

PRESS CONFERENCE

DISCOVER 2011

NOVEMBER 29, 2011



Information Optimization

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November 29, 2011



The Instant-On Enterprise

IT turns business & government “on,” instantly

- Everything & everyone’s **connected**
- Everyone expects **immediate gratification & instant results**
- Enterprise & IT are **one** and the same
- Respond to continuous **opportunity & competition**
- **Anywhere, Any time, Any way**



Instant-On Enterprise solutions

For today and tomorrow



Hybrid Delivery Cloud (Jan 2011)

Build, Consume, Manage & Secure, Transform

- >700 SaaS customers
- 7 of top 10 cloud xSPs
- 3 most popular US social media properties
- 4 of 5 of the world's largest search engines
- 8 of 10 of world's most trafficked websites

Application Transformation (April 2011)

Assess, Modernize, Manage, Govern

- >1M applications
- 2.5B lines of code for clients
- 60,000 application specialists
- 200+ transformation experts
- #2 in Applications Services¹

Converged Infrastructure (June 2011)

Converge, Manage, Automate

- >2,000 DC management & automation customers
- >100,000 consultants versed in various areas of DC technologies
- Designed 32 million sq. ft. of data centers
- #1 or #2 all products¹

Enterprise Security (Sept 2011)

Assess, Transform, Manage

- Detects and quarantines 3.1M viruses annually
- Protects >200 petabytes of data each year
- 3 of the Fortune 5 in every industry
- 4 of the 5 branches of U.S. military

Information Optimization (Nov 2011)



But.....

Senior Business & Technology Executives - Survey Data

48%

Do not have an effective information strategy in place

2%

Can deliver the right information, at right time to support enterprise outcomes 100% of the time

34%

Say 50% of information within organizations is unconnected, undiscovered & unused

35%

Organization is not effective at accessing enterprise information as and when needed for legal/ compliance and operational needs



Information powers the Instant-On Enterprise

The Human Information Era + Extreme Data

- **Human Information** is made up of ideas and information
 - **97,000 TWEETS** every second
 - **12 MILLION TEXTS** every minute
 - **294 BILLION EMAILS** every day
- **Extreme Data**
 - **VOLUME, VELOCITY, VARIETY AND COMPLEXITY**
 - **240TB WIRELESS SENSOR DATA EVERY FLIGHT FROM A SINGLE COMMERCIAL AIRLINE**
- **Only 15% of data lives in databases while Unstructured data accounts for 85%**



HP Next Generation Platform - IDOL 10

Mike Lynch

Executive Vice President, Information Management
CEO, Autonomy



IT Platforms Operate on Structured Data

*When the **IT** world started machines could not understand the real world of rich information, so a useful simpler analogy was created. This gave rise to the structured data world, it has proved very useful.*

*Over the years there have been many technology changes, the **T** in **IT** has changed many times, Mainframe, client server, IP, Cloud.....*

***Now meaning based technologies allow machines to understand human information
As a result the enterprise is moving towards human-friendly information***

A person is holding a large white card with a structured data form. The card has several fields separated by dashed lines. The fields contain the following information: Name: Smith, Address: 46 Aracia avenue, Age: 34, Code: 00403034, and Reference: FFRRFF55434. The card is tilted slightly to the right.

Name:	Smith
Address:	46 Aracia avenue
Age:	34
Code:	00403034
Reference:	FFRRFF55434



Database Approach: Time To Move On?

Attempt to organize datasets for computers to understand:

Relational Databases

Attempt to hammer the world flat by normalizing the data

Does not account for shades of grey

Cannot understand or organize unstructured information

Object-oriented Databases

Information is represented in the form of objects

Focuses on the relationships between objects

Only stores content blobs, doesn't understand what is in the content

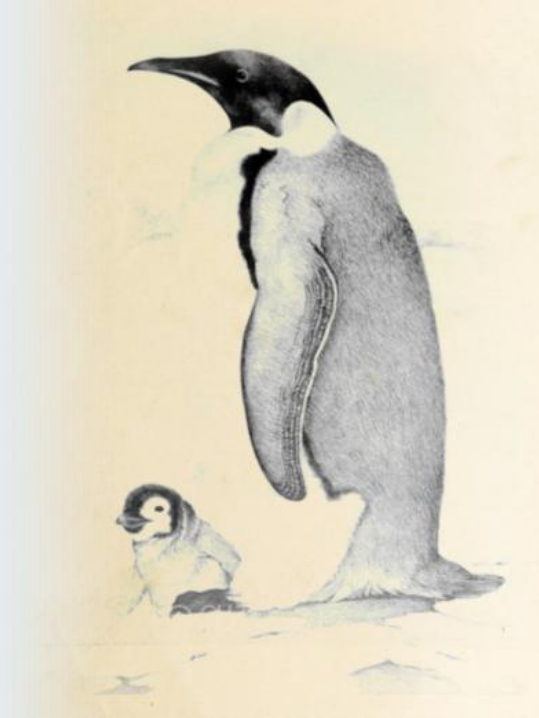
In Memory? Hadoop? Map Reduce?

