

Roll Disney video

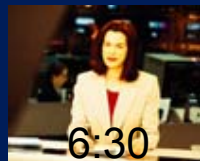


# The HP Adaptive Enterprise: Next generation technology for today's customers

Peter Blackmore  
Executive Vice President  
Enterprise Systems Group



# A-day-in-the-life with HP



6:30

MSNBC

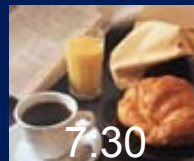
wake up,  
watch news



6:45

Reebok

go for a run



7:30

Nestlé,  
Kellogg's

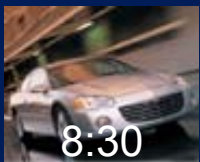
have  
breakfast



8:00

Liz  
Claiborne

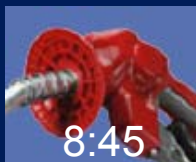
get dressed



8:30

Daimler  
Chrysler,  
Goodyear

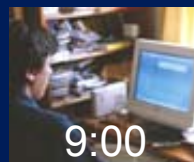
drive to work



8:45

Valero

stop for gas



9:00

Starbucks

Pick up coffee  
and check e-mail



10:00

Brazil  
Telecom

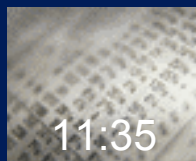
conference call  
with S. America



11:30

Bell South

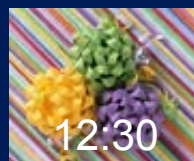
call  
stockbroker



11:35

New York  
Stock  
Exchange

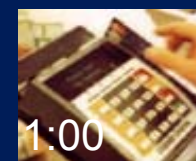
place sell order on  
IBM stock



12:30

Amazon

send gift to mom for  
birthday



1:00

Wells  
Fargo

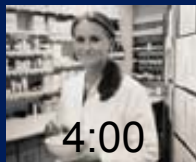
go to lunch,  
pay with credit card



2:00

Sabre

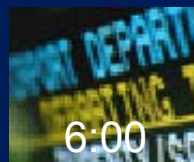
make reservations  
for Japan trip



4:00

Astra  
Zeneca

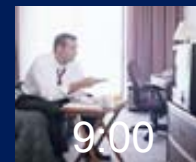
pick up prescription



6:00

Continental,  
Boeing

fly to Phoenix for  
regional meeting



9:00

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.”

