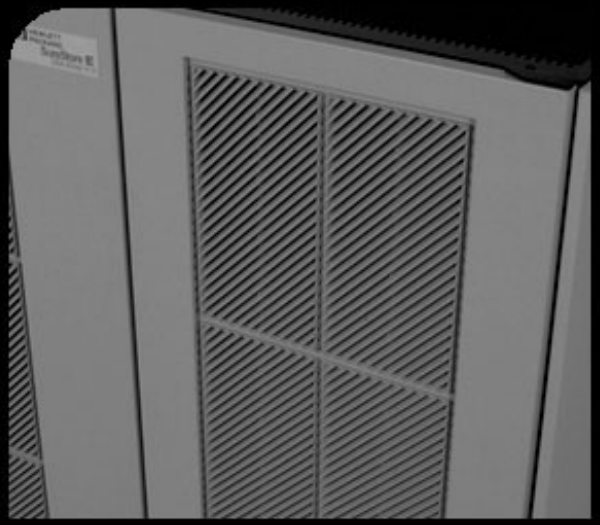
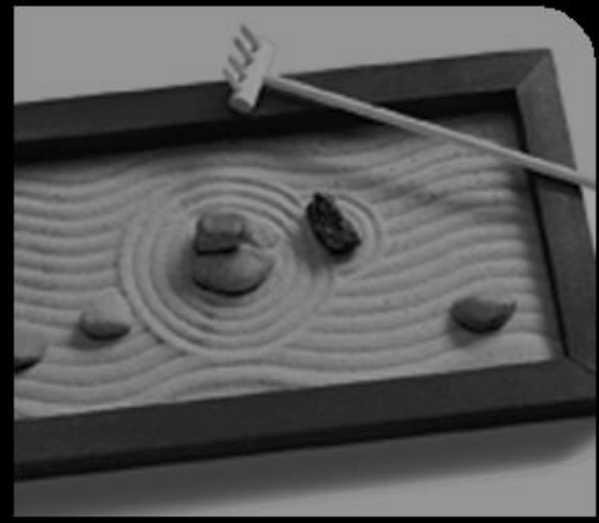




SSMO Executive Briefing

SSMO Executive Briefing

- **The Changing Environment**
- SSMO Vision and Direction
- SSMO Strategies and Investments

The Value of Data

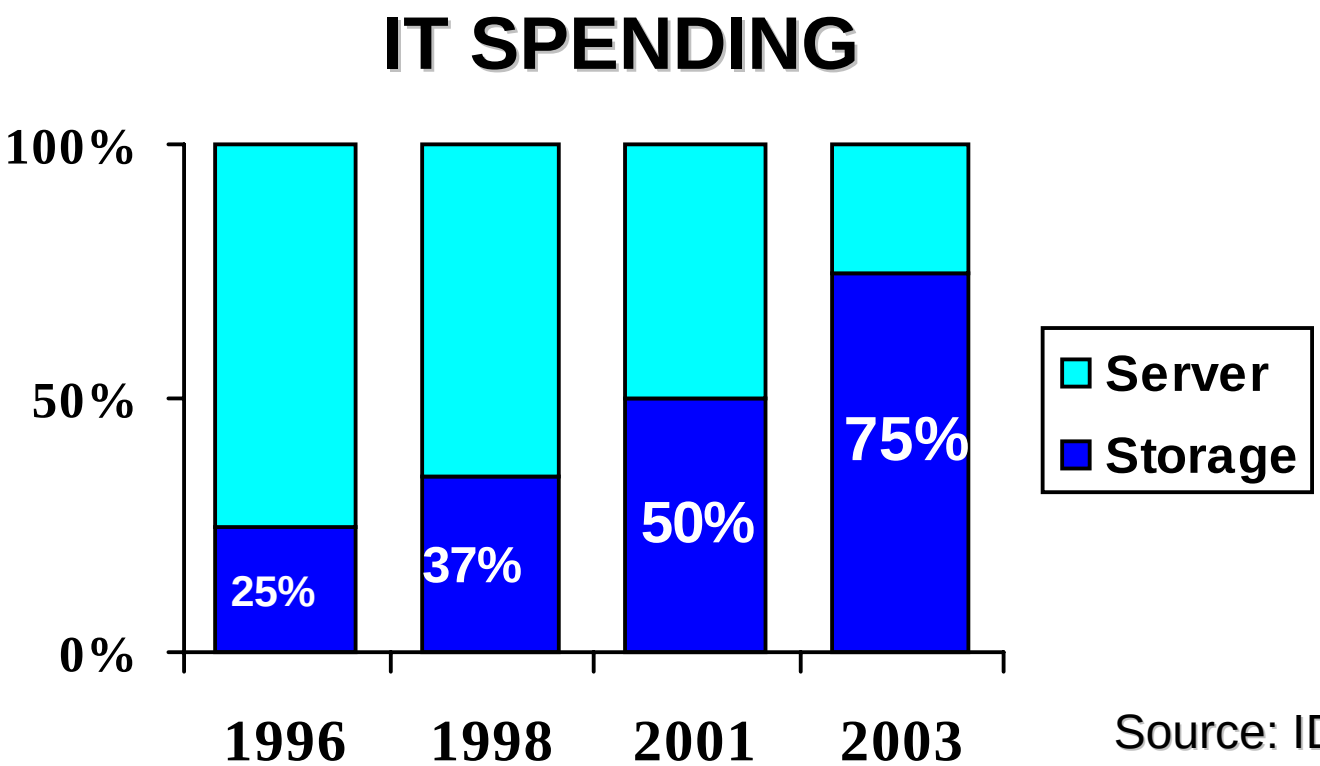
- Over the last several years, more businesses have recognized Data as a Corporate Asset
- To increase their ability to compete, more businesses are keeping more data online and accessible.
- It is estimated that only 5% of the world's data is in electronic form today verses 3% three years ago and the 15% that is predicted for 2003.

