Roll Disney video

The HP Adaptive Enterprise:
Next generation technology
for today's customers

Peter Blackmore
Executive Vice President
Enterprise Systems Group

HP WORLD 2003
Solutions and Technology Conference & Expo

A-day-in-the-life with HP

MSNBC

wake up, watch news

Reebok

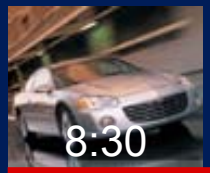
go for a run

Nestlé, Kellog's

have breakfast

Liz Claiborne

get dressed

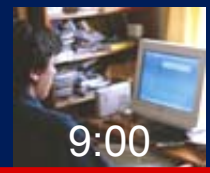


Daimler Chrysler, Goodyear

drive to work

Valero

stop for gas



Starbucks

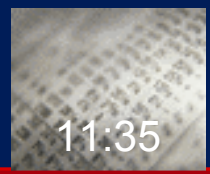
Pick up coffee and check e-mail

Brazil Telecom

conference call with S. America

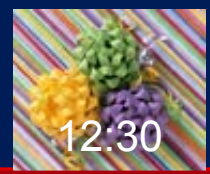
Bell South

call stockbroker



New York Stock Exchange

place sell order on IBM stock



Amazon

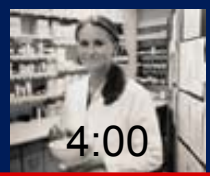
send gift to mom for birthday

Wells Fargo

go to lunch, pay with credit card

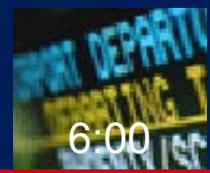
Sabre

make reservations for Japan trip



Astra Zeneca

pick up prescription

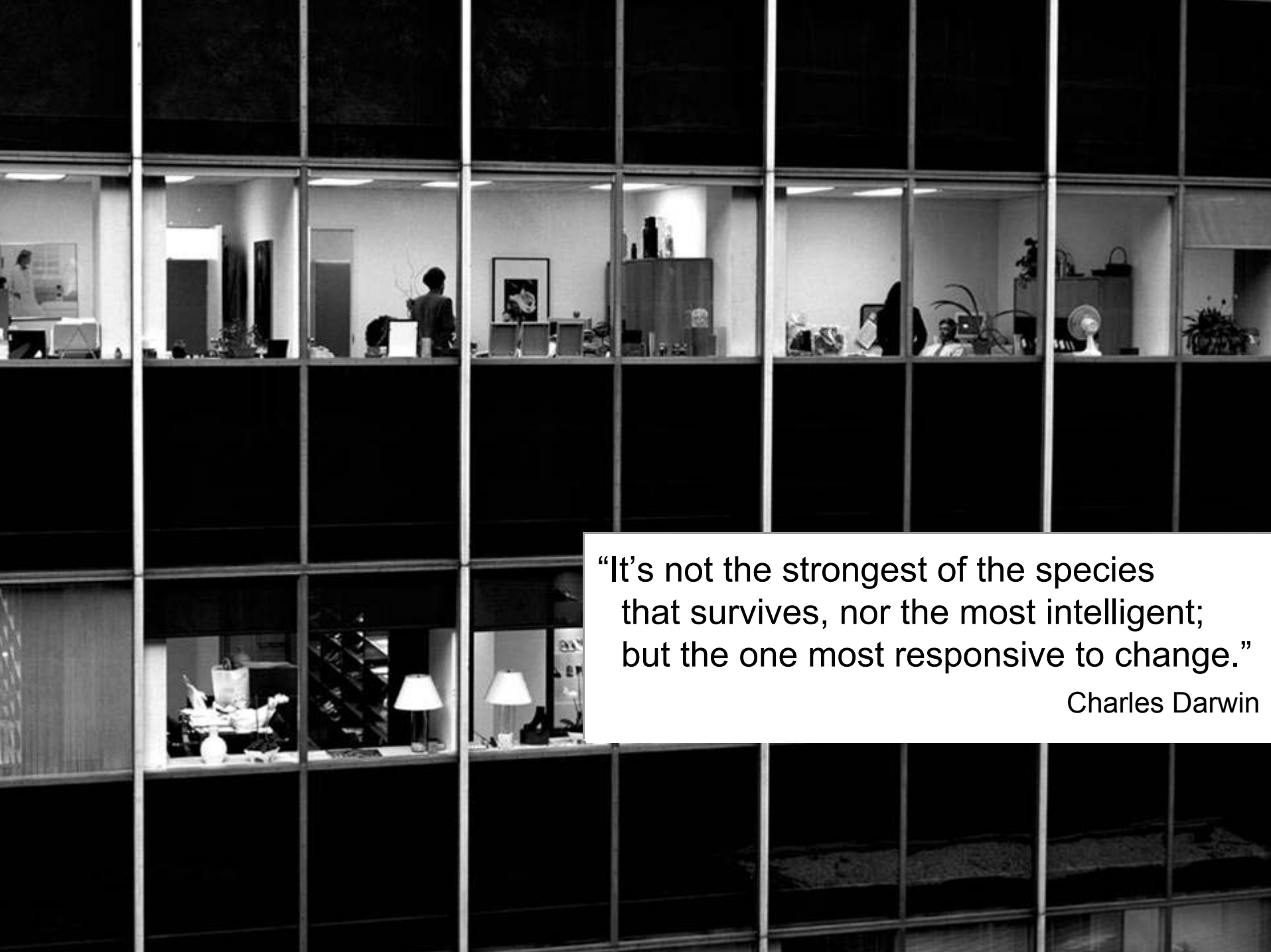


Continental, Boeing

fly to Phoenix for regional meeting

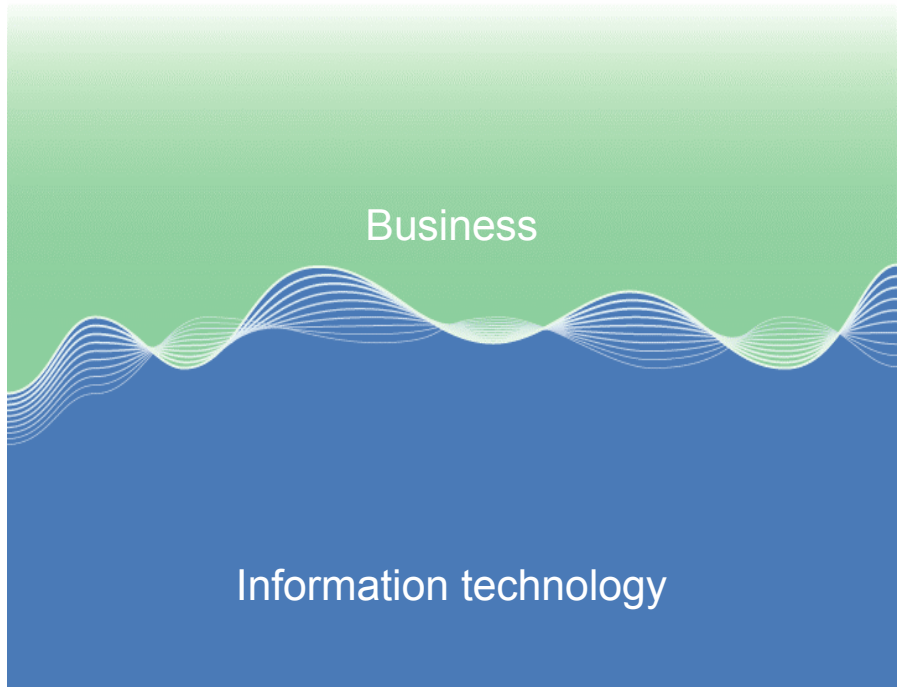
Dreamworks

watch movie before bed


“It’s not the strongest of the species
that survives, nor the most intelligent;
but the one most responsive to change.”
Charles Darwin