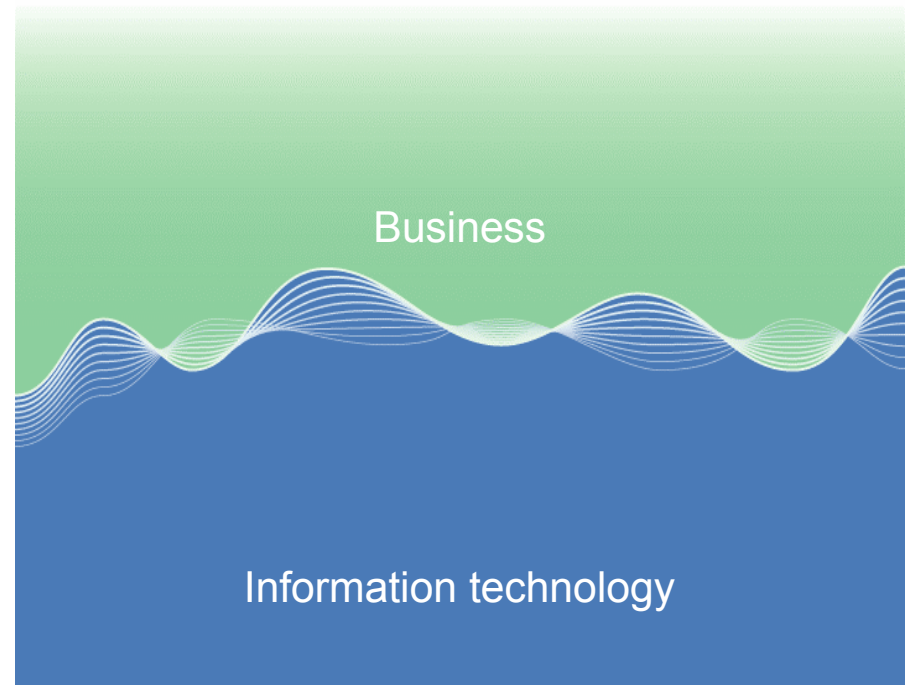
Charles Darwin

# The path to an adaptive enterprise



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

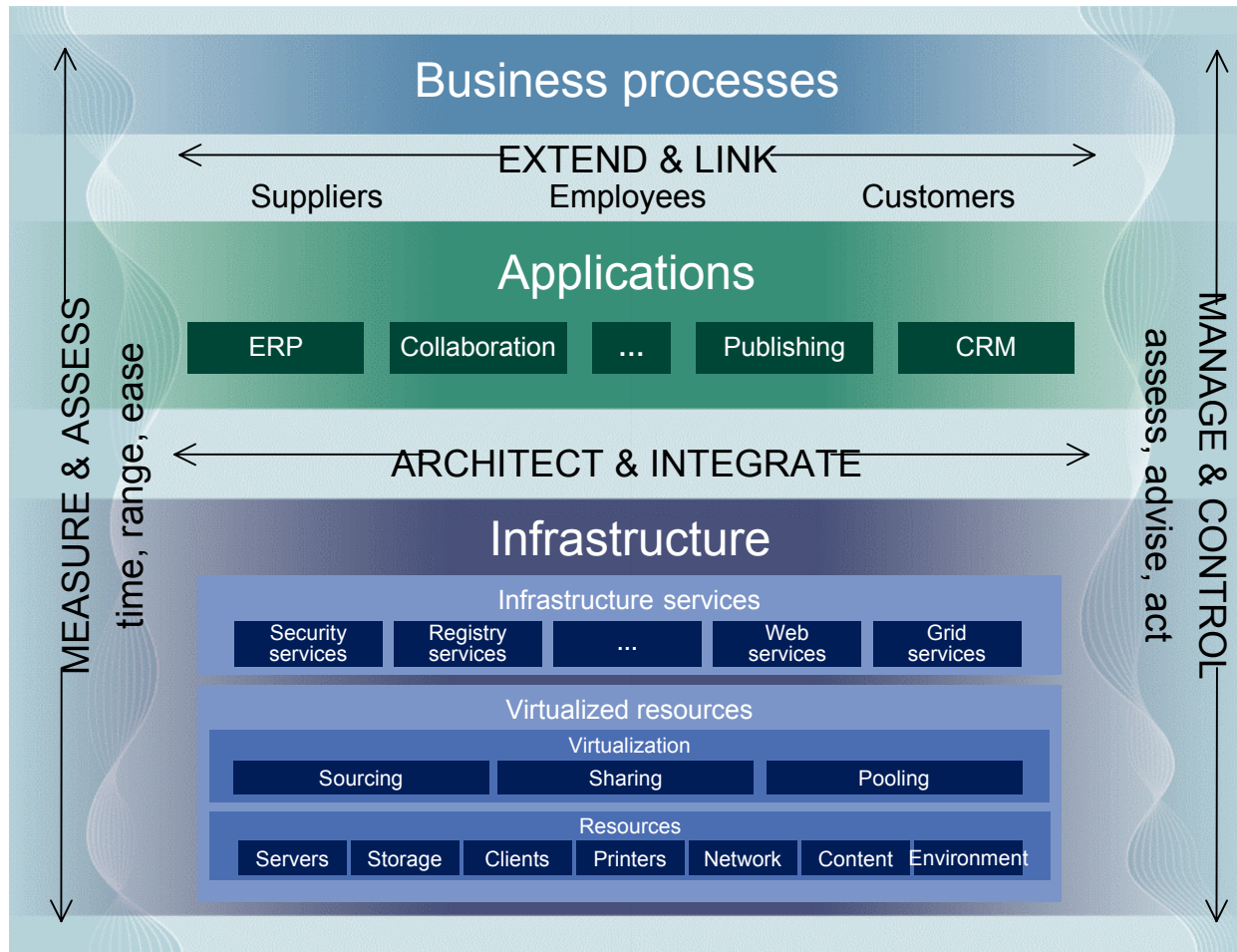
1. Measure, assess and maintain a dynamic link between business and IT
2. Architect and integrate heterogeneous IT environments
3. Manage and control business processes, applications and the IT environment
4. Extend and link business processes and applications horizontally – from suppliers through to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



