



HP Expands Cloud Programs, Solutions for Service Providers and Enterprises

VIENNA, Nov. 30, 2011 – HP today introduced new solutions that help service providers deliver differentiated, efficient and cost-effective cloud services. The new offerings also help enterprise clients capitalize on a hybrid service delivery strategy that leverages both internal and external resources to maximize flexibility.

To meet business expectations for faster time to service, increased flexibility and lower costs, organizations must develop, deploy and manage their portfolio of services in the most efficient and cost-effective manner. To do this, they need to build and leverage a hybrid cloud environment that spans public cloud, private cloud and traditional IT.

Expanded offerings for communications service providers

To enable communication service providers (CSPs) to accelerate new growth, HP has expanded [HP CloudSystem](#) with integrations from [Alcatel-Lucent](#), a leading provider of telecommunications networking. This extension of the [HP CloudSystem Service Provider solution](#) will enable CSPs to deliver differentiated cloud offerings.

The two companies have integrated HP Converged Infrastructure with telecommunication network assets and cloud management capabilities from Alcatel-Lucent to automate provisioning and management of both IT and telecommunication network services. The joint HP and Alcatel-Lucent solution lets CSPs:

- Create new value-added cloud services that combine IT and networks, such as security, networking and storage by leveraging carrier network assets and customer relationships;
- Deliver flexible offerings, while maintaining comprehensive quality of service, such as premium service level agreements (SLAs) for bandwidth guarantees through simplified provisioning; and
- Increase revenue and reduce costs with a pre-integrated solution that automates service provisioning across data centers and networks with predefined tools for service on-boarding, aggregation and bundling.

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HP CloudSystem Matrix 7.0 – out-of-the-box bursting capability

With a hybrid delivery approach, enterprises can tap external pay-as-you-go resources to deal with the unpredictable events and deliver services that cannot be offered by using internal resources. Until now, however, accessing the public cloud for periodic use of technology resources can result in loss of IT visibility, control and governance.

The newest release of [HP CloudSystem](#) enables enterprises to access “cloud bursting” capacity with the [HP Matrix Operating Environment 7.0](#). HP CloudSystem is the first solution to provide clients instant access to additional capacity out of the box, with a management environment that allows them to maintain visibility, governance and control.

Cloud bursting is a technique used by enterprises to provide additional resources on an as-needed basis to easily manage uneven service demands. With certified HP CloudAgile service provider partners, clients are assured of reliable and easy-to-access capacity. The first partner to be certified for bursting is [Savvis](#), a leading cloud service provider.

In addition to the new bursting capabilities, HP CloudSystem with the HP Matrix Operating Environment 7.0 delivers a new level of automation with [HP 3PAR Utility Storage](#):

- Increased storage flexibility and efficiency through on-demand and fully automated provisioning of HP Storage, delivering services in minutes rather than days;
- Elimination of provisioning bottlenecks while still allowing storage administrators to maintain control with a unique capability that allows clients to set policies that match appropriate storage to service requirements such as availability and performance; and
- Enhanced, cost-effective disaster recovery with bidirectional failover and HP 3PAR storage integration.

Extending HP’s cloud service provider and channel programs

The expanded [HP CloudAgile Program](#) offers service providers direct access to HP’s global sales force and worldwide network of channel partners to extend their sales reach, expand their portfolio of service offerings and accelerate their time to market. Participants include partners who will deliver cloud services, including telecommunications and service providers as well as hosters, systems integrators and value-added



resellers.

The initial European members to participate in the HP CloudAgile Program are [UKFast](#), Centric, [Attenda](#) and [Eshgro](#). Together with HP, these service providers are now in a “first mover” position to help their customers meet security, compliance and other regional requirements for cloud computing in their local markets.

HP also is offering a new worldwide certification option exclusively to CloudAgile partners, to help them deliver a reliable, secure private hosted cloud based on HP CloudSystem. In addition to being the first partner to deliver bursting, Savvis also is the first certified CloudSystem hoster.

HP CloudSystem certified hosters will benefit from:

- Extended sales reach with access to HP’s dedicated global sales force, including HP’s focused CloudSystem sales team, as well as network of channel partners to drive business to CloudAgile partners;
- New market opportunities by quickly and reliably delivering private cloud hosting based on the open, integrated CloudSystem platform, as well as building a customer base for future cloud services, such as cloud bursting services to their portfolio; and
- Accelerated migration to the cloud with a comprehensive program that spans testing, development resources and pay-as-you-grow financing.

Additionally, 16 channel partners in Europe have opened [HP Cloud Centers of Excellence](#) that provide clients with fast, convenient access to live demonstrations of HP cloud solutions.

Pricing and availability

The HP CloudSystem Service Provider solution and HP CloudAgile Program offerings are now available on a worldwide basis. Financing is available through [HP Financial Services](#).

HP CloudSystem Matrix and HP Matrix Operating Environment 7.0 will be available worldwide in first quarter of 2012. HP CloudSystem Matrix pricing will start at \$290,000 for hardware, software and support.⁽¹⁾

About HP

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(1) Estimated U.S. list prices. Actual prices may vary.

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