These do not solve the fundamental problem



Human Information: Keywords & Tags Fail...

- Manual process
- Multiple definitions
- Not real-time
- Inaccurate, subjectivity
- Limited definitions, no relativity
- No idea distancing
- No specificity
- No discovery
- Many practical issues
- Interoperability of tagging



Why is Unstructured Information Different?



- **Information is diverse**
Text, Sound, XML, Video and Audio
- **It does not exactly match**
“Is Snoopy a dog?”
- **Meaning is dynamic**
“The wicked wolf got boiled – Wicked!”
- **Meaning is multi-layered**
- **Meaning is relative**
- **Meaning is a common currency**
- **Ideas don't match they have distance**

	Standard	Unstructured
Amount	15%	85%
Growth	22%	62%

Keywords and metadata do not solve this problem.

We need to automate the processing as well as retrieval of human information.



One Platform: 500 Functions & 400 Connectors



- Conceptual distance understanding
- Meaning extraction
- Meets most demanding security requirement
- Language agnostic
- Supports over 1,000 file types and 400 content repositories
- Automates processes in real-time
- Social, audio, video, text
- Distributable
- Real-time
- Manage in place
- Petabyte and beyond scalability



Over 500 IDOL Functions

Functions

2D/3D Clustering
Acoustic Signature
Active Matching
Agents
Alerting
Auto Language Detection
Auto Query Guidance
Boolean & Legacy Search
Operations
Breaking News Clustering
Categorization

Collaboration
Community
Concept Highlighting
Concept-Query
Summarization
Cross-Modal Suggest
Dynamic n-Dimensional
Taxonomy Generation
Dynamic XML Consumption
Education
Exact Phrase Matching
Expertise Location
Explicit Profiling

Facial Recognition
Field Modulation
Frame Analysis
Fuzzy Matching
Hot Clustering
Hyperlinking
Image Analysis
Image Association
Implicit Profiling
Keyword Search
Mail Object Identification
Melody Classification
Melody Identification

Metadata Recognition
Natural Language Retrieval
Object Identification
Object Recognition
Ontology Generation
Parametric Refinement
Phrase Spotting
Proper Name Identification
Query by Example
Real-time Aggregation
Routing
Scene Detection
Script Alignment

Soundex Matching
Speaker Identification
Spectrographic Analysis
Speech Recognition
Spell Checking
Tag Reconciliation
Transcription
Video Analysis
Voice Printing
Word Spotting
Work Groups
XML Tagging

Over 400 Connectors

Centra
Documentum
Cognos
DM5
eRoom
Exchange

Fatwire
File System
FileNet
FTP
Groove
HTTP
iManage
IBM Content Manager

Java
KVS
LiveLink
Lotus Notes
MatrixOne
Meridio
Moreover
MS Access (MDB)

Netware
NNTP
ODBC
Omni
Oracle
PC Docs
POP3
RSS

SAP
SharePoint
Siebel
Stellent
Webservice



HP Vertica Analytics Platform – Superior Engine

Vertica Analytics Database



Blinding Performance * — Query 50x-1000x faster than other solutions on average

Lower Storage Costs — Capacity optimization ratios 10:1 (average) depending on data type(s)

Faster Data Loads — Up to 10x better load performance for near real-time analysis

Simplified implementation — Ships pre-configured with Database Designer for automated tuning

