



HP Accelerates Enterprises' Time to Value for "Big Data" with Advanced Information Services

VIENNA, Austria, Nov. 29, 2011– HP Enterprise Services today announced new services that enable clients to accelerate the implementation of the [Vertica Analytics Platform](#) from Vertica, an HP Company, to quickly gain critical business insight that facilitates the decision-making process.

In today's world, information is generated around the clock. Instant access to structured data and unstructured "Human Information," which people create by communicating and connecting, is invaluable to organizations. Loading, accessing and analyzing this information continuously and simultaneously enables organizations to rapidly respond to market changes and customer demands.

The [Vertica Analytics Platform](#) allows users to analyze structured, semi-structured and unstructured data in physical, virtual and cloud environments in real time and on a massive scale to provide insight into "Big Data."

[Advanced Information Services for Vertica](#) help clients maximize the performance of the Vertica Analytics Platform and create an environment built for enterprise analytics.

Ranging from assessment to implementation services, HP works with clients to define multiple delivery options and identify the best solution for their existing infrastructure. Services include:

- [Proof of Concept Service for Vertica](#) demonstrates the capability of the solution with an emphasis on performance and application integration using client specific data and tasks to assist in the platform decision-making process.
- [Business Value Assessment for Vertica](#) analyzes needs and value to create a vision for enterprise analytics and qualify the applicability of the Vertica Analytics Platform to deliver quick time to value.
- [Fast Start Service for Vertica](#) enables clients to accelerate the implementation of the Vertica Analytics Platform in their environment,

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increasing productivity and speeding time to value.

- Architecture Service for Vertica defines related elements of the technical architecture to provide the right fit for the new solution.
- Monitoring and Performance Tuning Service for Vertica reviews relevant system settings, evaluates the application and implements tuning recommendations to optimize performance.

“Exabytes of digital information are created, captured and replicated every day, making it complicated and time-consuming to manage and exploit the data,” said Srini Koushik, vice president, Strategic Enterprise Services, Worldwide Applications and Business Services, HP. “HP works with clients to create an environment tuned to deliver real-time insight into key performance drivers for quick effective business decisions.”

Available worldwide, the Advanced Information Services for Vertica create an agile intelligence environment to enable an [Instant-On Enterprise](#). More information is available at www.hp.com/go/verticaservices.

About HP

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disputes; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2011 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2010. HP assumes no obligation and does not intend to update these forward-looking statements.

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