

# Dave Donatelli

*Executive Vice President  
& General Manager  
HP Enterprise Servers, Storage & Networking*

70% *Captive in operations and maintenance*

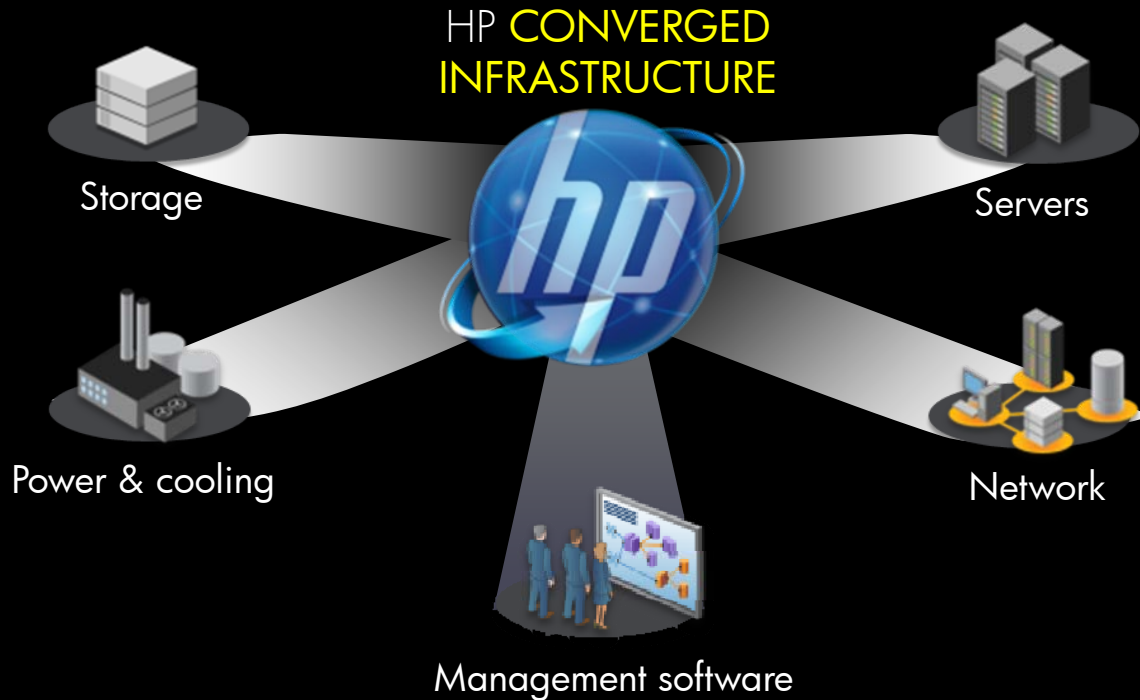
*Business innovation throttled to* 30%



**IT SPRAWL**

# THE DATA CENTER OF THE FUTURE

will be built on a **Converged Infrastructure**



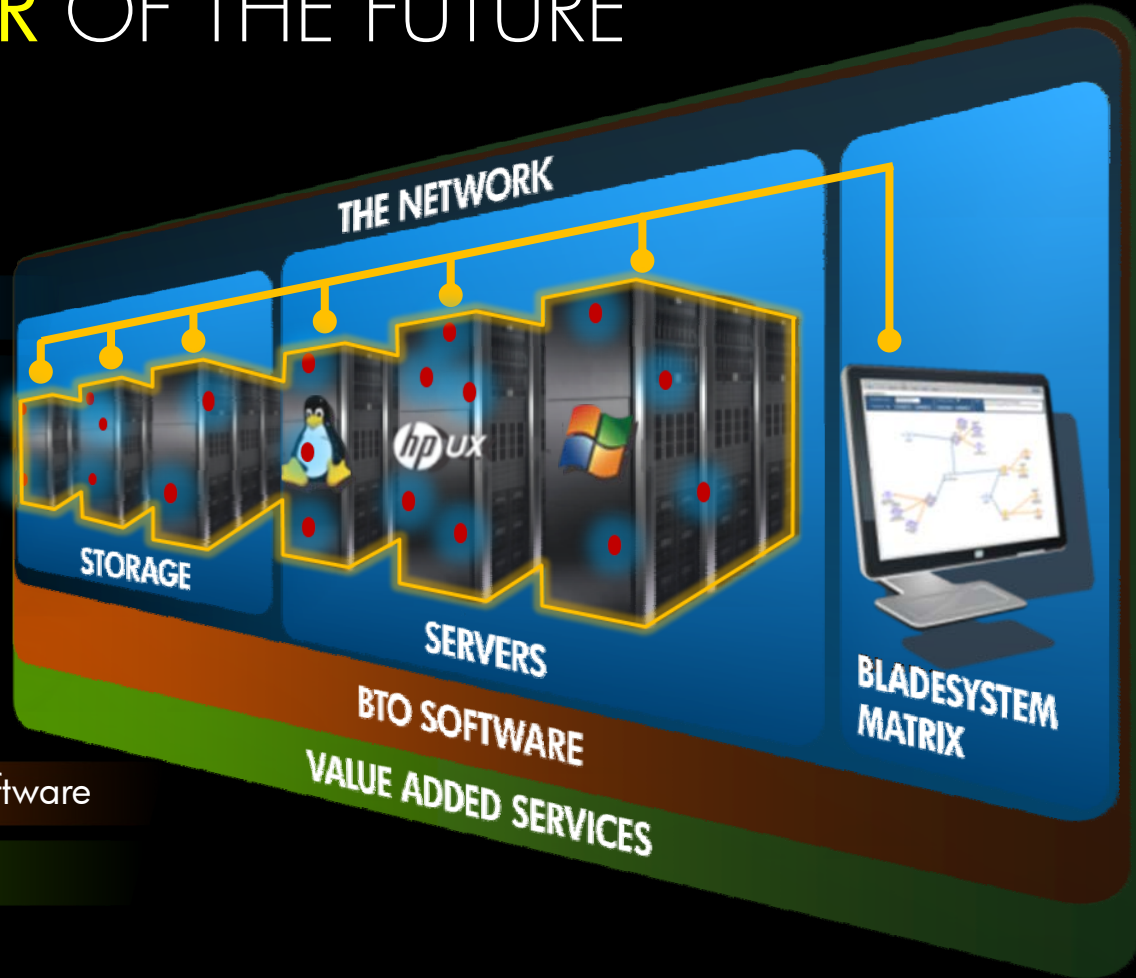
# THE DATA CENTER OF THE FUTURE

Common Modular Infrastructure

Sea of Sensors

HP Networking

Common Management



Business Technology Optimization Software

Value Add Services

# OUR BIGGEST YEAR EVER

▶ MAJOR PRODUCT LAUNCHES 1<sup>ST</sup> HALF 2010



INTEGRITY  
**SUPERDOME 2**



**HP NETWORKING**  
WITH 3COM

LAUNCHING **MORE NEW TECHNOLOGIES** THAN EVER BEFORE!



# OUR BIGGEST YEAR EVER

▶ MAJOR PRODUCT LAUNCHES 2<sup>ND</sup> HALF 2010



HP BladeSystem with  
ProLiant G7 Server Blades



HP ProLiant G7 Servers



HP D2D4312 Backup System

LAUNCHING **MORE NEW TECHNOLOGIES** THAN EVER BEFORE!





