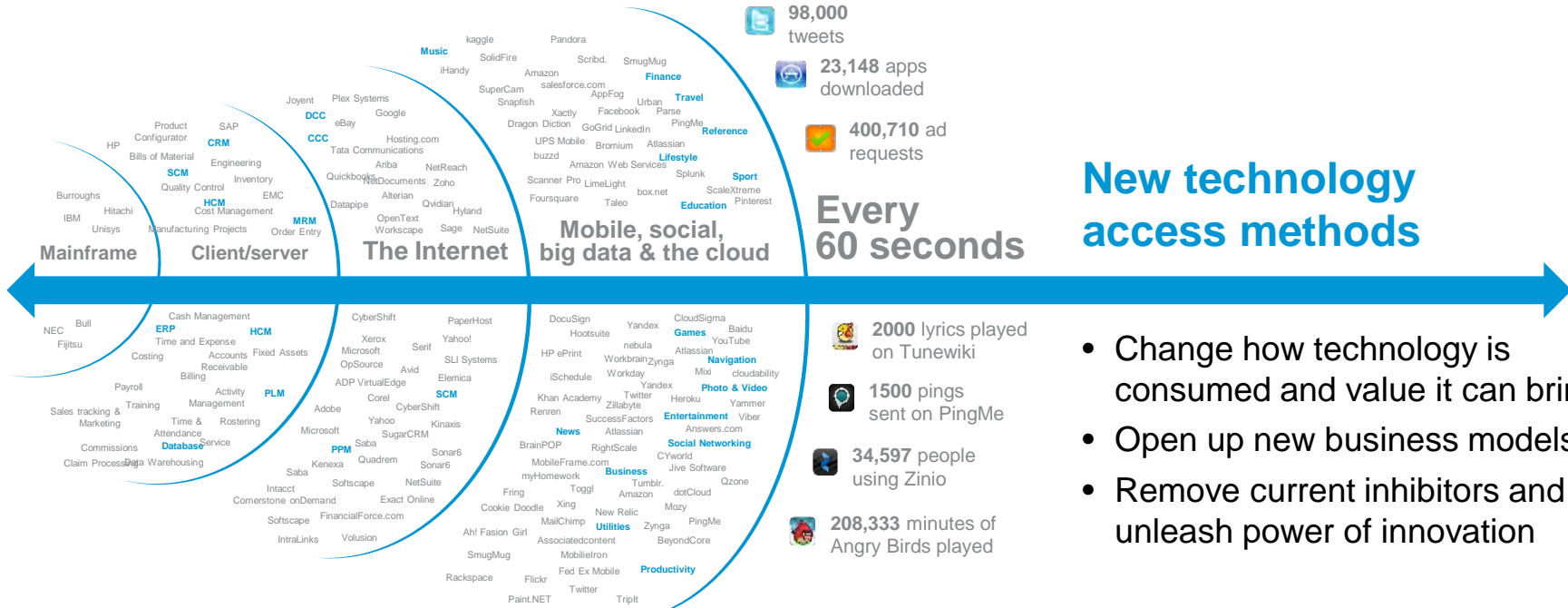


Accelerating innovation and change



CXO Priorities



CEO Priorities for 2013

Organic enterprise growth

Attract and retain new customers

Increase operational effectiveness

Social business practices

Issues:

- Risk and volatility (*social and economic*)
- Talent management



CFO Priorities for 2013

Reduce costs

Improve productivity/margins

Improving cash *position*

Increase organic growth

Issues:

- Commodity prices (energy, gas, raw materials)
- Economic/political environment (US & EU)



