THE NATION'S CAPITAL AND HP

In this issue:

The Cloud: What It Is And What It Can Be

The Information Technology industry is facing buzzword fatigue. This isn't a new phenomenon; terms like Web 2.0 and eBusiness were applied to so many technologies and business models they soon became arbitrary, even meaningless. Russ Daniels, Vice President and Chief Technology Officer of HP Enterprise Services, is working to get past the buzzwords and create new understanding of the enormous potential of cloud computing. At HP's inaugural IMAGINE/INNOVATE dialog, Daniels explained that while cloud services enable a host of business applications, there's "something more fundamental" going on in cloud computing.

Speaking at the National Press Club on Sept. 29, Daniels said the key to understanding cloud computing is to recognize that it's the underlying structure that creates the cloud, and the ability of technology to utilize the data to bring about the next wave in online services. The cloud houses the data, tools and computing resources remotely, and applications -- also housed 'in the cloud' -- grow from this structure.

Cloud computing has been all the talk in DC, of course. With the launch of the Federal Cloud Store at Apps.gov, those on the Hill can see close-up one application of this technology, as well as its potential to increase efficiency within an organized structure.

HP is a leader in developing cloud computing systems while shaping the industry policies connected to the cloud. The company's cloud research aims to bring together billions of users, accessing millions of services, through thousands of service providers, over millions of servers, processing exabytes of data, delivered through terabytes of network traffic. The Internet has brought consumer expectation of real-time access to data and products. HP believes cloud services can allow for rapid development of appealing applications and systems, given the ability to gain user feedback quickly, and HP Labs is working to enhance each portion of the system.

There is a great deal of potential in cloud computing. It can provide far greater IT efficiency, especially in cases where applications are housed remotely. Rather than the user (or IT department) installing software updates, it can be done on the server side. Cloud computing can allow for smarter allocation of server resources, limiting the need to purchase and install additional processing power, and save energy currently consumed by desktop computers.

Moreover, in a well-designed system, it can ensure the same data is available across systems. A good example is the Health IT systems discussed in the September issue of The Nation's Capitol and HP, where you may want a doctor in another location to have access to your health records, MRIs and other data.

Some recent examples of cloud applications powered by HP:

- Thin Clients in the Classroom (PDF): In Apache Junction (AZ) Unified School District, switching to lower-powered end-user computers (called "thin clients") helped the district save on new computers and use up to 67 percent less energy than older desktop computers. Hudson Falls (NY) Central School District, Fresno (CA) Unified School District and Hope Technology School Alvarado (TX) ISD similarly lowered costs, allowing students access to a consistent desktop anytime, anywhere.

- Lowering Medical Costs (PDF): Pacific Hospital of Long Beach has dramatically reduced its operating costs, improved services and increased support for a growing number of users spread throughout Southern California. By using a cloud-based system, Pacific Hospital can tackle several IT challenges at once on the server side, avoiding time-consuming desktop software upgrades.

- Research Power (PDF): The Colorado State University's Engines and Energy Conversion Lab allows researchers to run enormously complex computer models to investigate new ideas, efficiently allocating HP processing power. These tools have helped the lab determine new ways to improve fuel economy on all manner of engines.

Despite wide adoption in many of its forms, cloud computing is in some ways a nascent technology. Leading companies like HP are developing ways to ensure they remain portable, so everyone connected to the cloud can access their relevant data without hiccups. Even more important, the security of remote data must be airtight before many innovative applications could be widely adopted.

HP is continuing to innovate by developing stronger cloud computing networks and servers, as well as applications to maximize our nation's fast-growing computer power. For more information, please visit HP Labs.

Did You Know?

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Climate Week NYC Brought Sustainable Ideas to the Fore

On the heels of being named the "Greenest Fortune 500 Company in America" by Newsweek, HP served as the Premier Sponsor of Climate Week NYC from September 20 through 26. The Climate Group – secretariat of Climate Week NYC – is an independent non-profit organization that works with business and government leaders worldwide to promote policies and technologies that can find innovative ways to cut carbon emissions and improve sustainability.

The events, located throughout Manhattan, brought business leaders, policymakers and the public together to discuss topics ranging from global policy challenges to volunteer opportunities to meet the challenge of climate change in our back yards. Several events focused on eco-entrepreneurship and the construction of sustainable, smart communities using technology and innovation to meet challenges head-on. With the events occurring concurrently with the annual meeting of the Clinton Global Initiative, policy and business leaders from around the globe were in attendance.

For decades, HP has influenced industry action by setting high environmental standards in its operations and supply chain. The company has emerged as a thought leader on providing practical sustainability solutions that support a low-carbon economy, whether through measuring energy, improving efficiency limiting waste. A position paper (PDF) from HP Chief Strategy and Technology Officer Shane Robison highlights these potential technological benefits. One great example of reducing waste comes from HP's MagCloud,a service that will allow customers to print magazines on-demand—avoiding millions of pounds of paper-waste from unused print materials.

What's Being Done to Keep Your Data Safe?

Nearly every IT innovation depends on keeping data secure, no matter where it's housed. On October 19, Sam Chun will host IMAGINE/INNOVATE: A Dialog on Cybersecurity to highlight the latest in innovative security efforts as well as the challenges ahead.

Monday, October 19
9-10am
HC-8, Capitol Hill
Sam Chun, HP
Bruce Andrews, US Senate Committee on Commerce, Science and Transportation
Jessica Herrera-Flanigan, Monument Policy Group

Cloud computing, health IT, online banking and shopping, even your personal emails -- in each case, each step of the way, information must be protected from identity thieves. Chun will discuss cybersecurity technologies available and on the horizon, and how businesses, IT departments, and the government can implement policies to keep users safe.

IMAGINE/INNOVATE: A Dialog on Cybersecurity is the second in a series of HP-hosted events on the latest developments in technology. The sessions are designed to stimulate an informed discussion among policy makers and the media on ways to encourage innovation and the creative use of technology. The forums are free and open to the public, but are particularly geared to congressional staff, administration officials, think tank analysts and others with an interest in tech issues. To RSVP, email hpinnovationrsvp@pstrategies.com.

EDS, an HP Company, Becomes HP Enterprise Services

To reflect the positive impact the EDS acquisition has made in expanding the breadth and depth of HP capabilities, EDS and the HP Technology Solutions Group have been renamed HP Enterprise Services. Learn more here.

HP Digital Assist

HP and the NBA held a Tip-Off Event on September 15 in Washington, DC, to promote HP Digital Assist, a grant competition for schools and educators to win HP technology equipment, such as Tablet PCs, printers, a storage cart, projector and a professional development program for teachers. Invited schools create multimedia projects or videos involving basketball and technology, using elements of daily coursework in math, science, reading and/or writing, with results uploaded to the HP Digital Assist site.