# THE DATA CENTER OF THE FUTURE

## New Servers

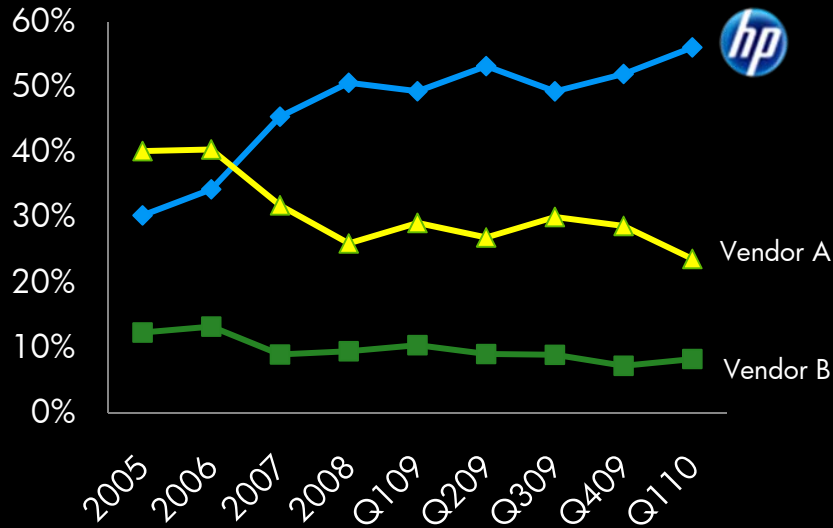
BladeSystem

ProLiant G7 Servers

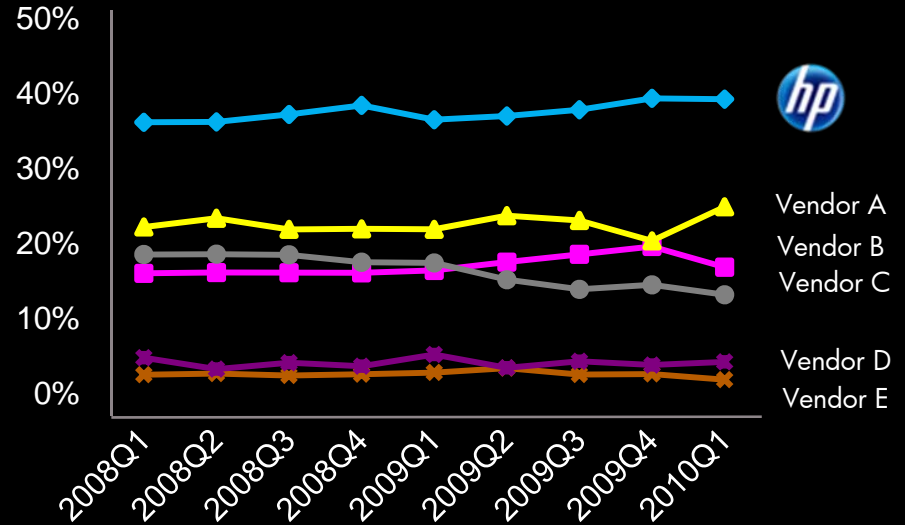


# SERVER MARKET SHARE

## Blades Revenue Market Share\*



## ISS Revenue Market Share\*



\*Data from IDC C1Q10 WW Server Tracker, ALL Blades revenue, ALL ISS Servers revenue





# COMMON MODULAR INFRASTRUCTURE



BladeSystem



Integrity Superdome 2



ProLiant G7 Servers

**RACK ONCE**

**WIRE ONCE**

**POWER ONCE**



# HP BLADESYSTEM

## ▶ DELIVERING BREAKTHROUGH VALUE

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FROM TOO  
MUCH OF  
EVERYTHING



TO ONE  
INFRASTRUCTURE



HP BladeSystem

## ▶ ELIMINATES SPRAWL AND ENABLES ON-THE-FLY CHANGE MANAGEMENT



# HP BLADESYSTEM

## ► DELIVERING INDUSTRY FIRSTS

The world's simplest, most flexible way to connect servers to any network with HP Virtual Connect FlexFabric

The industry's first terabyte blade and blade servers integrated with Virtual Connect FlexFabric I/O technology

Industry leading compute density and performance



**95%**

Approximate

**Sprawl Reduction**

**4x**

Increased **Virtual Machines** per Server

**2x**

Increased **Performance** per Rack



# HP PROLIANT G7 SERVERS

▶ BREAKING INDUSTRY BARRIERS

HP PREMA architecture

Self Healing Resiliency –  
Virtual Machine isolation

Balance Scaling

Breakthrough efficiencies



- ▶ DL980
- ▶ DL580
- ▶ DL585



# HP PROLIANT G7 SERVERS

▶ A NEW CLASS OF SCALE-UP INNOVATIONS

DL980

3x

More  
Performance

2x

Improved  
Availability

91:1\*

Greater  
Consolidation

8x

Faster  
Remote  
Management

96%

Reduction in  
Power &  
Cooling

\*DL 585 only



# DATA CENTER SMART GRID

## ▶ INTELLIGENT POWER DISCOVERY INNOVATION

The first automated, “Energy Aware” network

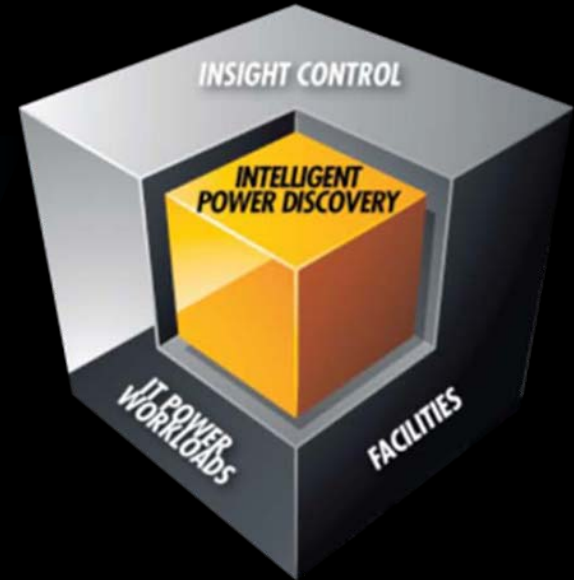
Automatic communication between the PDU and the server

