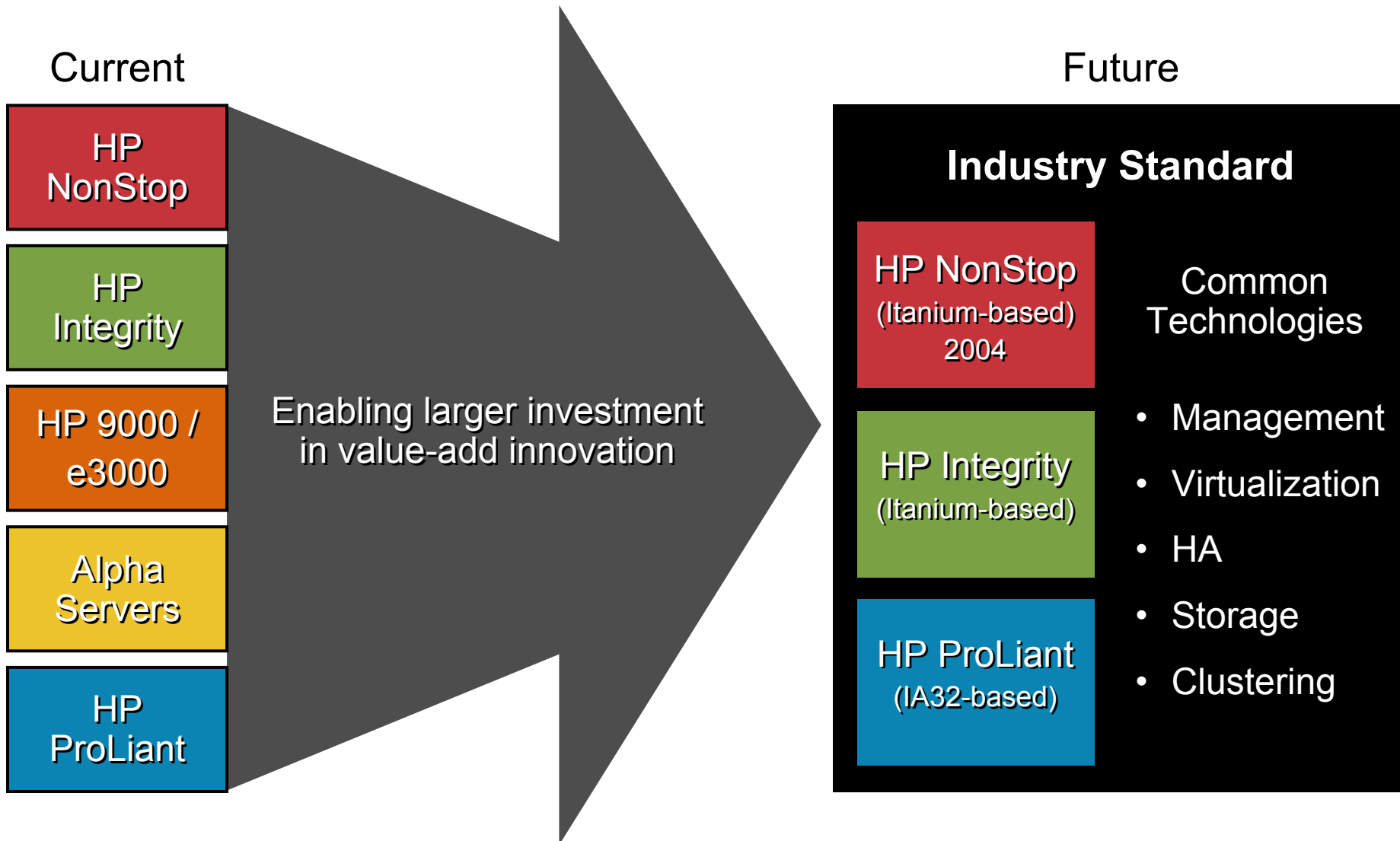


Industry Standard Servers

Lee Johns
Director of Marketing

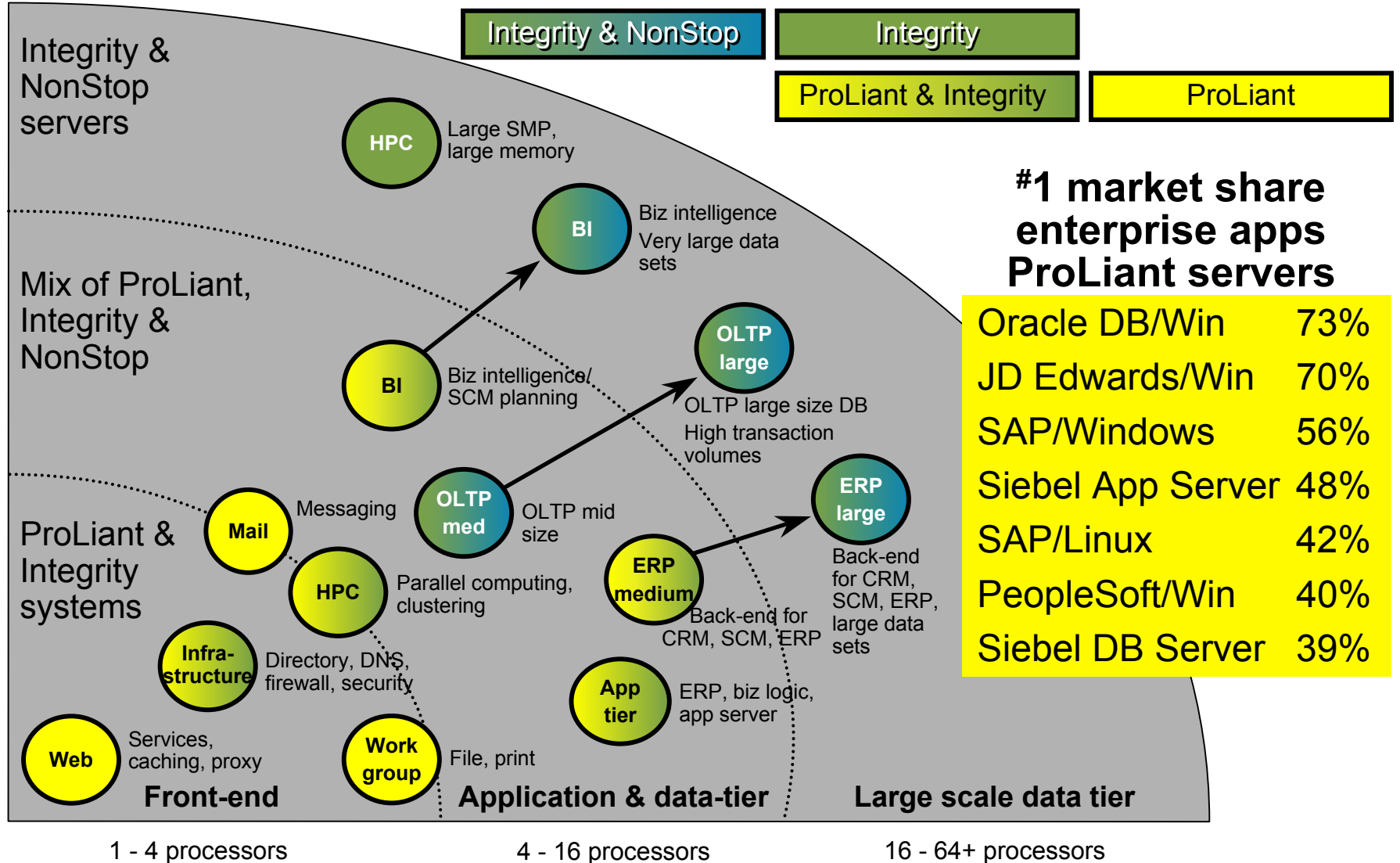


Moving to 3 leadership product lines – built on 2 industry standard processor architectures



Products and solutions portfolio

HP servers combined for strength in all tiers of the data center



#1 market share enterprise apps ProLiant servers

Oracle DB/Win	73%
JD Edwards/Win	70%
SAP/Windows	56%
Siebel App Server	48%
SAP/Linux	42%
PeopleSoft/Win	40%
Siebel DB Server	39%

Products and Solutions Portfolio

HP servers combined for strength in all tiers of the data center



ProLiant server value proposition



Consistent technology

- Solid engineering
- Advanced management
- Innovative design
- Quality manufacturing

Consistent solutions

- Proven configurations
- Shared best practices
- Simple tools
- Trusted partnerships

Consistent support

- On-time delivery
- Configured-to-order servers and solutions
- Proactive support

Did you know...