CIO Priorities for 2013

Deliver business solutions

Improve IT org and workforce

Improve IT mgt and governance

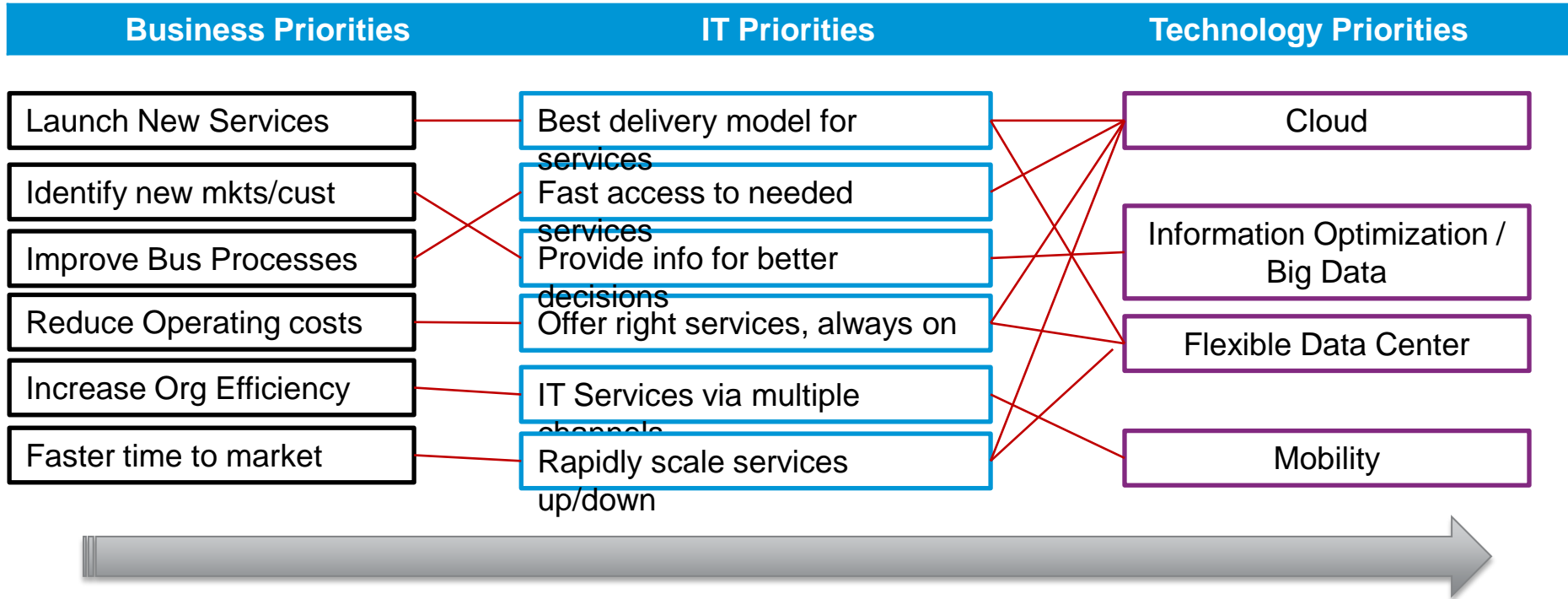
Reduce the cost of IT

Technologies:

- Analytics and business intelligence
- Mobile
- Cloud
- Collaboration / social media



Top Business - CIO Priorities and links



Four concerns for CIOs today

1 **Cloud IT**, in minutes
not months – Get to the Cloud
or get wet

3 **Mobility**, Bring Your Own
Device (BYOD) – Enabling choice,
achieving productivity

2 **Information
Optimization**,
Manage Big Data, Data
Center Consolidation –
Innovate vs. evolve

4 **Flexible Data
Center**, Deliver the right
support for the business – Focus on
service delivery not boxes

Companies are making big bets

To grow the business, leapfrog competition and boost bottom line

The Cloud



Big Data



Mobility



Flexible Data Center



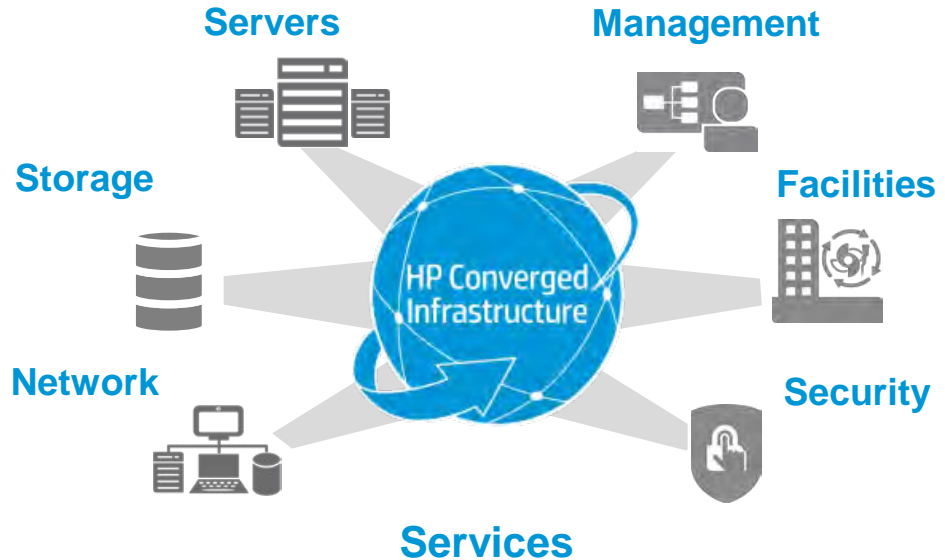
But is your Infrastructure ready?

