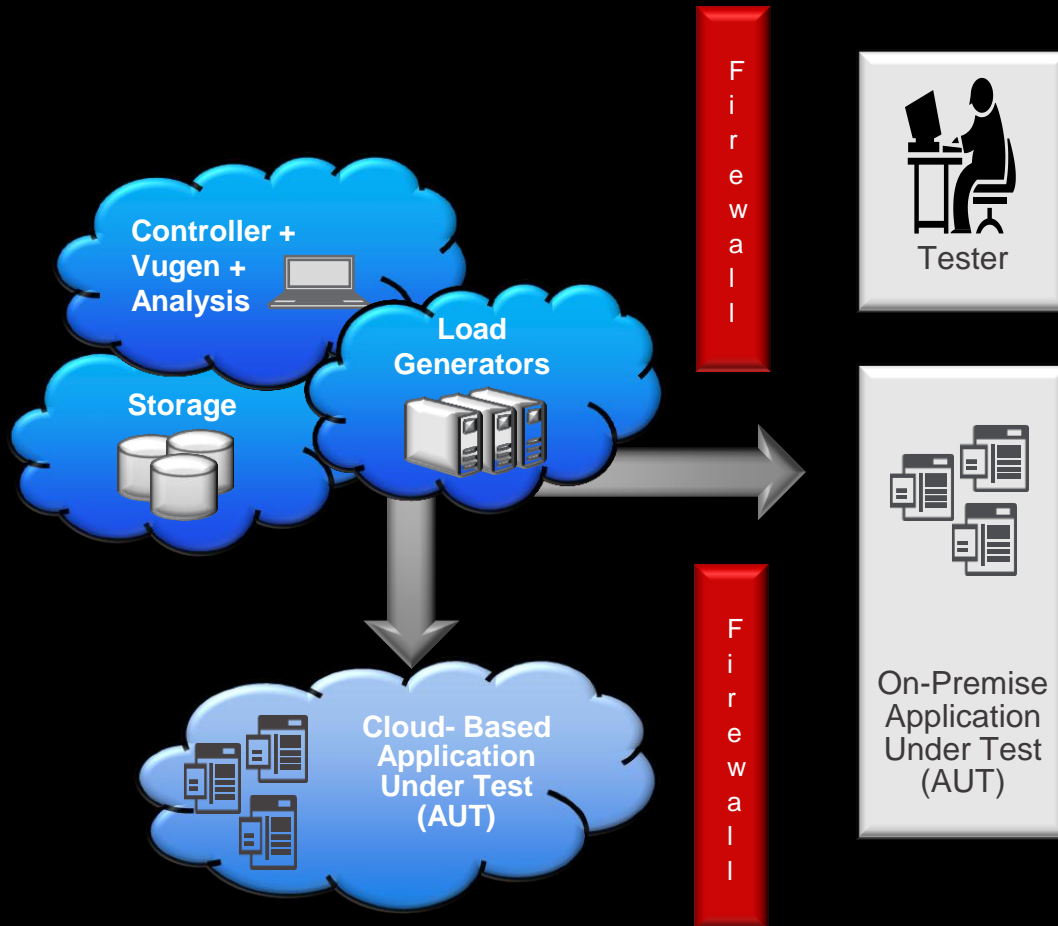
3 Make your services more valuable  
Business value per effort hour ↑  
Business value per watt consumed ↑  
% of IT budget dedicated to maintenance ↓

# DETAILS ON SELECT OFFERINGS



# HP LoadRunner in the Cloud

Affordable, on-demand testing solution available on Amazon EC2



## On-demand

On-demand software increases agility in performance testing, even in unplanned, ad-hoc situations

## Affordable

Leverage market leading technology with affordable hourly rates to optimize application performance

## Expandable

Self-service access to flexible, scalable testing infrastructure – no waiting for hardware, no capital investment

# Application Deployment Management

The combination of HP and Stratavia delivers the leading Application Deployment Management (ADM) solution

Deploy Application as a Service capabilities into private or public clouds

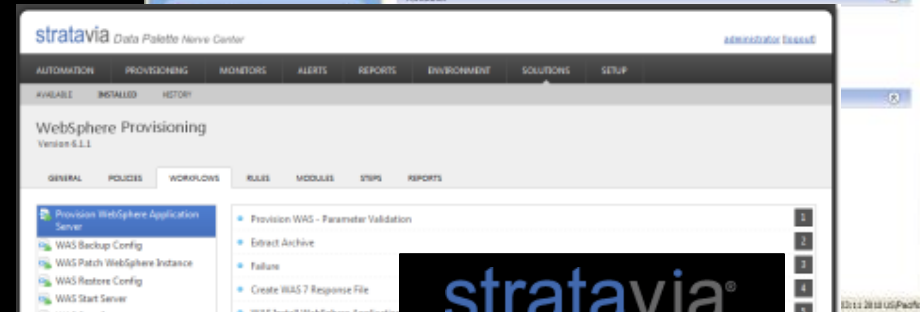
“One-stop shop” for application deployment and lifecycle management