... if you stacked all ProLiant made each day, they would stretch the length of 34 football fields



Did you know...

... if you stacked all ProLiant made each day, they would stretch the length of 34 football fields



... in 2002 we shipped 132 Million watts of UPS power – enough to keep Las Vegas lit for 21 minutes



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... the 7 Million ProLiant installed base equals the initial printing of **Harry Potter and The Order of the Phoenix**



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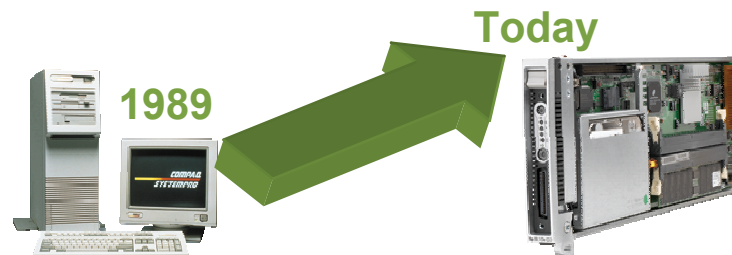


... the 7 Million ProLiant installed base equals the initial printing of **Harry Potter and The Order of the Phoenix**



The original SystemPro

- 33 MHz 386 processor
- 8 megs RAM
- 210 Megabyte disk
- \$36,000



BL 10e blade

- 900 MHz processor
- 512 megs RAM
- 40 Gigabyte disk
- \$1,800

Our strategy

1 **Best return on information technology (RoIT)**

Deliver the best Return on Information Technology in the business market by leveraging HP's unmatched range of products, services and **partners**

