Wednesday Press agenda

8:30 – 8:31	1 min	Cloud Video	TBD
8:31 – 8:40	9 mins	Welcome/intro of Anton Knolmar Introduction to the news of the day, setting the scene (9 mins)	VOG Anton Knolmar
8:40 – 8:55	15 mins	News of the day: ESSN	Steve Dietch
8:55 – 9:10	15 mins	News of the day: ES	Pete Karolczak
9:10 – 9:13	3 mins	News of the day: HPFS	Irv Rothman
9:13 – 9:15	2 mins	Wrap-up	Anton Knolmar
9:15 – 9:30	15 mins	Q&A	Execs/SMEs

HP Powers Move to Cloud

ANTON KNOLMAR

Vice President Enterprise Marketing, EMEA

November 30, 2011

Path to the Instant-On Enterprise
Only HP Can Deliver

APPLICATION TRANSFORMATION

CONVERGED INFRASTRUCTURE

ENTERPRISE SECURITY

INFORMATION OPTIMIZATION

HYBRID DELIVERY

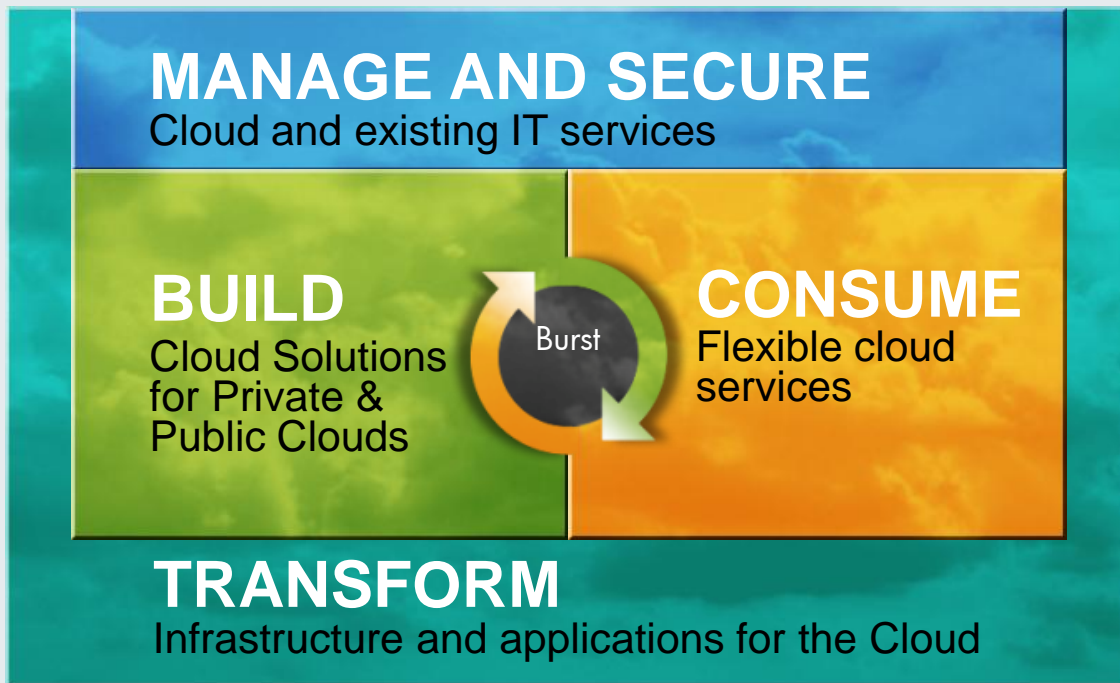# Hybrid Delivery: the right services at the right time based on customer needs

Business Users   Developers   Individuals

IMPROVE BUSINESS AGILITY

SPEED INNOVATIONS

ACCELERATE TIME TO VALUE

DELIVER CHOICE

REDUCE COSTS

DEVELOP ONCE, RUN ANYWHERE

Traditional

Private

Public

Only HP delivers on all hybrid delivery requirements

Best in Class Technology	Agility and Choice	Operational Excellence
Converged Infrastructure • Servers • Storage • Networking **IT Performance Suite** • Application Delivery • Automation • Service Monitoring • Security **CloudSystem**	**Private, Public & Hybrid** **Build or Consume** Services Business Users, Developers & Individuals **Broadest** set of applications **Heterogeneous** support **Out of the box** bursting **No** vendor lock-in	**Application** Lifecycle Management **Infrastructure** Management **Intelligent** Resource Allocation **Security** from application to infrastructure

Clients require complete solutions

MANAGE AND SECURE
Cloud and existing IT services

BUILD
Cloud Solutions for Private & Public Clouds

Burst

CONSUME
Flexible cloud services

TRANSFORM
Infrastructure and applications for the Cloud

New from HP: Advancing Cloud Deployment, Sourcing, Security and Learning

Making hybrid delivery mainstream

Addressing the No1. concern in the cloud: Security

MANAGE AND SECURE

BUILD   Burst   **CONSUME**

TRANSFORM

Expanding HP's Enterprise Cloud Services

Closing the business and technology cloud skill gaps

Why HP? Leadership, innovation, experience
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.

