



i n v e n t



what is Itanium?

the essential platform
for the next generation
of your business

- the next industry standard
 - every* major platform has made a commitment to Itanium
- support for growing high-end application workloads
 - world-class floating-point performance
 - large memory addressing
- multiplatform support
 - full binary compatibility with existing PA-RISC and IA-32 instructions



why
move to
Itanium today?

- competitive advantage:
first to exploit the advantages
that Itanium will offer
- performance demands due
to increased requirements
of Internet-based computing
- analysts predict Itanium
will emerge as the industry-
standard architecture
- it's not a question of "if,"
but "when..."



Itanium overview

where?

- application development
- secure web serving
- technical computing



itanium secure web
serving
market trends

explosive growth of
internet and intranet
secure b2b and b2c
transactions causes:

- out of control data
center costs
- challenges for extra
computing power
- loss in quality of "total
customer experience"

why itanium technical computing from hp?

partner with the leader

- **hp** is #1 technical computing vendor*

benefit from superior **hp** value

- strong isv partnerships
- optimized versions of industry leading applications
- industry-leading multi-o/s strategy
- low-risk, cost-effective solutions

get a head start on itanium

- develop and test your applications on itanium now
- gain competitive advantage: itanium products, services, and solutions from the itanium industry leader

* based on idc revenue assessment for 2000

target market segments by operating system

itanium initial focus	mcae	scientific	life sciences	sw dev't	mcad	dcc
preferred o/s environmen t	unix	unix	unix	unix windows	unix windows	unix windows
	windows	windows	windows	windows	windows	windows
	linux ↑	linux ↑	linux ↑	linux ↑	linux ↑	linux ↑

introducing...

... **hp's** first generation
itanium servers and
workstations

4, 8, 12, or 16 way
itanium server



hp server
rx9610

2-4 way
itanium server



hp server
rx4610

1-2 way
itanium workstation



hp
workstation
i2000

hp multi-o/s platform of choice

access
services

foundation/
application
services

data
services

preferred
platform



decision criteria

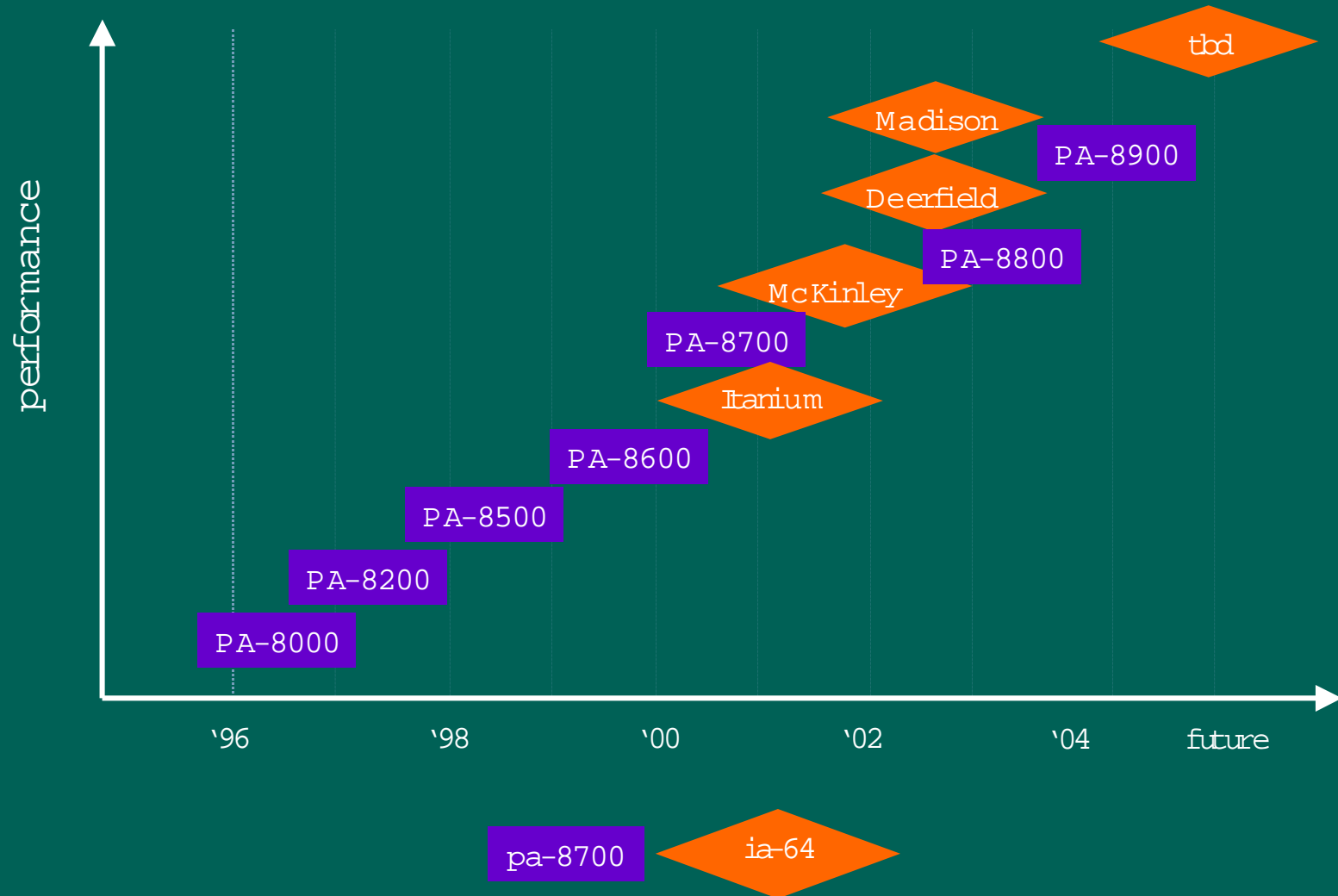
- application
- customization
- flexibility
- price
- rackability
- new application trends