The path to an adaptive enterprise

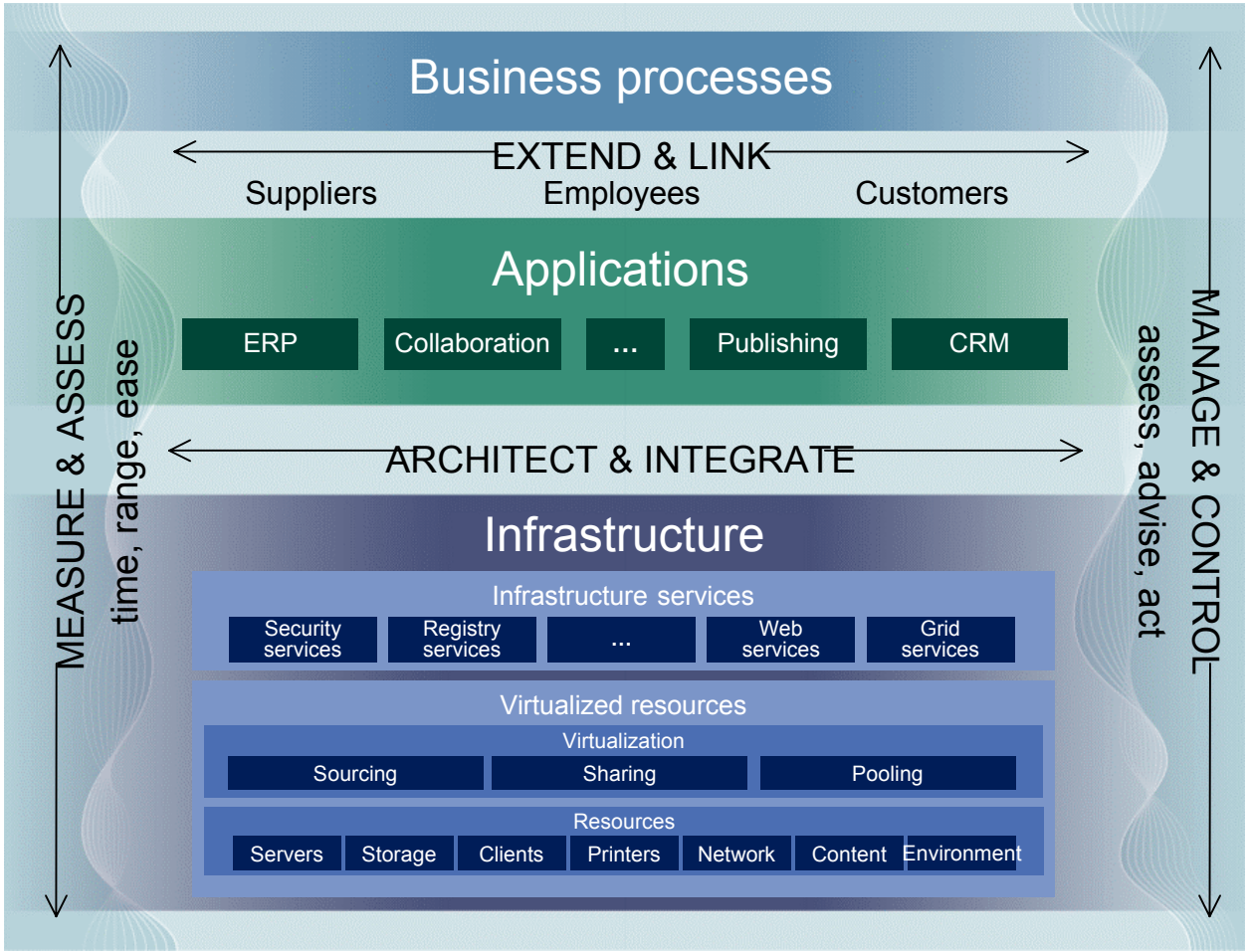
It's the ultimate state of fitness in a world where every business decision triggers an IT event.



1. Measure, assess and maintain a dynamic link between business and IT
2. Architect and integrate heterogeneous IT environments
3. Manage and control business processes, applications and the IT environment
4. Extend and link business processes and applications horizontally – from suppliers through to customers
5. Delivers business and technology innovation for today and tomorrow

