Alpha Retain Trust Update

session #3897

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Customers are driving the future of industry standard server architectures

Customer demands

- Growing market share indicates customers are deploying industry standard servers across the enterprise

- More mission critical capabilities
  - More Performance
  - More Reliability
  - More Scalability - across a unified product line
  - More Support for complex workloads
    - Data extensions beyond 32-bit
    - High Availability 64-bit computing
    - Continuous Availability/ Fault Resilience and Tolerance

- Lower costs
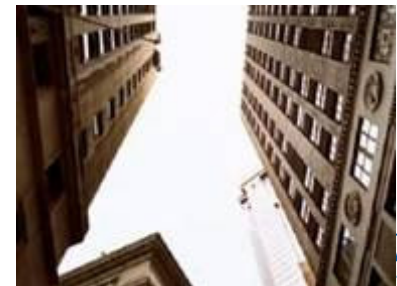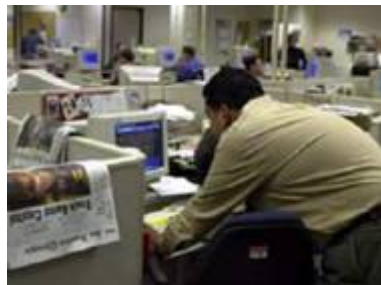
Platform Transition drivers

Environment phase out/specialized support

- Servers
- Operating Systems/Layered Products
- 3rd party vendor applications

Need to meet increased performance/capacity demands

New technical opportunities

- Compelling features/capabilities that map to vision/growth/support of the business

Business opportunities

- Cost savings
- Server consolidation
- New/evolving business requirements
- Database/application consolidation
- Mergers/business consolidations/expansions

Hard Stops
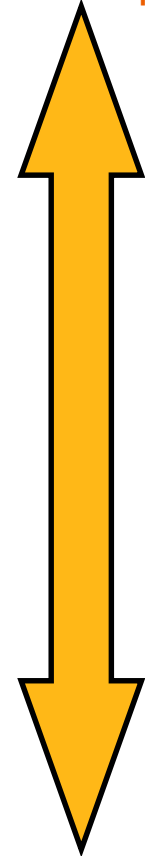
Opportunities

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

Current

Future: industry standard

HP NonStop	NonStop
HP Integrity	HP-UX 11i Version 2 / Windows Server 2003
HP 9000 / e3000	HP-UX 11i / MPE
AlphaServer (VAX)	Tru64 UNIX® / OpenVMS
HP ProLiant	Windows / Linux

NonStop

HP-UX 11i Version 2
OpenVMS / Windows Server 2003

Windows

HP NonStop (Itanium® based)

HP Integrity (Itanium® based)

HP ProLiant (X86 based)

Common Technologies

- Management
- Virtualization
- HA
- Storage
- Clustering

7 & 7

...O V E R   T I M E...

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Implementation scenarios

WHY?

	Plan	• Develop strategy, understand roadmaps, plan timeline and resource requirements • Begin preliminary evaluation and design prototype environments

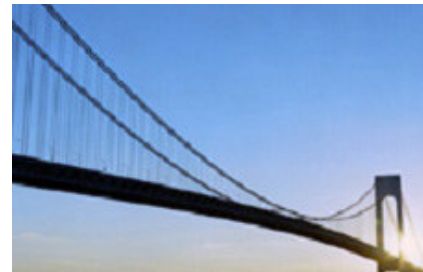| Integrate	Consolidate	Transition	Re-architect
Integrate into existing architecture	Consolidate multiple systems	Replace existing server	Re-architect your environment
• Add to a 3 tier architecture (database-application- client) • Add new systems alongside existing systems as future infrastructure evolves	• Consolidate databases • Consolidate applications • Balance workloads	• Upgrade HW and/or operating environment • Replace with off-the-shelf application • Move application to new operating environment	• Driven by business changes such as merger, acquisition, or differing needs etc. • Re-engineer business systems • Integrate SANs

not necessarily in this order . . .

Your goals – what customers have been telling us

What you have told us you would need to see in a transition program

- Preserve integrity of solutions architecture
- Deliver value with change
  - Exploit opportunities for upgrades
  - Use transition to re-align with future business needs