2 **Simple and rewarding experiences**

Provide IT users and consumers with simple and rewarding experiences by making technologies work 'better together'

3 **World-class cost structures**

Build world-class cost structures across our entire portfolio of businesses

4 **Focused innovation**

Focus our innovation and investments where we can make unique contributions and lead — partner for the rest

Focused innovation drives superior product reliability



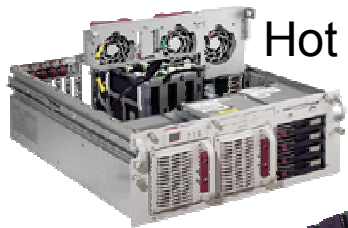
Scripting Toolkit



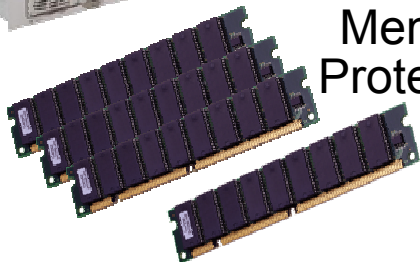
Remote Insight Lights-Out Edition



Integrated Lights-Out

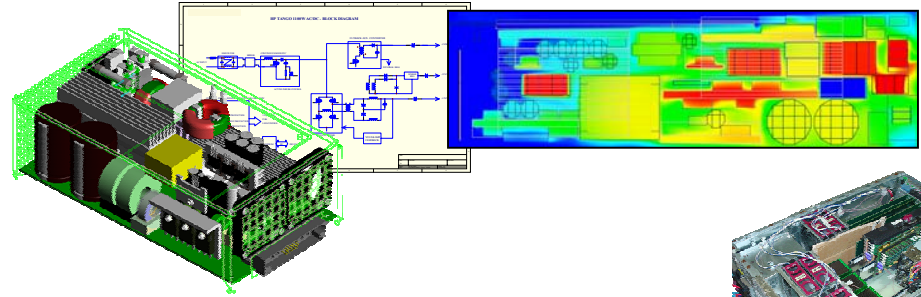


Hot plug components

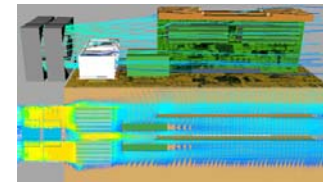
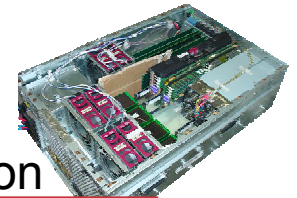


