

agenda



- HP 9000 servers
- HP Integrity servers
- Adaptive Enterprise
- Financing your HP integrity solutions
- So what is the real story, for ISVs on HP Integrity servers?
- HP Integrity customers

HP Midrange Servers: HP 9000 Servers



HP Server Portfolio

The world's broadest, most robust enterprise offering



database



ProLiant DL 700
series



Integrity
Superdome



HP 9000
Superdome



AlphaServer
GS series



AlphaServer
SC series



NonStop
S76000/
S86000

application



ProLiant BL
p-Class



ProLiant DL/ML
500 series



Integrity
rx7620



Integrity
rx8620



rp7410



rp8400



AlphaServer
ES series



NonStop
S76 series

access



ProLiant BL
e-Class



ProLiant DL/ML
300 series



Integrity
rx2600



Integrity
rx5670



rp5430/5470



rp2430/2470

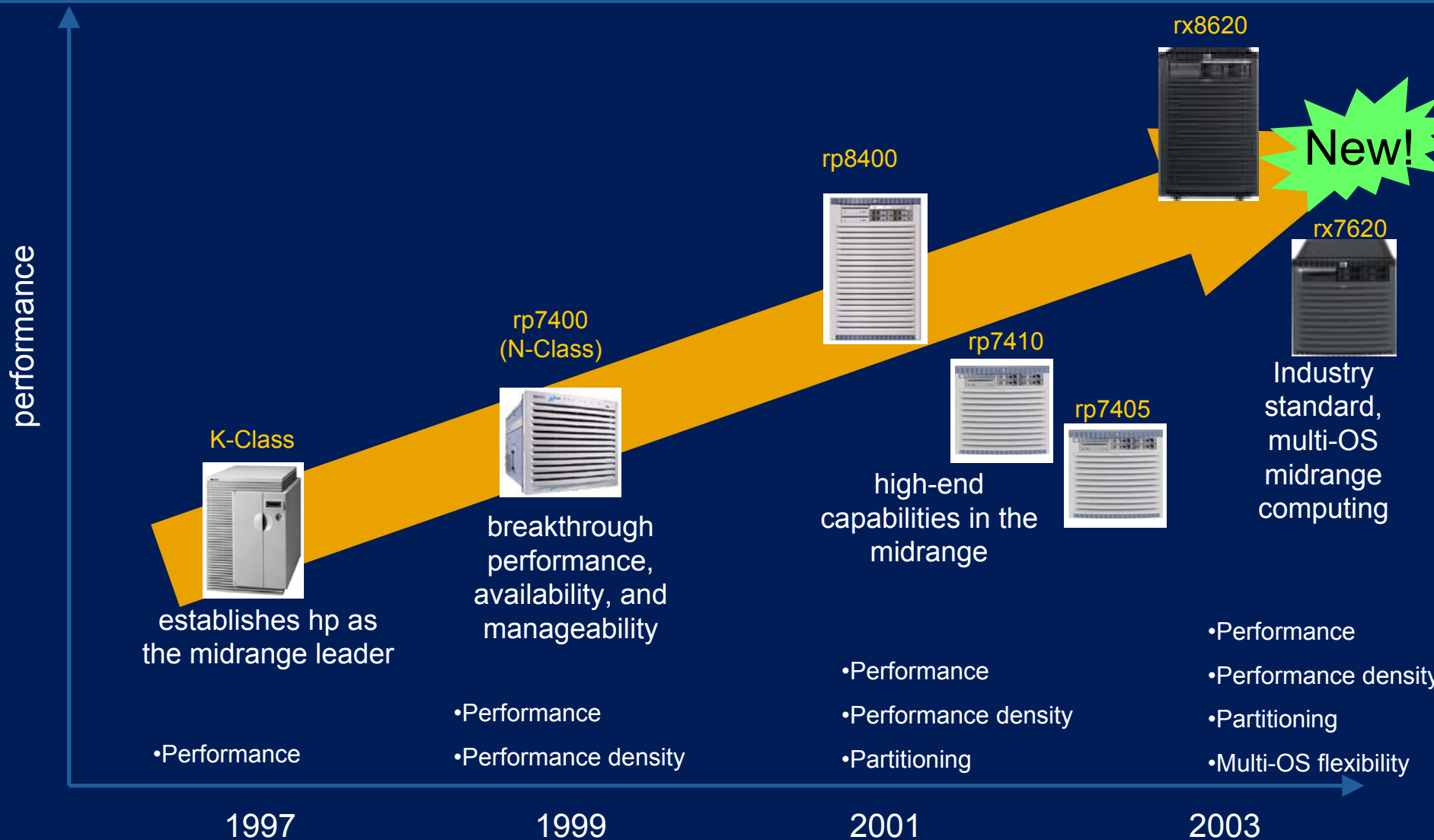


AlphaServer
DS series

a day in the life with hp's midrange servers



Driving industry midrange innovation!



customer value proposition

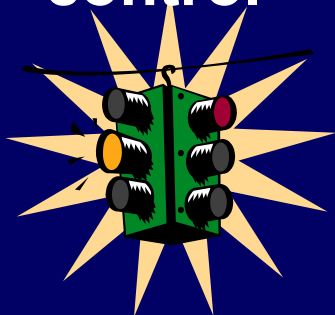


confidence



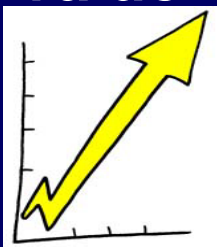
- Product solutions from the **market leader**
- Leading midrange performance because **technology shouldn't limit the speed of your business**
- **Lower maintenance costs & eliminate opportunity losses** from downed servers with leading high-availability technologies

control



- **Match your server needs to your user needs** with the most complete utility pricing offering
- **Maximize ROI** by improving server utilization with the industry's best partitioning & workload management solutions
- **Keep your environment highly optimized** with your choice of with HP-UX, Windows Server 2003, Red hat Linux 3.0 or OpenVMS

value



- **Minimize operational costs and lower TCO** with industry leading form factor and low upfront platform & installation costs
- **Lasting value** with in-box upgrades to future generations of PA-RISC and IPF cpus at a pace that's right for you

HP 9000 Midrange Servers

Features and Functionality



rp8400

- 2- to 16-way PA-RISC
 - 750 MHz (2.25 MB cache)
 - 875 MHz (2.25 MB cache)
- 128 GB memory
- 16 PCI-X slots
- 4 internal disk drives & 2 removable media devices (DAT/DVD)
- dual core I/O
- up to 2 hard partitions and 16 virtual partitions



Server
Expansion
Unit (SEU)

- 16 PCI-X slots
- 4 internal disk drives & 2 removable media devices (DAT/DVD)
- dual core I/O
- enables up to 2 additional rp8400/rx8620 hard partitions
- 9U height (fits in same rack as rp8400/rx8620 server)



rp7410

- 2- to 8-way PA-RISC
 - 750 MHz (2.25 MB cache)
 - 875 MHz (2.25 MB cache)
- 64 GB memory
- 15 PCI-X slots
- 1 removable media device (DAT/DVD)
- 4 internal disk drives
- dual core I/O
- up to 2 hard partitions and 8 virtual partitions

Complete investment protection

- In-box upgradeable to future generations of Itanium and PA-RISC processors (including dual-core CPUs)
- in-box upgradeable to future high-performance chipsets
- includes site prep and installation
- Includes custom configuration

leading midrange
performance so
technology doesn't limit
the speed of your
business

hp midrange--no spin, just speed



No. 1 in Web performance on SPECweb99 at 15,000 connections

No. 1 in secure transactions on SPECweb99_SSL at 4700 connections

No. 1 in tpc-c Sybase Adaptive Server at 140,239 tmpC and \$14.37/tmpC

No. 1 in Java performance on SPECjbb2000 at 230,292 operations/second (more Java per processor than the SF 6800 and IBM p670)

No. 1 8-wy Java performance on SPECjbb2000 at 127,986 operations/second (more Java per processor than the IBM p650)

No. 1 8-way in SAP ATO tier 2 at 7,000 orders/hour

No. 1 8-way multiprocessor scaling and capability on SPEC OMPL2001 at 22,350 parallel workloads

the balance to provide leading performance across multiple system components!



