HP Cloud

The cloud enterprises rely on

HP Cloud provides customers the choice, confidence, and consistency required to drive business growth. From consuming public cloud services to building private clouds, HP has the solutions, services, and partnerships to support your unique cloud needs.

A new style of IT is emerging

Organizations need greater agility and speed to market in order to compete and thrive in today's pace of business.

Enterprises must evaluate and optimize strategies to achieve profitable growth and create disruptive competitive advantage, and look to the new style of IT to drive agility and speed. A cornerstone of this IT-driven change is cloud computing.

Cloud can help your business move faster and make it more agile, efficient, open, flexible, scalable, and collaborative. As your business needs evolve, you don't need to wait for new IT systems to be built—the cloud gives you fast access to new solutions, paths to market, and scalability.

Enterprises need a trusted partner as they go on this cloud journey to help them figure out which workloads or applications are best suited for which cloud or traditional IT environment, and how to plan for growth and change. HP believes organizations will need to implement a **hybrid delivery strategy** that leverages the right mix of cloud and traditional IT to optimize application and service creation and delivery. That's the HP strategy cloud.

Gain more value with HP Cloud

Based on a single common architecture, HP Cloud uniquely offers the industry's only hybrid delivery strategy and solution portfolio to provide you:

- **Choice**—Only HP gives you full choice in delivery model (private, managed, public cloud, and traditional IT) as a continuum of service level agreements, choice in platform (Microsoft®, VMware®, or Linux) heterogeneous environments and infrastructures; and choice in a global partner ecosystem (independent software vendors, system integrators, outsourcers, and service providers).

- **Confidence**—HP Cloud solutions help you manage and secure your cloud-based assets across all delivery models, gain scalability to meet rapidly changing business requirements, and deliver on enterprise-grade service level agreements (SLAs).

- **Consistency**—With a common architecture, HP Cloud solutions provide workload portability across all deployment models and a single consumption experience.
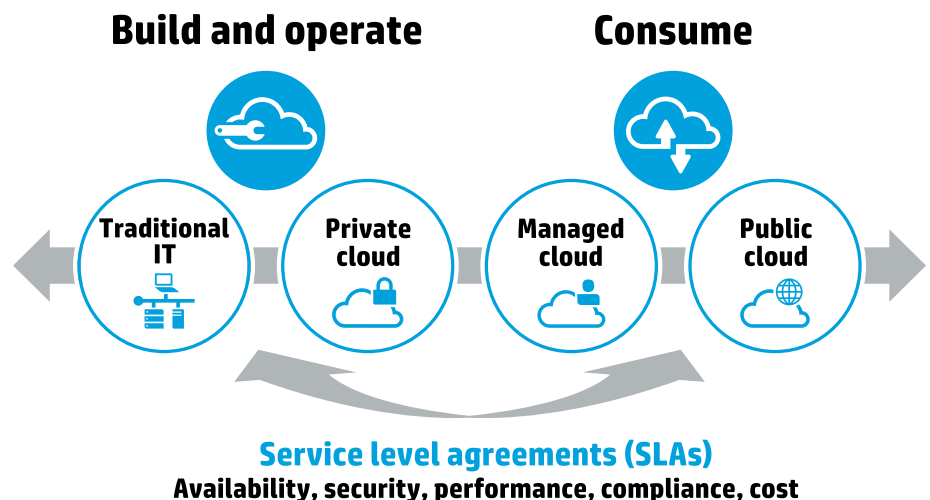
HP Cloud portfolio: powered by OpenStack®

Enterprises are expanding their leverage of cloud. As customer requirements grow and mature, hybrid cloud delivery is an imperative. Seventy-five percent of business and IT executives plan to pursue a hybrid delivery model.

Many enterprises started with small-scale, tactical deployment of cloud services such as using public cloud for backup/archival, or private cloud for application test and development.