Converged Infrastructure (CI)

Accelerating IT for better business results

What is it?

Converged Infrastructure accelerates the provisioning of IT services & applications through shared pools of interoperable resources



The Foundation for HP Converged Cloud



What do You need to look for in CI?

Designed for convergence



... Not piece parts

Open



... Not closed

Proven experience



... Not just hardware

What do You need to look for in CI?



Optimized for the Cloud

Power
& cooling

Servers

Storage

Network

Management
software



**Holistic data
center smart grid**



**Most intelligent,
self sufficient**



**Multi-tenant and
Federated**



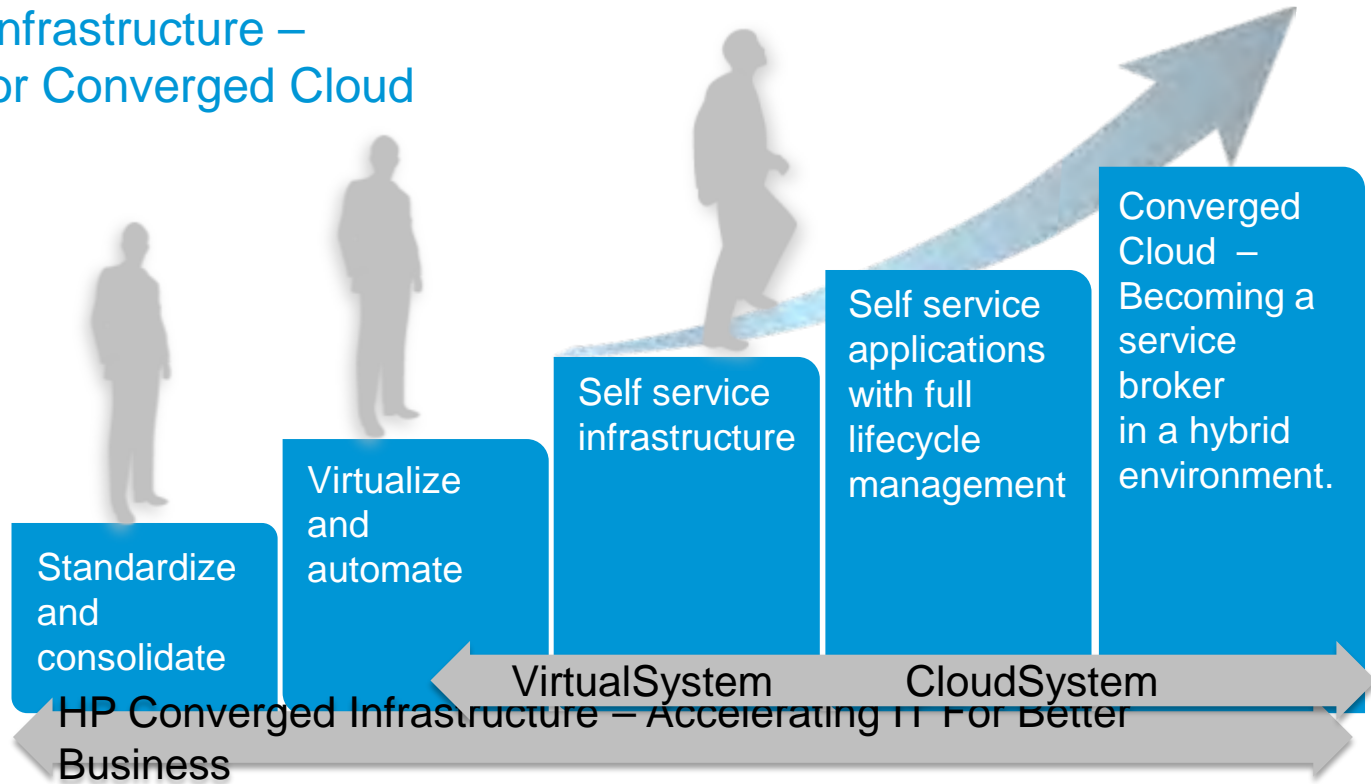
**Flatter, optimized
for east-west traffic**