- Minimize disruptions
  - Continued business critical operation during transition
- Minimize incremental demands on staff
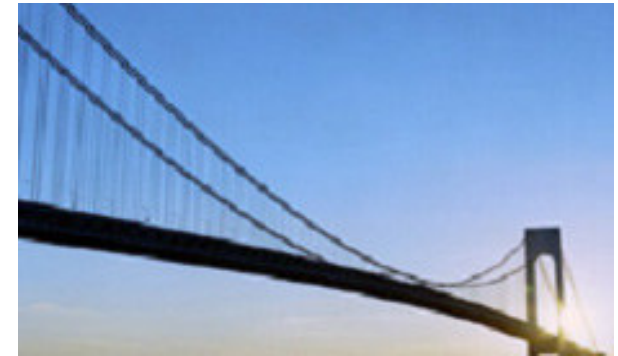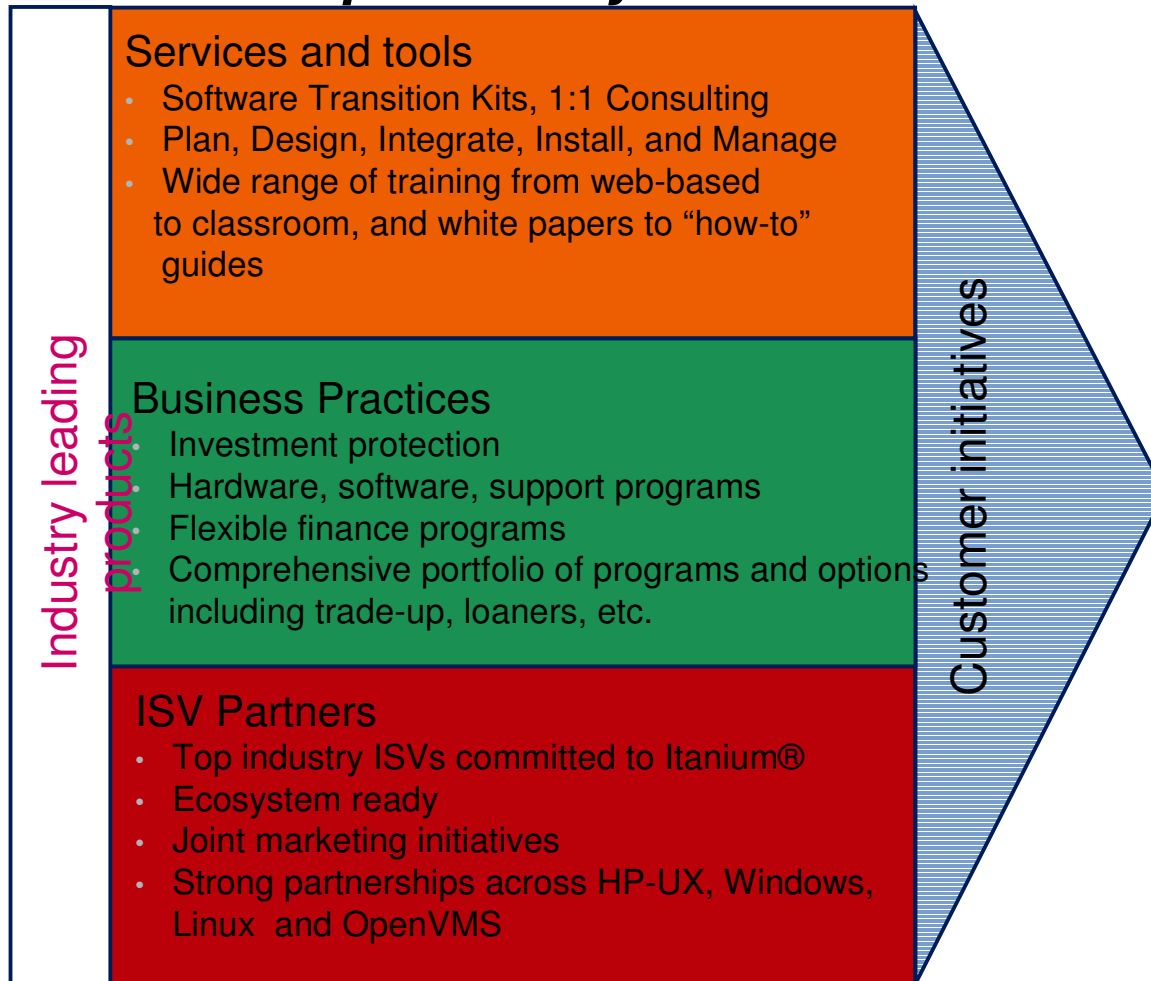 - Services are essential
- Investment protection

- No surprises during transition lifecycle
  - Careful planning is paramount
- You decide timing of transition.
  - Transition aligned with business timetable & other customer planned changes

Providing the framework to get to Itanium®-based HP Integrity servers

From self-service to full-service; from complimentary to HP C&I

Industry leading products

Services and tools
- Software Transition Kits, 1:1 Consulting
- Plan, Design, Integrate, Install, and Manage
- Wide range of training from web-based to classroom, and white papers to "how-to" guides

Business Practices
- Investment protection
- Hardware, software, support programs
- Flexible finance programs
- Comprehensive portfolio of programs and options including trade-up, loaners, etc.

ISV Partners
- Top industry ISVs committed to Itanium®
- Ecosystem ready
- Joint marketing initiatives
- Strong partnerships across HP-UX, Windows, Linux and OpenVMS

Customer initiatives

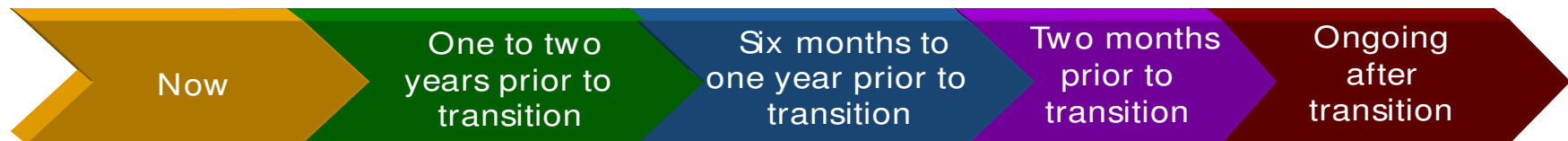## Customer Evolution

- E3000
- Alpha RetainTrust
- HP 9000 Evolution

Integrity Transition Lifecycle: A Systematic Approach

Now	One to two years prior to transition	Six months to one year prior to transition	Two months prior to transition	Ongoing after transition

What?	**When/ Where/ Why?**	**How?**	**Deploy?**	**Evaluate?**
• High level discussion of requirements, plans & techniques	• Assessment focusing on triggers & business needs • Identify likely migration scenarios • Rough assessment of required resources, downtime	• Development of target configuration • Detailed plan that identifies transition services, tools, and required resources	• Provision servers/ storage, install OS + application software • Test configuration • Define deployment criteria	• Monitor performance • Maintain previous system while phasing in new system • Retire / re-use previous system

