

A Behind the Scenes look at how HP is enabling the Always On Internet Infrastructure

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The objective of this presentation is to communicate HP's strategy and solutions for the Always On Internet Infrastructure as implemented through the Enterprise and Internet Data Centers. By emphasizing the needs of an Internet Data Center (iDC) we will expose the issues and proposed solutions faced by anyone enabling internet application services. The presentation will begin with a discussion of market dynamics and focus on the trends, problems and challenges in faced by today's service provider market followed by how HP views the market and a vision for the Internet Data Center.

Always On Internet Infrastructure is a strategy aimed at Service Providers and Enterprises to provide the IT infrastructure technologies, solutions, management and implementation techniques necessary to enable internet connected applications. Because HP has vast experience in integrating complex components into operational products and solutions, HP is fully aware of the problems and challenges facing those implementing internet services today. HP's approach to addressing the challenges revolves around six (6) key attributes (Availability, Capacity, Connectivity, Security, Manageability, and Profitability).

The Always on Internet Data center is aimed at Service Providers. These include capacity service providers, application service providers, and Internet Business services providers, as well as emerging service providers such as the management service providers. Their operational characteristics and requirements include exponential growth, largely due the current market requirements. They are portal driven and therefore require a strong access tier providing their customers with fast and reliable access to application and infrastructure services. Of primary importance is the need for fast deployment and activation of services for new and existing customers. This is a key focus for HP's iDC solutions. The service providers must strictly adhere to their own service level objectives and agreement, but these are largely external and customer facing.

The Always on Enterprise Data Center is aimed at enterprises, and focuses on the unique operating characteristics of commercial enterprises. These specific characteristics include growth, and the challenges that enterprises face in managing growth. Additionally, the Always on Enterprise Data Center (EDC) recognizes the application driven nature of the Enterprise. This means that the EDC focuses on providing a strong back-end tier giving highly available database and application processing capabilities as well as the seamless integration of legacy systems. Particular emphasis is placed on the strict adherence to internal service level objectives and agreements.

Both the enterprise and the service provider are quite necessarily focused on profitability. The "profitability" attribute focuses on the key financial metrics of the enterprise and the service provider, providing major improvements in cash-flow through utility pricing, reduced TCO through innovative breakthrough technologies and implementation techniques, increased return on investment by a renewed focus on investment protection through numerous financial strategies, and improved return on assets by multiple infrastructure sharing tactics.

Up-to-the-minute information will be presented on the actual solutions developed specifically for the iDC, including the technologies, implementation plans, financial tools, products and strategies. Additional detail on the latest technologies and plans will be at the core of the presentation.