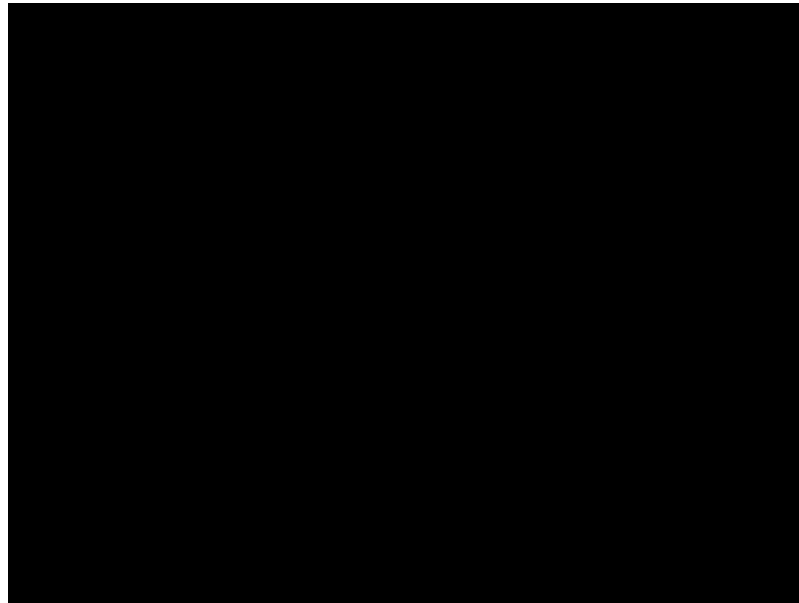


Welcome to  
HP Integrity™



Integrity is business critical and disaster proof



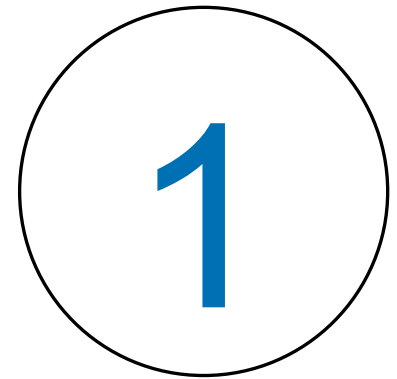
HP Integrity is number  
one for three powerful  
reasons



3

# HP Integrity™

The Most Trusted. Always.



## Integrity is business critical...

- Integrity is a way of doing business. It is HP's tailored approach encompassing services, technologies and partnerships to consistently deliver the highest availability, security, and scalability for predictable results in an uncertain world.
- Most trusted brand for scalable, mission-critical operations
  - Trusted by more 911 systems, hospitals, financial institutions, and stock exchanges than any other
  - Over 60% of the Fortune 100
  - Largest instances of Oracle, SAP and more
- Broadest customer choice
  - Multi-OS, standards-based platform
  - High-touch programs tailor IT solutions to meet customers' unique business needs
  - Choice of products and delivery models
  - 145,000 solution partners worldwide
- World-class HP services and support
  - Open platform, open collaboration
  - Global support excellence of 69,000 professionals

HP Integrity™ The Most Trusted. Always.