For enterprises that want to leverage OpenStack technology for rapid innovation and the beneficial economics of an open source approach, HP Cloud OS enables easier deployment, application portability, and streamlined OpenStack patching and updates.

HP Cloud OS is the open and extensible technology platform providing the HP Cloud common architecture that enables customers to accelerate hybrid delivery. As a leader and one of the top contributors in the OpenStack community, HP brings industry-leading innovation, expertise, and best practices with HP Cloud OS technology to help enterprise customers accelerate business outcomes. HP Cloud OS is available to customers through the products and services it powers in the HP Cloud portfolio.

Build and operate   Consume

Traditional IT   Private cloud   Managed cloud   Public cloud

Service level agreements (SLAs)
Availability, security, performance, compliance, cost

Workload	**IT infrastructure**	**Technical computing**	**Business continuity and compliance**	**Dev/Test and prototyping**	**Business app delivery and hosting**	**Business analytics**
Lead offering	Private cloud • HP CloudSystem • HP Cloud Service Automation • HP Converged Infrastructure • Security Public cloud • Compute/storage Managed cloud • Virtual private cloud	High-performance computing (HPC) • Unified cluster portfolio • Cluster platforms • Cluster software	Public cloud • Archival as a service, backup, and disaster recovery Managed cloud • Backup and recovery services • Continuity services	HP Public cloud • PaaS—private beta • Platform services • Dev tools HP Software • HP Application Lifecycle Management • HP Application Security Private and managed • Dev/test use cases	Managed cloud • Virtual private cloud • Messaging/Collaboration • Unified communications • Mobile • SAP HANA • Other business apps • Custom applications	HP Software • Vertica • Autonomy • HAVEn

HP Cloud Professional Services

Advisory • Strategy • Application Transformation • Design • Implementation • Operation • Education • Finance

Hybrid delivery: Customers will have a mix of cloud deployment models

Traditional IT   **Private cloud**   **Managed cloud**   **Public cloud**

HP Cloud solutions: the benefits

The HP Cloud portfolio is both broad and deep. The solutions in this portfolio help you build and operate cloud services across all deployment models, and consume cloud services from managed and public clouds. With HP Cloud, organizations can:

• **Increase agility**—Increase business agility with hybrid delivery built on an open, extensible common architecture. Respond to changing business needs faster by deploying resources where they are needed most.

• **Speed innovation**—Application and service development based on an open architecture fosters innovation. This leads to quicker time to market and time to value.

• **Lower cost**—Gain greater shared resources and see infrastructure utilization improvement by shifting from CAPEX to OPEX.

Why partner with HP?

When you work with HP, you have the confidence that comes with a technology partner that

has the vision, expertise, portfolio, and proven deployments for robust cloud solutions. We have what it takes to help you define the right path for your cloud journey.

Open and transparent—Turnkey integrated systems and services based on an open architecture tie everything together (instead of the siloed approach you might find elsewhere).

Comprehensive—Deploy any business and IT service across a mix of private, public, or managed cloud delivery models because of our comprehensive HP Cloud portfolio.

Flexibility and agility—Grow and evolve by adding only the components you need as your business grows. This modular approach gives you all and only the technology components you need to build the solution that meets your unique business needs.

Delivering business value with HP Cloud

With over 1900 enterprise customers using HP Cloud and an ecosystem of 250+ partners worldwide, HP Cloud is continuing to drive momentum and customer success. We bring over 50 years of technology innovation and experience managing transformation, 3500 certified cloud professionals, and are a Platinum member and top contributor to OpenStack.

From financial and banking firms to international standards organizations to service providers, organizations have increased agility and innovation and lowered costs with HP Converged Cloud.

Find out how you too can partner with HP to increase the speed of new product development and reduce average provisioning time from seven days to less than 40 minutes, or enable your development teams to collaborate in real time and speed production time while managing cost by tapping into on-demand scalable cloud resources from HP.

Learn more at
hp.com/cloud

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