# HP Adaptive Enterprise framework



## HP's Darwin Reference Architecture

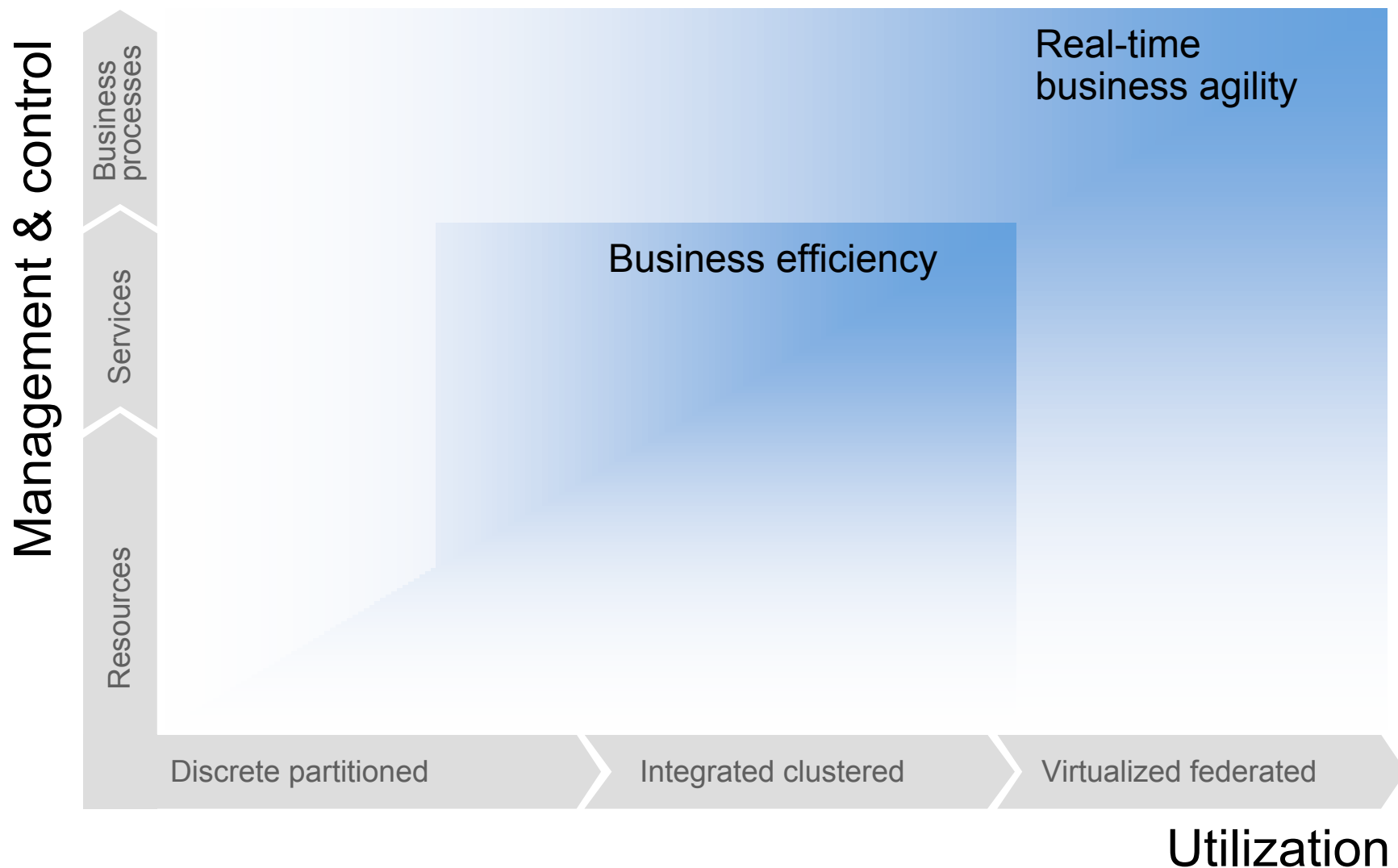


Automated intelligent management