4 of 5 leading
hosting providers in the Gartner Magic Quadrant

Innovations to Build Hybrid Clouds

STEVE DIETCH

VP, Cloud Solutions & Infrastructure, HP

November 30, 2011

"*Through 2020, the most common use of cloud services will be a hybrid model combining on-premises and external cloud services*"

Gartner[1]

[1]Gartner, Inc. "Cloud Computing Innovation Key Initiative Overview"
David Cearley & Drue Reeves, July 22, 2011.

BUILD
Making Hybrid Delivery mainstream

Traditional   Private   Public

Enhancing HP CloudSystem with market-leading Alcatel-Lucent technology
Accelerating differentiated delivery of services for Service Providers

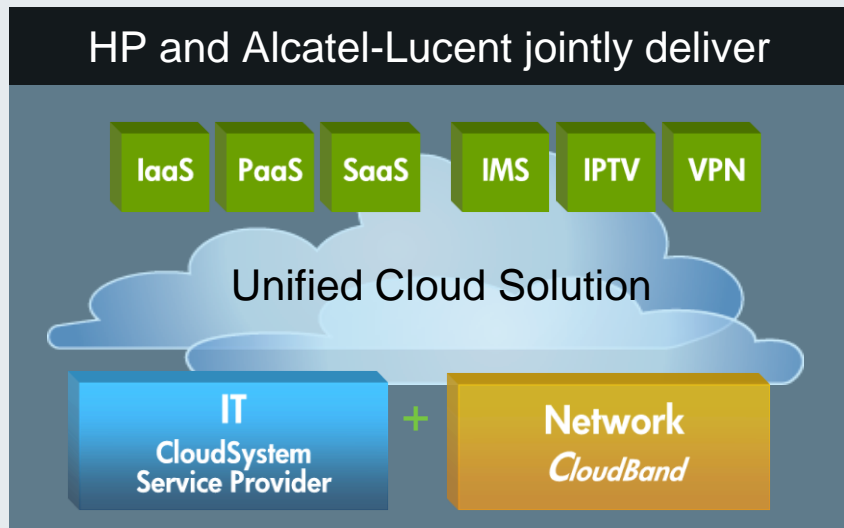**Expanded CloudAgile Service Provider program with new certified hosting and EMEA partners**
Brokering the cloud ecosystem

New CloudSystem Matrix 7.0 with industry first out-of the-box bursting & on-demand storage
Simplifying enterprise access to hybrid capacity