The Value of Storage

- **"Storage has been the invisible giant in IT, but it's getting too big to ignore any longer."**
  Fortune, Feb 1999

- **Networked storage ranked the second most important IT technology for 1999 by IT executives**
  Information Week, Outlook '99

Storage is approaching >50% of IT spending



Source: IDC

The Changing Environment

Fueling several storage trends...

Storage Networking

Storage purchased separately from servers

Storage Consolidation

Advent of IT "Storage Operations" role

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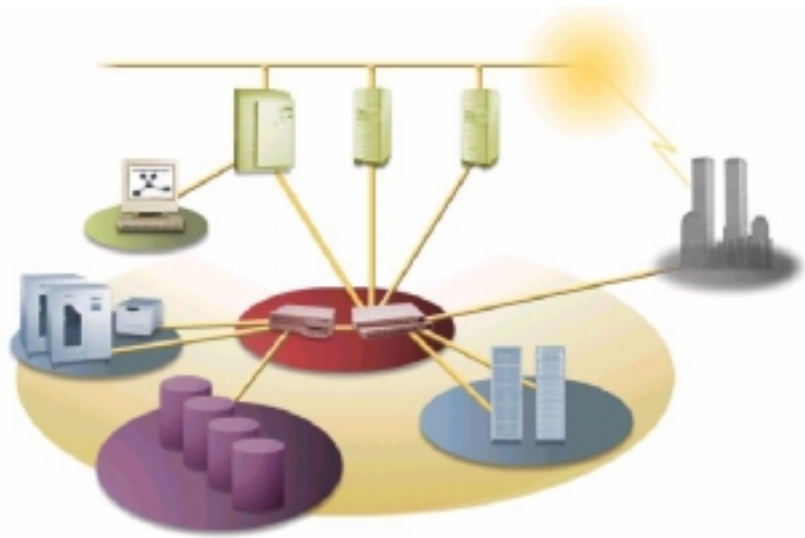
SSMO Vision and Direction

Vision Statement

SSMO is the utility engine providing access to your data when you need it…. Where you need it…. How you need it...

SSMO Charter

Profitably deliver the best, open information utility engine to increase the effectiveness of information consumers.



SAN Value Proposition

Hardware independent value added services in a heterogeneous environment

HP Vision of a SAN

- **Cost of Ownership**
- **Business Continuance**
- **Infinitely scalable**
- **Ease Of Use**
- **Self-managing/Single Click Installation**
- **Capacity added transparently**
- **Ubiquitous storage**

Key Benefits of a SAN

- **Increased Data Availability**
- **Heterogeneous Interoperability**
- **Secure Data Access**
- **Increased Data Accessibility**
- **Optimized IT Infrastructure Costs**
- **Easy to Manage**
- **Increased end user productivity**
- **Reduced IT resource overhead**

SSMO Vision and Direction

SAN & Storage Management Direction

Business Value

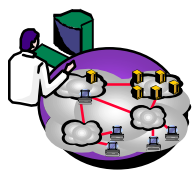
Technology / Functionality

1998 Cost Effectiveness

- Support for third party backup software with the Intelligent Backup Server
- Improved device monitoring for Hardware and Software
- Simple hub management across HP-UX and HP-NT