Awareness	Plan	Design	Implement	Manage

• Seminars, User's Groups, Advisory Councils • Account Consulting Session • Papers • Web portals and web-based training	• BCS Transition Workshop • Planning Tools • Planning Methods • Software Transition Kit (STK) • Porting Guides • Training	• BCS Transition Workshop • Transition Assessments • Transition Tools • Best Practices White Papers • Design Engagements	• Transition Services • Self-Service tools • Tuning Guides • References / Success Stories	• Performance Monitoring Tools • Ongoing relationship • Training • Identify next opportunity

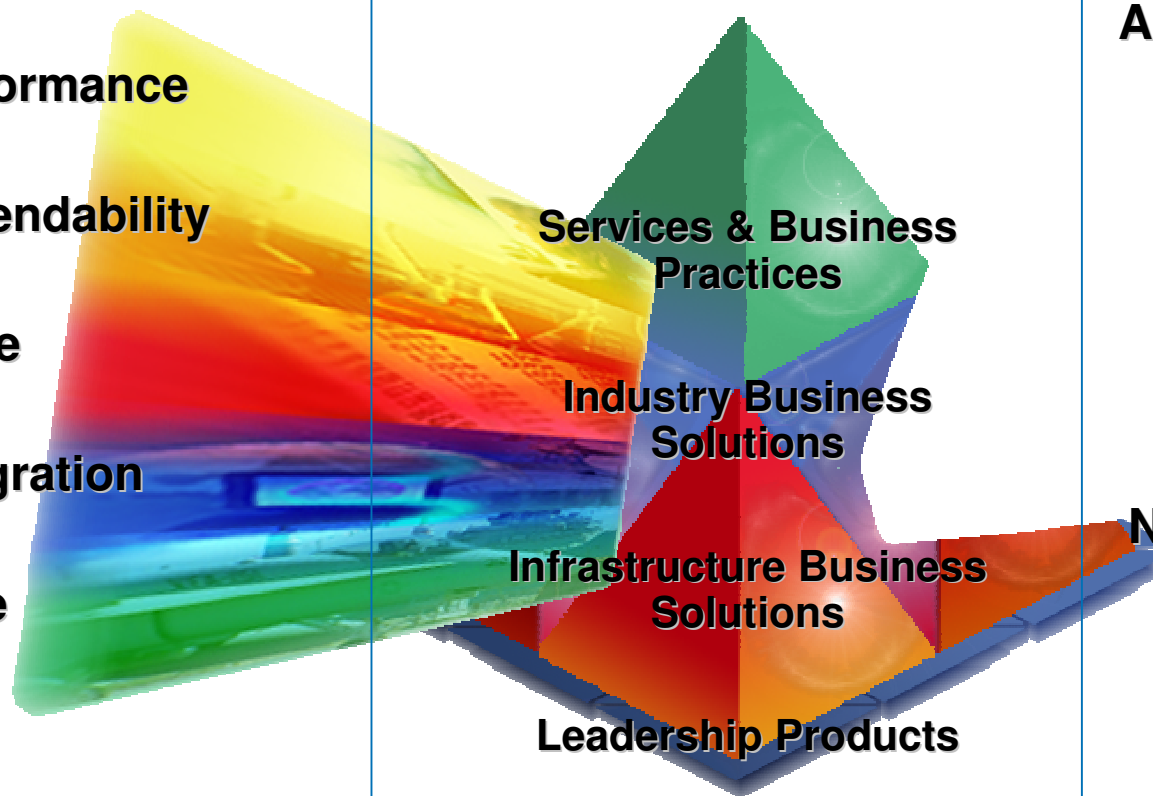# The Alpha RetainTrust program business value through evolution

Business value

Performance

Dependability

Scale

Integration

Time

Services & Business Practices

Industry Business Solutions

Infrastructure Business Solutions

Leadership Products

Risk mitigation

Application availability

No unplanned downtime

Minimize impact to support staff

New is superset of old

Prove commitment and no forced transition

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AlphaServer Customer Assurance Program Summary

passion for you

hp AlphaServer customer assurance program

setting a new standard for commitment to customer satisfaction

- Comprehensive suite of protection services: money back guarantee, financial assistance, guaranteed trade-in value

- ISVs porting to HP Integrity servers while continuing to support the AlphaServer platform

- Investment in transition tools, services and programs

- Transition to HP Integrity servers on your own timetable

- Storage Hardware and Software Upgrades

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Alpha RetainTrust Program Customer Benefits

- HP's commitment to pre-merger product roadmaps, ensuring long-term sales and support – eliminate risk

- ISV enthusiasm about the transition to the Itanium® architecture while continuing to support the AlphaServer platform – longer term support

- Investment in transition tools, services and programs – lower cost and complexity

- Transition to the Itanium architecture on your timetable – focus on the business aspects of your IT strategy

- Continued delivery of the capabilities and solutions on which you depend – solution stability and reliability

HP AlphaServer Customer Assurance Program

- Launched on Oct. 22, 2001
- Comprehensive suite of investment protection services for customers purchasing or leasing new AlphaServer EV68 or EV7 ES or GS class systems who anticipate transitioning to the HP Integrity server platform
- ACAP Elements:
    - A money-back customer satisfaction guarantee
    - Technology refresh incentives and guaranteed trade-in values
    - Transition Leasing
    - HP software license credits
    - Support for ISV License Transfers
    - Storage Hardware and Software Upgrade Program
- Full access to the Alpha RetainTrust complimentary transition services offerings:
    - White papers and porting guides
    - Planning check lists
    - Transition consulting workshops
- For fee services:
    - HP porting and migration services – detailed project planning and management

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Alpha RetainTrust Program
Complimentary Resources and Services

HP will deliver resources, services and training at no charge to help with customer and partner transitions to HP Integrity servers

- One-half to three-day Alpha RetainTrust transition consulting workshops are customized sessions which can help the customer evaluate their current environment and plan for transition & integration
- Comprehensive portfolio of porting guides and white papers with "How To" transitioning information
  - Tru64 UNIX® to HP-UX Porting Guide
  - Porting OpenVMS Applications to HP Integrity servers
  - OpenVMS Clusters move to Intel® Itanium® architecture
- Training is provided in many forms and venues to meet a range of customer needs
  - Web-casts – training events are recorded
  - On-site training for our largest customers with focus on areas such as system admin, clusters and disaster tolerance, storage configuration and management, networking, security and authentication, etc.

