



## New Services from HP Transform Data Centers from Cost Centers to Business Assets

BARCELONA, Spain, March 17, 2008 – HP today introduced new consolidation, facilities, virtualization and outsourcing services to help customers move to next-generation data centers.

The services improve operational efficiency and lower costs by aligning data center strategies with business goals.

The offerings are based on HP's deep experience and its own data center transformation best practices. They further extend HP's portfolio of services across all data center domains including facilities, networks, storage, servers, applications, process management and governance.

"Customers require a partner who understands what it takes to effectively design and transform data centers into competitive assets," said John McCain, senior vice president and general manager, HP Services. "With our expanded portfolio, HP can uniquely deliver end-to-end data center services that create dynamic computing environments."

As part of a three-year consolidation effort, Alcatel-Lucent turned to HP Services to ensure the success of a recent migration to a new data center in Marcoussis, France. HP Services designed the redundant architecture, provided a thermal assessment and assisted with relocating 850 servers from legacy data centers.

"The Marcoussis center is the showcase for our consolidation project and is a demonstration of how Alcatel-Lucent's data center operations are being transformed into business-driven assets for generating new revenue streams," said Cliff Tozier, vice president of IT infrastructure operations, Alcatel-Lucent. "Teaming with HP Services was instrumental in helping us turn technology into a source of business and competitive advantage."

### Critical Facilities Services

HP now offers Critical Facilities Services, resulting from the recent acquisition of EYP Mission Critical Facilities.<sup>(1)</sup> The services complement HP's extensive Data Center Services and energy-efficiency solutions. The new consulting, design and operational support services further help customers transform data centers from physical assets with growth constraints into strategic assets for innovation.

HP Critical Facilities Services assure operational continuity with energy-efficient sites. Subsequently, customers lower the cost of technology operations and accelerate their ability to adapt to changing business needs. The services can be used to plan overall data center facility solutions, to transform existing facilities or to design new custom-built

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facilities.

To extend the life of existing data centers, HP experts work with customers to understand requirements for aligning technology with business strategy. They develop criteria to meet those needs with facility design changes to incorporate new technology. The services help remove issues associated with legacy data centers, such as energy, real estate and facility costs. The new services include:

- Critical Facilities Consulting – provides high-level strategic and tactical planning for data centers.
- Critical Facilities Design – offers innovative design topology solutions for technology-intensive, high-performance facilities.
- Critical Facilities Assurance – provides guidance, testing and commissioning to improve the operational functionality and overall reliability of existing infrastructure.

### **Data Center Consolidation Services**

HP Data Center Consolidation Services enable customers to consolidate and virtualize their servers, storage and networks into an Adaptive Infrastructure that saves energy, lowers costs and spurs business growth. Building on HP's existing portfolio, the new services have an expanded scope with a comprehensive view of the data center.

Consolidation requires a comprehensive audit of the applications and infrastructure components that make up critical business services, as well as a thorough understanding of their dependencies. By leveraging HP Software, HP Services provides fact-based discovery for consolidation, providing customers with current and future analysis of their technology assets.

The new Data Center Consolidation Services are based on Information Technology Infrastructure Library (ITIL) v3 methodology and support service-oriented infrastructure in data centers. These services include:

- Data Center Strategy Service – offers planning and recommendations for the right location, number of data centers, technology capacity, consolidation options and application migration. The service also includes an implementation roadmap and investment justification.
- Data Center Discovery Service – provides insight into data center assets and total cost of ownership by discovering, mapping and assessing the data center environment for dependencies. The service also helps to model workloads and advises on consolidation scenarios.
- Data Center Design Service – designs engineering and architectural blueprints for consolidation of facilities, networks, servers, storage devices, applications, organizations and processes.
- Data Center Transition Service – spans implementation, education and the transition to ongoing operations. The service aims to minimize business interruption and downtime and provides a fully operational, end-to-end solution for production or test environments.

### **Data Center Virtualization Services**

HP Data Center Virtualization Services help customers plan and develop an overall

virtualization strategy across the data center, including servers, storage, networks and applications. To optimize the benefits of virtualization, HP starts with a thorough understanding of a customer's current business needs and virtualization challenges.

HP Services helps customers take virtualization from a tactical technology implementation to a strategic enabler at the enterprise level. The new services include:

- Virtualization Strategy Service – helps customers understand the potential opportunities and challenges of using virtualization to support business initiatives. The service is used to assess current environments, as well as develop recommendations and roadmaps across applications, servers, storage and clients.
- Virtualization Design Service – evaluates and selects the best virtualization technologies and then integrates them into the existing infrastructure management and automation data center framework.
- Virtualization Transition Service – helps with the migration of legacy environments into the new architecture.

HP offers support and education for HP and partner virtualization products as part of its extensive portfolio. This includes installation, startup and technical support for HP Insight Dynamics Software - VSE.

### **Adaptive Infrastructure as a Service (AlaaS)**

HP AlaaS offers a new approach through which customers can tap into a pre-built infrastructure, delivered as a service. This enables customers to quickly adjust the size of their environment and pay for what they need, based on the changing needs of their business.

Based on HP's Adaptive Infrastructure, HP AlaaS is delivered through a highly automated process that gives customers access to the computing capacity they need in a matter of hours. This significantly reduces the risks and costs associated with infrastructure modernization.

The service is delivered from HP-owned and HP-managed data centers that supply an optimized platform for Microsoft Exchange®, SAP® applications and other critical business applications.

With HP AlaaS, all of the assets are owned and managed by HP. This enables customers to enjoy more flexibility as they convert capital investment normally associated with a traditional infrastructure into an ongoing operating expense. At the same time, they realize improved service levels. HP AlaaS includes application staging and on-boarding, application operations management, infrastructure operations management and provisioning with predefined hardware and operating system software.

### **About HP**

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).



<sup>(1)</sup> As required by local U.S. or foreign law and/or regulation, professional engineering services will be provided by EYP MCF, Inc. a subsidiary of HP, or by an EYP-related practice entity, or by another qualified engineering services provider in that location.

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