#1 hp rp8400



#2 hp rp7410

#7 IBM p670

#34 Sun V880

#43 IBM p660-6M1

#48 Sun Fire 3800

balanced performance is
measured by IDC based on
three major components of
system performance:

- processor performance
- memory system capability
- scaling capability

unprecedented high availability

**Keep it running****error correction:**

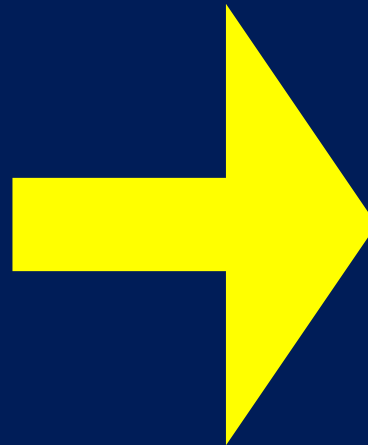
1. ecc on cpu cache*
2. Address parity detection
3. single wire correction on fabric & i/o *
4. ecc on all fabric/memory paths*
5. "chip kill" *, **

n+1 features (hot swappable):

1. i/o fans
2. redundant system power supplies
3. cell backplane power supplies

server availability:

1. instant turn –on of ICOD cpus*, **
2. automatic ICOD hot spare*, **
3. hard partitions with full electrical isolation**
4. dynamic virtual partitions*

**Fix it fast****diagnostic features:**

1. test station
 - asic level scan tools
 - remotely accessible via lan
2. enhanced predictive support
3. high availability observatory
4. ems monitoring system
5. dynamic processor resilience*
6. dynamic memory resilience*

fault isolation technologies

online removal, replacement:

1. cell assemblies*
2. i/o cards & cages*

management technologies

1. local, web and remote console capability
2. independent support LAN
3. Full integration with business applications
4. Goal based workload mgmt with MC/SG and PRM*, **

On Demand solutions portfolio from invent

LD

Instant Capacity

delivering immediate access to additional capacity

- iCOD for hp 9000 Servers
- iCOD for AlphaServers
- iCOD for NonStop Servers
- iCOD for ProLiant Servers
- iCOD for Storage
- Temporary iCOD for hp 9000 Servers
- Pay per Forecast for

Metered Capacity

paying for IT assets based on actual IT usage, “dial-up and dial-down”

- PPU (Pay-per-Use) for hp 9000 Servers
- PPU for ProLiant servers *
- PPU for Imaging and Printing
- PPU for storage

Managed Capacity

redirecting resources to other core competencies

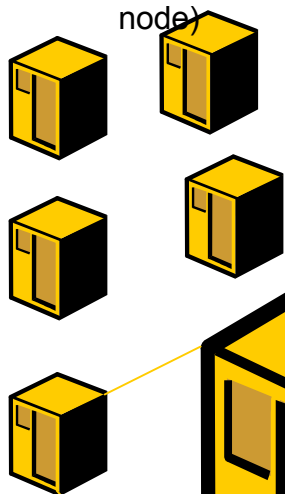
- Access on Demand
- Microsoft Exchange 2000 on Demand
- Managed Storage Solution
- Imaging & Printing on Demand
- Managed Utility Data Center*

HP partitioning continuum for always on

invent

Hard Partitions with multiple nodes

(at least 1 OS image per node)



Hard Partitions within a node

(multiple OS images with HW isolation)

OS image with HW isolation

OS image with HW isolation

OS image with HW isolation

Virtual Partitions within a hard partition

(multiple OS images with SW isolation)

hard partition

OS image with SW isolation

OS image with SW isolation

OS image with SW isolation

Resource Partitions within an OS image

(resource allocation by app)

1 OS image

Application 1
with guaranteed compute resources

Application 2
with guaranteed compute resources

Application n
with guaranteed compute resources

Based on SLOs or percentages

HyperPlex

nPartitions

IBM doesn't have

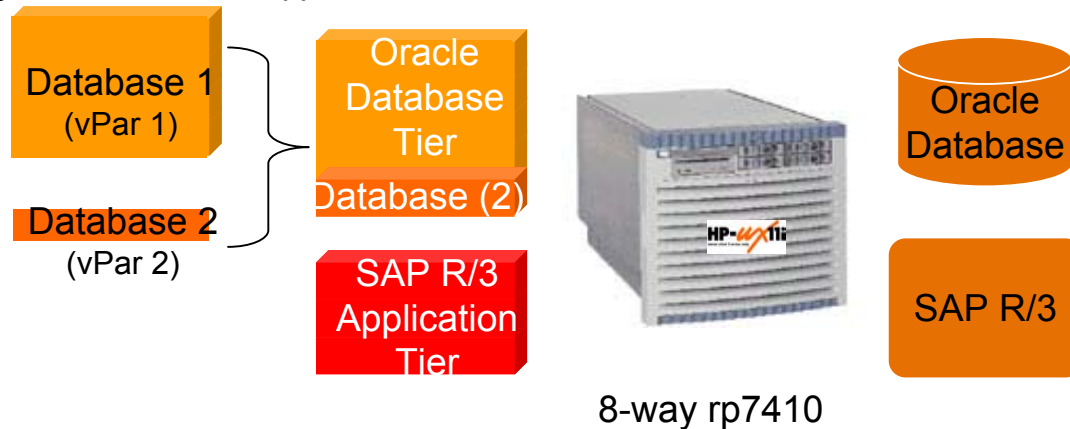
Virtual partitions

Sun doesn't have

PRM
(Process Resource Manager)
HP-UX WLM
(Workload Manager)

Partitioning: examples

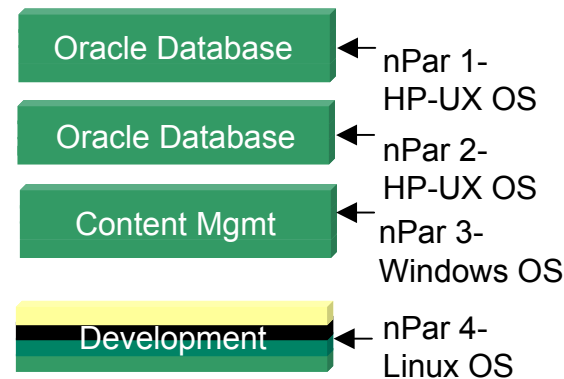
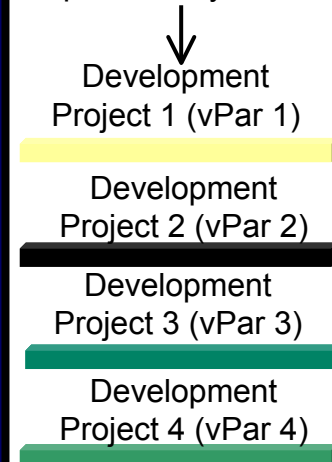
Dynamically reallocates resources to changing user requirements & integrates w/ business applications



Today-
multi-tier
application
consolidation
using nPars and
vPars

Future-
nPars to
consolidate
operating systems
& vPARs to isolate
development
environments

Significant development productivityboost



16-way Integrity rx8620 Server

the best UNIX OS to run your business



“Clearly reflecting HP’s increased investment in its UNIX product line, HP-UX moves to the head of the class for UNIX operating systems functions. HP-UX occupies the top spot in every studied category, with a particularly strong lead in Internet and Web application services, and an impressive surge forward in the intensely competitive RAS category.”