Customer Consulting Sessions

Account Consulting Session (ACS)

Audience: Customer IT Staff

- Three-hour consultative technology session hosted by HP solution architects and consultants
- Designed to assist in initial migration planning
- Usually leads to a more detailed Workshop

Architecture Workshop

Audience: Customer IT Staff

- Highly-technical workshop designed to help create a detailed customer migration plan

- One to three days in duration and usually a follow-up to an Account Consulting Session at the request of the customer

- Hosted at the customer site and attended by senior-level system consultants from HP's Business Critical Server Division and HPS

Web-based customer training

- Web-based courses (including a recently announced program for **web-based courses at "no charge" with an e-coupon)**
  - Self-paced, web-based training
  - Initial focus on Tru64 UNIX to HP-UX
  - Available on-line, 24x7, at no charge, by registering with e-coupon
  - First course: Tru64 UNIX to HP-UX System Administration Differences (about 2 days)
- Check with your hp representative, or send mail to tru64.training@hp.com to obtain your e-coupon.

Transition planning resources available: training

- Technical webcasts to date:
  - Tru64 UNIX® & HP-UX: Side-by Side Comparison for System Administrators
  - Tru64 UNIX®: Side-by-Side Comparison: Clusters & Disaster Tolerance
  - Tru64 UNIX® & HP-UX: Side-by-Side Comparison: Storage Platform Configurations
  - Tru64 UNIX® & HP-UX: Side-by-Side Comparison: Resource and Workload Management {slide set only; look for a new recording soon}
  - Transitioning your Applications from Tru64 UNIX® to hp-ux on Itanium®: Application Transition Tools

  Playback recordings as well as download slide deck are available at:

  www.hpbroadband.com

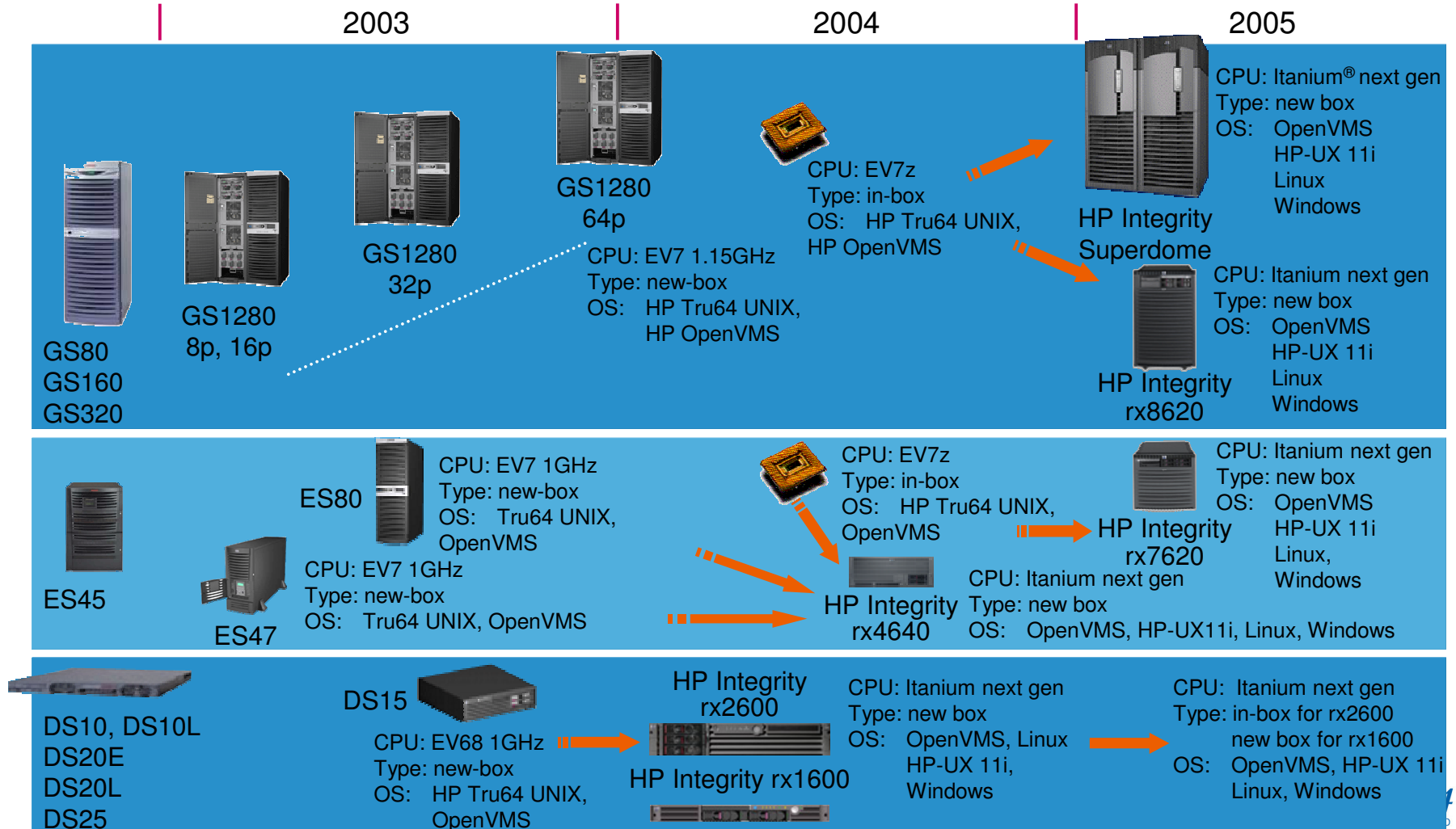 Enter email address and keyword: tru64unix

