THE FUTURE IS HYBRID

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BUSINESS IS OUTPACING IT
Enterprises losing control & service providers missing revenue opportunities

Business

Cloud closes the gap…
• Speed innovation
• Accelerate business processes
• Reduce time to revenue

IT

But there are barriers to cloud adoption ….

70%¹ of CIOs say cloud data SECURITY is a major concern
79%² concerned about VENDOR LOCK IN
75%² worried about cloud PERFORMANCE AND AVAILABILITY
63%² concerned about integrating INTERNAL AND EXTERNAL SERVICES

THE FUTURE IS HYBRID

Hybrid Delivery Cloud Environment seamlessly manages services delivery from public, private and traditional IT sources.

SPEED
INNOVATION

ACCELERATE BUSINESS PROCESSES
REDUCE TIME TO REVENUE
STRATEGIC ROLE OF IT CHANGING

IT becomes the builder and broker of services

TRANSFORM legacy infrastructure and applications and processes

BUILD on-premises cloud services

MANAGE AND SECURE across legacy applications and cloud assets

CONSUME off-premises services securely
HYBRID DELIVERY ENABLES TRANSFORMATION…
Right service delivered at right time based on business need

AUTOMATE
Self service delivery to users

ORCHESTRATE AND SECURE
Hybrid services based on policies

BROKER
Service resources across private, public, traditional
...AND ADDRESSES ENTERPRISE NEEDS

SECURE: AND COMPLIANT

OPEN: CHOICE AVOIDS LOCK-IN; MODULAR

AUTOMATED: END-TO-END SERVICE MANAGEMENT

RESILIENT: SERVICE LEVELS

SEAMLESS: TRADITIONAL, PRIVATE, & PUBLIC
HYBRID DELIVERY FRAMEWORK

SELF-SERVICE USER

Open Cloud Marketplace
- Infrastructure
- Platform
- Applications
- Industry

Orchestrate

SECURE

BROKER

PRIVATE CLOUD

VIRTUAL PRIVATE AND INDUSTRY CLOUDS

PUBLIC CLOUDS
PATHWAY TO HYBRID DELIVERY

TRADITIONAL IT
• Minimal automation
• Traditional methods of service delivery – internal, outsourcing, and hosting

PRIVATE and PUBLIC CLOUD
• Partial automation
• New disparate public and private cloud services

HYBRID DELIVERY
• Fully automated self-service delivery
• Orchestrated, managed & secured hybrid service delivery
• Brokered services based on business requirements
HYBRID DELIVERY INCREASES BUSINESS VALUE

Reduces time for new projects and increases revenue opportunities

- **TRADITIONAL**
  - Architecture Design & Engineering
  - Vendor Selection
  - Resource Deployment & Turn-Up
  - Resource Allocation
  - Processing

- **PRIVATE AND PUBLIC CLOUD**
  - Platform-Based Dev
  - Res Alloc
  - Processing

- **HYBRID DELIVERY**
  - Platform-Based Dev
  - Alloc
  - Processing

**Reduction in time and risk**

**Improved market responsiveness and agility**

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HYBRID DELIVERY REDUCES OVERALL COST
Savings over 40%

Hybrid Delivery optimizes service delivery based on cost

Standardization & automation simplify management

Hybrid Delivery

Traditional IT: 100
Private and Public Cloud: 70
Hybrid Delivery: 59

On-site HW & SW
Support resources
Power & cooling
Off-site servers
Cloud-related networking

Note: IT costs indexed to 100 in "Traditional IT." Percent changes are measured relative to "Traditional IT."
Sources: HP internal estimates

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CASE STUDY: DREAMWORKS

Decrease time to production and reduce costs by 30%

INCREASED BUSINESS VALUE

Migrating to ECS-Compute with private cloud enables DreamWorks to have near real-time, interactive sessions with artists and directors at a quality and level of detail previously not possible.

Taking 10 minutes of work for one machine

DECREASED COSTS

Moving half its rendering capacity to the cloud will cut costs by 30% by 2012, while ensuring availability to all capacity.

And doing it on 10 machines in one minute

Projected IT Cost Savings

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HP – MAKING HYBRID DELIVERY A REALITY
Simplifying cloud adoption while reducing risk

Deliver enterprise-class cloud services

Build turnkey private & public clouds

Manage, secure & govern traditional, public and private cloud services

BUILT ON ONE HP ARCHITECTURE
HP CLOUDSYSTEM
Turnkey Cloud for Enterprises and Service Providers

Single services view across private, public and hybrid cloud
Multi-hypervisor, multi-OS, heterogeneous infrastructure
Intelligent automation and lifecycle management application-to-infrastructure
Scalability with built-in bursting
Built on Cloud Service Automation & Converged Infrastructure
ENTERPRISE CLOUD SERVICE - COMPUTE
Enterprise-class cloud compute services for mission critical applications

- Delivers enterprise-class capabilities for production applications
- Reservation-based, flexible scale-up & scale-down
- Trusted, experienced provider
- Industry-specific services complement core offering
CLOUD SERVICE AUTOMATION
Intelligent automation for managing and securing cloud public, private, and hybrid services from infrastructure to applications

- Single portal to manage private, public and hybrid cloud services
- Complete lifecycle services management
- Intelligent, business policy based automated resource management
- Advanced application deployment management & optimization
- Extensible to public & private cloud (e.g., Amazon EC2)

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Storage as Service
Compute as Service
Platform and Partner Services
Pay-as-you-go
Billing and Parent/child account management
CLOUD DISCOVERY WORKSHOP

Develop a strategic map for the Hybrid Delivery journey

- Interactive conversations with senior HP consultants
- Assess your business needs and preferences
- Review cloud opportunities, implications, and economic impact
- Align IT and business team around goals
- Develop high level cloud journey roadmap

Cloud Discovery Workshop

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