Power monitoring with 99% accuracy

Eliminates human error

Reduces power consumption by 95%

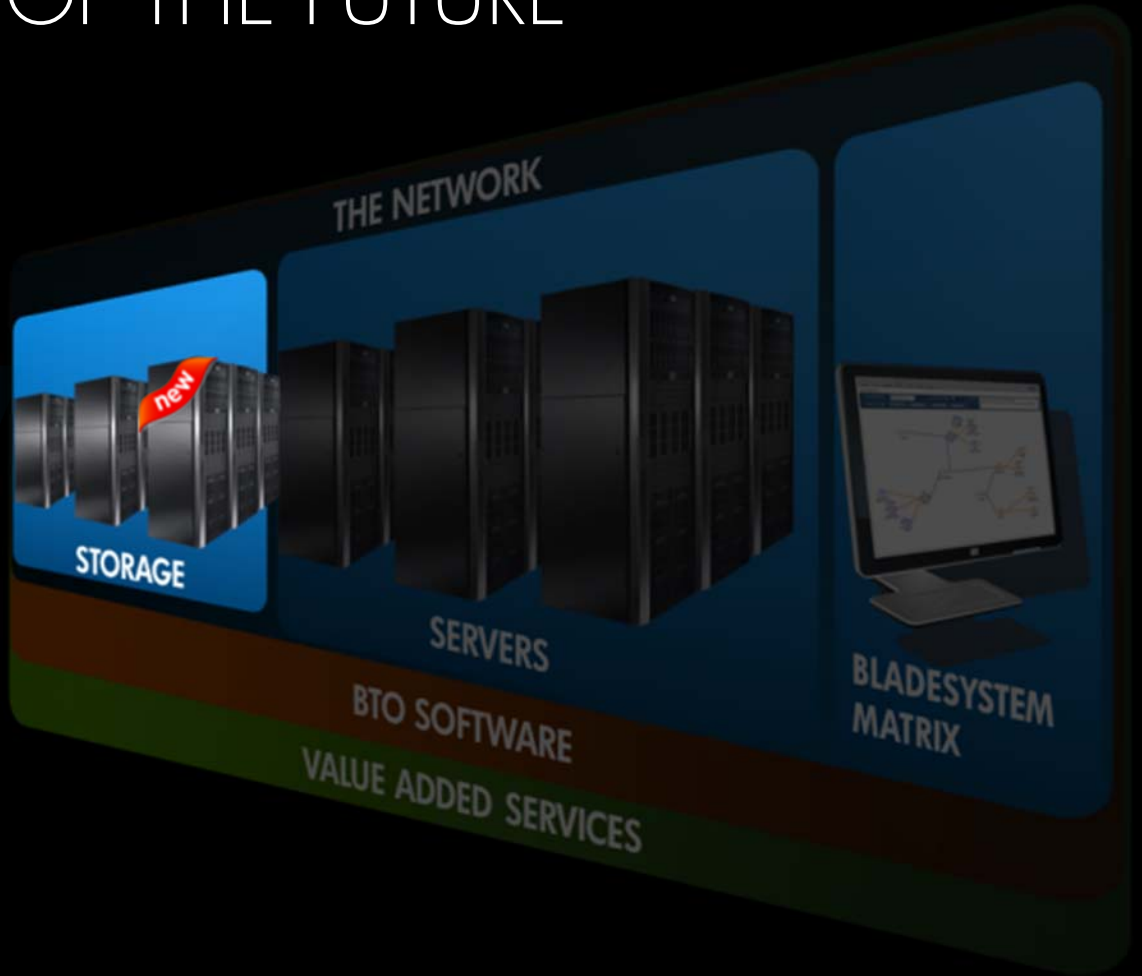
Reclaim over provisioned energy assets



# THE DATA CENTER OF THE FUTURE

## New Storage

StoreOnce





# HP STOREONCE

D2D4312 Backup System

- ▶ HP LABS REINVENTS DEDUPLICATION
- ▶ ONE UNIFIED ARCHITECTURE

## Deduplicate Data Once

with a single  
software  
design for the  
entire  
enterprise

## Scale from client to the backend

with simple  
appliances  
today and a  
strategy for  
the future

## 20% Faster

than  
competitive  
solutions