Painless Scalability — No “rip & replace” expansion

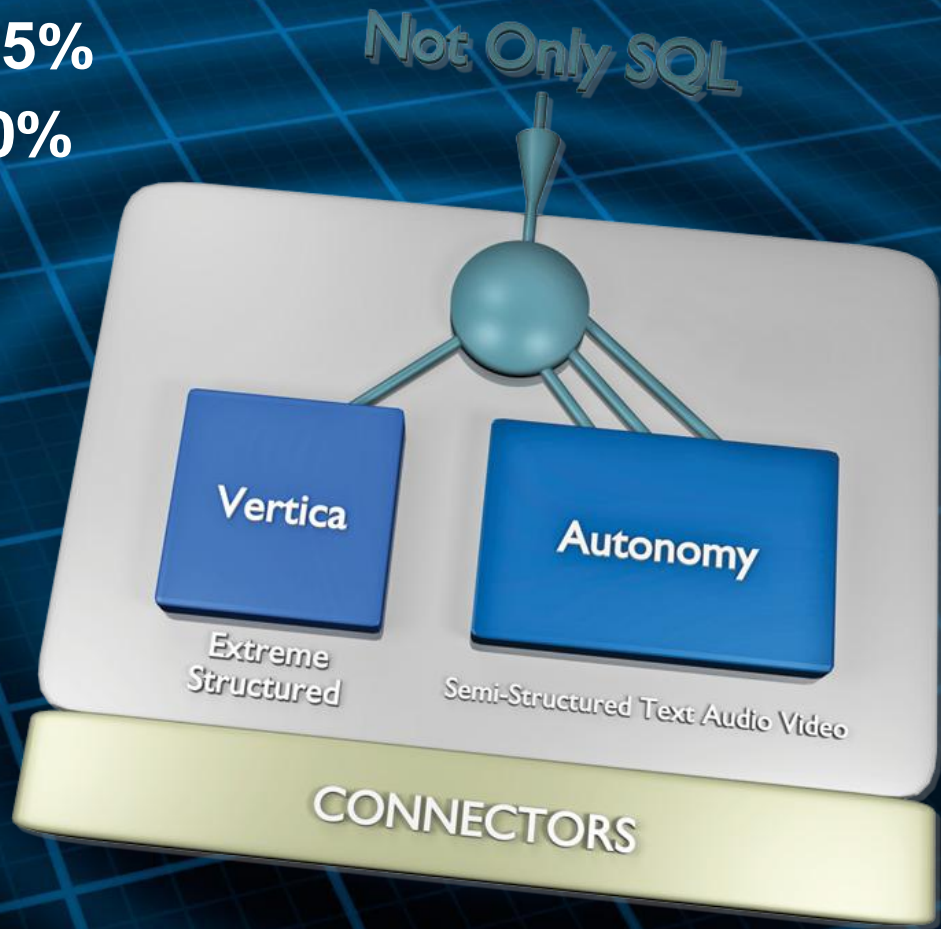
Easy to Integrate — Connect to ETL and reporting via SQL, JDBC, ODBC and SOA