2

## HP Integrity Technology Always Delivers....

### always virtualized

Intelligently make the most of every element in your infrastructure

### always scalable

Deliver maximum power with minimum resources, exactly when it's needed

### always available

The right level of availability for every application, every user, every time

# HP Integrity™

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3

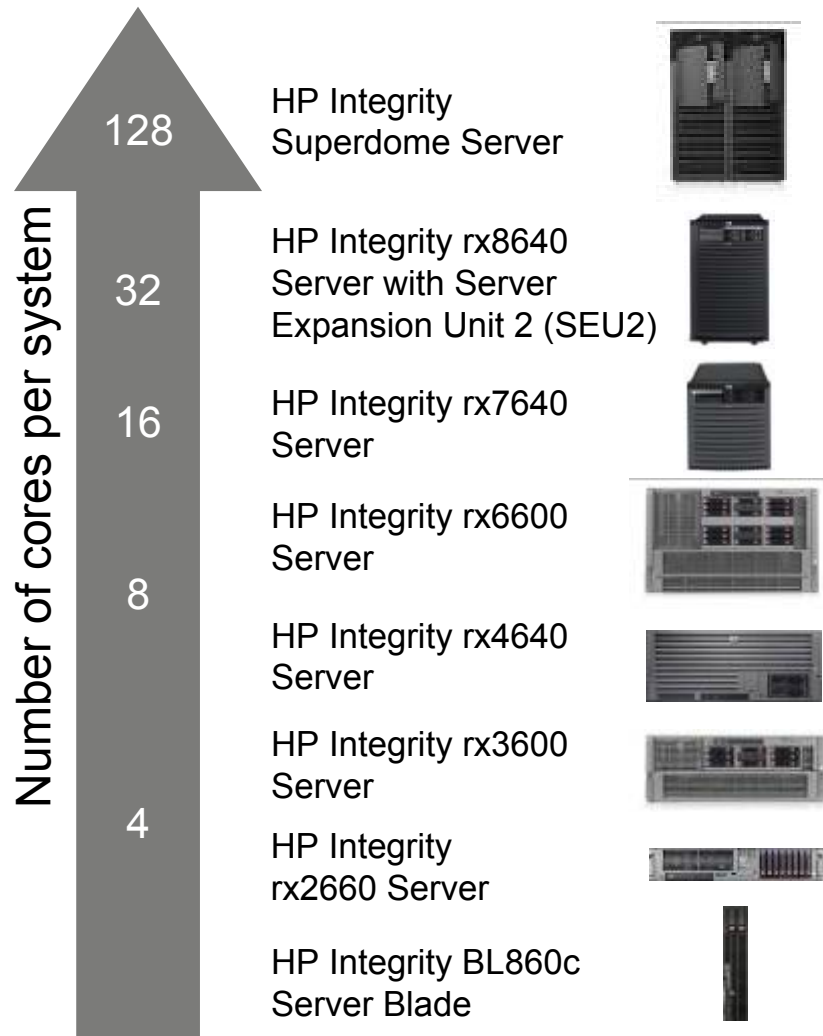
## HP Integrity is future focused...

- Forward looking technology investments, engineered to do more and last longer
  - Modular building blocks based on standards technology
  - Commitment to blades, automation, security and heterogeneity
  - Multi-billion dollar commitment to R&D and a core element of HP strategy
  - Industry-leading investment protection and customer care programs
- Long-standing, collaborative relationships with Microsoft, SAP, Oracle and more for investment protection at solution level
- Application momentum: 4,000+ new applications last year alone
- Environmental leadership
  - #1 high tech green company by Newsweek
  - One of 10 corporate “Green Giants” named by Fortune magazine

Let's talk about the  
details around our  
technology....