Dynamic resource optimization

Continuous secure operation

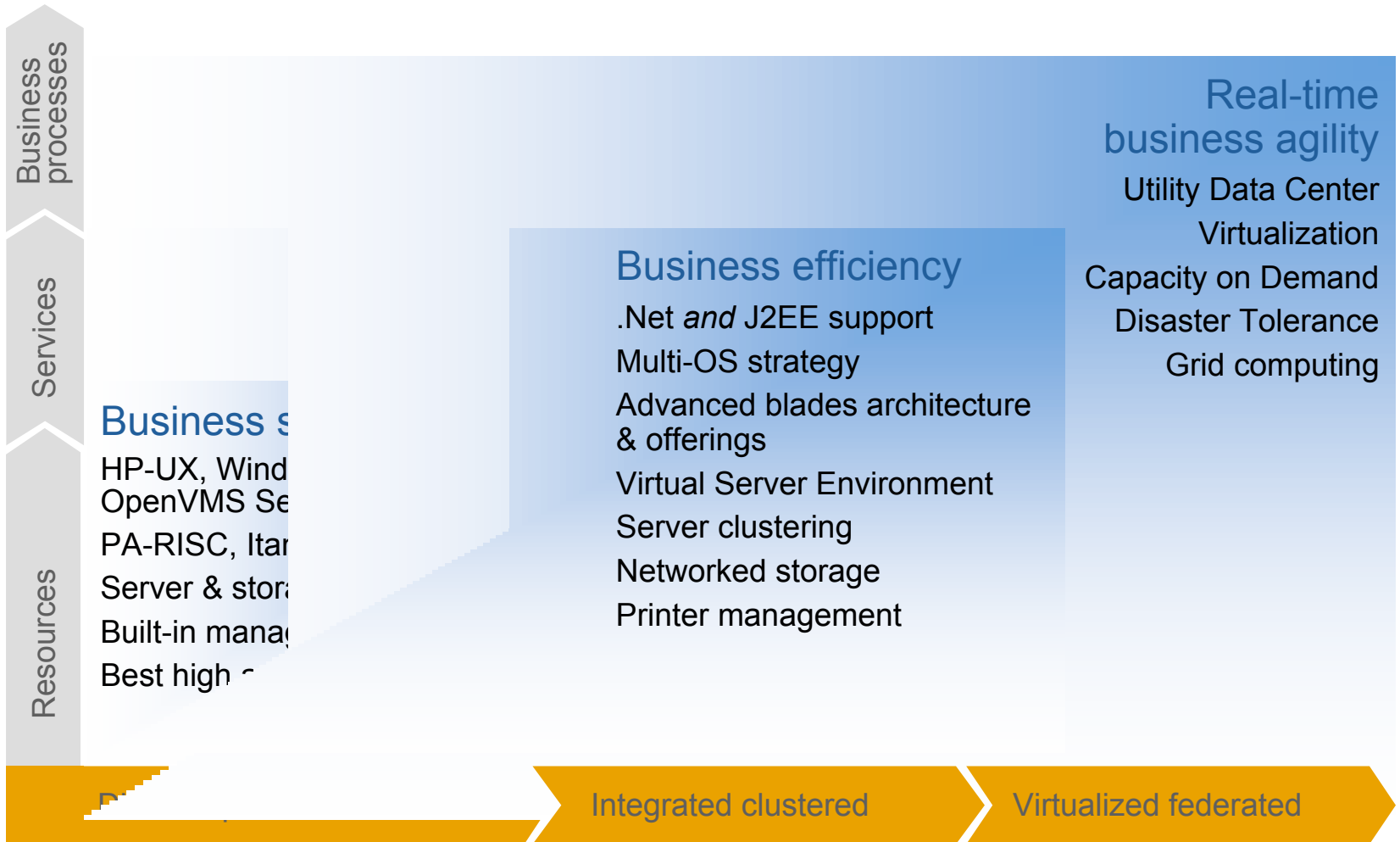
# A step-wise approach to building an adaptive enterprise