D.H. Brown Associates
May 2002

hp-ux 11i, #1 across the board

#1 reliability, availability, and serviceability

#1 scalability

#1 systems management

#1 Internet and Web application services

#1 directory and security services

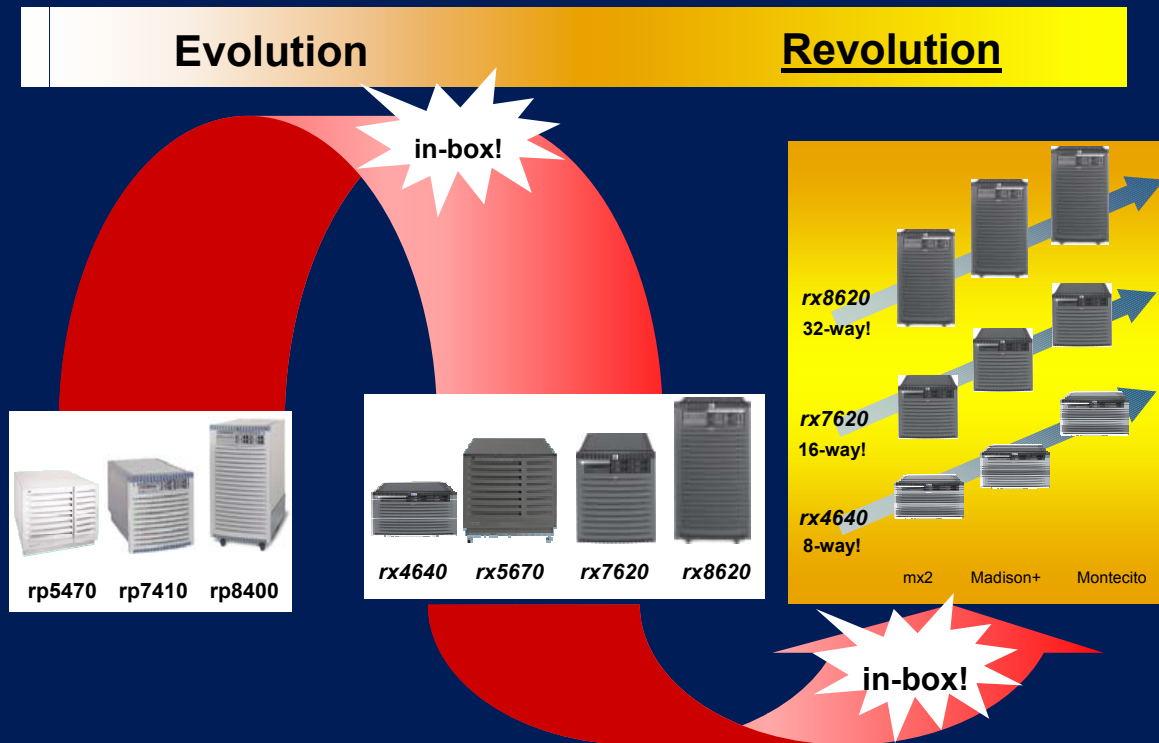
cost optimized:

- 4 operating environments
- pre-integrated functionality
- easy installation and management application availability
- 1,600 applications available on HP-UX 11i
- incorporation of TruCluster functionality moving forward

Extending the lifespan of customer's investments with evolution to leading edge computing



- In-box upgrades
- OS Compatibility
 - HP-UX 11i Data, Source, and Binary Compatibilities
 - Linux Binary Compatibility
 - Intel Execution Layer
- Retain Trust Program



IBM's Approach – Forced hardware upgrades to keep up with technology

Things getting cramped in your data center?



8-way

floor space required for equivalent performance & I/O connectivity (4 servers)

Best rack density in their class!

hp rp7410



1 rack

IBM p650



2 racks!

Sun Fire 4800



4 racks!

16-way

floor space required for equivalent performance & I/O connectivity (2 servers)

hp rp8400



1 rack

IBM p670



2 racks!

Sun Fire 6800



2 racks!

Installation and implementation costs



Why pay more? hp midrange servers delivers more value than comparable servers

hp midrange servers



**Site prep and
installation**

Free!

IBM P670 server



\$9,800*

Sun Fire 6800 server



\$3,372**

hp midrange servers also includes free custom configurations services for faster implementation, including:

- hardware partitioning
- configuration and placement of CPUs, memory, I/O cards per partition

**IBM Implementation
Services for p-Series
Lpars costs \$12,000!**

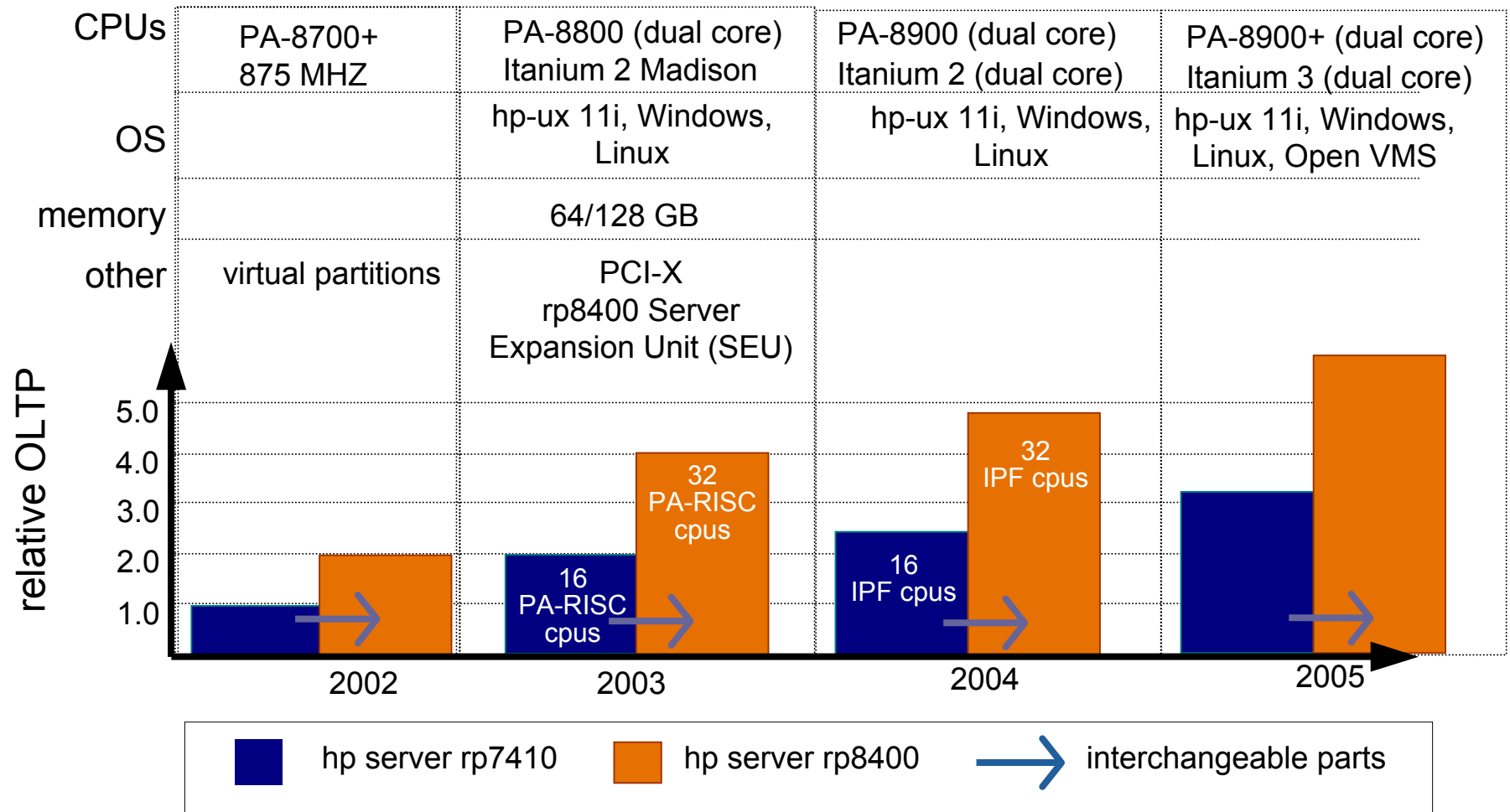
* IBM SmoothStart Installation and Configuration for Enterprise

** Sun ServerStart Installation Service for Sun Fire6800

bottom line: lasting value!



in-box! in-box! in-box! in-box!



hp leadership – performance, flexibility & investment protection

Performance/Scalability

hp rp7410

Sun 4800

weak offering ibm p650

CPU's	+ 8	— 12	— 8	— 8
No. of hot plug I/O slots	+ 15	— 8	— 7	— 7
System bandwidth	+ 32 GB/s	— 9.6 GB/s	— 25.6 GB/s	— 25.6 GB/s
SPECweb99_SSL	2,325!!!	No results submitted	No results submitted	No results submitted
SPECjbb2000	116,145!!!	No results submitted	No results submitted	114,892

flexibility

strong offering

physical partitioning	Yes	Yes	No
Virtual partitions	Yes	No	Yes
Goal based resource management	Yes	No	No
Utility pricing	Yes	No	No
iCOD	Full	Limited	Limited
Unix on IA-64	Yes	No	No
Four OSs (windows, linux, unix, openVMS)	Yes	No	No

investment protection

strong offering

mixed CPU speeds	Yes	Yes	No
future scale to IPF/PA	Yes	No	No
CPU's no box swap			

midrange hp servers



the choice of market leaders!



confidence

- #1 midrange platform since 1997
- leading performance benchmarks, including:
 - #1 OLTP
 - #1 Java
 - #1 Web
 - #1 SAP
- highest availability

control

- only vendor to offer both hardware and virtual partitioning
- only vendor to offer goal-based workload management
- only vendor to offer complete line of utility pricing

value

- best performance density
- lowest operational costs
- in-box upgrades to PA-RISC and Itanium processors and support for multiple operating systems for unlimited opportunity to consolidate and re-deploy

HP Midrange Servers: HP Integrity Servers



HP Integrity servers are on a roll!