# HP Integrity Servers: Delivering the Adaptive Infrastructure



## Better return on IT

- Flexible capacity
- Secured availability
- Simplified management

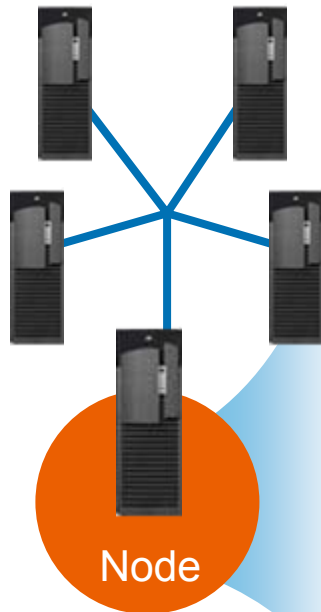




# HP Partitioning Continuum

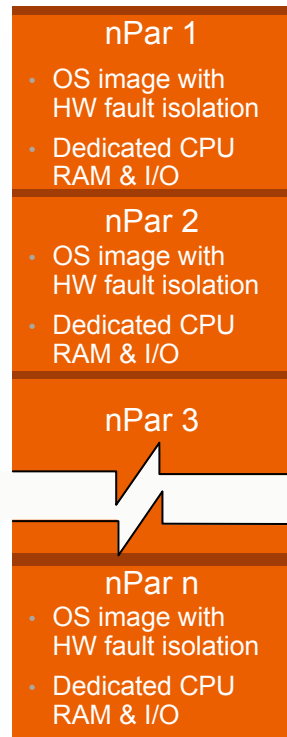
## Single Physical Node

Single OS image per node within a cluster



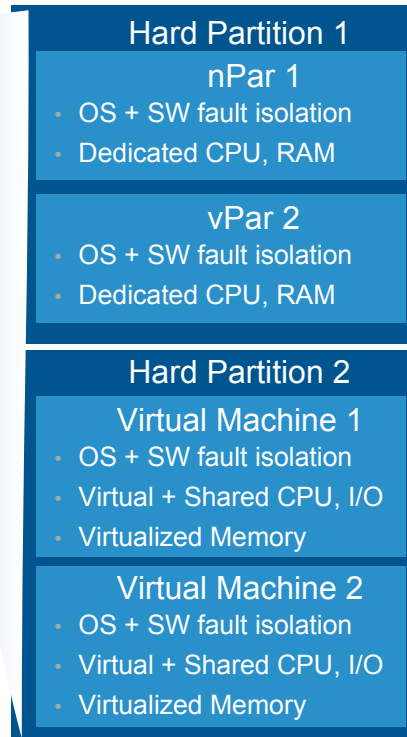
## HP nPartitions

Hard partitions within a node



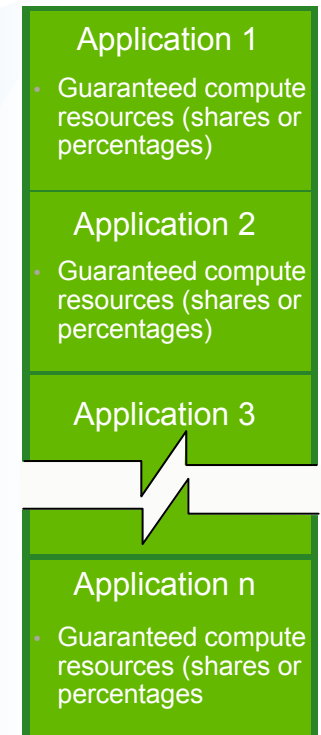
## HP Virtual Partitions & HP Integrity Virtual Machines

Within a hard partition (or server)