Money Back Guarantee

If the transition to the HP Integrity server running OpenVMS or HP-UX enhanced with Tru64 UNIX® does not meet customer expectations, HP will take back the Integrity server and refund its purchase price

- Subject to agreed acceptance criterion and customer environment evaluation
    - ES and GS are under a service contract
    - site assessment performed by HP customer services
    - system boots OS and HP layered products and options
    - passes 48 hours of hardware and OS level diagnostic testing without failure
    - the criteria are completed within 30 days of system install
    - ISV apps to be deployed have been qualified on the new platform (independent of ISV installation schedule)

HP AlphaServer evolution

Sales at least until 2006, with support at least until 2011

| 2003 | 2004 | 2005 |

GS80
GS160
GS320

GS1280
8p, 16p

GS1280
32p

GS1280
64p

CPU: EV7 1.15GHz
Type: new-box
OS: HP Tru64 UNIX,
      HP OpenVMS

CPU: EV7z
Type: in-box
OS: HP Tru64 UNIX,
      HP OpenVMS

HP Integrity
Superdome

CPU: Itanium® next gen
Type: new box
OS: OpenVMS
      HP-UX 11i
      Linux
      Windows

HP Integrity
rx8620

CPU: Itanium next gen
Type: new box
OS: OpenVMS
      HP-UX 11i
      Linux
      Windows

ES45

ES80

ES47

CPU: EV7 1GHz
Type: new-box
OS: Tru64 UNIX,
      OpenVMS

CPU: EV7 1GHz
Type: new-box
OS: Tru64 UNIX, OpenVMS

CPU: EV7z
Type: in-box
OS: HP Tru64 UNIX,
      OpenVMS

HP Integrity
rx4640

CPU: Itanium next gen
Type: new box
OS: OpenVMS, HP-UX11i, Linux, Windows

HP Integrity
rx7620

CPU: Itanium next gen
Type: new box
OS: OpenVMS
      HP-UX 11i
      Linux,
      Windows

DS10, DS10L
DS20E
DS20L
DS25

DS15

CPU: EV68 1GHz
Type: new-box
OS: HP Tru64 UNIX,
      OpenVMS

HP Integrity
rx2600

HP Integrity rx1600

CPU: Itanium next gen
Type: new box
OS: OpenVMS, Linux
      HP-UX 11i,
      Windows

CPU: Itanium next gen
Type: in-box for rx2600
       new box for rx1600
OS: OpenVMS, HP-UX 11i
      Linux, Windows

Subject to change without notice

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Guaranteed Trade-in Values

- The guaranteed trade-in value is an incremental percentage discount off the net purchase price of the next generation system

- HP AlphaServer systems must be purchased between now and Dec. 31, 2004. Customers have up to 36 months from date of purchase to take advantage of this opportunity.

- To ensure eligibility, a certificate will be issued via a web site registration

HP AlphaServer Trade-in

Successor System to be Purchased	Minimum System to Trade-in	Maximum Trade-in Credit toward Successor System's Core Component Value
AlphaServer GS1280 M32 or an HP Integrity server 17P & over	GS320	15%*
AlphaServer GS1280 M16 or an HP Integrity server 9P -16P	GS160 M16	15%*
AlphaServer GS1280 M8 or an HP Integrity server 5P - 8P	GS80 OR GS160 M8	15%*
AlphaServer ES80 M6/M8 or an HP Integrity server 5P - 8P	GS80	15%*
AlphaServer ES47 OR ES80 M2/M4 or an HP Integrity server up to 4P	ES40/45	15%*

- Alpha system to Alpha system or Alpha to an HP Integrity server, like-for-like trade-ins are eligible for a 15% trade-in credit toward the new system's Core System Component Value. (Less than like-for-like trade-ins will receive a smaller credit.)

- On a one-for-one basis, memory and SMP CPUs on the new system are also eligible for a 15% trade-in credit.

- *Core System Component Value* is the total list price for the new Alpha or HP Integrity server, plus cabinets, racks, ballast kits, power supplies, and disk cages on the same order up to the configurable maximum for that system. Add-on memory and SMP CPU modules are also eligible for trade-in credit, but are handled separately.

- *Core System Component Value* excludes custom systems, add-on memory, CPU modules, line-item software, third-party products, services (including integration), printers, insurance, freight, and any storage

HP Financial Services

- Wholly owned subsidiary of HP

- IT financial services powerhouse
  - more than $9b in assets worldwide
  - ranks among the largest IT leasing companies in the world

- Experienced resources – more than 1,500 worldwide

- Delivers globally seamless solutions in more than 50 countries

- Meets ever-changing needs of business customers worldwide

HP Financial Services – Alpha Transition Lease

- **Lease an EV68 or EV7 ES- or GS-class server on a 36-month lease with a fair market value purchase option at the end of the term.**
  - During a designated window near the end of your lease, transition to:
    - either future Next Generation AlphaServer or Itanium® architecture-based HP systems
    - and enter into a new lease in which you may maintain or even decrease monthly payments