Significant market momentum for HP Integrity!

- Wide Deployment of Servers at Customer Sites
 - CompUSA Will Deploy Windows for Greater Data Warehousing Scalability
 - First Trust Implemented Oracle on Linux for Better ROiT
 - Bell Canada Integrated BEA on HP-UX with existing HP Servers
- Leadership Position in 32 New Benchmarks Categories!
- 100% of Top 30 ISV's Committed, Strong Focus on Completers



New Integrity Server Offerings Create The Industry's Broadest Line of Itanium Servers!



CPUs

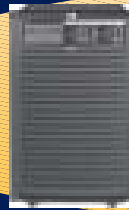
32/64

HP Integrity Superdome



16

HP Integrity rx8620
with Server Expansion
Unit (SEU)



16-way scalability and
hard partitioning
capability for greater
consolidation

- 2- to 16-way Itanium2
- Up to 128 GB memory
- 32 PCI-X slots (w/ SEU)
- Up to 4 hard partitions
- 2 servers per 2m rack

8

HP Integrity rx7620



8-way flexibility with
high performance,
density, and
partitioning capabilities

- 2- to 8-way Itanium2
- Up to 64 GB memory
- 15 PCI-X slots
- Up to 2 hard partitions
- 4 servers per 2m rack

4

HP Integrity rx4640

HP Integrity rx5670



4-way ultra-dense &
power-packed server
redefines entry-level
computing

- 1- to 4-way Itanium2
- Up to 64 GB memory
- 6 PCI-X slots
- 10 servers per 2m rack

2

HP Integrity rx2600



HP 9000 versus HP Integrity, quick comparison chart



	HP 9000	HP Integrity
Performance	Robust PA-8700+ processors; sx1000 chipset	Blazing Intel Itanium2® processors; Yosemite chipset
Operating System	#1 rated HP-UX 11i (Gartner OS functional review)	HP-UX 11i, Red Hat Linux 3.0, Windows Server 2003
Partitioning	Virtual and hard partitioning	Hard partitioning
Inbox-upgradability	Future generations of single and dual core Intel Itanium2® cpus	Future generations of single and dual core PA-RISC and Intel Itanium2® cpus

HP Integrity Servers Provide Added Benefits to Key Operating Environments



Proven Solution with added Performance and RoIT



Unparalleled Scalability, Performance & RoIT



Industry standard for 64-bit and RoIT



OpenVMS

Feature Rich, Stable, Investment Protection

Choices in:

- Operating Environments
- Type of systems
- When to adopt new technology
- Applications
- Scale up and scale out

Benefit:

- Standardization
- Streamline operations
- Future proof
- Increased asset utilization
- Consistent support levels

HP Integrity Takes the Hill with Unprecedented and Sustained Performance Leadership



- Across Diverse workloads

(TPC, SAP, Java, Oracle apps, SPEC CPU, and SPECweb 99_SSL)

- Across Multiple Servers

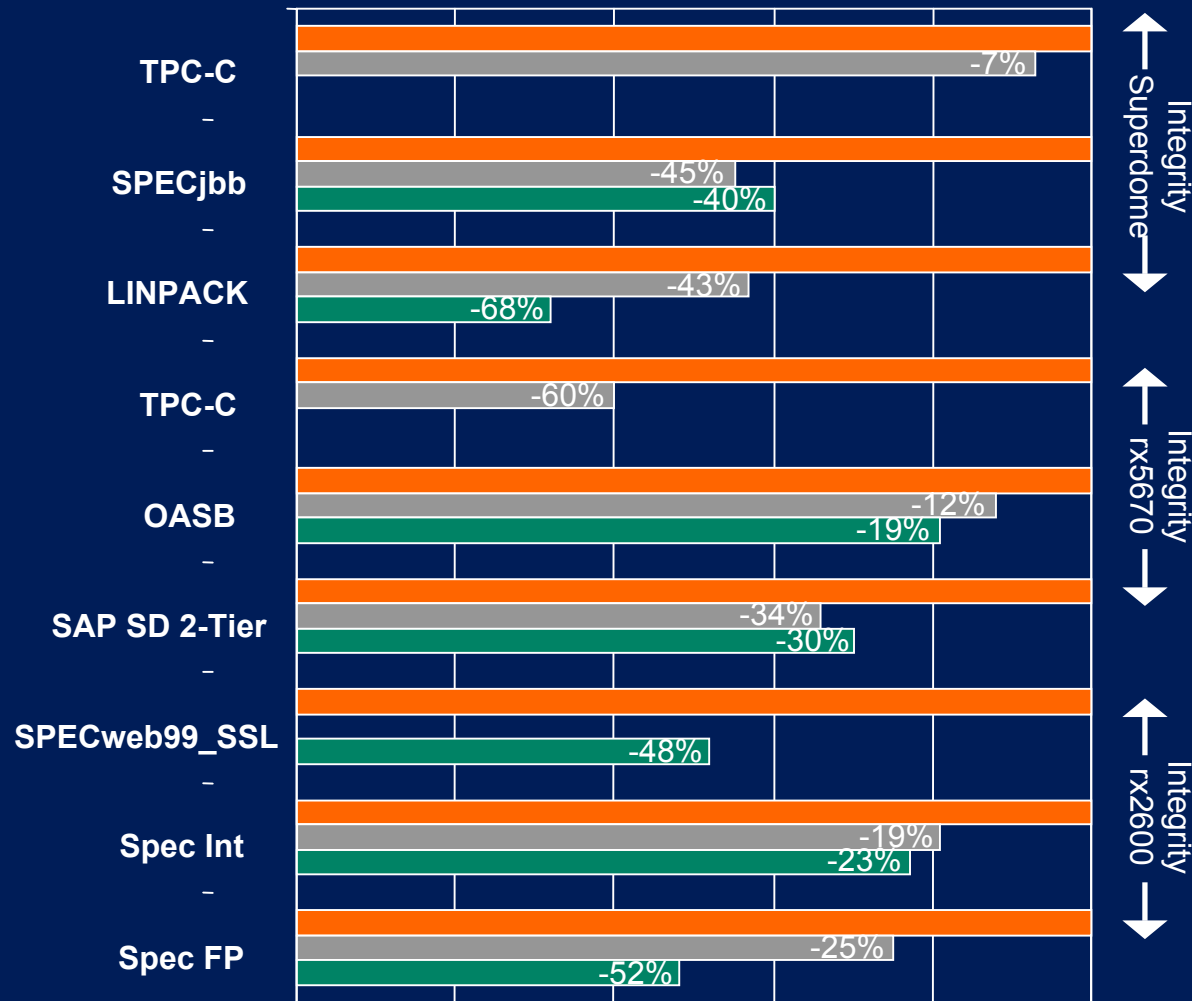
(Superdome, rx5670, and rx2600)

- Across Multiple Operating Systems

(HP-UX, Linux, Windows)

Wait Until You See What the Midrange Can Do!