Advanced Memory Protection

ProLiant power supply design and architecture sets pace for the industry



Comprehensive thermal solution



Extensive shock, vibrate and HALT testing



Servers for every type of application



BL40p

4P



DL560



ML570

8P



DL740



DL760

2P



ML370 & DL380



ML350 & DL360

1P

tc2120



ML330 & DL320



BL10e



BL20p

And a rich management tool that lowers your cost of ownership

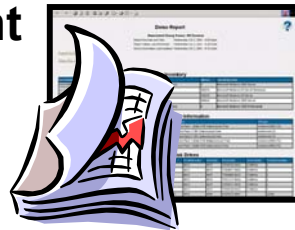
Fault management



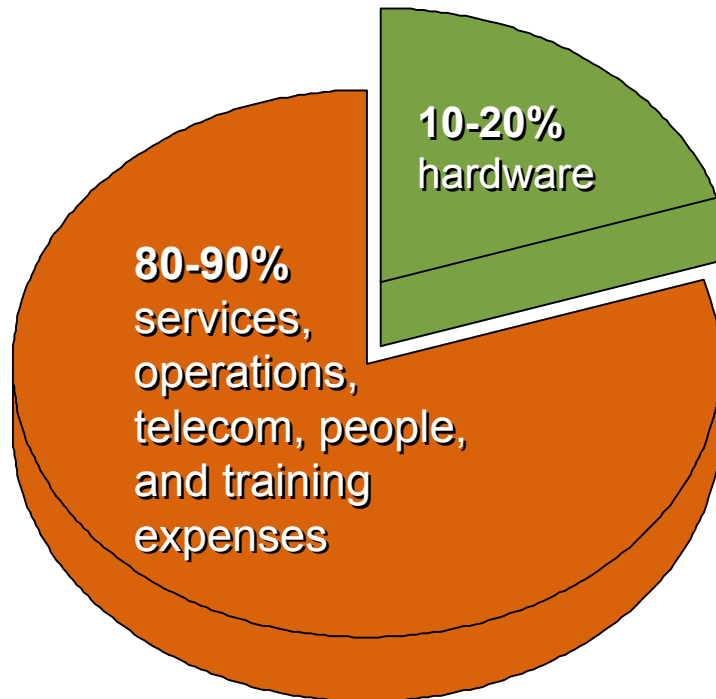
Change management



Asset & inventory reporting



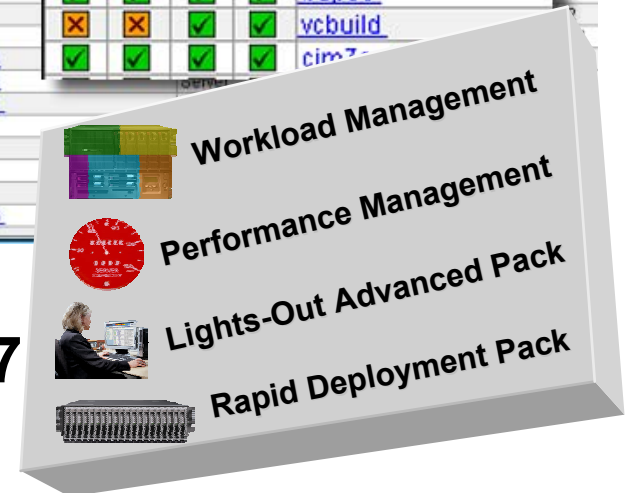
Remote control



Results From Query: All Servers

HW	MP	SV	PF	Device Name	HW	MP	SV	PF	Device Name
✓	✓	⚠	✓	dhcp-nsd-cac141	✓	✓	⚠	✓	dhcp-nsd-cac141
✗	✓	✓	✓	csdc03	✗	✓	✓	✓	csdc03
✓	✓	✓	⚠	bdself	✓	✓	✓	⚠	bdself
✓	✓	✓	✓	bdtool	✓	✓	✓	✓	bdtool
✓	✓	✓	✓	bdpoe	✓	✓	✓	⚠	bdpoe
✗	✗	✓	✓	vcbuild	✗	✗	✓	✓	vcbuild
✓	✓	✓	✓	cim7sp1	✓	✓	✓	✓	cim7sp1
✓	✓	✓	✓	im7demo	✗	✗	✓	✓	im7demo
✓	✓	✓	✓	sethra	✗	✗	✓	✓	sethra
✓	✓	✓	✓	dhcp-nsd-cac140	✓	✓	✓	✓	dhcp-nsd-cac140
✓	✓	✓	✓	dhcp-nsd-cac163	✓	✓	✓	✓	dhcp-nsd-cac163
✓	✓	✓	✓	dhcp-nsd-cac181	✓	✓	✓	✓	dhcp-nsd-cac181
✓	✓	✓	✓	ps1-main	✓	✓	✓	✓	ps1-main
✓	✓	✓	✓	ldcp2045	✓	✓	✓	✓	ldcp2045
✓	✓	✓	✓	ldcp2094	✓	✓	✓	✓	ldcp2094
✓	✓	✓	✓	ldcp2127	✓	✓	✓	✓	ldcp2127
✓	✓	✓	✓	dhcp-nsd-cac196	✓	✓	✓	✓	dhcp-nsd-cac196

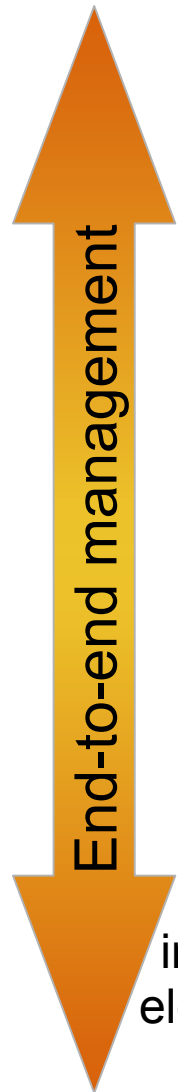
Insight Manager 7



Source: Giga Information Group, IdeaByte RIB-032001-00062

Insight Manager 7 and OpenView:

End-to-end management from hardware to business process

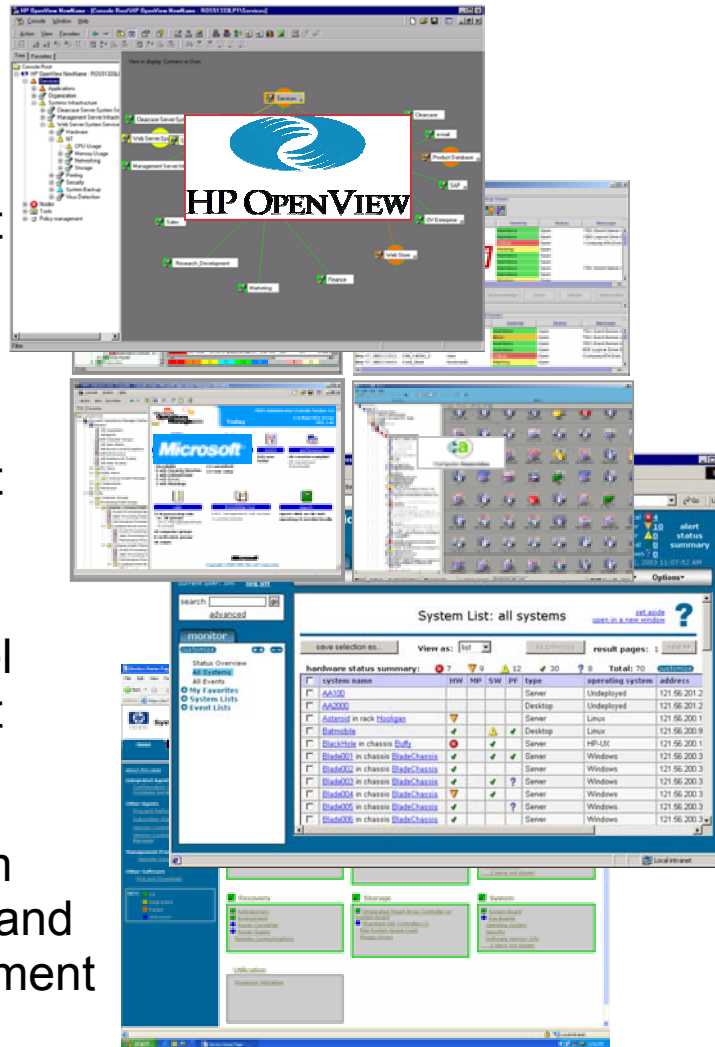


Service-centric management

Enterprise operations management

Systems-level management

Single system instrumentation and element management



Service-centric management tool monitors overall systems and network performance. Fault was isolated to the effected system. No intervention needed.

Enterprise Operations Management tool monitors effects that failure may have on application availability and performance.

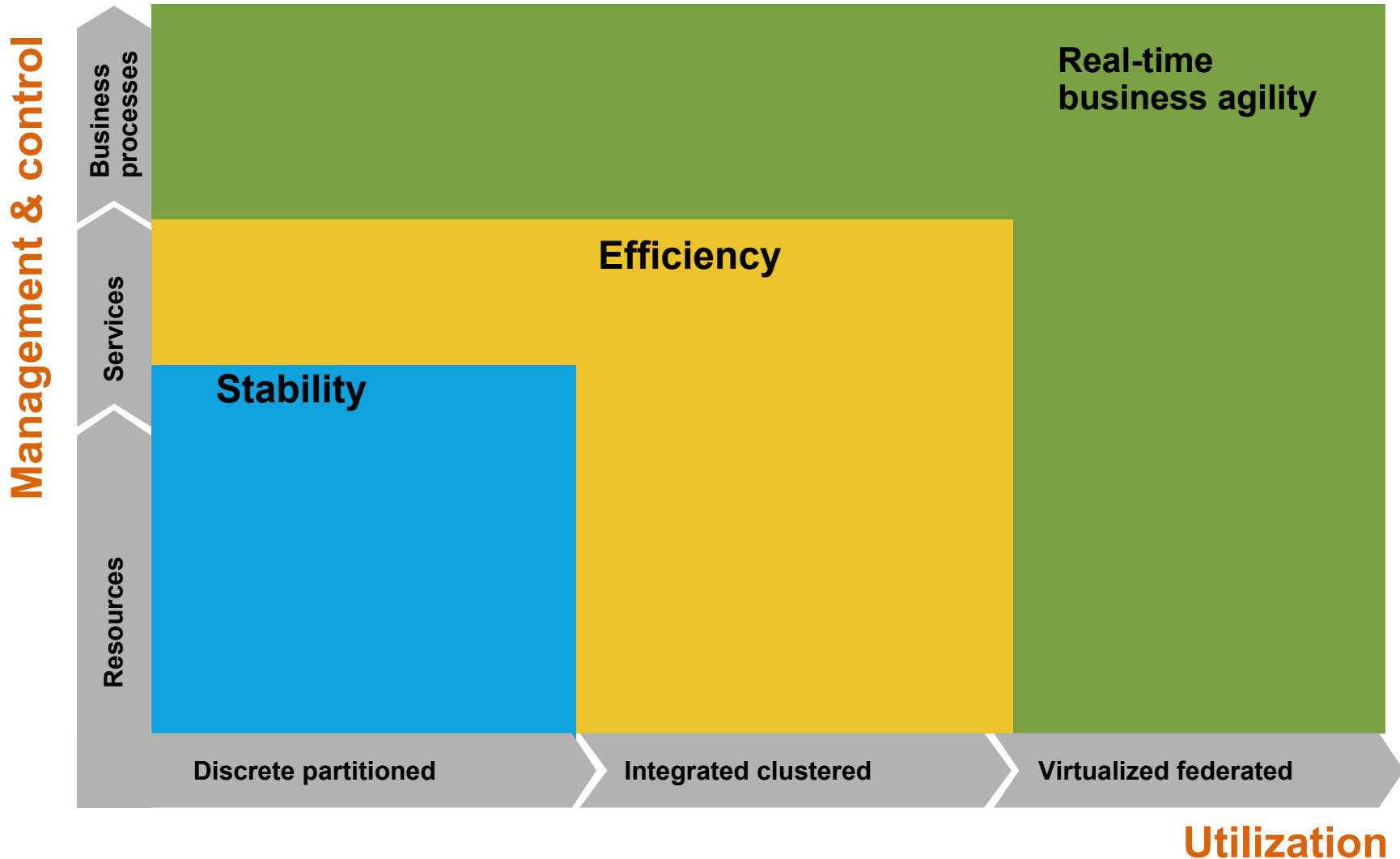
Nimbus pages administrator, forwards event to Enterprise Operations Manager, displays fault details and provides diagnostic and configuration tools to fix problem.