## HP Secure Resource Partitions

Secure partitions within an OS image

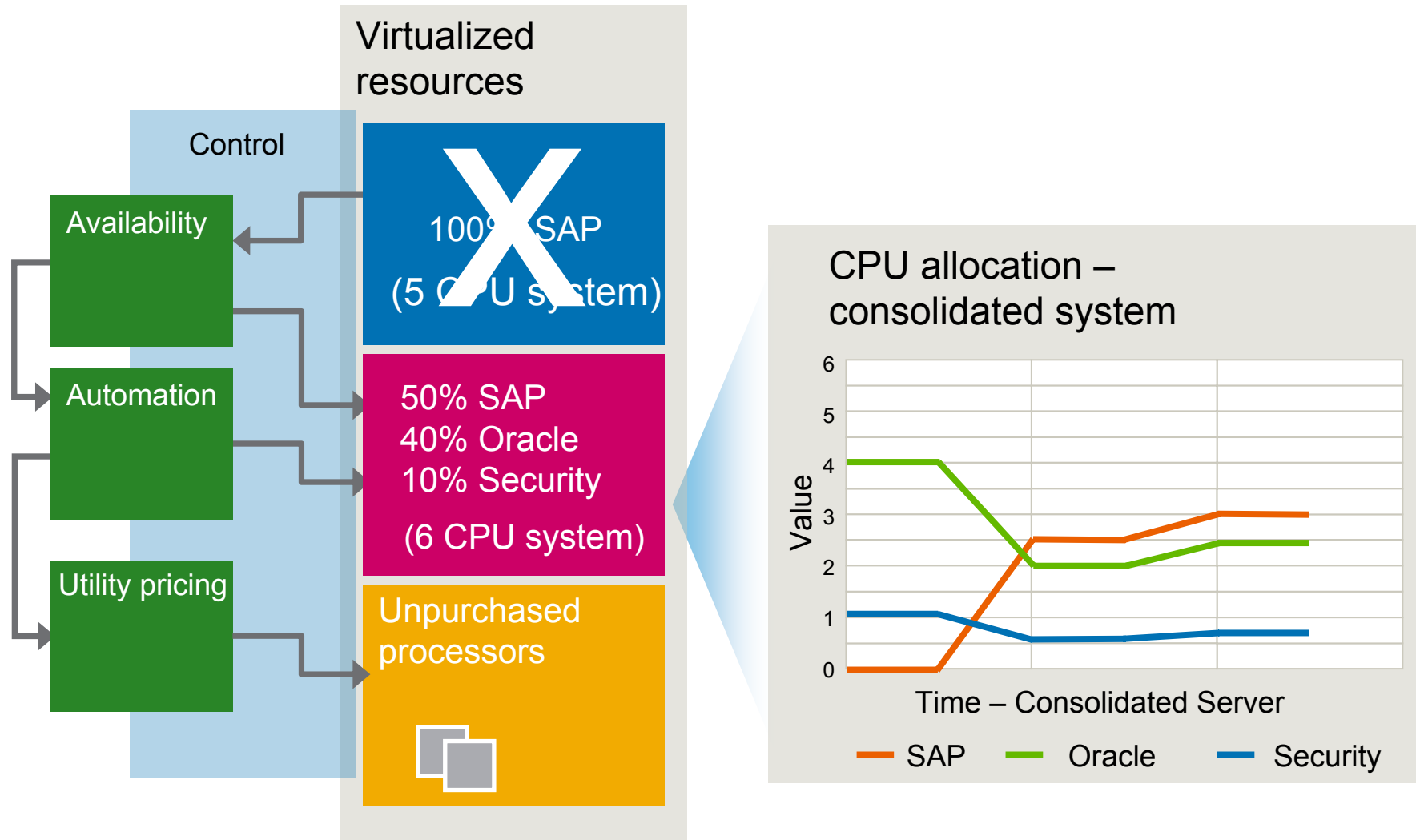


Isolation



Flexibility

# HP Virtual Server Environment for HP-UX 11i in action today



# Vipnet d.o.o.

## Croatian telecom giant migrates to HP for major consolidation projects

Objective	Approach	Results
<ul style="list-style-type: none"><li>To replace an ageing multi-vendor infrastructure by providing Croatian telecom giant, Vipnet, with consolidated storage and server environments that will lower the total cost of ownership (TCO) and increase performance, reliability, scalability, and ease of management</li></ul>	<ul style="list-style-type: none"><li>Selected HP for its high quality design, excellent references, local support, synergy with existing environment and appreciation of visualisation, aspect and migration</li><li>Consolidated direct attached storage onto a storage area network (SAN) comprising two HP StorageWorks disk arrays that are set up to be mutually redundant</li><li>Shared Database Utility (SDBU) project which included consolidating 15 HP servers onto two clustered HP Integrity Superdome Servers</li><li>Consolidation and virtualisation of Microsoft Windows-based application servers by employing HP BladeSystem servers</li></ul>	<p>IT improvements</p> <ul style="list-style-type: none"><li>Utilisation of storage resources is maximised</li><li>Complete redundancy throughout the architecture reduces the risk of disruption</li><li>Scaleable storage environment. As the volume of stored data grows, the infrastructure can handle the storage needs now and in the future</li><li>Improved database capabilities, optimisation of data resources and control of IT asset costs with HP Shared Database Utility</li><li>Higher performance storage and server environments</li></ul> <p>Business outcomes</p> <ul style="list-style-type: none"><li>Increased performance, reliability and ease of management lead to improved business efficiency</li><li>Lower TCO by up to 40 per cent</li><li>The risk of business disruption has virtually been eliminated</li><li>Additional services can be implemented ahead of schedule due to improved system performance</li></ul>

# Objective

- To replace an ageing multi-vendor infrastructure by providing Croatian telecom giant, Vipnet, with consolidated storage and server environments that will lower the total cost of ownership (TCO) and increase performance, reliability, scalability, and ease of management

# Approach

- Selected HP for its high quality design, excellent references, local support, synergy with existing environment and appreciation of visualisation, aspect and migration
- Consolidated direct attached storage onto a storage area network (SAN) comprising two HP StorageWorks disk arrays that are set up to be mutually redundant
- Shared Database Utility (SDBU) project which included consolidating 15 HP servers onto two clustered HP Integrity Superdome Servers
- Consolidation and virtualisation of Microsoft Windows-based application servers by employing HP BladeSystem servers

# Results

## IT improvements

- Utilisation of storage resources is maximised
- Complete redundancy throughout the architecture reduces the risk of disruption
- Scaleable storage environment. As the volume of stored data grows, the infrastructure can handle the storage needs now and in the future
- Improved database capabilities, optimisation of data resources and control of IT asset costs with HP Shared Database Utility
- Higher performance storage and server environments

## Business outcomes

- Increased performance, reliability and ease of management lead to improved business efficiency
- Lower TCO by up to 40 per cent
- The risk of business disruption has virtually been eliminated
- Additional services can be implemented ahead of schedule due to improved system performance

“By consolidating our servers and storage environments, HP successfully enhanced the performance, reliability, scalability, and ease of management of our infrastructure. In addition, we anticipate a 40 per cent reduction in TCO over five years as a result of the consolidation.”

Mladen Plisko  
Chief technical officer, Vipnet



HP Integrity™  
The Most Trusted. Always.



Technology for better business outcomes



# HP Integrity technology always delivers

## Lower cost always virtualized

- Ultimate virtualization delivers 2 – 3 times server utilization rates - fewer servers for greater ROI, and lower TCO
- Energy-efficient technologies that can provide up to 50% energy savings
- Unified management tools manage your entire infrastructure as a whole – reduce staff and resource costs

## Business growth always scalable

- Meet growing business needs with unmatched scalability on a standards-based platform
- Optimized performance levels for a world where every millisecond matters
- Designed to meet the unpredictable IT demands of today's business, consistently and confidently

## Mitigate risk always available

- Business-critical, mainframe class availability and disaster tolerance, with industry-standard economics
- Range of uptime options for extreme uptime needs -- from high to continuous availability
- Integrated protection of IT resources with intelligent adaptive security



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