Relative Performance



HP IBM Sun

System Model	Operating System/Database	tpmC	\$/tpmC	Available	System Model	Operating System/Database	tpmC	\$/tpmC	Available
HP Integrity Superdome	HP-UX 11i v2 Oracle 10i	824,164	\$8.28	12/30/03	IBM p690 turbo	AIX 5L v5.2 DB2 UDB 8.1	763,898	\$8.31	11/08/03
HP Integrity rx5670	HP-UX 11i v2 Oracle 10i	131,639	\$7.25	12/30/03					

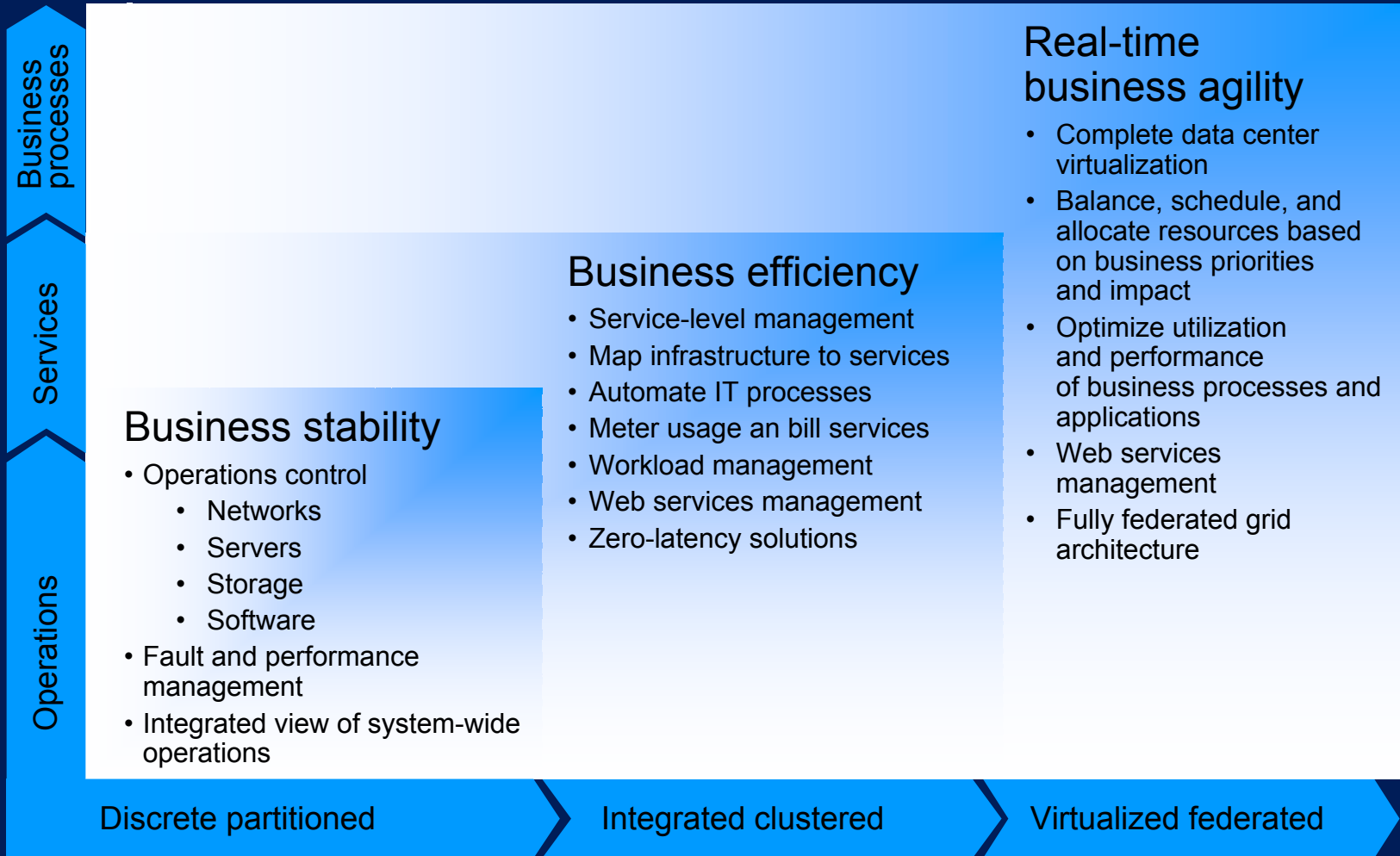
CIO challenges today



In the adaptive enterprise, software controls infrastructure



Management & control



Utilization

Adaptive management software

Guiding principles



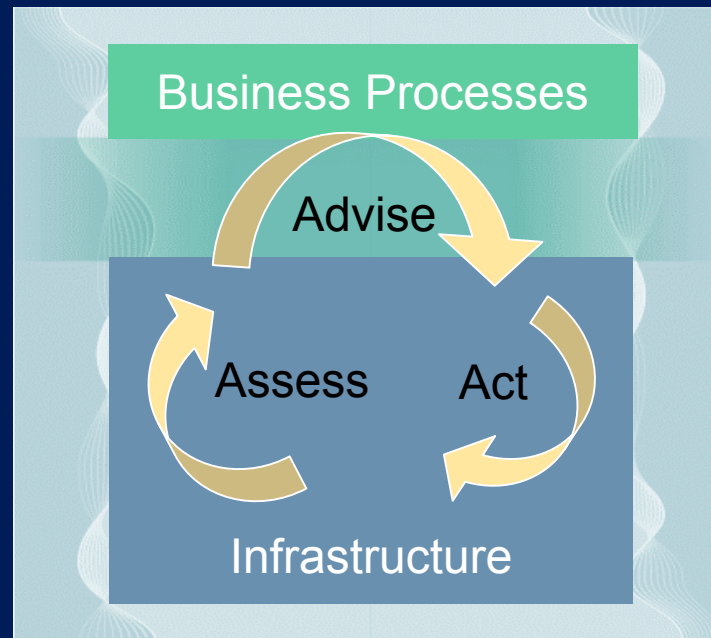
Embrace reality

Control complex, heterogeneous environments

Deploy practical solutions for today

Anticipate innovation for the future

Deliver best return on IT



Enable agility

Align business priorities and IT systems

Adjust IT resources to business demand

Automate processes

Optimize service portfolio

Improve quality of service

Adaptive management



HP OpenView
A complete portfolio of service driven management solutions.

Utility controller software
(HP utility data center)

Workload management
Virtualizing the IT environment

System Level Management
Comprehensive multi-OS, multi-
hardware platform management

