



HP Offers Services to Accelerate Application Development and Deployment on the Microsoft Windows Azure Platform

VIENNA, Austria, Nov. 30, 2011 – HP Enterprise Services today announced new applications services designed to accelerate the building or migration of applications to the Microsoft Windows® Azure platform.

Traditional applications development and deployment approaches often take too long and cost too much. Cloud platform offerings, such as the industry-leading Windows Azure platform, can improve responsiveness to business needs while reducing costs.

With the new HP Cloud Applications Services for Windows Azure, applications developers can quickly design, build, test and deploy applications for the Windows Azure platform. As a result, enterprises can more quickly capitalize on new opportunities. The services also enable clients to accelerate adoption of the Windows Azure platform as part of their hybrid service delivery environments.

Additionally, clients can manage risk and optimize IT resources with a methodical approach to assessing, migrating and developing applications on the Windows Azure platform. With usage-based pricing for the platform, clients also can align IT costs with changes in demand and volumes.

“As their needs shift, enterprises want to confidently and rapidly adopt cloud-based applications,” said Srimi Koushik, vice president, Strategic Enterprise Services, Worldwide Applications and Business Services, HP. “HP helps clients speed time to market by transforming or developing new applications, then efficiently and cost-effectively deploying them onto the Windows Azure platform.”

HP has deep and diverse expertise in transforming legacy applications to modern platforms like Windows Azure. HP uses the HP Cloud Applications Guidebook and HP Cloud Advisory tool to analyze applications for cloud suitability based on business and technical

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characteristics. HP also developed and uses Windows Azure delivery and migration guides, plus proven techniques, to modernize and migrate applications.

HP Cloud Applications Services for Windows Azure is part of [HP Hybrid Delivery](#), which helps clients build, manage and consume services using the right delivery model for them.

Available worldwide, HP Cloud Applications Services for Windows Azure are delivered through a dedicated Windows Azure Center of Expertise that is supported in region by consulting services and seven global joint Microsoft and HP competency centers.

HP and Microsoft have delivered technical innovation together for more than 25 years. They offer joint solutions that help organizations around the world improve services through the use of innovative technologies. More information about the HP and Microsoft alliance is available at <http://h10134.www1.hp.com/insights/alliances/microsoft/>.

HP helps businesses and governments in their pursuit of an [Instant-On Enterprise](#). In a world of continuous connectivity, the Instant-On Enterprise embeds technology in everything it does to serve customers, employees, partners and citizens with whatever they need, instantly.

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