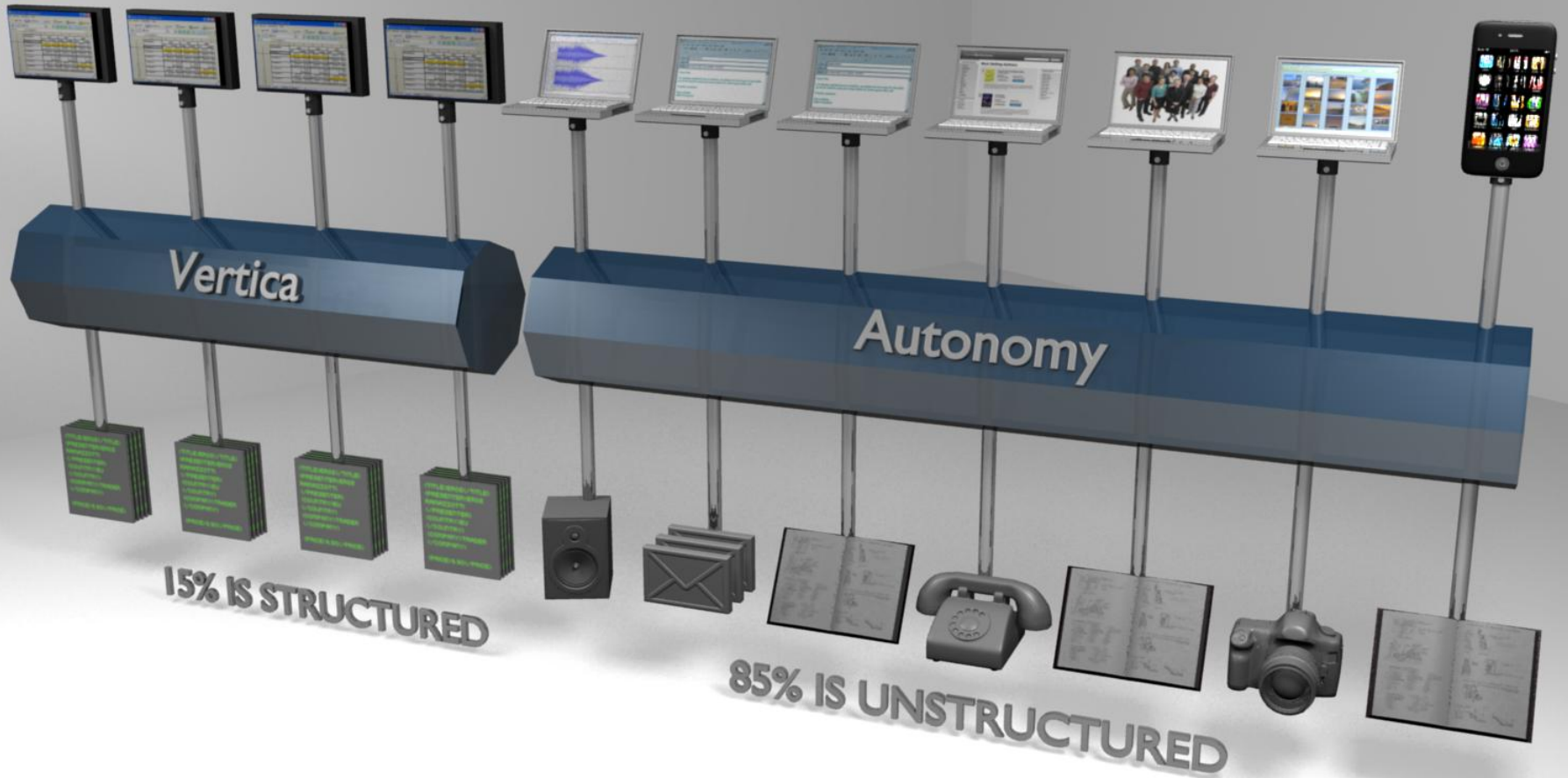
*Source: Vertica internal tests

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The IT industry handles 15%
of the problem, we do 100%







Autonomy IDOL 10

Real-Time Contextual Understanding of Structured and Unstructured Data

Offerings: built for the human information era

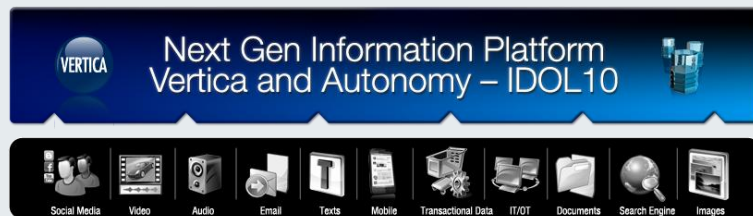
- Understands and acts on 100% of data, inside and outside an enterprise
- Single processing layer for structured and unstructured data
- Pattern-matching technology recognizes concepts

Problem it solves: alternative approaches fall short

- Cannot see patterns / shades of grey in data
- Data siloed in RDBMS + unstructured systems
- Cannot act on trends in real-time

Benefits: dramatic business impact

- Understand and act on Human Information
- Gain competitive advantage with new ways of looking at data – combining structured and unstructured



HP Autonomy Appliances

Combines Power of Autonomy IDOL with High-Performance HP Hardware

Three turnkey solutions for critical applications

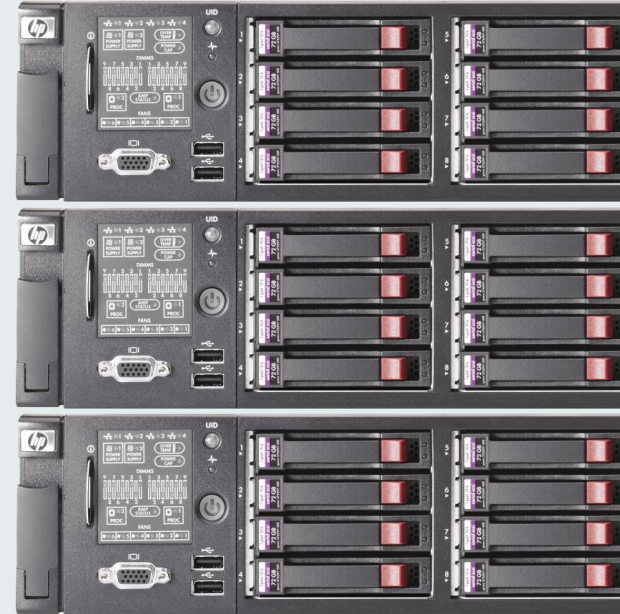
- Archiving Appliance – automatically ingests, de-duplicates, and indexes all data types – audio, video, social, email, and SharePoint
- eDiscovery Appliance – end-to-end capabilities covering every phase of the EDRM
- Enterprise Search Appliance – visibility into 100% of an organization's data

Powered by IDOL and Autonomy Private Cloud

- Automatically processes and understands all data types
- Leverages Autonomy cloud – 31 Petabytes, secure, massively scalable

Runs on HP Proliant Servers

- Tightly integrated for high-performance, scalability, security
- Fast time to up-time; easy-to-use, turnkey solution