Agents detect hardware problem and report it to Nimbus.

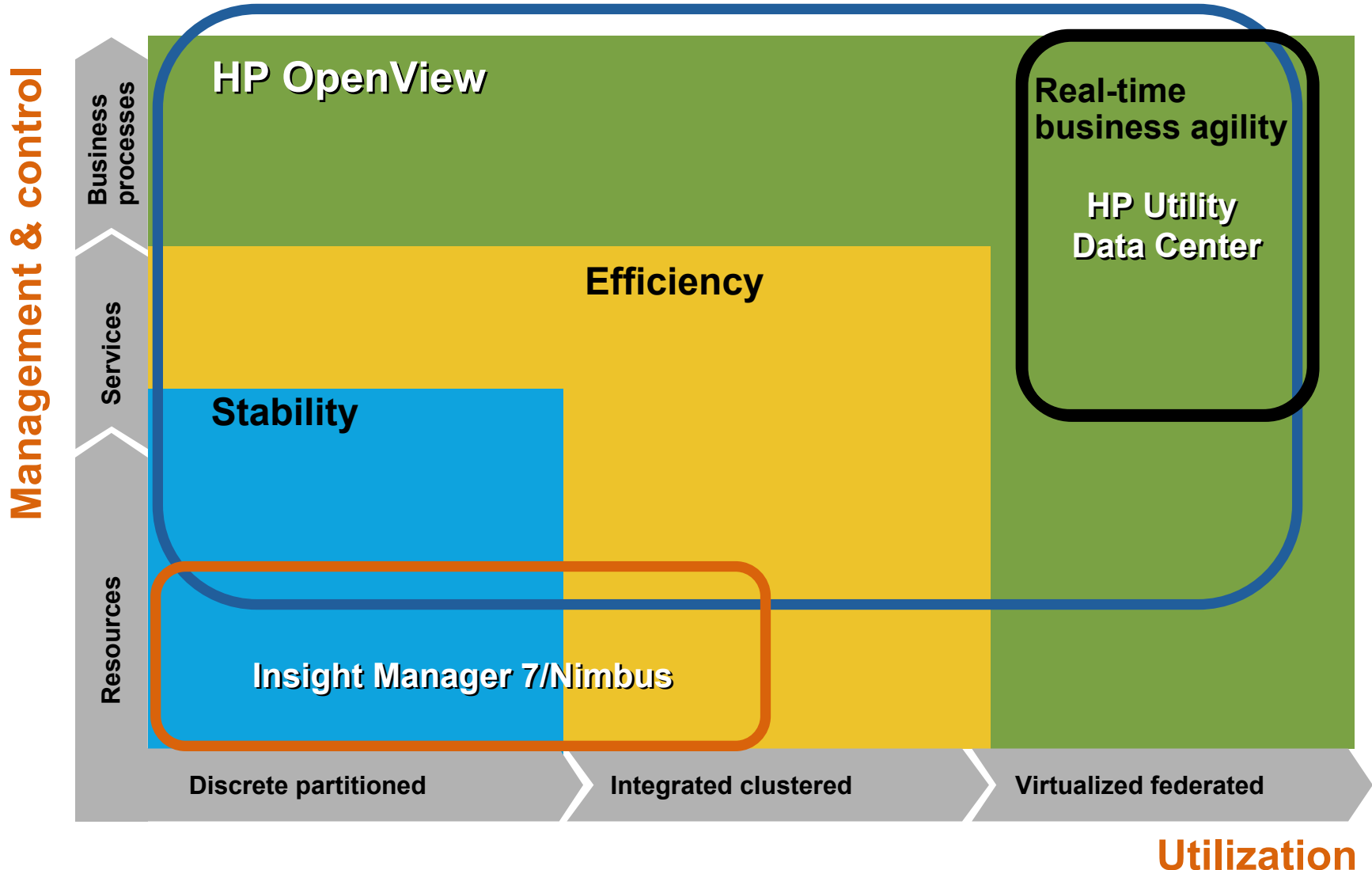
Insight Manager 7 and OpenView: End-to-end management from hardware to business process



Adaptive Management for the Adaptive Enterprise



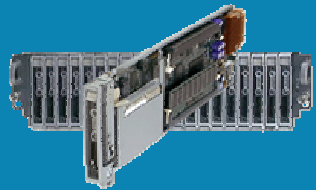
Adaptive Management for the Adaptive Enterprise



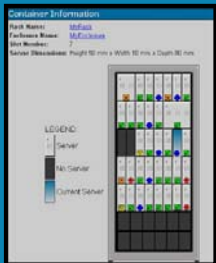
Leapfrog enhancements in usability utilizing disruptive technologies



