



# HP CLOUD

Strategy and Solutions


HRO UG , Rovinj 2011

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# 3 Global Mega Trends





# HP Cloud Vision and Strategy

## Vision

- To seamlessly deliver context-aware, secure services to businesses and consumers via a hybrid delivery model sourced across traditional, private and public cloud offerings

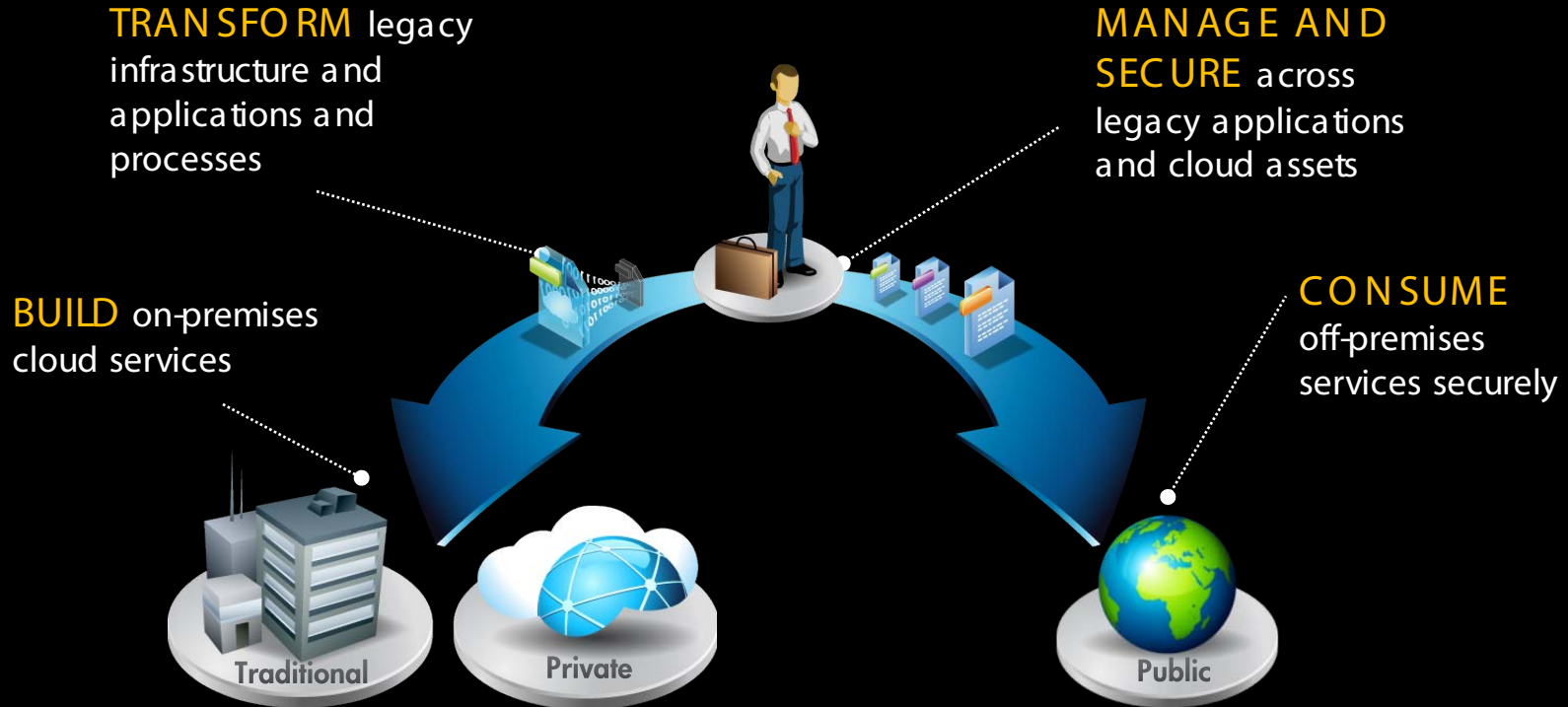
## Strategy

- Provide technologies and professional services to build private, public and hybrid clouds optimized for applications and services
- Manage, secure and govern service delivery across cloud and traditional IT service models
- Deliver trusted HP and partner cloud services
- Empower partners and customers through an HP cloud ecosystem