**Drag and drop
simplicity Bursting
out of the box**

The journey to convergence and cloud

HP Converged Infrastructure –
the foundation for Converged Cloud

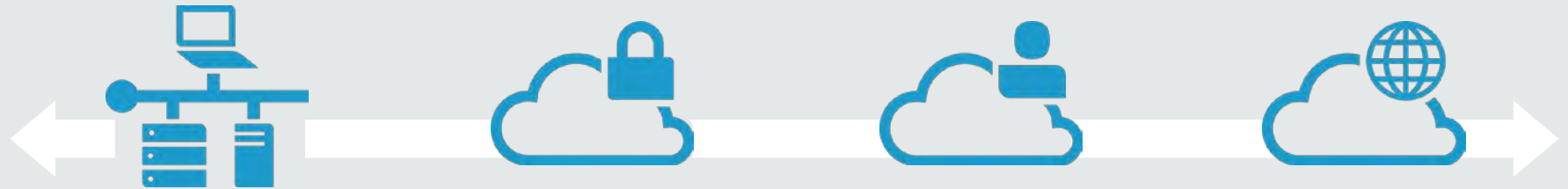


It will be a hybrid world

Build
Cloud services



Consume
Cloud services



Traditional

Private Cloud

Managed Cloud

Public Cloud

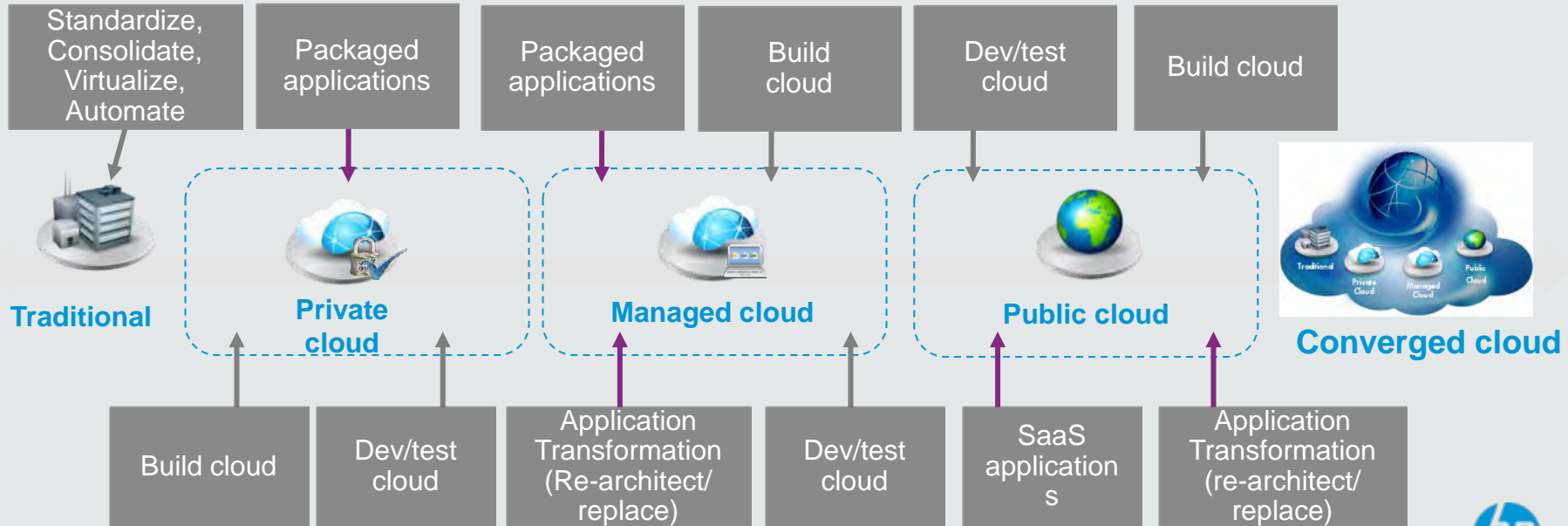
SLAs

availability, security, performance, compliance, cost



Road to the cloud has a variety of on-ramps

Customers will start with different use cases...and create unique paths



HP CloudSystem

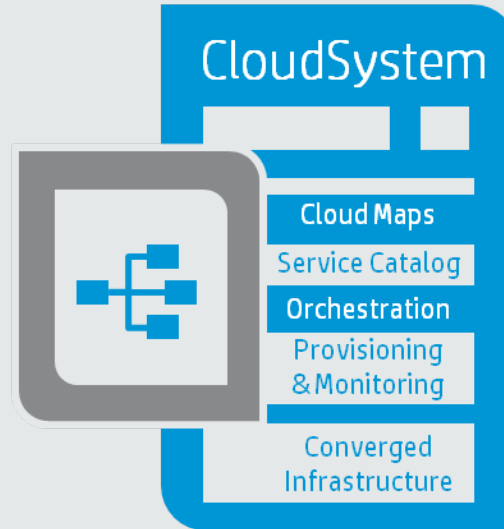
Most complete, open, integrated system

Single services view
across hybrid cloud

Multi-hypervisor, multi-OS,
heterogeneous infrastructure

Intelligent automation
and orchestration

Rapid application and
infrastructure deployment



CITRIX



redhat.