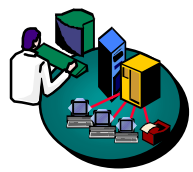
1999 Effective Data Access

- Centralized, consistent management of storage devices
- Offload host processors of backup functions
- Logical allocation of storage for improved utilization and device sharing across multiple servers



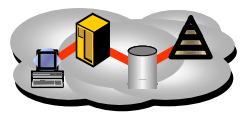
2000 Shared Data Access

- Increased support for Heterogeneous Device sharing
- Consistency in tools for device and data management
- Cost effective alternatives to Online Disaster Recovery
- Improved capacity and performance management



2001 Virtual Data Access

- The Storage Pool architecture which:
  - Stores Data based on defined availability and/or accessibility data characteristics
  - Provides increased performance tuning through policy based data migration
- Increased online functions
  - Tuning and reconfiguration
- Increased functionality in global management for global businesses



SSMO Executive Briefing

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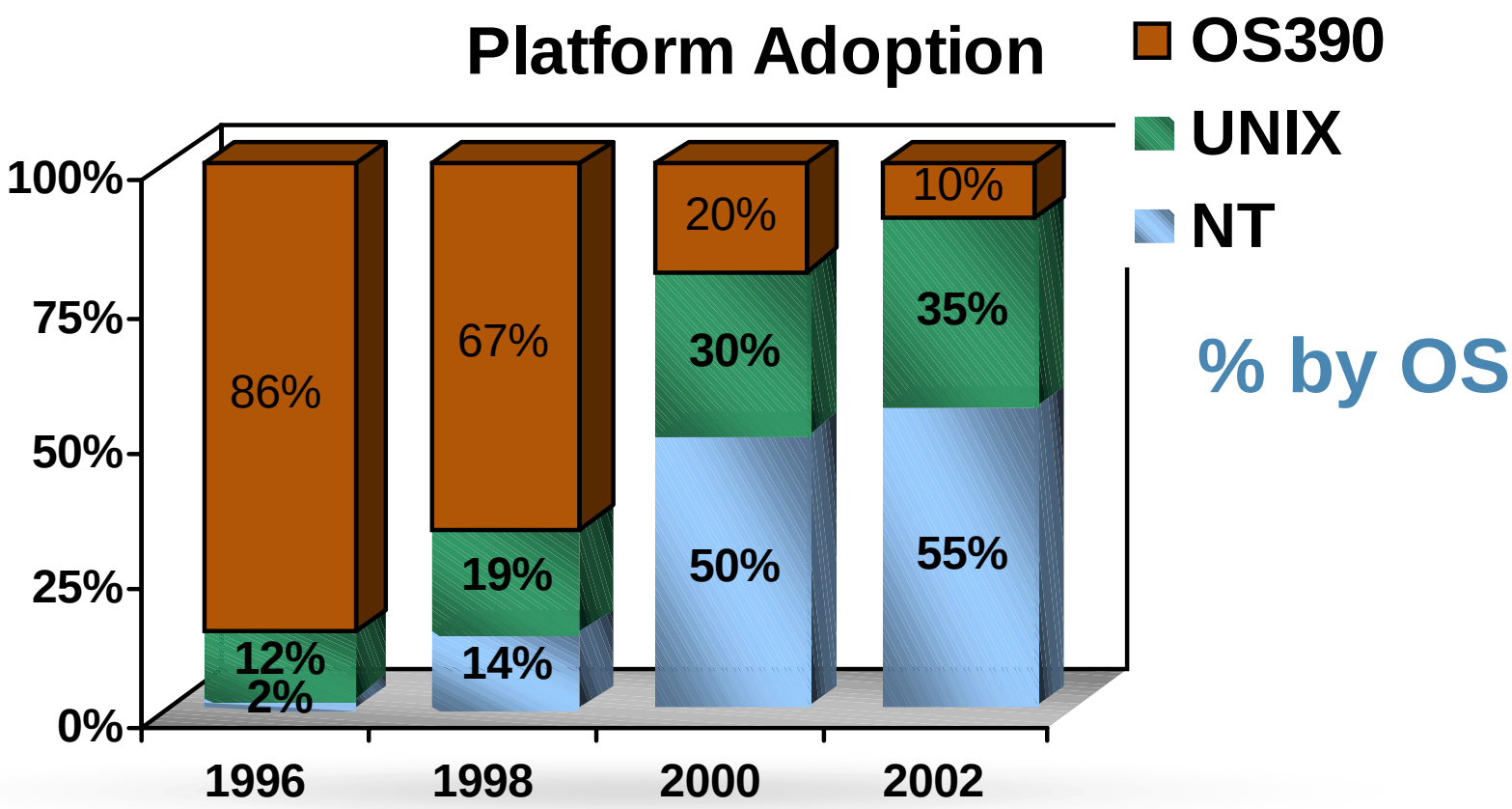
- **SSMO Strategies and Investments**