BUILD

Enhancing HP CloudSystem with market-leading Alcatel-Lucent technology

HP and Alcatel-Lucent jointly deliver

IaaS PaaS SaaS IMS IPTV VPN

Unified Cloud Solution

IT
CloudSystem
Service Provider

+

Network
CloudBand

CREATE
higher-value cloud services that leverage carrier assets

DELIVER
flexible offerings while maintaining end-to-end Quality of Service

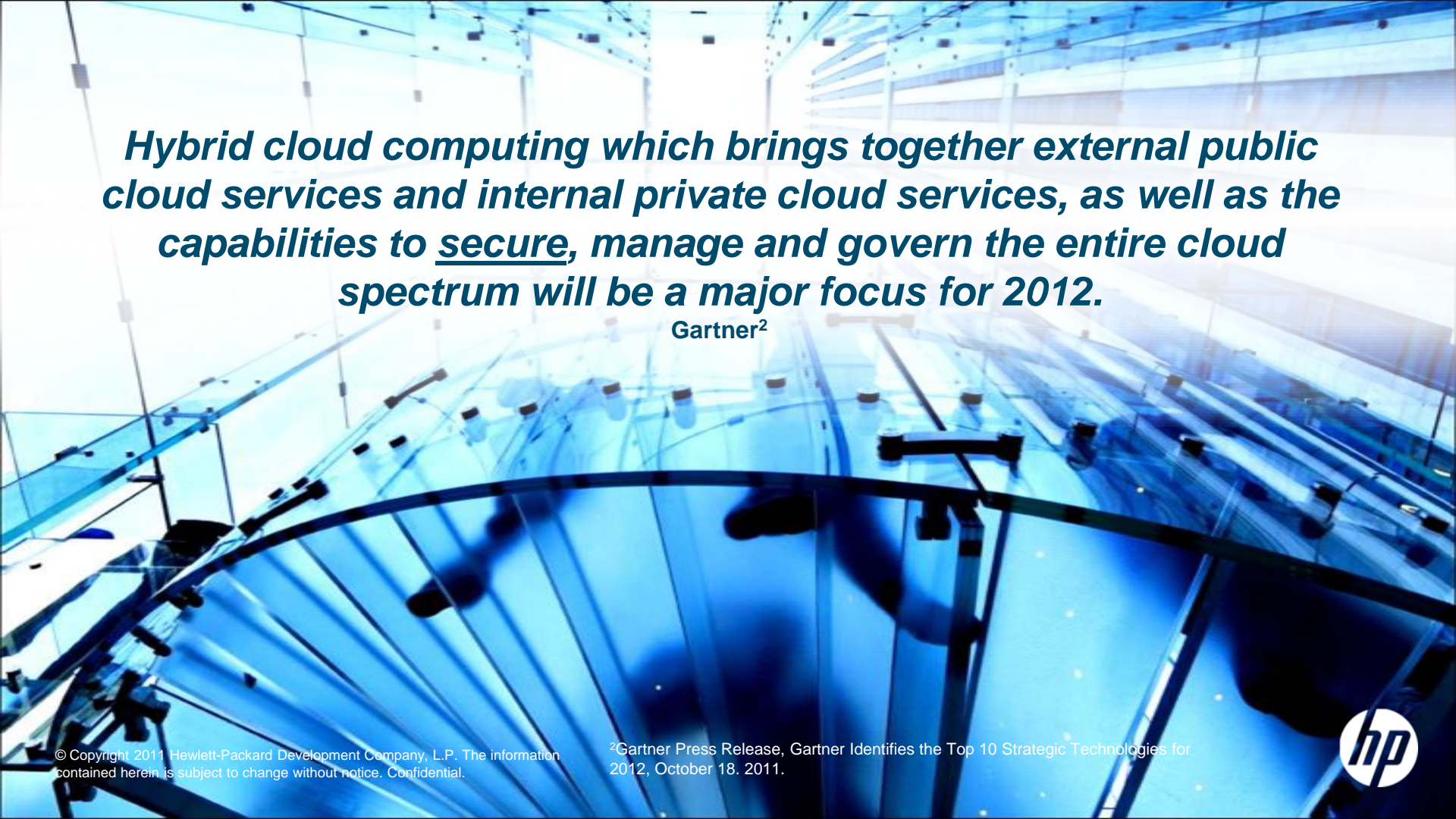### GENERATE
revenue faster with a pre-integrated solution

SERVICE PROVIDER DEMO

Hybrid cloud computing which brings together external public cloud services and internal private cloud services, as well as the capabilities to <u>secure</u>, manage and govern the entire cloud spectrum will be a major focus for 2012.
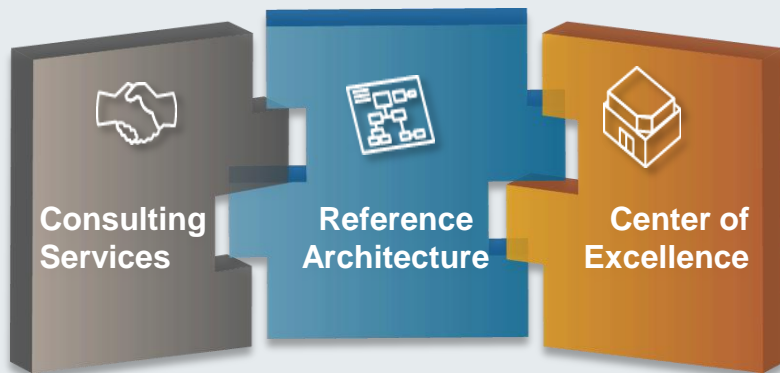
Gartner[2]

[2]Gartner Press Release, Gartner Identifies the Top 10 Strategic Technologies for 2012, October 18. 2011.

BUILD
Addressing the No1. concern in the cloud: Security

New HP Cloud Protection Program and Consulting Services

Consulting Services

Reference Architecture

Center of Excellence

- Confidently mitigate threats
- Faster security technology deployment
- Single source for cloud security architecture
- Building block approach from virtualization to cloud service delivery

By 2014, cloud computing experience will be a listed or demanded skill in most hiring decisions for IT software projects.[1] **Gartner**

[1]Gartner Inc, "Cloud Computing Innovation Key Initiative Overview"
David Cearley & Drue Reeves, July 22, 2011.