Success Depends on Understanding All Forms of Information



...Unstructured and Structured

Conclusion

Axiom: The world will continue to move toward human friendly information

This is one of the biggest changes in the IT industry's history

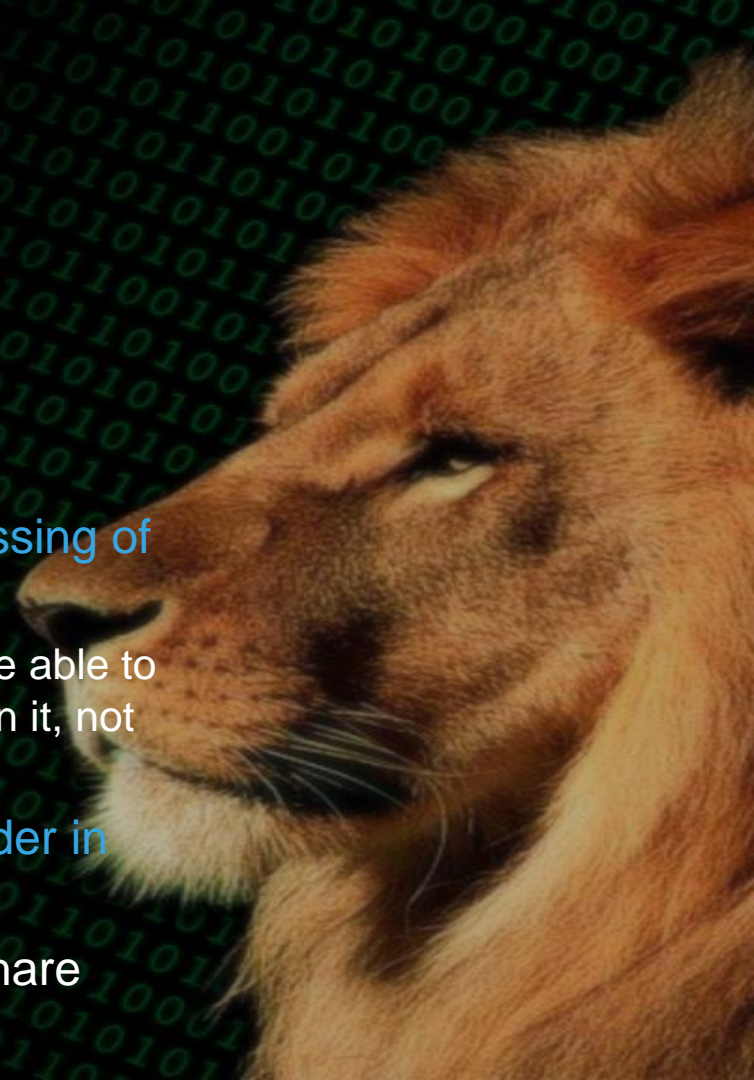
We are at the beginning of it

Axiom: There is a need to automate the processing of such information

To capture this value the technology must be able to distill meaning and make decisions based on it, not match keywords or tags

Assertion: Autonomy HP is currently the clear leader in this area:

- Technology, Precedent, Market Share



HP Enterprise Services

Srini Koushik

**Vice President, Strategic Enterprise Services,
HP Worldwide Applications and Business Services**



HP Social Intelligence Solution

CAPTURE, INTEGRATE AND EXTRACT VALUE FROM SOCIAL MEDIA DATA.

Benefits:

- Enhance understanding of customers.
- Protect brand reputation.
- Empower front-line workers to respond to customers.
- Spur product development.

Services:

Strategy Alignment Workshop, Master Plan, Competency Center, Proof of Concept, Implementation.



HP Advanced Information Services for Vertica

CREATE AN ENVIRONMENT BUILT FOR ENTERPRISE ANALYTICS.

Benefits:

- Prove the power of the Vertica Analytics Platform in the environment.
- Create a business-driven vision for enterprise analytics.
- Accelerate implementation of the platform.
- Provide a technical architecture.
- Maximize performance of the platform.

Services:

Proof of Concept, Business Value Assessment, Fast Start, Architecture, Monitoring and Performance Tuning.



HP Storage

David Scott

Senior Vice President



Human Information and Extreme Data Sets Need to be Efficiently Stored and Protected

DEDUPLICATION IS A KEY TECHNOLOGY FOR THESE REQUIREMENTS

- Shrinks physical storage requirements to lower costs
- Makes disk backup and (faster) restore economically feasible

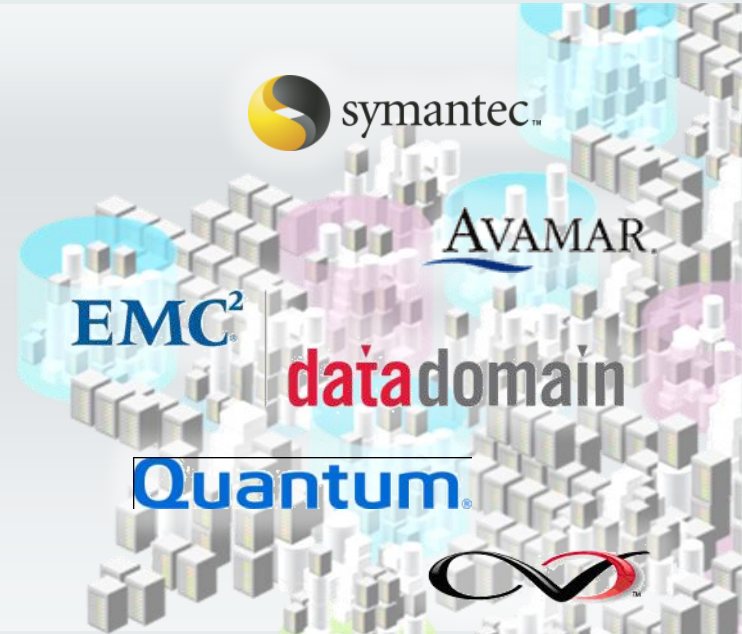


HP Solves the Problems Created During the First Wave of Deduplication

HOWEVER....