HP Adaptive Enterprise framework

HP's Darwin Reference Architecture

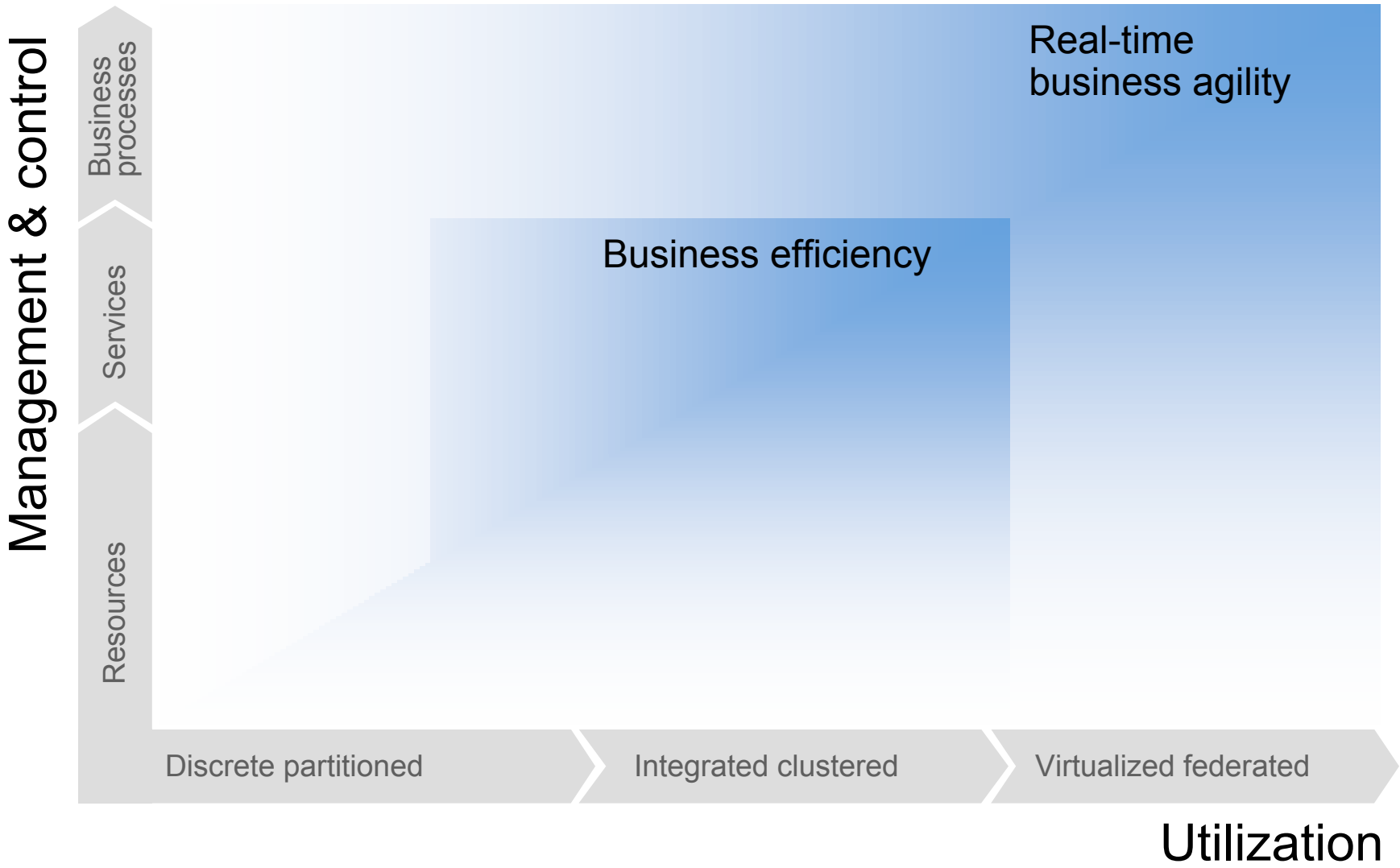


Automated intelligent management

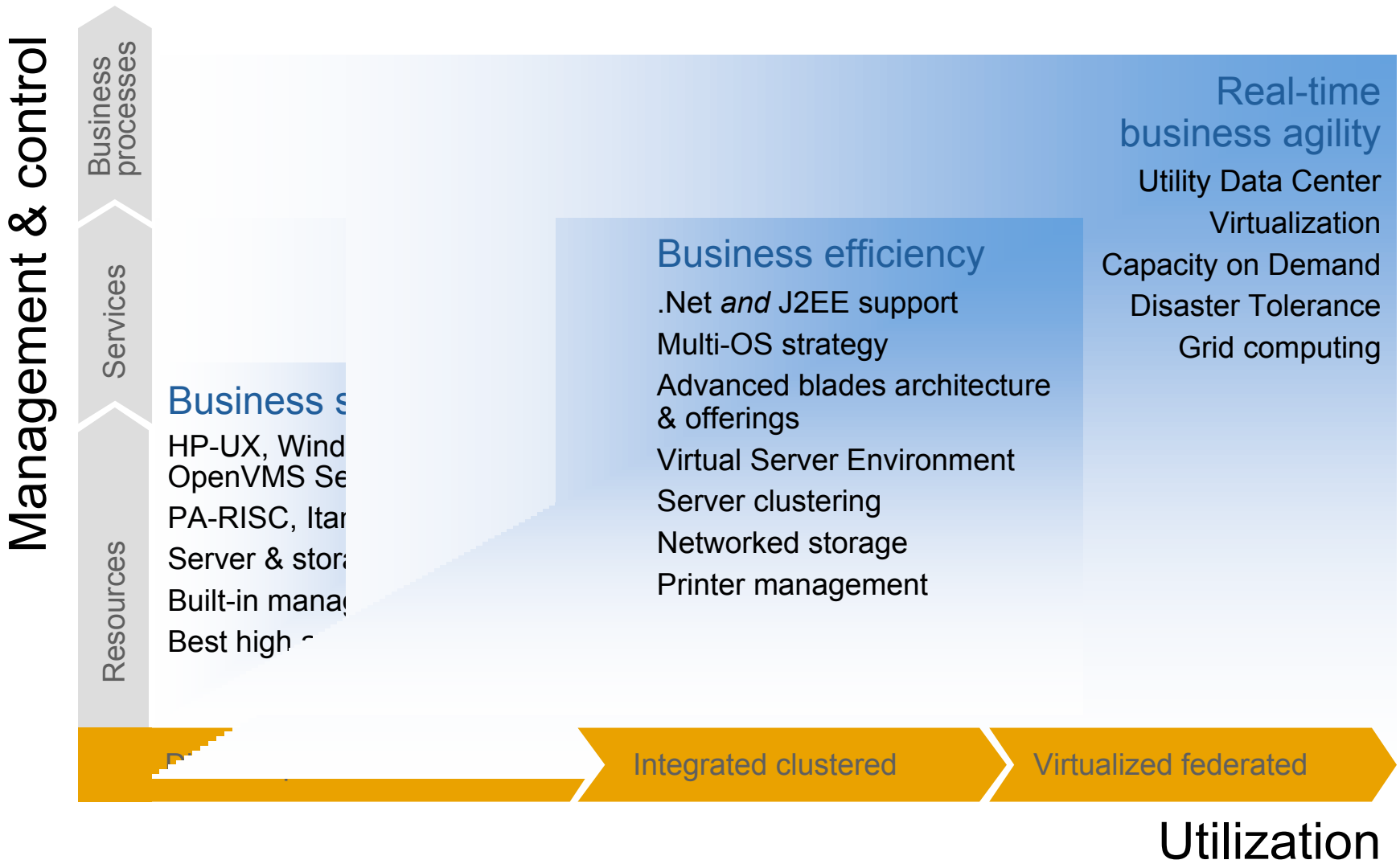
Dynamic resource optimization

Continuous secure operation

A step-wise approach to building an adaptive enterprise



Technical leadership across the adaptive enterprise IT environment



Advanced technology – today.

World's fastest servers with HP Integrity Servers
- World record benchmark on Superdome

Blade leadership
- 1st to market with industry leading performance, density and function
- Greater market share than nearest 3 competitors combined

Functional leadership in partitioning and clustering
- #1 clustering solutions partner per DH Brown
- Leadership in Unix, Windows and Linux