Integrated Remote Management



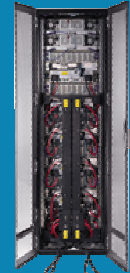
Ease of Service



Intelligent Infrastructure



Ease and Reduction of Cabling



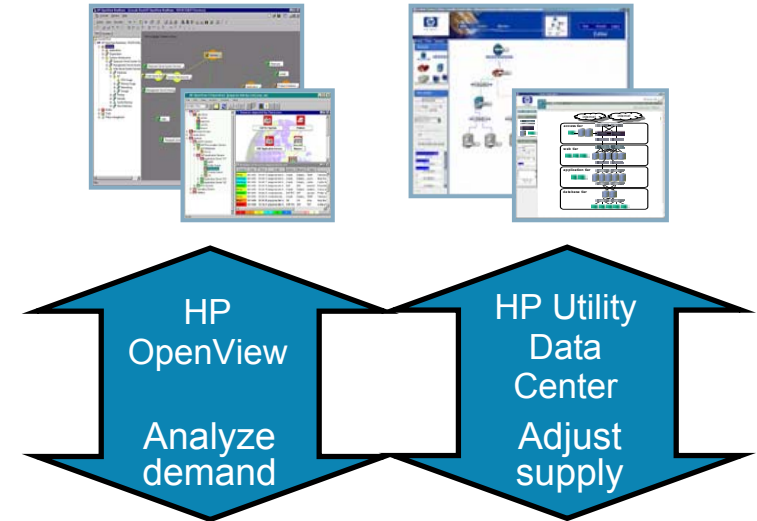
Integrated Switching



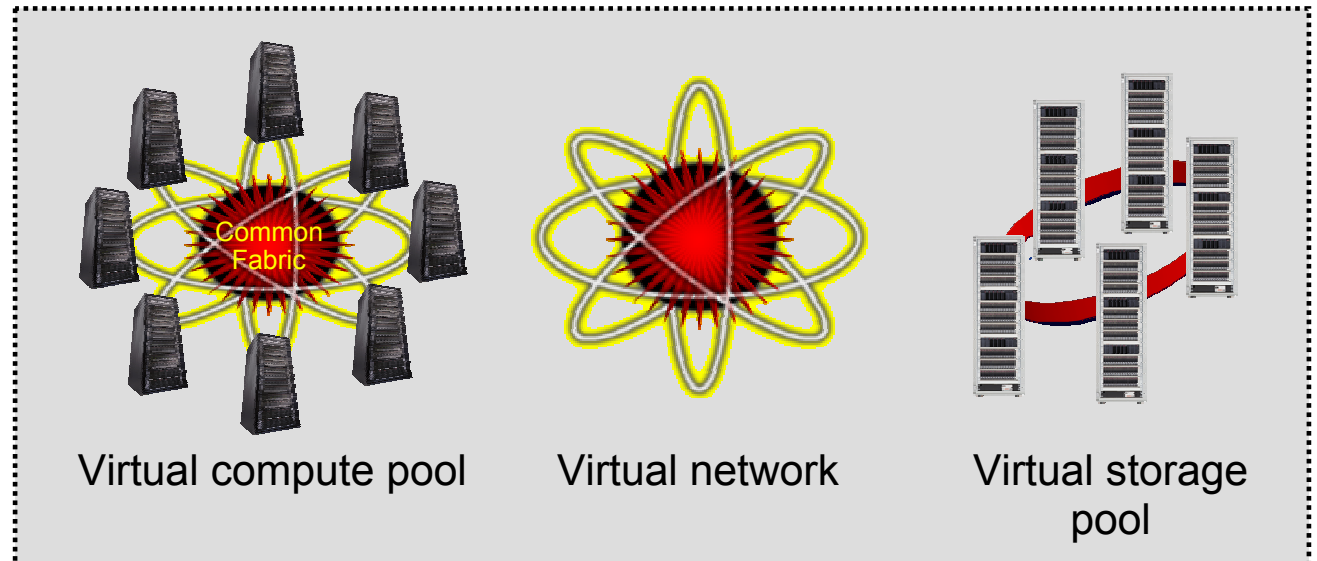
Rip & Replace Provisioning



And pushing those disruptive technologies further



Virtual data center



Why HP?

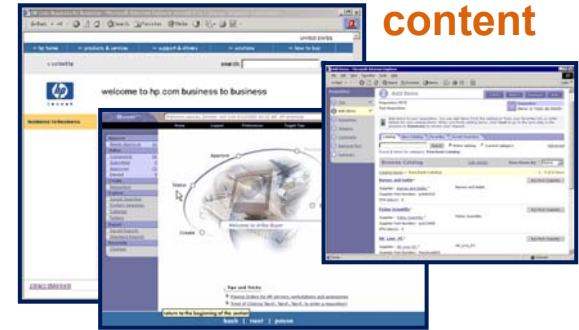
Innovative products



Experienced account team



Customized content



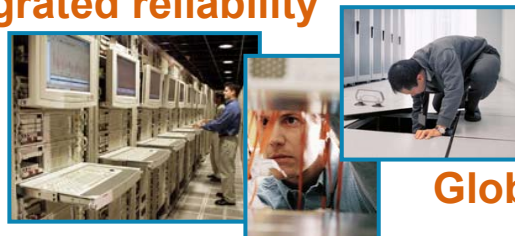
Flexible purchasing options



Adaptive management



Integrated reliability



Global services

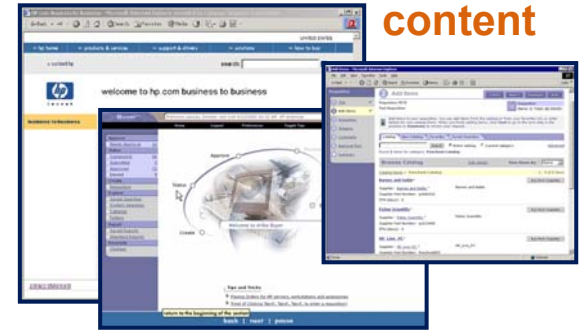


Why HP?