EARLY TECHNOLOGIES LEFT SEVERE GAPS

- Incompatible silos (training, administration, data mobility)
- Restricted scalability (limited use cases)
- Extended recovery (restore slower than backup)
- Slow backup failure recovery (broken SLAs)



HP Delivers Federated Deduplication

Eliminate incompatible silos

STOREONCE AND FOR ALL

- One architecture everywhere
- Simplified administration
- Efficient data movement
(no rehydration/dehydration)



vs. EMC

Quantum
Avamar
Data Domain



- ONE ENGINE END-TO-END
- DATA STAYS DEDUPLICATED

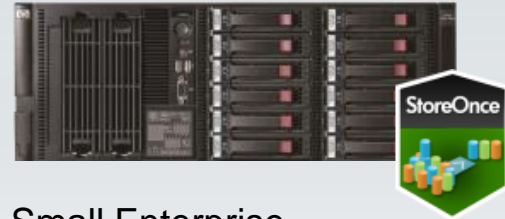


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Small Enterprise,
SMB and ROBO

vs. EMC

Quantum
Avamar
Data Domain



- **ONE ENGINE END-TO-END**
- **DATA STAYS DEDUPLICATED**

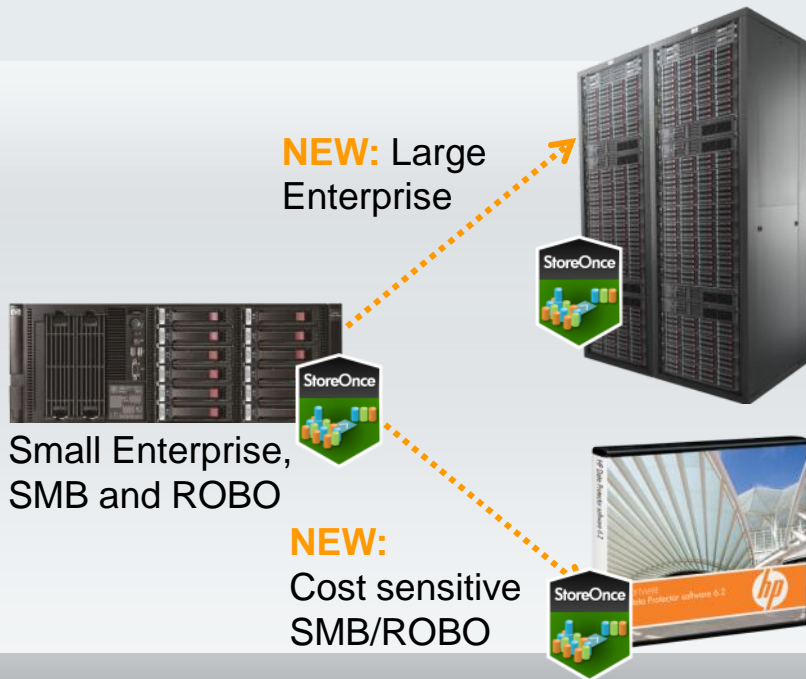


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vs. EMC

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- ONE ENGINE END-TO-END
- DATA STAYS DEDUPLICATED



HP StoreOnce Scales to Large Enterprise

Overcome legacy dual-controller limitations

- **GROW EFFICIENTLY AND NON-DISRUPTIVELY**
Future ready scale-out design goes from 48TB to 768TB
- **ZERO-IMPACT BACKUP. RECOVERY WHEN YOU NEED IT**
High performance ingest and restore at a record 28TB per hour
- **HIGH AVAILABILITY WITH NO SINGLE POINT OF FAILURE**
Reduce risk with **Autonomic-Restart** to eliminate backup failure