## 95% Savings

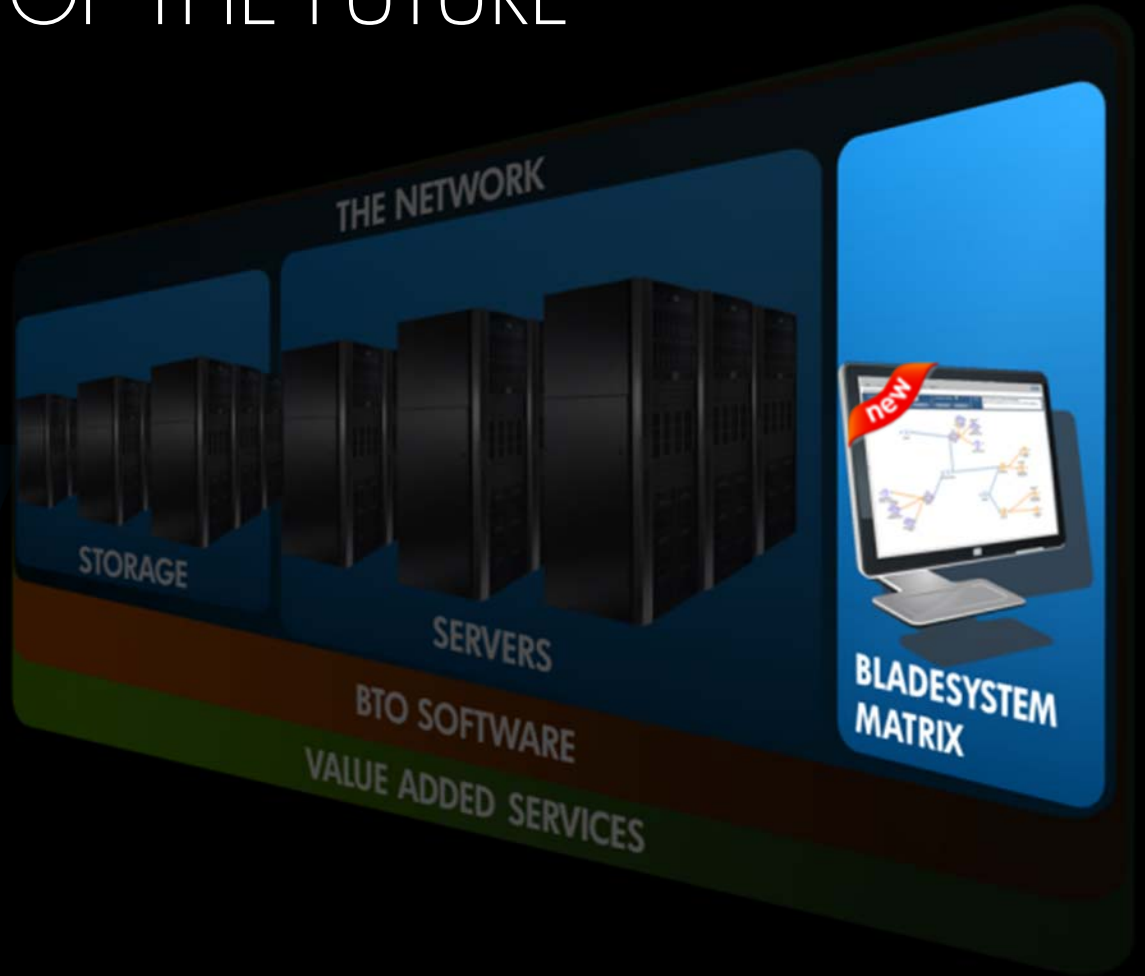
on storage  
capacity  
costs



# THE DATA CENTER OF THE FUTURE

## New Management

BladeSystem Matrix



# HP BLADESYSTEM MATRIX

- ▶ INDUSTRY'S 1<sup>ST</sup> "ONE TOUCH" SELF SERVICE PROVISIONING FOR PRIVATE CLOUD



New integration with HP Server Automation software delivers services in **minutes vs. months**

**Single self-service portal** and templates define and provisions both resources and applications

Provision infrastructure and applications in minutes to **enable private cloud** with HP BladeSystem Matrix

Reduces **TCO** by approximately **56%**