- **ATL includes Transition support to an Itanium® architecture-based HP system!**
  - Itanium® Installation, EV68 or EV7 de-installation and return shipping
  - architectural workshop
  - Itanium transition assessment planning (Statement of Work)
  - general transition service credits that can be used towards any transition service needed i.e transition of operating system, toolsets or applications

- **ATL includes co-usage of current technology and new technology for up to 6 months**

Transition Lease Timeline

Base GS & ES Lease

36 month FMV lease
• 6 month optional upgrade window

EV68 or EV7

Optional upgrade to
EV7z AlphaServer

AlphaServer

Like-for-like processor & memory exchange
New X month lease at same payment
Transition services included
6 months dual usage period

Optional upgrade to an
HP Integrity server

Integrity

Like-for-like processor & memory exchange
New Y month lease at same payment
Transition services included
6 months dual usage period

| 2003 | 2004 | 2005 | 2006 | 2007 |

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HP Financial Services
Alpha Technology Upgrade Paths

There are 12 Technology Upgrade paths to choose from:

	IF YOU LEASE:	YOU CAN TRANSITION TO:
Path 1	ES40,45 EV68	ES47 M2/M4; ES80 M2/M4
Path 2	GS80 EV68	ES80 M6/M8; GS1280 M8
Path 3	GS160 EV68	GS1280 M16 EV7
Path 4	GS320 EV68	GS1280 M32 EV7
Path 5	ES40,45 EV68	4P or above HP Integrity server
Path 6	GS80 EV68	8P Max HP Integrity server
Path 7	GS160 EV68	16P Max HP Integrity server
Path 8	GS320 EV68	32P Max HP Integrity server
Path 9	ES47 M2/M4; ES80 M2/M4	4P or above HP Integrity server
Path 10	ES80 M6/M8; GS1280 M8	8P or above HP Integrity server
Path 11	GS1280 M16	16P Max HP Integrity server
Path 12	GS1280 M32	32P Max HP Integrity server

HP License Trade-in and License Transfer Policy

Terms of the Policy:

- **Pre-merger CPQ software business practices are retained for license trade-in and transfers WITHIN VAX and Alpha platforms (Alpha to Alpha, VAX to VAX, and VAX to Alpha)**

- **Pre-merger HP software business practices are retained for license trade-in and transfers WITHIN HP 9000 and WITHIN Integrity servers (HP 9000 to HP 9000 and Integrity server to Integrity server)**

- **A single cross platform license trade-in policy has been introduced for customers migrating to Integrity or HP 9000 servers. Cross platform trade-ins include:**

  - **From: HP-UX HP 9000**   **To: HP-UX on Integrity server or OpenVMS I64**

  - **From: Tru64 UNIX Alpha**   **To: HP-UX HP 9000, HP-UX on Integrity server or OpenVMS I64**

  - **From: OpenVMS VAX or Alpha**   **To: OpenVMS I64, HP-UX HP 9000 or HP-UX on Integrity server**

  - **From: MPE/iX e3000**   **To: HP-UX HP 9000, HP-UX on Integrity server or OpenVMS I64**

Software Cross Platform Trade-in Policy

From: HP-UX HP 9000   To: HP-UX Integrity or OpenVMS I64

From: Tru64 UNIX Alpha   To: HP-UX HP 9000, HP-UX Integrity or OpenVMS I64

From: OpenVMS VAX or OpenVMS Alpha   To: OpenVMS I64, HP-UX HP 9000 or HP-UX Integrity

From: MPE/iX e3000   To: HP-UX HP 9000, HP-UX Integrity or OpenVMS I64

Support Customer	• **Licenses on support* are traded-in for new licenses at no charge** • **Commitment to continue support* on new licenses for one (1) year**
Non-Support Customer	• Licenses not on support* are traded-in for new license purchase at **40% of new license price** (equal to current non-service new version update license) • Commitment to support* on new licenses for one (1) year, pre-paid

- **Trade-in applies to 'equivalent product' or operating environment licenses**

- **Parallel usage of licenses on both platforms is allowed during transition, consistent with the parallel usage for the hardware**

    *   Support = Service contract with Right to New Version (RTNV)

Example: UNIX operating system to operating environment mapping

Trade-in original licenses ⟶ Credit for equivalent OE license

Tru64 UNIX Product License	HP-UX Operating Environment License
Tru64 UNIX Base	Foundation Operating Environment (FOE)
Tru64 UNIX SMP Extension	
Tru64 UNIX Users	
Tru64 UNIX Server Extension	
AdvFS Utilities	Enterprise Operating Environment (EOE)
and/or Logical Storage Manager (LSM)	
TruCluster Server or TruCluster Available Server or TruCluster Production Server	Mission Critical Environment (MCOE)

Example: Trade-in Base, 3 SMPs, Users and Server Extension from a four CPU system and receive credit for 4 FOE PPL licenses on the Target System

Example: Trade-in all of the above plus AdvFS and LSM and receive credit for 4 EOE PPL licenses

Example: Trade-in all of the above plus TruCluster Server and receive credit for 4 MCOE PPL licenses

All license trade-ins require Proof of License for license being traded-in

3rd Party Software License Transfers

- HP & Intel® are working closely with 3rd party ISVs to ensure that Software license transfers are implemented across the converged enterprise UNIX® and OpenVMS platforms

- HP will map "solution stacks" of key applications, completer products and tools to ensure that whole product solutions can be delivered to customers that transition to HP Integrity servers in the future

- HP Services will deliver fee-based migration tools, strategies and methodologies to enable customers to transition their application solution environment to HP Integrity servers

Storage Hardware and Software Upgrades

- HP Tru64 and OpenVMS Alpha Server customers can upgrade their HP StorageWorks HSG80 storage system (MA8000, EMA12000, and EMA 16000) for a new HP StorageWorks Enterprise Virtual Array (EVA) system, including Fibre Channel disks, and receive a discount toward the purchase of a new EVA storage system. Discounts will vary by region.