NEW: B6200 StoreOnce Backup System



vs. EMC

Quantum
Avamar
Data Domain

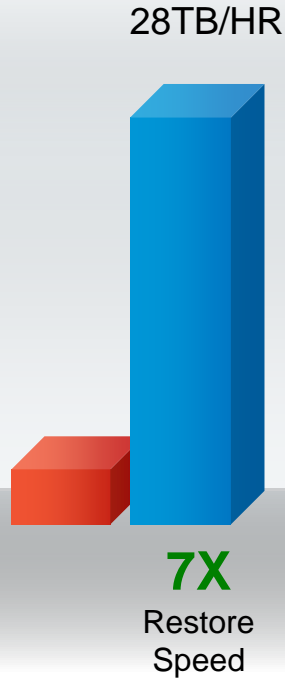
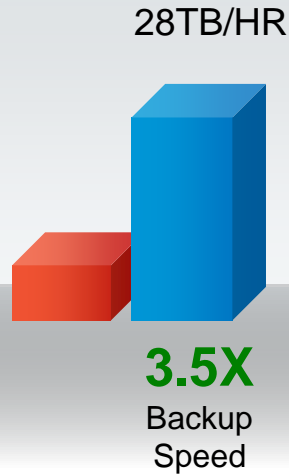
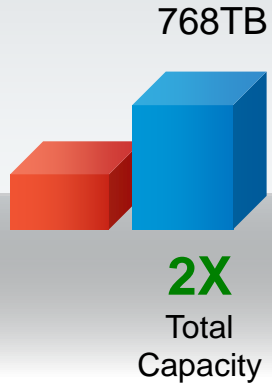


HAS HIGH AVAILABILITY. THEY DON'T!

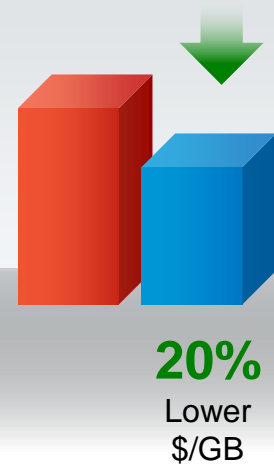


HP Provides Better Functionality...

EMC vs. 
DD890 StoreOnce
B6200



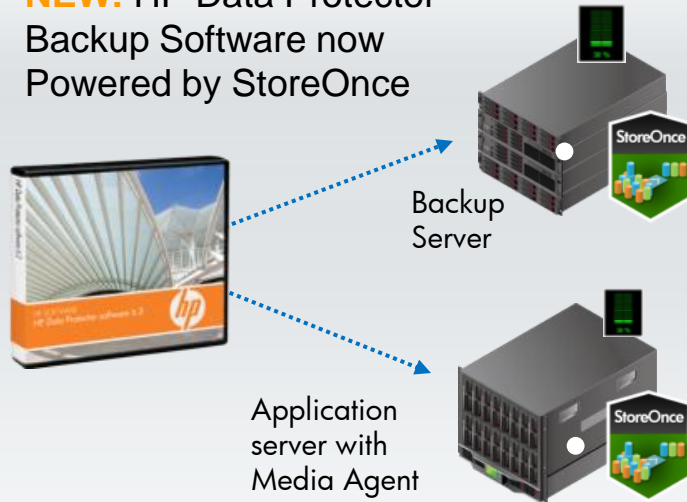
...at a
lower cost



HP Extends Low Cost Deduplication Everywhere

Eliminate the need for dedicated hardware at remote sites or SMBs

NEW: HP Data Protector
Backup Software now
Powered by StoreOnce



- **REDUCE OPERATIONAL COSTS**

Leverage existing resources

- **MAINTAIN APPLICATION PERFORMANCE**

1.8TB/hr. throughput

- **SIMPLIFY ADMINISTRATION**

Central management of remote sites

vs. Symantec &
CommVault



90% Less Memory Required



HP Accelerates Data Transformation

NEW: HP Storage
Consulting Services

- **IMPROVE DATA PROTECTION SERVICE LEVELS**
Backup & Recovery Efficiency Analysis
- **MITIGATE COST OF EXPLOSIVE DATA GROWTH**
Data Profiling service
- **BALANCE PERFORMANCE AND AVAILABILITY**
Data Tiering service
- **DESIGN FOR COMPLIANCE AND DISCOVERY**
Data Archiving service



HP Network Attached Storage Helps SMBs Address Information Growth

EXPLOSIVE GROWTH PUTS UNIQUE STRESS ON MODERATE SCALE IT ENVIRONMENTS

- Proprietary NAS systems add complexity & cost
- High availability can equal extra overhead
- Unpredictable growth challenges scale