# Strategic Role of IT Changing

IT becomes the builder and broker of services



# Hybrid Delivery Enables Transformation

Right service delivered at right time based on business need



## AUTOMATE

Self service delivery to users

## ORCHESTRATE AND SECURE

Hybrid services based on policies

## BROKER

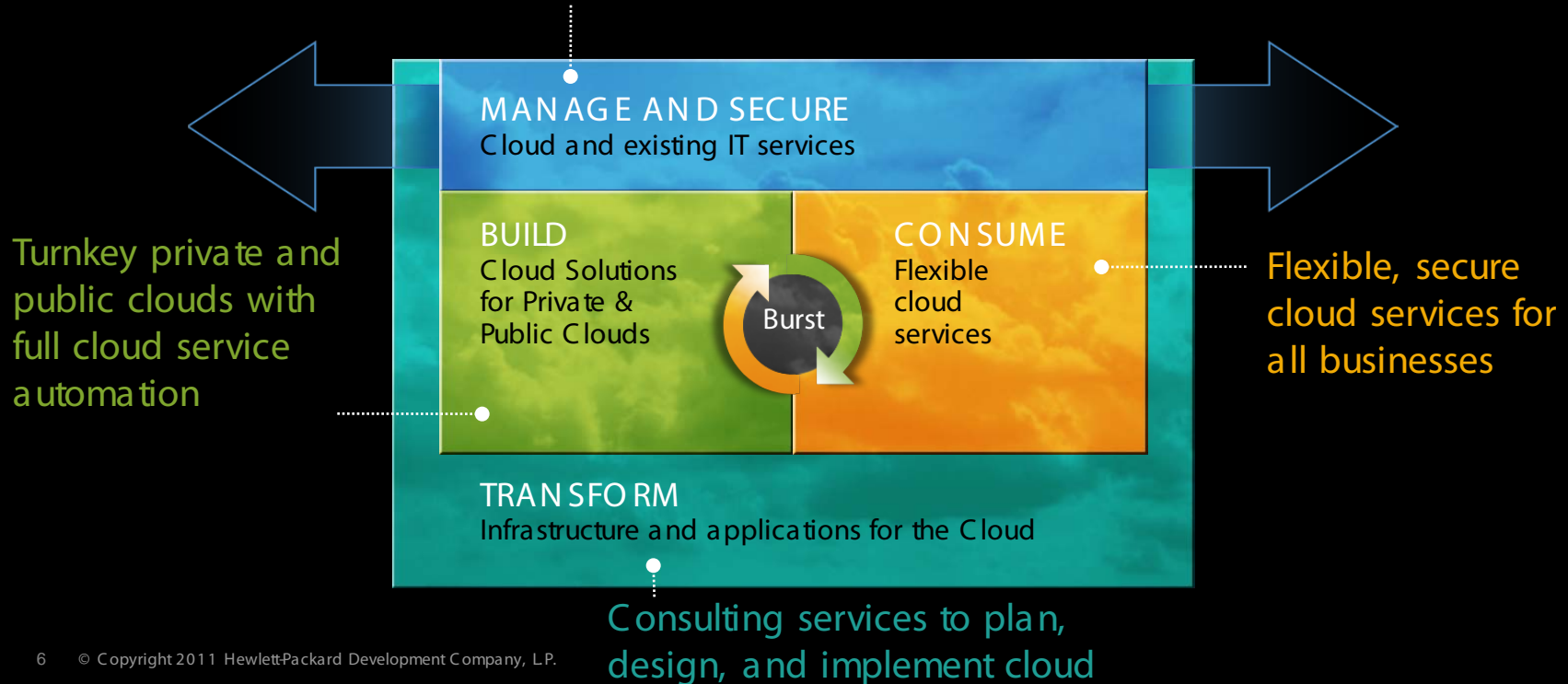
Service resources across private, public, traditional IT

## DELIVER

Consumable cloud services from internal and external sources

# HP: Complete Solutions for Hybrid Delivery

Seamless heterogeneous management, security and governance of services across traditional, public, and private cloud

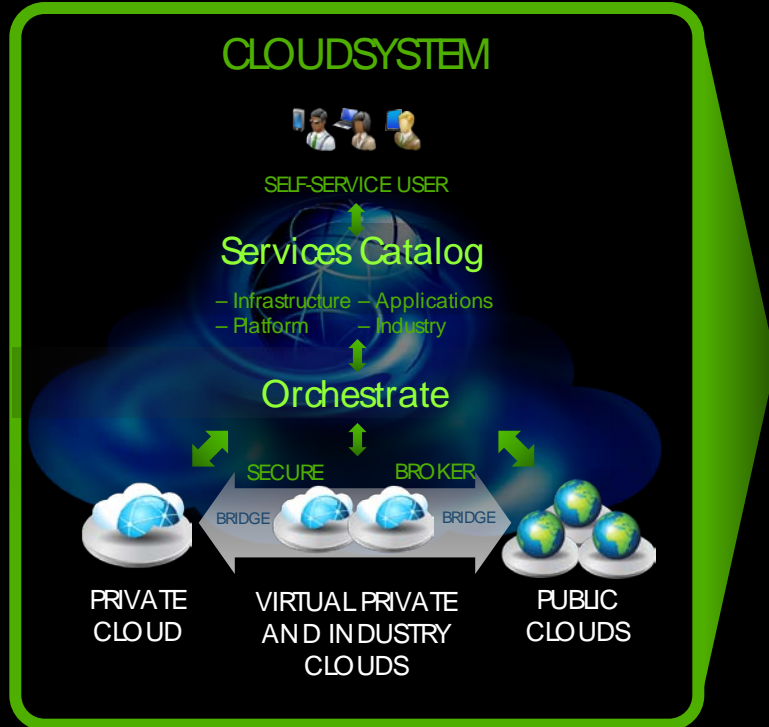


# Hybrid Delivery Framework



# CloudSystem

The most complete, open, integrated system to build and manage clouds



Single services view across private, public and hybrid cloud

Multi-hypervisor, multi-OS, heterogeneous infrastructure

Intelligent automation and lifecycle management application-to-infrastructure

Scalability with built-in bursting

Built on Cloud Service Automation & Converged Infrastructure



# Why HP



## COMPLETE PORTFOLIO

- Public, Private, and Hybrid Clouds serving enterprises, developers, and consumers
- Integrated, industry-leading solution portfolio of products, services and processes.



## OPEN & HETEROGENEOUS

- Support heterogeneous environment
- Open Source based approach
- No vendor lock-in



## GLOBAL REACH AND EXPERTISE

- #1 Infrastructure and management platform, Powering the world's biggest clouds
- #1 position in consumer printer markets
- #1 in application quality, security and lifecycle management
- Leader in mission critical infrastructure and application services for global enterprises and governments

# HP Leadership

Powering the world's biggest clouds, deploying hundreds of private clouds

8 out of 10

of the world's most trafficked websites

4 out of 5

of the world's largest search engines

3 most popular

social media properties in the U.S.





# EVERYBODY ON

seamless, secure, context-aware experiences  
for an **Instant-On** connected world