HP manageability today



19,000,000 Online customers managed

4,000,000 Trading/bank accounts

1,500,000 Servers managed by Insight manager

135,000 HP OpenView installations

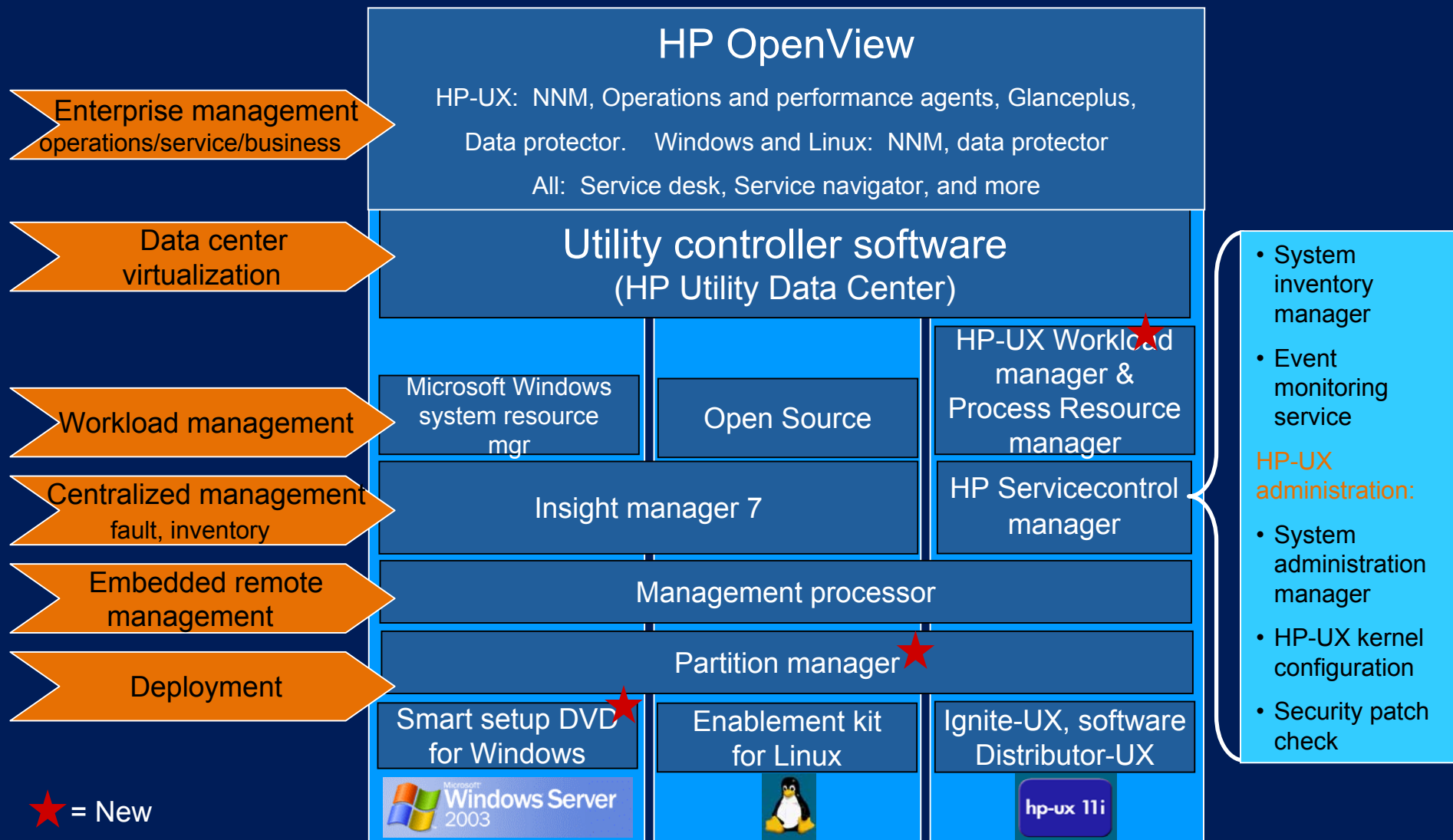
57,000+ Process resource manager & WLM licenses WW

70 % of internet devices managed

#1 UNIX workload management offering

10 Years enterprise management experience

Automated Intelligent Management Management solutions for Integrity servers



HP-UX server management for Integrity servers



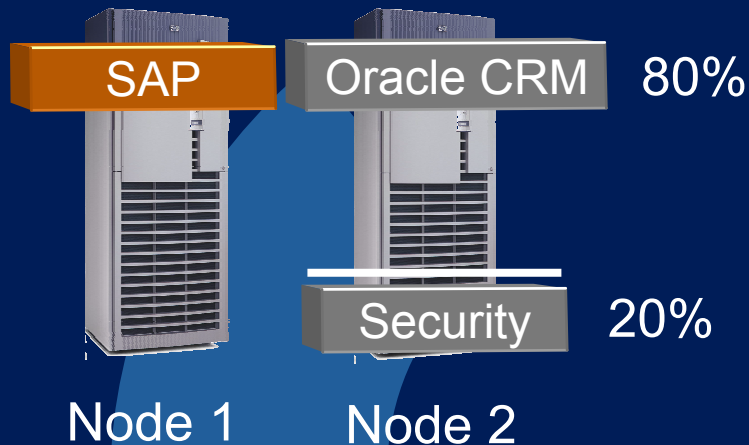
- Servicecontrol manager for centralized management
- Configuration
 - System administration manager
 - HP-UX kernel configuration
 - Ignite-UX
 - Software distribution-UX
 - System inventory manager
 - Security patch check
- Fault
 - Event monitoring service
 - EMS HA monitors
 - HP management processor
- Workload
 - HP process resource manager
 - HP-UX workload manager



hp-ux 11i



Delivering adaptive infrastructure today: HP Virtual Server Environment in action



- **Serviceguard**
 - Analyzes new infrastructure configuration
 - Automatically moves package(s)
- **Workload Manager**
 - Automatically aware of new package
 - Re-priorities packages & resources to maintain SLA goals & commitments
- **iCOD**
 - Communicates with WLM
 - Instantly activates additional processors to fulfill SLA commitments

If node 1
is taken out of
service...



HP-UX system level management

The competitive advantage



	HP-UX	Sun (Solaris)	IBM (AIX)
Integration of system level and workload management stack	Yes	No	No
Role based management	Yes	Yes	No
Rapid deployment with NW recovery and customization capabilities	Yes	No	No
Advanced inventory management with multi system query capabilities	Yes	No	No
Multi OS system level management direction	Yes <small>Today for HP-UX and Linux</small>	No	No
Key functionality at no charge (bundled with OS)	Yes	No <small>Multi system, browser & CLI</small>	Yes

HP-UX provisioning for an adaptive infrastructure competitive advantage



	HP-UX	Sun (Solaris)	IBM (AIX)
Virtual server environment	Yes	No	No
Resource partitioning	Yes PRM integrated with psets and can co-function with Oracle Database Resource manager	Yes Psets cannot work with Oracle Database Resource manager	Yes Psets cannot work with Oracle Database Resource manager
Goal-based resource partitioning	Yes MC/Serviceguard and utility integration	No	No
Hard partition within a node	Yes	Yes Less HA	No
Hard partition with multiple nodes	Yes	Yes No high speed connect	Yes \$\$



Financing your HP integrity solutions

Solution Financing for HP Integrity



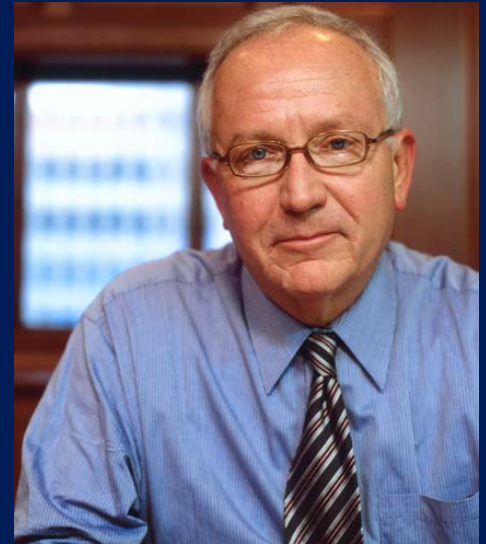
- Transition Services

- Sale lease-back
 - Cash infusion
 - Migration planning R
 - Accounting and tax benefits o
 - No equipment disposition costs b
- Asset recovery
 - Unlock value in equipment – even if it has no value for you
 - Includes HP and non-HP equipment
- Upgrade
 - Move to Itanium when you are ready
- Alpha Transition Lease
 - Simplify transition to next-generation Alpha
 - No increase in payments

Solution Financing for HP Integrity



- Bundled Financing Solution
 - HP server, HP storage, HP software, HP services
 - HP server/storage/software/services plus 3rd party application, 3rd party hardware
- Pay per use – pay for your solution according to your level of usage



New for HP
Integrity
Servers



Introducing Pay per use for
HP Integrity Servers

What is Pay per Use?