TRANSFORM

HP ExpertONE closes cloud skills gap: industry's only certifications spanning business and technology

New cloud certifications

Master ASE Master Accredited Solutions Expert	**Master Cloud Integrator**
ASE Accredited Solutions Expert	**Cloud Integrator**
ASE Accredited Solutions Expert	**Cloud Architect**

Expanded delivery options

ExpertONE Learning Partner Program	**ExpertONE Learning Solution Partners**
	HP Institute
	HP Press
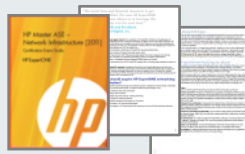
TRANSFORM
New Technology Services close the cloud skill gap

Expanded Education Services cloud curriculum
- Cloud Simulation training
- Management of Change for Cloud implementations

Services to optimize storage architectures for the cloud
- Storage Modernization for Cloud
- Storage Cloud Design

hp

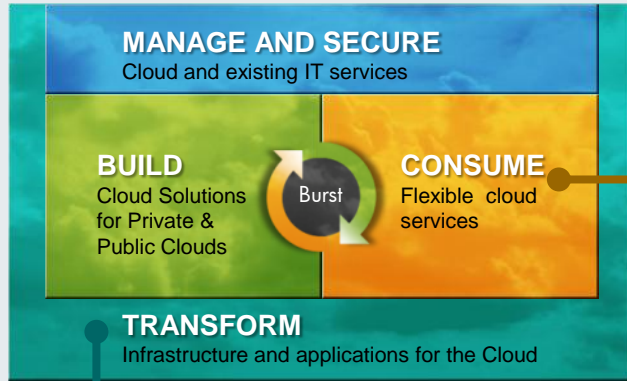# Expanding HP's Enterprise Cloud Services

PETE KAROLCZAK

SVP & GM ITO, Enterprise Services

November 30, 2011

Bringing cloud to the enterprise

MANAGE AND SECURE
Cloud and existing IT services

BUILD
Cloud Solutions for Private & Public Clouds

Burst

CONSUME
Flexible cloud services

TRANSFORM
Infrastructure and applications for the Cloud

- **HP Enterprise Cloud Services—Compute** `ENHANCED`
- **HP Enterprise Cloud Service for SAP Development & Sandbox Solution** `NEW`
- HP Enterprise Cloud Services—Security
- HP ECS—Vulnerability Scanning
- HP ECS—Vulnerability Intelligence
- HP Utility Services
- Microsoft CRM Dynamics

- **HP Cloud Applications Services for Windows Azure** `NEW`
- HP Cloud Discovery Workshop
- HP Cloud Security Assessment Services
- HP Application Transformation Experience Workshop
- HP Education For Cloud Computing & Cloud System

Hybrid Delivery: A cloud reality
Different Applications – Different Destinations

- **Infrastructure Modernization**
- **Application Transformation Services**
  - Applications Rationalization
  - Applications Modernization
  - Applications Migration
  - Applications Development

