HP Helps APJ Businesses "Leapfrog" Legacy IT to Deliver on Cloud Computing

CloudSite, Hostworks and SingTel select HP to win race to the cloud

SINGAPORE, Oct. 18, 2011 – HP today announced that companies in the Asia-Pacific and Japan (APJ) region are turning to HP for data centre services and solutions as they outpace other regions in the race to cloud-based computing models.

Globally, the market for cloud computing will grow from $40.7 billion in 2011 to more than $241 billion in 2020. [1] APJ is a particularly dynamic region in terms of growth in this area, where, according to Forrester Research, organisations are forming comprehensive cloud strategies faster than in North American and Western European markets.[2]

Many APJ organisations are still in the early stages of deploying IT environments, and without the restrictions of legacy environments, they can move directly to service-based, cloud-computing models. Organisations in more mature markets in APJ also are embracing the cloud to become more agile and to compete on a regional and, ultimately, global scale.

There are unique requirements in moving to a cloud-based environment, whether managing legacy infrastructures or newer IT models. HP enables a smooth transition for organisations with the expertise of HP Technology Services as well as the HP Converged Infrastructure solutions portfolio. Many HP clients, such as CloudSite, Hostworks and SingTel, are rapidly transforming their businesses to offer cloud services to customers.

"APJ-based companies are increasing their competitive advantage on a worldwide scale by transforming their data centres and moving to flexible cloud environments," said Wolfgang Wittmer, senior vice president and acting general manager, Enterprise Servers, Storage and Networking – APJ, HP. "Only HP has the data centre transformation expertise in APJ, with more than 372,000 square metres of data centre capacity delivered to date, as well as the proven cloud technologies necessary to partner in this achievement."

Cloud service providers power move to cloud
The percentage of organisations in Asia-Pacific Except Japan who view the cloud as directly relevant to their organisations recently almost doubled over

a 12-month period.[3] As part of this trend, newly built enterprise-class data centres will double from 2010 to 2014, requiring specialized expertise to ensure that they are cloud-ready.[4] HP has deep experience transforming data centres for service-based IT models like cloud computing, meeting a range of capacity, reliability and management requirements.

CloudSite designs data centre for cloud
In China there is limited data centre space available for hosting and managed services. Space that is available tends to experience power, cooling and reliability issues that put organisations at risk of service disruptions.

CloudSite is a data centre development company that plans to build five data centres in China to support clients locally and abroad. They turned to HP to design a state-of-the-art 38,000-square-meter facility for cloud computing that is modular, highly energy-efficient and can scale to meet various client needs.

"HP is the only company in China that has the expertise to deliver an end-to-end strategy for planning and building a data centre, while fast-tracking the project to help us meet our business goals," said John Drossos, chief executive officer, Cloudsite Development. "HP has proven to be a trusted advisor, working with us every step of the way to ensure that every resource counts and our facility exceeds our expectations."

To reduce power usage and accommodate fluctuations in local power availability, the facility's cooling system uses an indirect outside air economizer, as well as hot and cold aisle containment. Each data centre floor houses IT space and an independent power and cooling infrastructure.

Hostworks beats competition with HP CloudSystem
Hostworks specializes in the provisioning of online, high-transaction websites, video streaming, complex web hosting and peak demand management for leading digital media companies and online transaction websites in Australia. Hostworks requires the highest levels of performance and flexibility to deliver new services and 24/7 availability, especially during peak times.

The company selected HP CloudSystem to build, package and provision cloud services through a unified catalog. Leveraging an underlying HP Converged Infrastructure, Hostworks' Elastic Compute Infrastructure rapidly scales up and down without impact to resources, enabling its customers to only pay for what they use.

"Our company lives and breathes service level agreements and service excellence measured by user experiences," said Adrian Britton, general manager, Technology, Strategy and Innovation, Hostworks, Pty Limited. "HP has allowed us to be more agile, complete tasks quickly with automation, and exceed customer satisfaction goals. By improving our service delivery, HP has enabled us to expand our business opportunities and drive revenue."

Britton added, "Leveraging the programs offered through HP Financial Services, we are also conserving our cash flow. In terms of helping its customers embrace cloud computing, HP is a full-service company."

SingTel selects HP to scale its business
SingTel, a Singapore-based telecommunications provider with operations in 19 countries, collaborated with HP to create the first cloud services in Singapore under the branding "Alatum". Since then, SingTel/Alatum has become the leading cloud services provider in the region.

Deploying an HP Converged Infrastructure, Alatum can now provision, manage and monitor both applications and infrastructure with one touch to quickly meet business demands as they occur. Alatum leverages HP CloudSystem Matrix to deploy computing resources on demand. Alatum also implemented HP 4400 Enterprise Virtual Array to provide a resilient, flexible environment that improves storage utilization and scalability.

"We are pleased to work with HP to deliver cloud computing services," said Alvin Kok, head of Infocomm Services at SingTel. "The scalability, reliability and performance of our Alatum cloud services powered by HP will enable businesses to be more agile, reduce their operating costs significantly and operate more productively."

HP BladeSystem servers also have enabled Alatum to reduce power and cooling needs by 40 percent, maximising limited resources. With HP, the company can launch a virtual server in less than 10 minutes, reducing the time needed to set up a new customer for Infrastructure-as-a-Service or Software-as-a-Service in minutes.[5] This enables Alatum to add customers quickly while ensuring a superior customer experience.

HP Converged Infrastructure is a key component of the Instant-On Enterprise. The Instant-On Enterprise embeds technology in everything it does to serve customers, employees, partners and citizens with whatever they need, instantly.

HP's premier client event, HP DISCOVER, takes place Nov. 29 - Dec. 1 in Vienna, Austria. The event showcases how organisations can get started on their Instant-On Enterprise journeys.

Additional information is available at www.hp.com/go/HPCloudInnovation.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

(1) Forrester Research, Inc., "Sizing the Cloud," April 21, 2011.
(2) Forrester Research, Inc., "Forrsights Budgets and Priorities Tracker Survey, Q2 2011."
(3) Forrester Research, Inc., "Cloud Computing In Asia Pacific 2010: End User Adoption Trends," June 2010.
(4) IDC, "HP Expands Its Datacentre Facilities Portfolio as Worldwide Market Demand Rebounds," No. lcUS22702811, February 2011.
(5) Based on internal testing.

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