- Additionally, some regions will offer discounts on selected Storage Software products for upgrading customers.

- Customers upgrading from HSG80 storage to EVA storage under this program must upgrade their hardware to a new HP platform simultaneously or at some time in the future.

New HP HSG80/AlphaServer Storage Program

- Open to Tru64 and OVMS HP AlphaServer system customers with HSG80 hardware (MA8000, EMA12000, EMA16000)

- Participants receive an 8% discount on a new HP StorageWorks EVA system, including Fibre Channel disks, when trading in their current HSG80
  - 8% discount on the newly purchased EVA will be an incremental discount off the WW reference price to the participant's contractual discounts

- Program participants upgrading to the EVA must also upgrade their hardware to a new HP server platform

- DRM customers upgrading to an EVA through this program are eligible to upgrade to Continuous Access EVA software at a discount
  - Continuous Access EVA discounts mirror the current BCS software discount business practices
  - No other storage software discounts are offered through this program

Comprehensive Consulting and Integration Services Portfolio – fee based

- HP's comprehensive service portfolio helps you create and sustain an adaptive infrastructure that spells business agility. From applications solutions to availability consulting, infrastructure services to industry-specific support, mobile networking to outsource management, we offer custom services designed to increase your return on IT. Some 65,000 experienced professionals worldwide deliver the precise assistance you need, wherever you need it.

- HP Services Portfolio:
  - Business Applications
  - Business Continuity and Availability Services
  - Industry Services
  - Infrastructure Services
  - Managed Services
  - Packaged Services
  - Support Services

- Program details can be viewed at - http://www.hp.com/hps/portfolio/index.html

The transition approach

- Your strategic plan:
  - Determines business drivers & needs
  - Defines optimal IT strategy to support the business needs
  - Identifies best timeframe for architectural transition

- Hp Transition Engineering – focused Team at HP
  - Developing a comprehensive set of tools and services
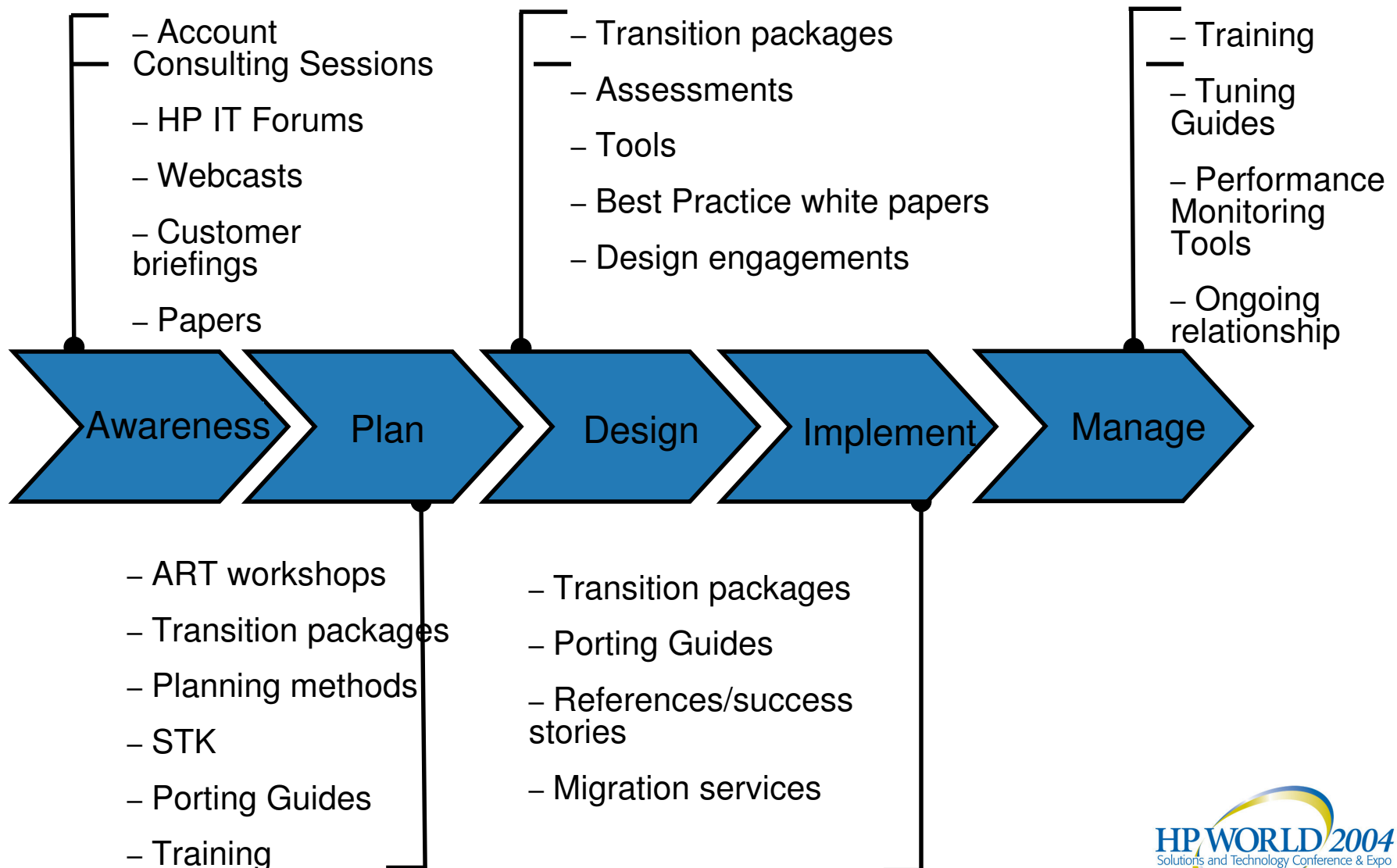 - Addressing the transition in its entirety

- Considerations
  - Special consideration to current business conditions
  - Risk mitigation and cost containment are key
  - Maintaining focus on continuous operation throughout stages of transition.