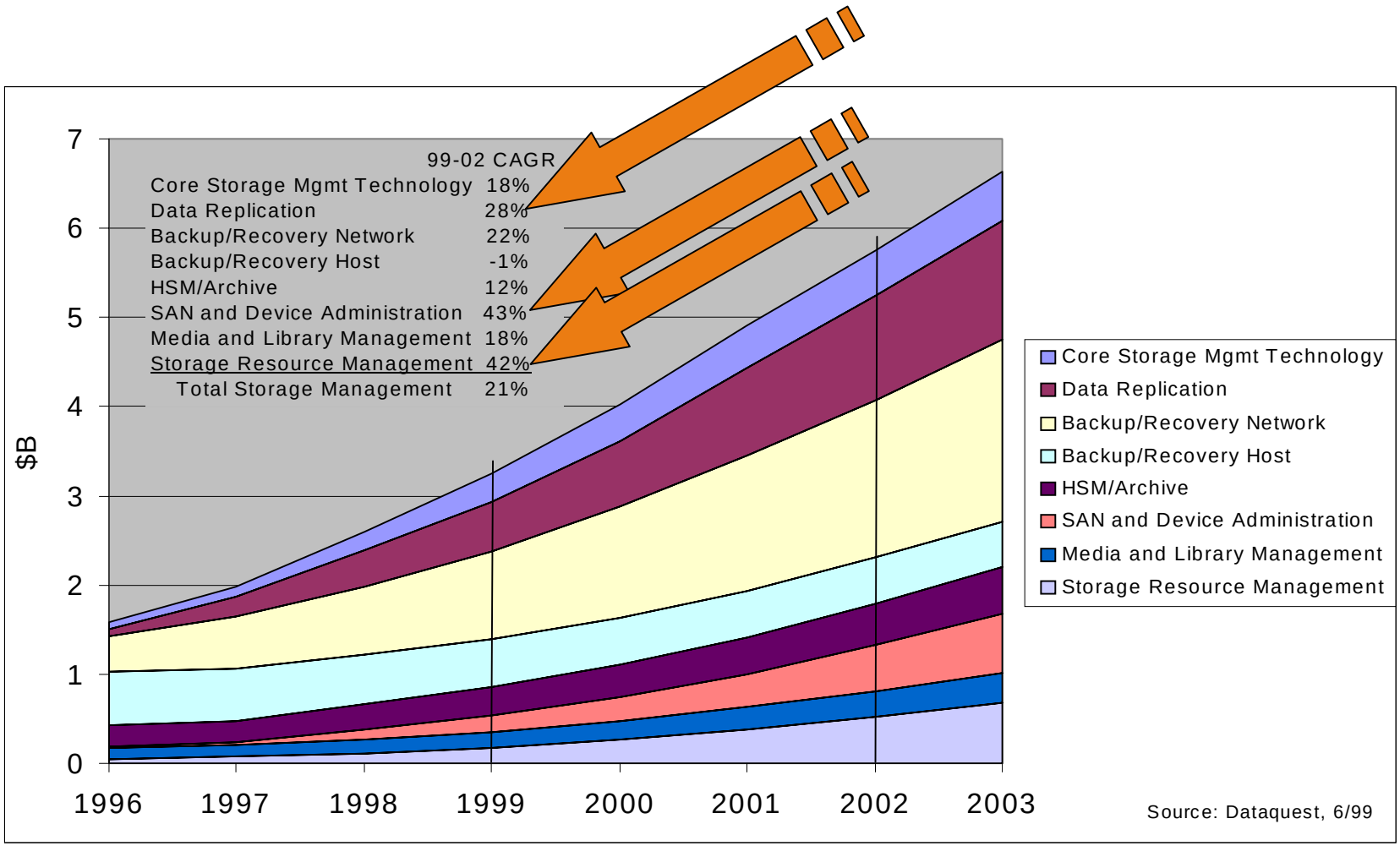
Storage Area Network Adoption



Source: Gartner Group Dataquest

SSMO Strategies and Investments

Storage Management Software



HP And SANs

HP's Believes it's a SAN Evolution

"Everyone knows the future and long-term vision of where SAN can take us, but HP is actually delivering on SAN implementation NOW."

~ James Staten, Dataquest