Microsoft

ORACLE

SAP

sas THE POWER TO KNOW.

TIBCO
The Power of Now

vmware

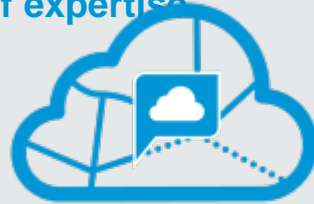


HP Cloud Maps

Respond to new application requests in minutes versus months

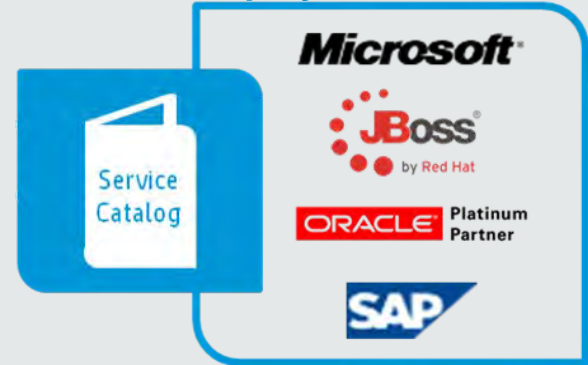
- **Quickly create** new application environments, often in less than an hour
- **Repeatable, proven** deployments lower risk and assure optimized performance and SLAs
- **Built-in** disaster tolerance, compliance and lifecycle management
- **Save up to 200 staff-hours*** per application environment in design, development and deployment

HP Cloud Maps:
Prepackaged application templates integrate decades of expertise



**Design
Publish
Deploy**

Create a rich catalog of application services ready for push-button deployment

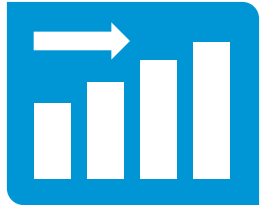


* Based on HP experience in customer engagements



Compelling Business Value

Shift **> 50%** of IT
resources from operations
to innovation



Cut time to provision
applications by **75%**



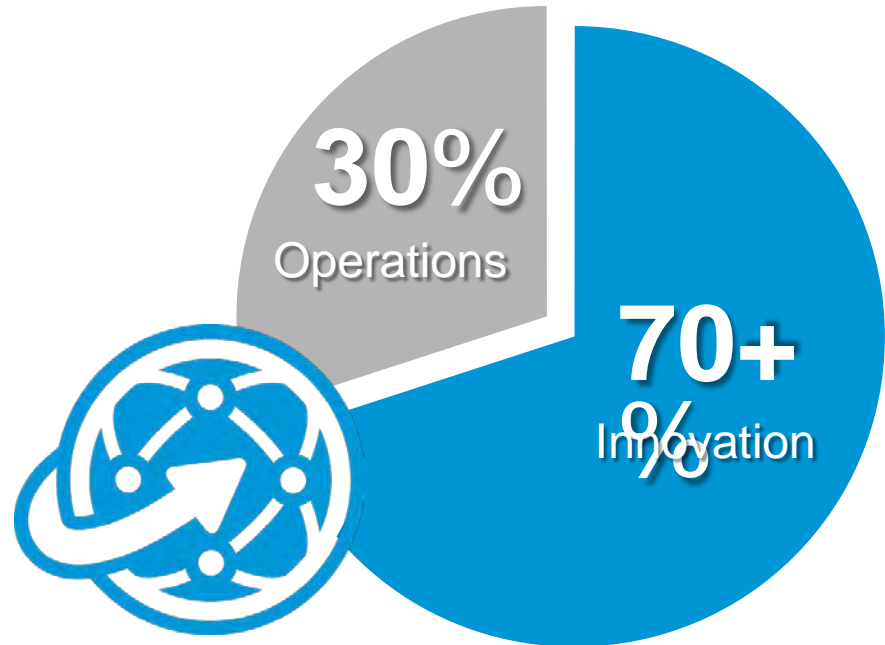
Reduce downtime
by **97%**



Accelerate IT for better business results

Start your journey NOW!

- Schedule an HP Converged Infrastructure Maturity Model Assessment
- HP Transformation Experience Workshop
- Learn more by visiting www.hp.com/go/CI



HP Converged Infrastructure

www.hp.com/go/ci



Leverage the Cloud

Define your Cloud
journey



Converged Cloud Workshop

Build your own
Cloud



CloudSystem

Consume Cloud
Services



Enterprise Cloud Services
HP Cloud Services

www.hp.com/go/cloud



Thank you