The framework for success

- Breaking down the phases of the transition task:
    - Awareness
    - Planning
    - Designing
    - Implementing
    - Managing

- Provides a comprehensive way of looking at transitions focused on an end-to-end solution model

Alpha RetainTrust services and resources - available at each stage of lifecycle

– Account Consulting Sessions

– HP IT Forums

– Webcasts

– Customer briefings

– Papers

– Transition packages

– Assessments

– Tools

– Best Practice white papers

– Design engagements

– Training

– Tuning Guides

– Performance Monitoring Tools

– Ongoing relationship

Awareness **Plan** **Design** **Implement** **Manage**

– ART workshops

– Transition packages

– Planning methods

– STK

– Porting Guides

– Training

– Transition packages

– Porting Guides

– References/success stories

– Migration services

Customer ecosystem to be addressed

Possible layers in solution stack

Custom code

Partner applications

Database

**Platform
(OS/Server/Storage)**

- Solution defined by modular components working together across a stack

- Targeted to different user communities

    - Database for DBA management

    - Platform for IT management

    - Custom code solutions for application developers

    - Partner application for business/IT management

# Alpha Server custom application migration suite
Tru64 UNIX Application Transition Tools - examples

Component within custom application migration suite

Facilitates transition of Tru64 UNIX applications onto HP-UX on HP Integrity servers

*Migrated Tru64 UNIX applications become **native** HP-UX applications*

- Appscan – a planning tool
- Software Transition Kit (STK) – a porting tool, including:
  - UNIX APIs, development tools and commands
  - Migration Assistant:
    - Helps developers identify and resolve compatibility issues between HP-UX and Tru64 UNIX
  - Developer's documentation
- Migration environment – a deployment tool
  - Software compatibility layer on HP-UX for select Tru64
  - Documented porting tips and recommendations

Partner Application Migration Suite

Custom Application Migration Suite

Database Migration Suite

Platform Migration Suite
(OS/Server/Storage)
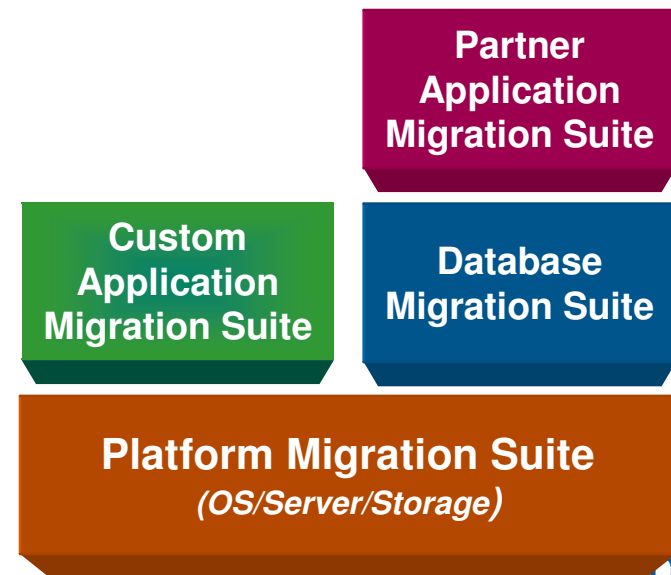
The Alpha RetainTrust Program
Helping you get to the richest future

Industry leading products

Services and Tools
- From self-serve to full service
- Application Transition Tools and methods, 1:1 consulting
- Plan, design, integrate, install, and manage
- Wide range of training from web-based to classroom, and white papers to guides

Financial incentives
- Investment protection
- Hardware, software, support programs
- Flexible finance programs
- Comprehensive portfolio of programs and options including trade-up, loaners, license transfers, etc.

Partners
- Top industry ISVs committed to Itanium
- Ecosystem ready
- Joint marketing initiatives
- Strong partnerships across HP-UX, Windows, Linux and OpenVMS

Customer engagement and communications

Resource Pointers

www.hp.com/go/evolve

business systems evolution

maximizing your IT potential

Why should you be thinking about evolution? Because there is always pressure to stay competitive. Working in IT, you know what this pressure sounds like...

- "My CIO says our IT infrastructure needs to help company profitability,"
- "Our end users are screaming for better functionality, flexibility and performance,"
- "And I'm supposed to manage it all without an increase in budget!"

It's a big job to make your business more efficient and plan for its future. The role of IT is evolving in the enterprise, empowering companies to become more adaptive - able to respond to and take advantage of change. The benefits of this agility are competitive advantages and ensuring your company is well positioned for the future.

- Make sure you are signed up for the **CustomerTimes newsletter**

www.hp.com/go/customertimes

  - Articles for installed-base HP customers
  - hp 9000, AlphaServers, e3000, NonStop, Linux

Compelling business practices
HP AlphaServer Customer Assurance Program

Guarantee available for customers who purchase new AlphaServer systems expecting to transition to the Intel Itanium® architecture

- Money-back customer satisfaction guarantee
- Refresh incentives and guaranteed trade-in values
- Transition lease program
- HP software license trade-ins
- Support for ISV license transfers
- Hardware trade-ins
- Storage trade-in for Alpha systems

To register:

http://www.hp.com/products1/evolution/alpha_retaintrust/practices.html

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