Out-of-the-box solution packs for leading databases, middleware, and packaged applications:

Oracle, DB2, Sybase, Microsoft SQL Server

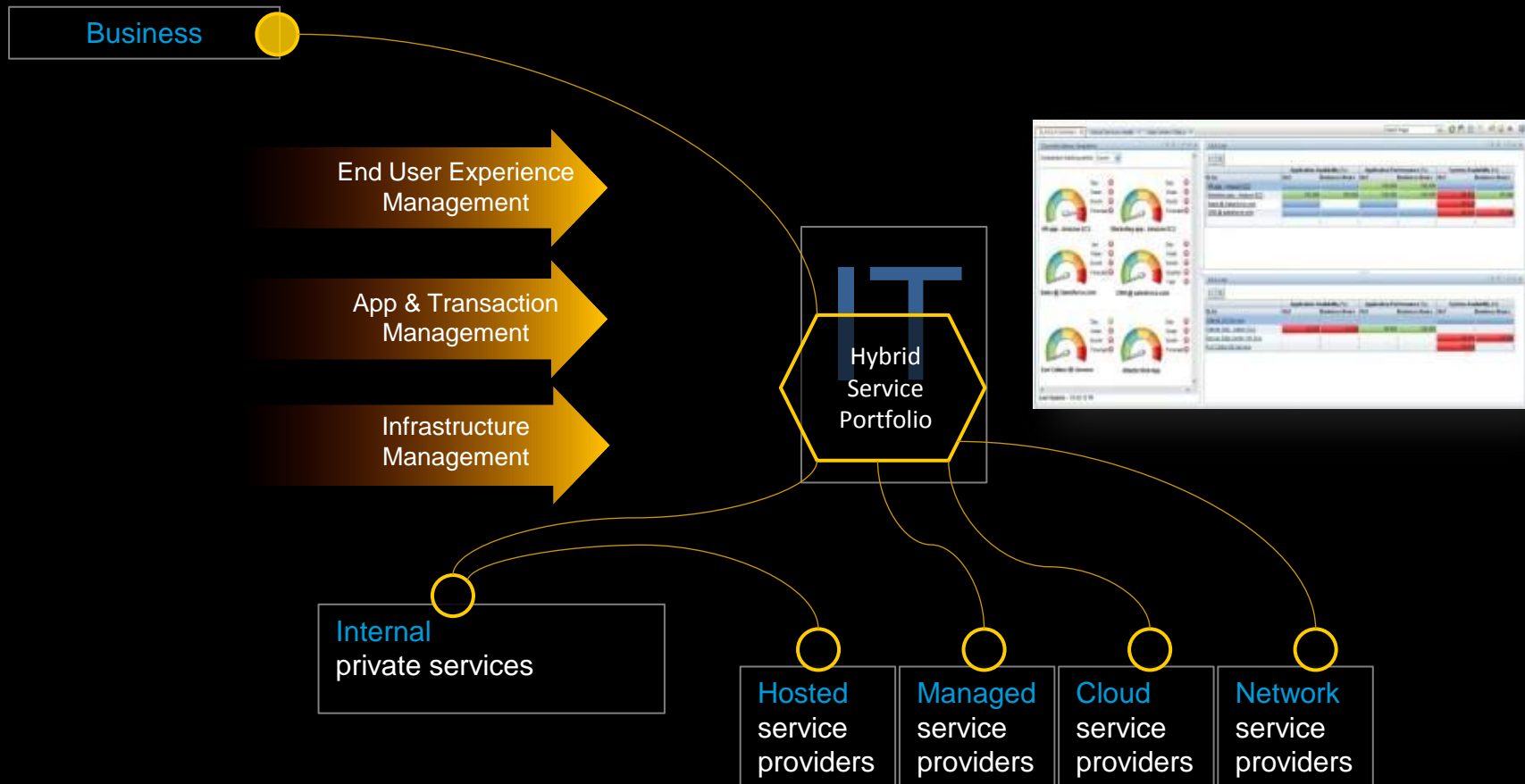
WebLogic, WebSphere, SpringSource,

Microsoft Exchange, Microsoft SharePoint



# HP Business Service Management

HP BSM manages all services, regardless of source or ownership



# HP breadth and depth of experience

BUILD

POWER - DESIGN

AUTOMATE - SECURE - SUPPORT

GOVERN - MEASURE

DELIVER

# CLOUD

# Summary

1

New modes of communication, collaboration and computing have created a new paradigm

2

HP is positioned to lead at every level and offer an integrated ecosystem

3

Everything as a Service will enable a host of new business models, for HP and our customers