- Reserve capacity
- Instantly available
- Paid for based on actual metered usage

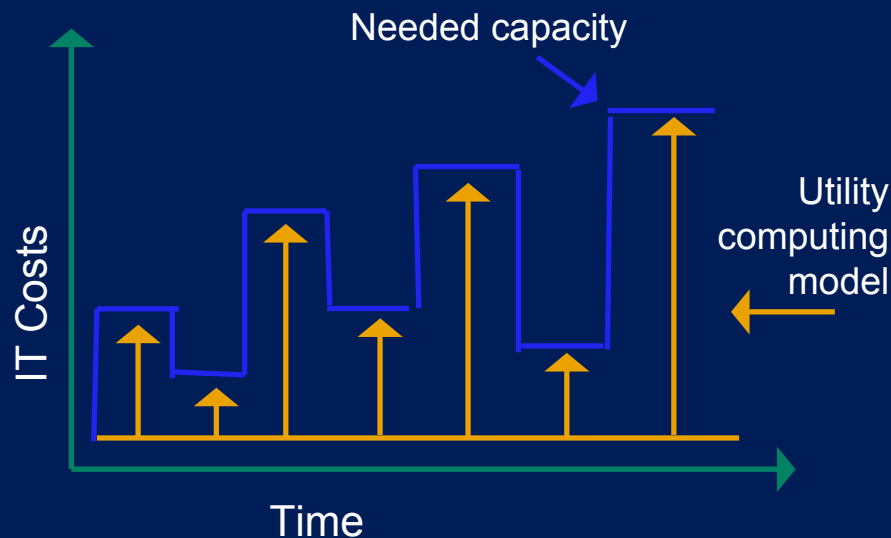


Pay per use computing business model



Pay per use computing

reduces “capital or investment” risk while enhancing the potential for commercial success



“pay-as-you-go” utility model gives you predictable IT costs in-line with business growth

Ideal for customers experiencing:

- Seasonal variation (i.e., retail, financial services industry)
- Monthly peaks such as financial and payroll
- Monday – Friday; 8am-6pm operations
- High opportunity cost types of environments
- Demand or sizing uncertainty

Pay per use Features



- True customer partnership
- Reduced risk (never pay more than a lease)
- Lower usage = lower costs (HP hw, sw, support)
- Available on Unix operating systems in HP Integrity Superdome, rx 8620, rx 7620

How it works



- Percent CPU measurement
 - Unique meter technology resides on server and monitors percent of CPUs being utilized
 - All CPUs are active and available for processing workloads all of the time
 - 36 or 48 month term
 - Two plans available
 - 0% utilization included
 - 15% utilization included

Key Customer Benefits



Reduce business risk

- Flexibility to adapt to changing business needs
- No costly underutilization
- Never pay more than traditional lease

Increase efficiency

- Ability to meet service level agreements
- Right-size solution at all times
- Streamlined administrative processes

Align costs with revenue

- Pay less when you use less
- Varied monthly payments depending upon use

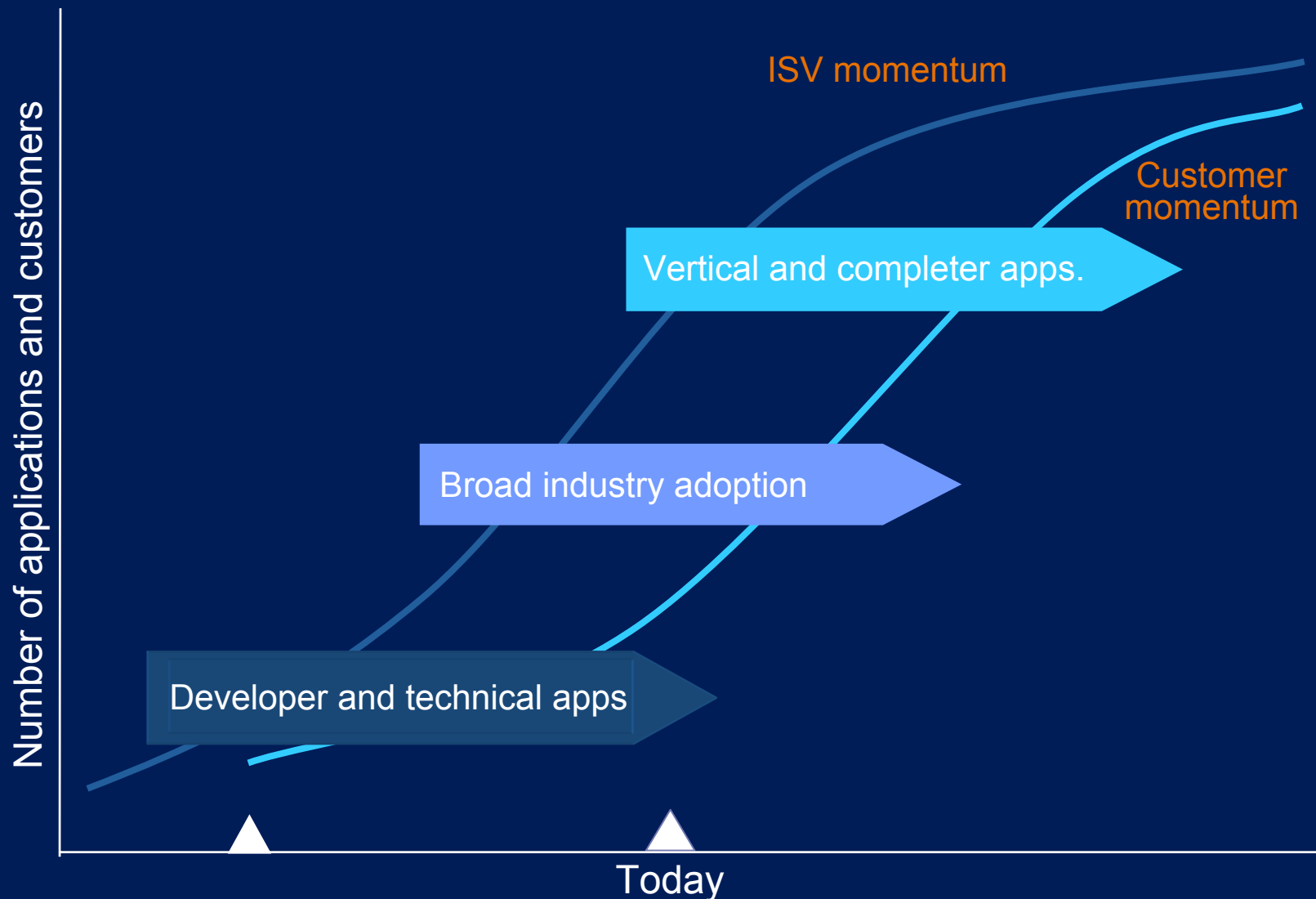
Simplify planning and operations

- Reduced need for capacity planning
- Eliminate repeating procurement process



So what is the real story, for
ISVs on HP Integrity servers?

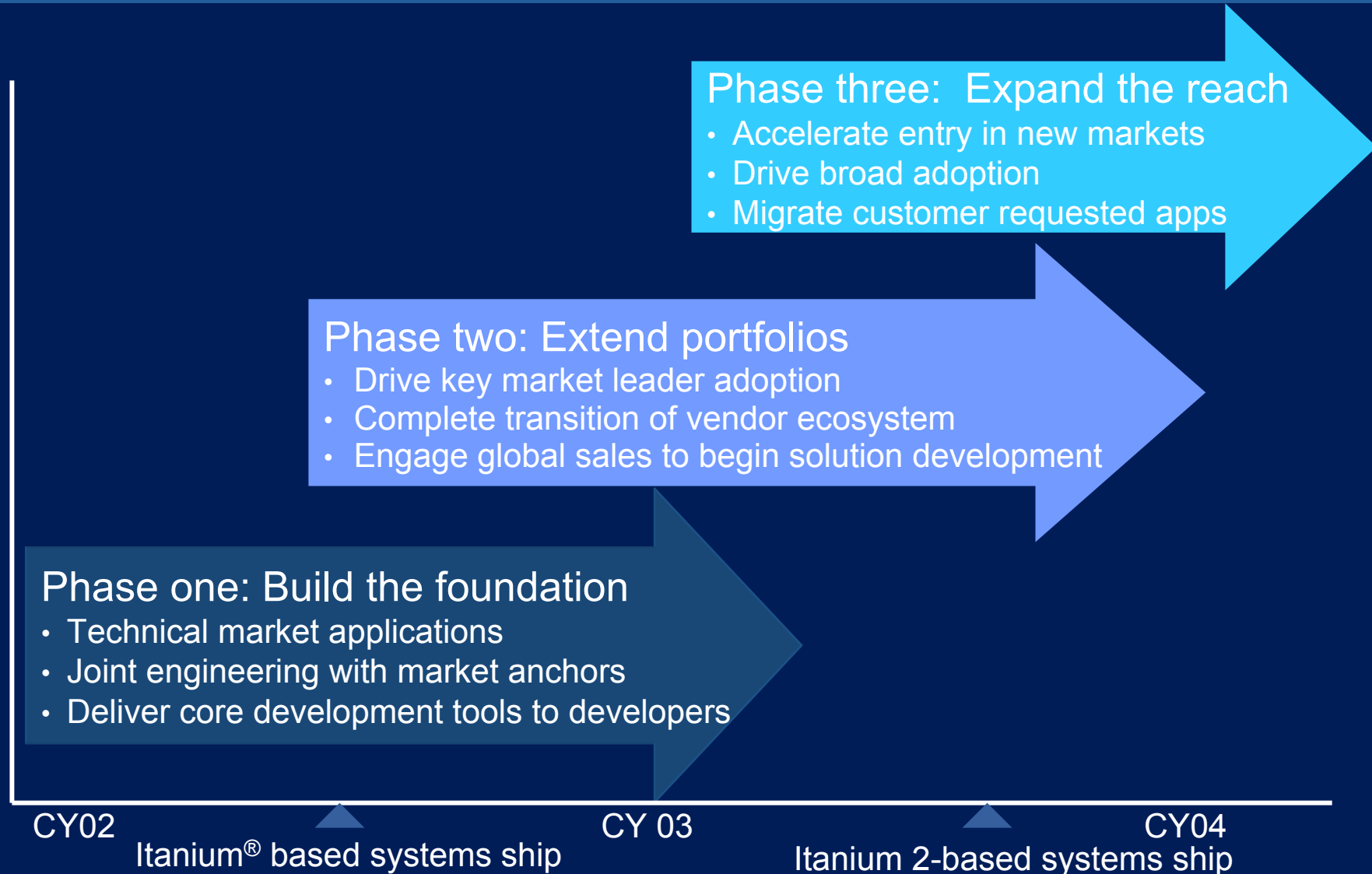
Market adoption, crossing the chasm!