Experienced account team



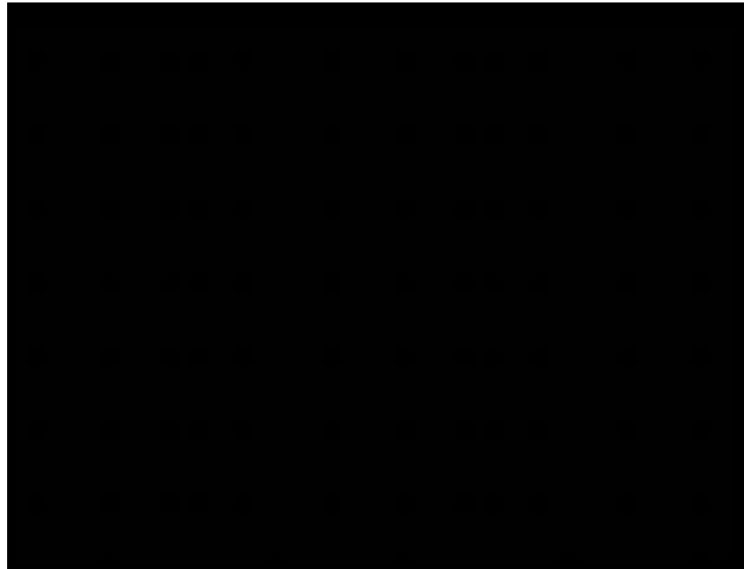
Customized content



Innovative products



Solutions focused



Flexible purchasing options



Channel partners **AVNET** **CDW**

Insight CORPORATE SOLUTIONS
Whatever it takes

INGRAM MICRO

Pioneer **CompuCom**

Integrated reliability



Global services

Adaptive management



Must see...

2255

From ProLiant to Superdome:
Next Generation Systems
Management for
All HP Servers

2245

From Service to
Systems Level - the
Comprehensive HP
Management Solutions

2175

Serial Technology 101:
Learn about the next wave
of storage technology

2195

Common Blade
Solutions

2213

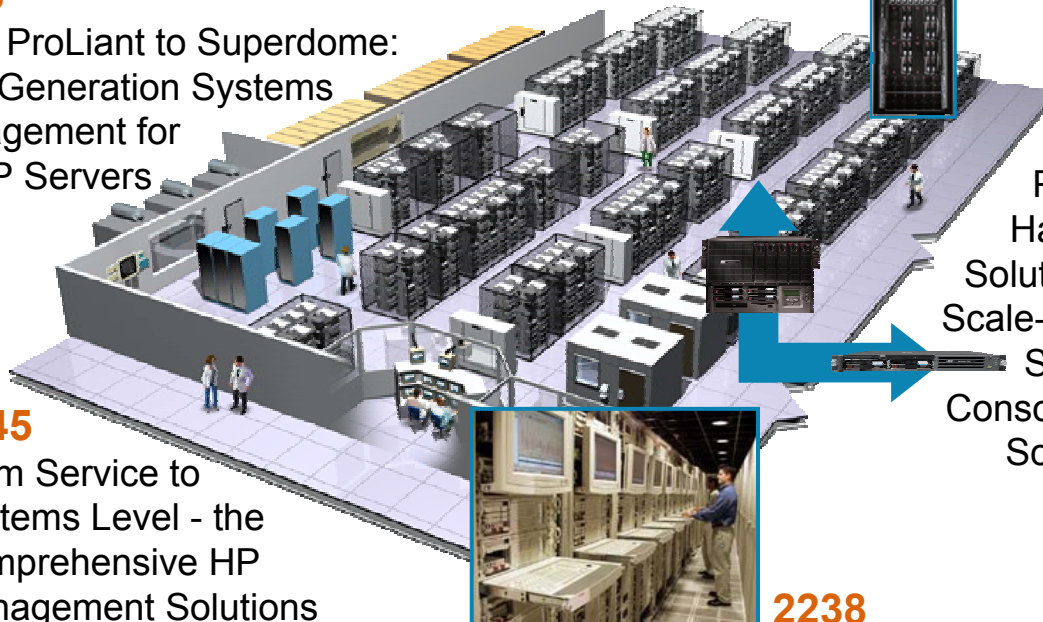
ProLiant
Hardware
Solutions for
Scale-out and
Scale-up
Consolidation
Scenarios

2238

Deployment Strategies from ProLiant
Essentials Rapid Deployment Pack to
Utility Data Center

Partnership-in-action demos

- High Availability HP ProLiant server solutions for Lotus Domino on Linux
- HPTC LC Series Scali Manage Compute Cluster





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