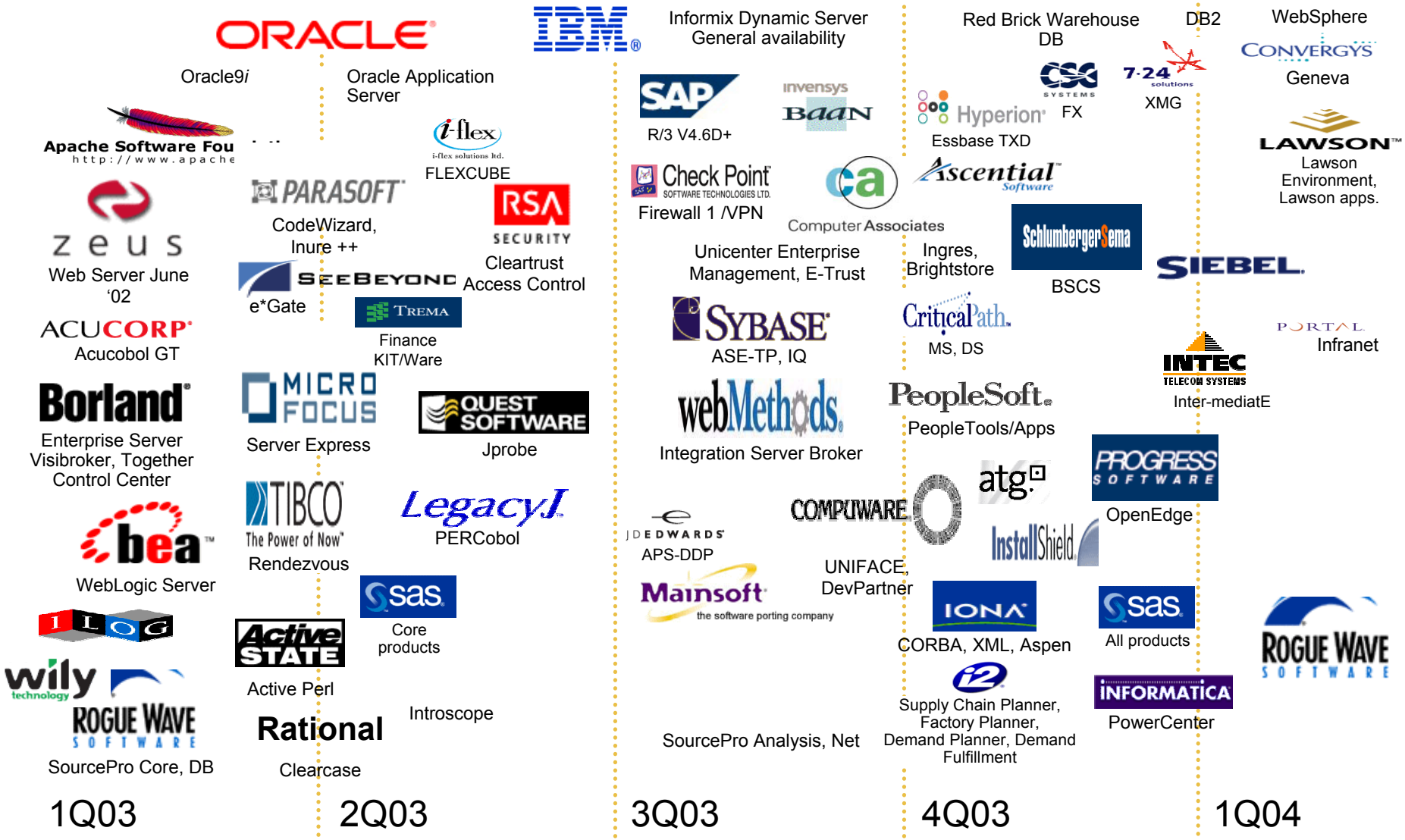
#1 position in network storage
- 100+ virtualization patents
- SAN technology and market share leadership

Technology of the future. Applied today.
- An industry first: HP Utility Data Center
- # 1 supplier to the top 500 supercomputer sites

HP Integrity Servers - Leading Performance Across Multiple Workloads

	Benchmark	Result/HP	Result/IBM	Result/Sun
Superdome	#1 TPC-C (In Progress HP-UX/Oracle)	824,164 $8.28/tpmC HP-UX	763,898 $8.31/tpmC P690 AIX/DB2	No results published
	#1 Linpack NxN	335 Gflops	191.4 Gflops	106.9 Gflops
rx5670	#1 TPC-C (4-way)	131,639 $7.25/tpmC HP-UX	No Enterprise UNIX results published for 4-way	No results published
	#1 SAP SD 2-Tier (4-way)	860 HP-UX / Oracle	570 p660 AIX/DB2	600 V880 (8 CPUs) Solaris/DB2
	#1 SPEC rate fp (4-way)	66.4 HP-UX	64.2 p655 AIX	33.9 V880 Solaris
rx2600	#1 SPEC web SSL (2-way)	1,930 HP-UX	No results published for 2-way	1,008 sf280R Solaris
	#1 Spec int	1,322 Itanium (1.5GHz)	1,077 Power 4+ (1.7GHz)	1,024 Xeon (3.06 GHz)
	#1 Spec fp	2,119 Itanium (1.5GHz)	1,598 Power 4+ (1.7GHz)	1,010 Xeon (3.06 GHz)