Private Client-owned — **Client-run**

Same physical data center

Traditional

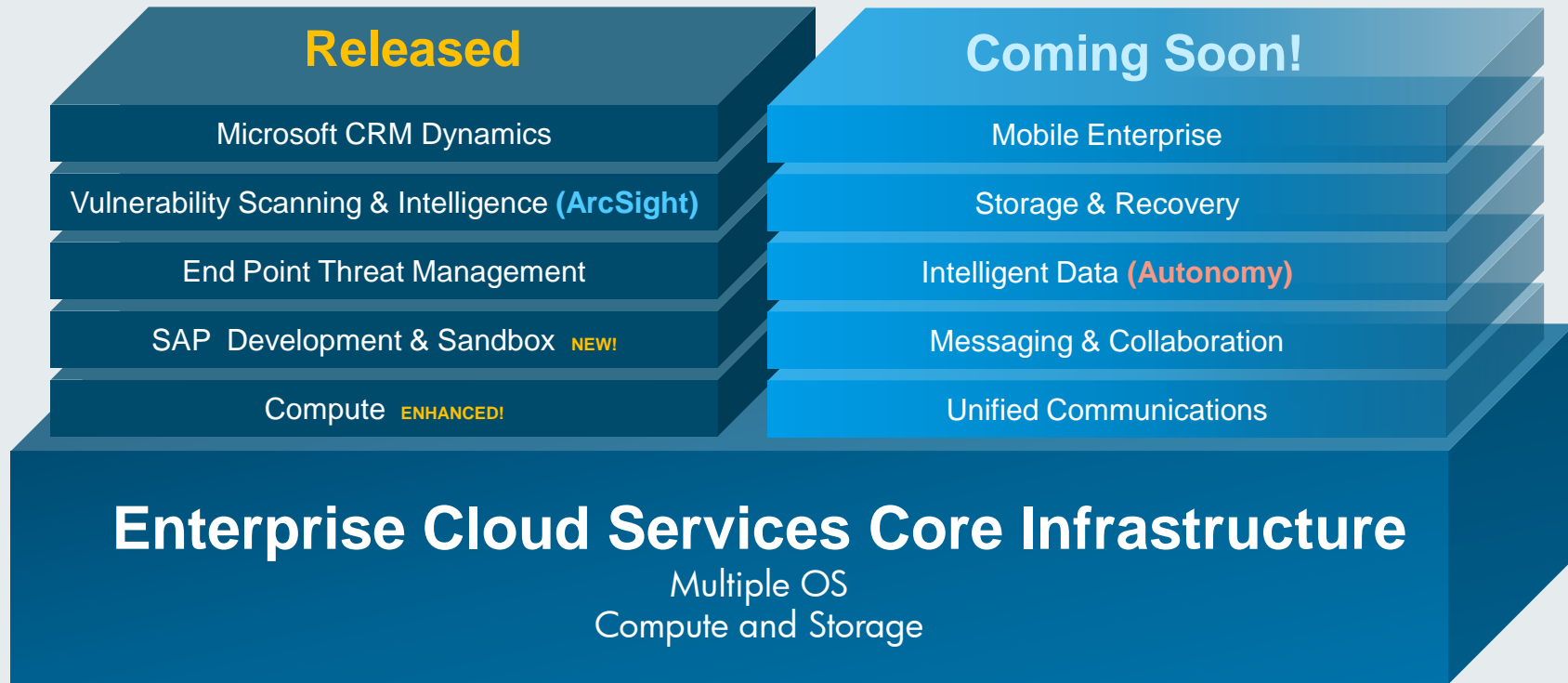**Enterprise Cloud Services** — **HP-managed Enterprise Services**

Public — **Self-service**

HP Enterprise Cloud Services (ECS)

Enterprise-class, managed, secure

Released

- Microsoft CRM Dynamics
- Vulnerability Scanning & Intelligence **(ArcSight)**
- End Point Threat Management
- SAP Development & Sandbox **NEW!**
- Compute **ENHANCED!**

Coming Soon!

- Mobile Enterprise
- Storage & Recovery
- Intelligent Data **(Autonomy)**
- Messaging & Collaboration
- Unified Communications

Enterprise Cloud Services Core Infrastructure

Multiple OS
Compute and Storage

Global CFO Roundtable Series

IRV ROTHMAN

CEO and President HP Financial Services

November 30, 2011

TRANSFORM
HP Financial Services Global CFO Roundtable Series
Driving alignment between finance and IT

- Helps CFOs in evolving business role
- Focused on business implications of cloud
- Driving CFOs / CIOs alignment on financial and technology roadmaps
- First roundtable hosted by Cathie Lesjak, EVP and CFO for HP, in Singapore, March 8, 2012
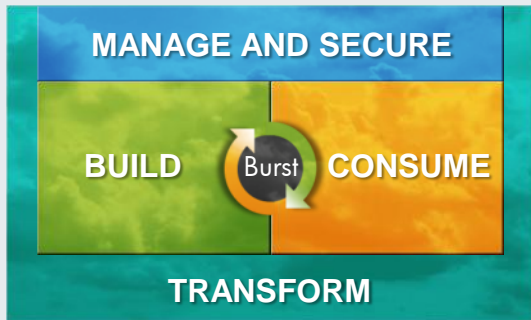
More information: http://www.hp.com/go/cfo

Transition back to Anton for Wrap Up

Today's news: HP Powers Move to Cloud

MANAGE AND SECURE

BUILD   Burst   CONSUME

TRANSFORM

Making hybrid delivery mainstream

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- Expanded CloudAgile Service Provider program with new certified hosting and EMEA partners
- New CloudSystem Matrix 7.0 with industry first out-of the-box bursting & on-demand storage

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Closing the business and technology cloud skill gap

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- Services to optimize storage architectures for the cloud
- Global CFO Roundtable Series

Thank you!