HP Provides NAS Purpose-Built for the Midrange

HP Converged Storage eliminates storage boundaries

- **OPTIMIZED FOR MICROSOFT ENVIRONMENTS**

Native Anti-Virus & CIFS. File management & branch optimization

- **BUILT-IN DENSITY AND HIGH AVAILABILITY**

32TB 2-node Active-Active High Availability Cluster in 3U

- **MODULAR SCALE AT VOLUME ECONOMICS**

Start small and grow up to 26,000 users and 128TB

NEW: HP X5000 G2
Network Storage System



vs. **LEGACY**
2-NODE CLUSTERS



58%
Less
Power

63%
Less
Cooling

50%
Less
Footprint



HP IT Performance Suite

Bill Veghte

Executive Vice President

HP Software



The HP IT Performance Suite: Perform Better

Comprehensive, Connected and Flexible

EXECUTE SYSTEMATICALLY

Strategy, Planning and Governance



SECURE PROACTIVELY

Security Intelligence and Risk Management



BUILD FASTER



Application Lifecycle
Management

OPERATE SIMPLY



Operations
Management

STORE EFFICIENTLY



Information Lifecycle
Management



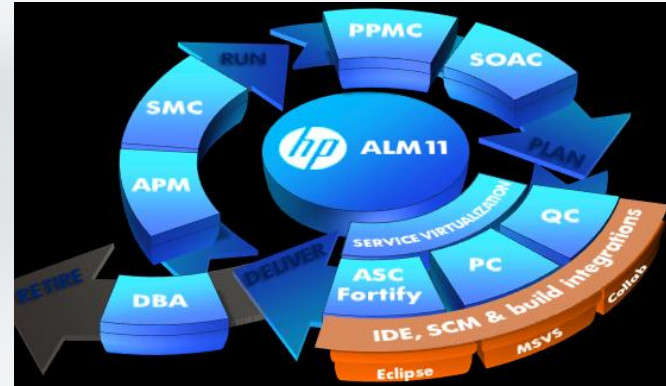
HP IT Performance Suite for Applications and HP Application Lifecycle Management Momentum

Perform Better: Accelerate, secure, reliable delivery of modern applications



IT Performance Suite: VP of Apps Edition

- New persona-based scorecard with 60+ KPIs tailored for application executives
- Optimize the business of delivering applications; actionable information for insight and decision making



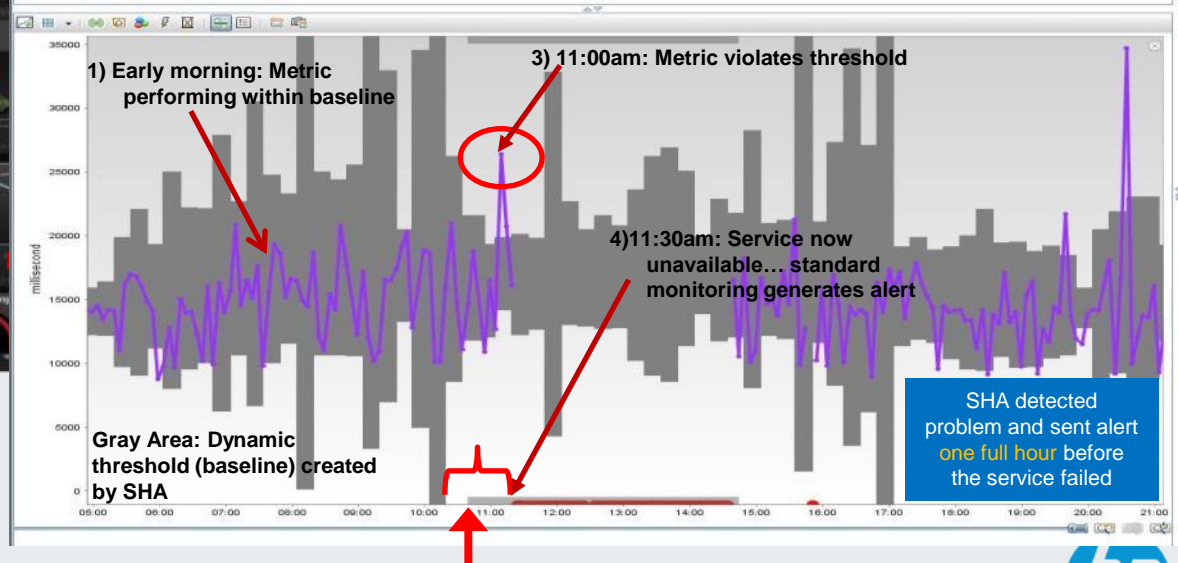
HP Application Lifecycle Management with ALI 2.0

- Enhances Application Lifecycle Intelligence (ALI) by bringing developer build management into the application lifecycle
- Lifecycle management and visibility from requirements through dev, test and delivery



HP IT Performance Suite for Operations and HP Business Service Management 9.1

Perform Better: The power to know, the power to act



HP IT Performance Suite Demo

Norm Follet

Director



Information Optimization

Yves de Talhouët

Senior Vice President, Managing Director
HP EMEA

November 29, 2011



Why HP for Information Optimization

INSIGHT. INTUITION. IDEAS. BETTER BUSINESS DECISIONS
HP HARDWARE, SOFTWARE AND SERVICES

DERIVE VALUE THROUGH ANALYSIS, INSIGHT, ACTION
HP NEXT GEN INFORMATION PLATFORM – AUTONOMY & VERTICA

INFORMATION SO THAT IT CAN PERFORM BETTER
HP SOFTWARE – IT PERFORMANCE SUITE

OPTIMIZE INFORMATION INFRASTRUCTURE INVESTMENTS
HP CONVERGED STORAGE & STOREONCE

DEFINE AND IMPLEMENT AN INFORMATION STRATEGY
ENTERPRISE INFORMATION SERVICES



Thank you