HP Itanium: application portfolio is ready



Building adaptive enterprises

Sprint	Zero Latency Enterprise solution – Improved services with estimated savings of more than $10 million
amazon.com	Enterprise integration – Reduced technology costs by 20% - set up to manage growth and integration with global merchants
BrasilTelecom	IT consolidation – Significantly increased the system uptime permitting full control over 10 million installed lines and track over 170 million calls per day
BMO Nesbitt Burns	Pay per use and IT consolidation – Reduced operation costs and improve performance 50-100% over legacy environment
HermanMiller	Enterprise Integration – Real-time order status information, reduced application development, maintenance times, cut design-to-order cycle 3-4 weeks, improved quality
PeopleSoft	Managed Services – Rapidly expanded data centers to meet customer's growing demands for increased IT efficiency and reliability, achieved cost savings in management and consolidation

Real solutions. Real partners.

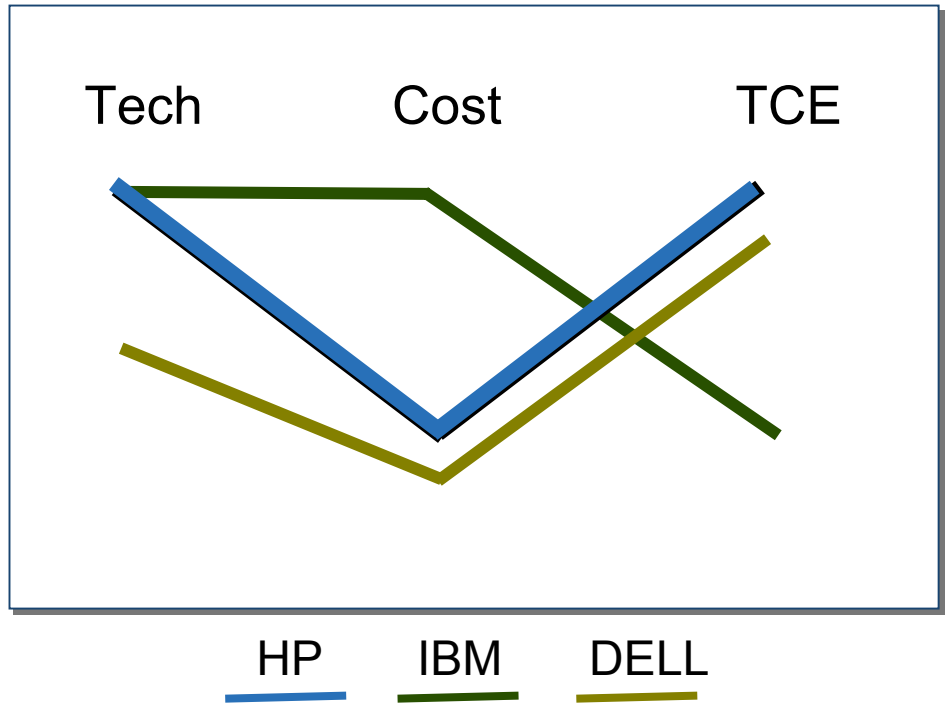
Extending and linking	• Technology solutions • Vertical industry solutions • Cross-industry solutions
Transforming the infrastructure	• Enterprise integration solutions • IT consolidation solutions • Management solutions • Virtualization solutions • Business continuity solutions • Security solutions
Mapping costs and sourcing to use	• On demand solutions • Managed services • Integrated support solutions • Financing solutions

HITACHI Inspire the Next
Deloitte Consulting
accenture
BearingPoint
Cap Gemini Ernst & Young
SAP
PeopleSoft
SIEBEL
ORACLE
Microsoft
bea
Cisco Systems
redhat

Why HP?

- Addressing complexity through smart technology and automation, not adding more people
- Evolution, not revolution
- Collaborative customer relationships, not controlling
- Collaborative partnerships, not competitive
- Horizontal architectures, not vertical silos
- Heterogeneity is embraced, not simply tolerated
- Real technology today, not future promises

High-tech, low cost, best total experience



hp
invent