- application
- scalability (<8 way)
- price/performance
- mission critical
- m/w integration
- new application trends

- application
- scalability (>8 way)
- large data sets
- price/performance
- mission critical
- middleware integration
- new application trends

- investment protection: hardware, software, people skills
- flexibility: as business needs change
- assessment service to ensure optimal choice

microprocessor roadmap



hp has the Itanium experience and expertise to deliver the full spectrum of services and support into your IT environment

planning

- it architecture strategy/planning
- migration planning assistance
- financing programs

migration and porting

- porting and migration assessment workshop, detailed assessment and delivery
- online questions/assistance via hp guru service

education

supporting

- hardware support
- software support
- personalized system support

implementation

- new system start-up
- standard installation
- standard implementation services



hp beats the
competition!

IBM

- aix is not strategic
- no binary compatibility from powerpc
- no clear multi-o/s strategy
- lacking strong isv enthusiasm

COMPAQ

- alpha is their primary enterprise architecture
- no economies of scale on alpha
- sco users will encounter a hard and complicated transition
- lukewarm isv enthusiasm for tru64 unix

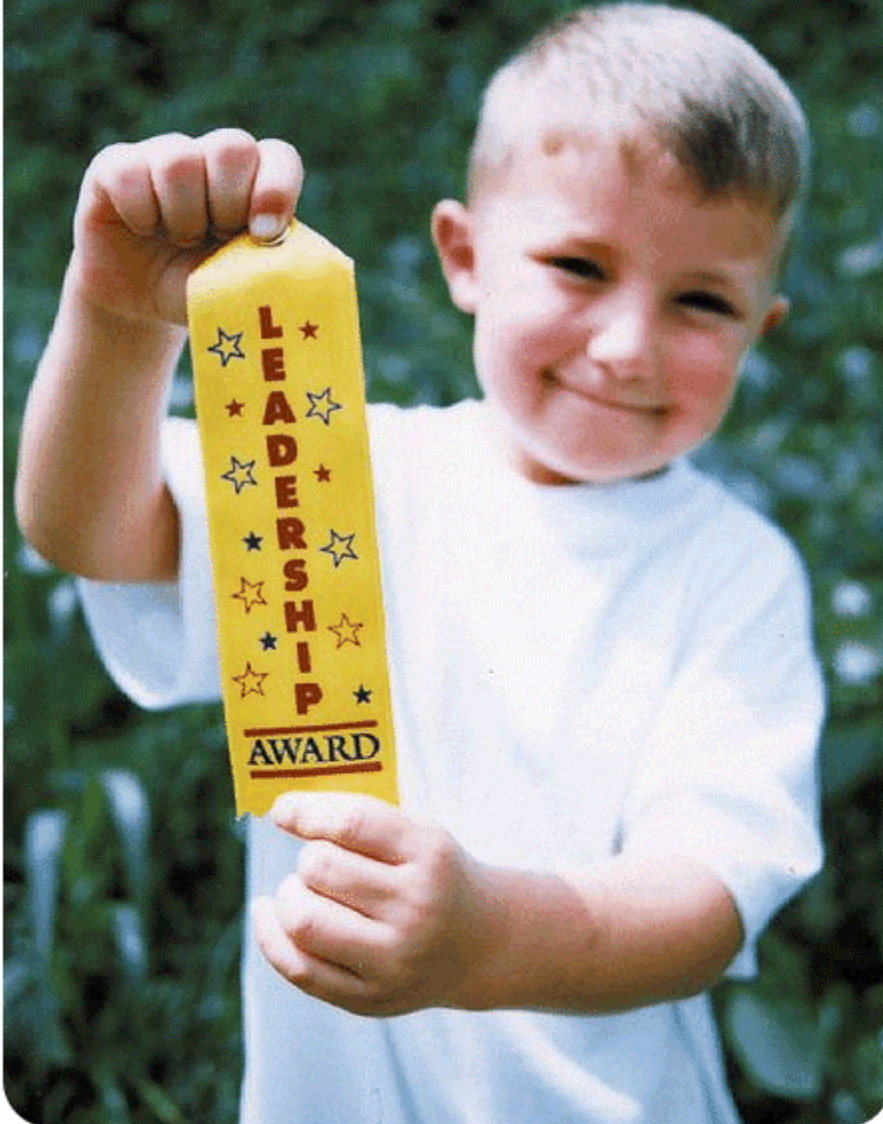
DELL

- no presence in the high-end server market
- no experience delivering enterprise solutions
- lack experience in providing services and support
- it's no longer just about the box



- the only major vendor not supporting Itanium
- betting customer's business future on proprietary SPARC
- legacy of performance problems with SPARC

hp – positioned to win
with itanium



hp is the co-inventor of itanium, and with this unique insight, hp will offer the best itanium services and support in the industry

- hp's multi-o/s strategy
- investment protection
- the most complete solutions
- application availability
- leading isv migration programs
- innovative itanium rental/leasing programs



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