# Technical leadership across the adaptive enterprise IT environment



Management & control



Utilization



# Advanced technology – today.



## World's fastest servers with HP Integrity Servers

- World record benchmark on Superdome

## Blade leadership

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



**ORACLE**

**IBM**

Informix Dynamic Server  
General availability

Red Brick Warehouse  
DB

DB2

WebSphere

Oracle9i

Oracle Application  
Server

**SAP**  
R/3 V4.6D+

invensys  
**Baan**

**Hyperion**  
Essbase TXD

**7-24 solutions**  
XMG

**CONVERGYS**  
Geneva

**Apache Software Fou**  
http://www.apache

**i-flex**  
i-flex solutions Ltd.  
FLEXCUBE

**zeus**

Web Server June '02

**PARASOFT**

CodeWizard,  
Inure ++

**RSA**  
SECURITY

Cleartrust  
Access Control

**Check Point**  
SOFTWARE TECHNOLOGIES LTD.  
Firewall 1 /VPN

**ca**  
Computer Associates

**Ascential**  
Software

**SchlumbergerSema**

BSCS

**SIEBEL**

**LAWSON**  
Lawson  
Environment,  
Lawson apps.

**ACUCORP**  
Acucobol GT

**SEEBEYOND**  
e\*Gate

**TREMA**  
Finance  
KIT/Ware

**SYBASE**  
ASE-TP, IQ

**CriticalPath**  
MS, DS

**PORTAL**  
Infranet

**Borland**  
Enterprise Server  
Visibroker, Together  
Control Center

**MICRO FOCUS**  
Server Express

**QUEST SOFTWARE**  
Jprobe

**webMethods**  
Integration Server Broker

**PeopleSoft**  
PeopleTools/Apps

**INTEC**  
TELECOM SYSTEMS  
Inter-mediateE

**bea**  
WebLogic Server

**TIBCO**  
The Power of Now  
Rendezvous

**LegacyJ**  
PERCobol

**EDWARDS**  
APS-DDP

**COMPTONWARE**

**atg**

**InstallShield**

**PROGRESS SOFTWARE**

OpenEdge

**ILOG**

**sas**  
Core products

**Mainsort**  
the software porting company

UNIFACE,  
DevPartner

**IONA**

CORBA, XML, Aspen

**sas**  
All products

**ROGUE WAVE SOFTWARE**

**Active STATE**  
Active Perl

Introscope

SourcePro Analysis, Net

**i2**  
Supply Chain Planner,  
Factory Planner,  
Demand Planner, Demand  
Fulfillment

**INFORMATICA**  
PowerCenter

1Q03

2Q03

3Q03

4Q03

1Q04

# Building adaptive enterprises



Zero Latency Enterprise solution – Improved services with estimated savings of more than \$10 million



Enterprise integration – Reduced technology costs by 20% - set up to manage growth and integration with global merchants



IT consolidation – Significantly increased the system uptime permitting full control over 10 million installed lines and track over 170 million calls per day



Pay per use and IT consolidation – Reduced operation costs and improve performance 50-100% over legacy environment



Enterprise Integration – Real-time order status information, reduced application development, maintenance times, cut design-to-order cycle 3-4 weeks, improved quality



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.



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## Extending and linking

- Technology solutions
- Vertical industry solutions
- Cross-industry solutions

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## Transforming the infrastructure

- Enterprise integration solutions
- IT consolidation solutions
- Management solutions
- Virtualization solutions
- Business continuity solutions
- Security solutions

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## Mapping costs and sourcing to use

- On demand solutions
- Managed services
- Integrated support solutions
- Financing solutions

**HITACHI**  
Inspire the Next

**Deloitte  
Consulting**

**accenture**

*BearingPoint*  
formerly ERM Consulting

**CAP GEMINI  
ERNST & YOUNG**

**SAP**

PeopleSoft

**SIEBEL**

**ORACLE**

**Microsoft**

**bea**

CISCO SYSTEMS



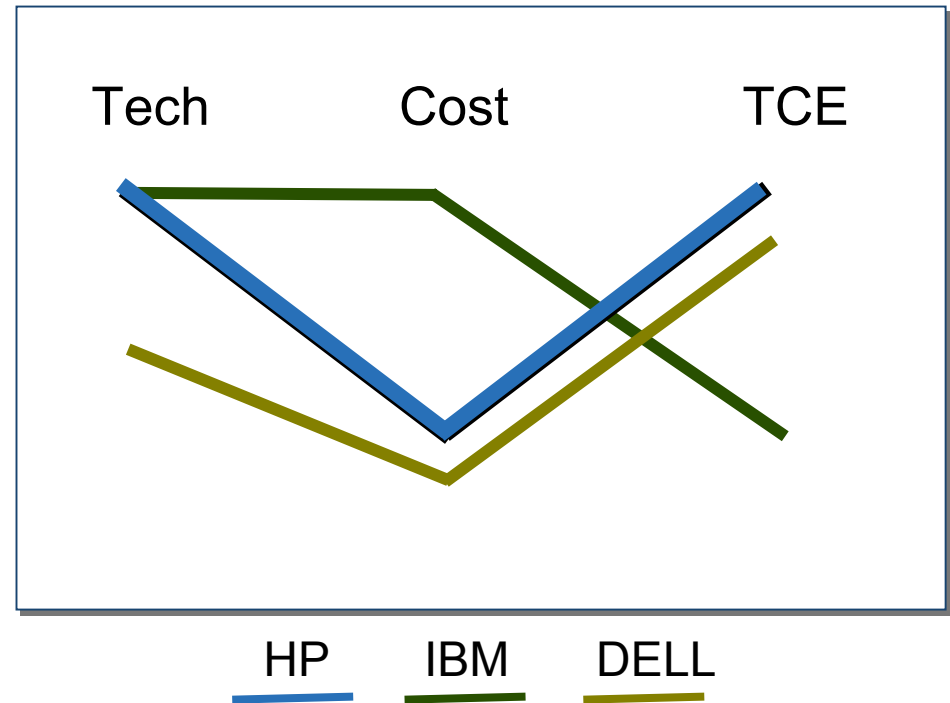
**redhat**

# 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





**i n v e n t**