HP has a well planned ISV strategy: 18-month effort in multiple phases



Intel®Itanium®-based system adoption



Availability of applications on HP Integrity servers is racing ahead!



HP-UX:

- Technical computing ISVs adopting HP Integrity servers for high performance
- Leading commercial ISVs leveraging scalability, price/performance
- Broader ISV community taking advantage of special HP programs

- 100+ High Performance Technical Computing ISV applications committed
- 99+% of top commercial ISVs committed
- All leading databases by end of year
- Strong BI, ERP, NSP, Infrastructure Portfolios
- HP Integrity Power Partner Program
- Customer focus program

Windows:

- Leading commercial ISVs taking advantage of the power of HP Integrity servers to extend further into the data center
- Wider ISV community leveraging HP programs

- Focus on 64-bit SQL & SAP seed programs
- Top partners on board
- Developer & Solution Partner Program (DSPP) leveraged for broad adoption
- HP Integrity Power Partner Program

Linux:

- ISVs in key markets taking advantage of the power of HP Integrity servers

- Key market segments include high perf. Tech. computing, databases, app. development

OpenVMS:

- Transition partner base

- Over 400 partners have stated intent to support architecture

HP-UX application portfolio on HP Integrity servers



Available Now!

ORACLE
Oracle9i Database

bea
WebLogic Enterprise Platform

LEGATO
Networker 7

zeus
Web Server

ACUCORP
ACUCOBOL GT

Borland
Enterprise Server
VisiBroker, Together
Control Center

ILOG
CPLEX

Active STATE
Active Perl

ROGUE WAVE
SOFTWARE
SourcePro Core, DB

Platform LSF

VERITAS
VxVM VxFS

TIBCO
The Power of Now[™]
Rendezvous

SEE BEYOND
e*Gate

MICRO FOCUS
Server Express

Legacy
PERCobol

LAWSON
Lawson Environment

ca
Computer Associates[®]
Ingres

SAP
MultiPlatform 5

DataDirect
TECHNOLOGIES
ODBC Connect
SequeLink JBBC
Drivers f

wily
technology
Introscope

Mainsoft
the software porting company
Softwin

QUEST SOFTWARE
JProbe

sas
V9.1

SYBASE
ASE

webMethods
Installer, Integration
Server, monitor

IONA
XML

PARASOFT
Insure++,
CodeWizard

Available by July 2004

Baan

i-flex
i-flex solutions Ltd.
FLEXCUBE
Reveleus

Ascential
Software

Check Point
SOFTWARE TECHNOLOGIES LTD.
Firewall 1 /VPN

ca
Computer Associates[®]
Unicenter
Enterprise
Management, E-
Trust

COMWARE
UNIFACE,
DevPartner

RSA
SECURITY[®]
BSAFE

PROGRESS
SOFTWARE

TREMA
Finance
KIT/Ware

granite systems
X(ng) System

CSX
SYSTEMS
FX

7-24
solutions
XMG
CONVERGY'S
Geneva

Schlumberger
WORLDWIDE IT PARTNER
BSCS

PORTAL
BSCS
Infranet

PeopleSoft
JDE,
PeopleTools/Apps

atg
Portal, Commerce,
Relationship Management

IONA
CORBA, Aspen

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

firstLOGIC
Information Quality Suite

MicroQuill

manugistics

SIEBEL

ERICOM
SOFTWARE

BROOKS AUTOMATION
CellWorks

MicroStrategy
Best in Business Intelligence[™]

INTEC
TELECOM SYSTEMS
Inter-mediate

Hyperion

Amdocs

Enabler






ADC

Singl.eView

ETNUS
TotalView

The value of HP Integrity servers to software vendors



	Increases business performance, with outstanding scalability, to accommodate growing demands
	HP Integrity servers allow Lawson to deliver to customers better overall application performance at a lower total cost of ownership
	We are seeing an initial performance increase of 40% running on HP Integrity systems which means much better price performance for our customers
	With up to 64-way Integrity servers, Microsoft SQL Server delivers the highest scaling database server for top Windows performance with data center applications
	Industry-leading performance with Oracle Database 10g for both the HP Integrity Superdome (HP-UX) and the HP Integrity rx5670 (Linux)
	With HP Integrity servers, even the most compute-intensive SAP Business Information Warehouse (BW) will benefit from the increased scalability and processing power
	SAS takes advantage of the balanced architecture of Integrity servers, delivering excellent floating point and I/O performance
	HP Integrity 4-way benchmark running Microsoft SQL Server (64-bit) delivers cost effective enterprise performance supporting 12,000 Siebel eBusiness application users

ISVs for HP Integrity servers – how many are “enough”?



- First, there is a big difference between the number of applications versus the number of ISVs
- Most importantly, it is not how many you have but do you have the right ones
 - Top applications have the greatest impact on customer acceptance
 - Current market leaders in solution segments
- HP’s focus: get the applications that people want and get them running!!
 - get the lead commitments, then resolve the completers necessary to run at a customer site
 - Be prepared to quickly port customer requested applications with Must Win Program
- Today there are fewer ISVs with more applications
 - Big partners have gotten bigger and expanded application coverage
 - Tremendous consolidation in the industry
- We have the leaders and we are prepared to get the rest
 - Database: Oracle, DB2, Informix, Sybase, Ingres
 - ERP: SAP, PeopleSoft, Siebel, JDE, Lawson, Baan
 - MW/EAI: BEA, IBM, Oracle, webMethods, Tibco, SeeBeyond, Iona

We have both:
All the top ISVs and thousands of applications in sight

ISV status summary



- Overall the ISV population for HP Integrity servers is large and increasing rapidly – the applications are here!
- Technical solutions and background tools in place
- Strategy/results: rapid expansion of market leading solutions roll into place through CY04
- Broader ISV community now coming onboard
- ISVs are now seeing customer demand for Integrity servers and winning deals



Utilizing HP Integrity Servers with HP-UX to Support Mission Critical Applications



**Value: Proven
Solution for Mission
Critical Applications
with added
Performance and RoIT**



Company:

Phillips-Van Heusen

Industry:

Retail

Value:

Mission Critical Apps with HP-UX11i
on Itanium®

Business need:

- PVH-FE has expanded significantly and at the same time decentralized
- Required an integration and communication tool that ties the operation together.

Solution:

- HP Integrity rx5670 server running Oracle 9i Database and HP UNIX 11i.

Results:

- PVH expects a 15-30% increase in productivity from increased performance
- Estimated cost savings of 10-20% within two years of full implementation

How:

- Transition from RISC to Itanium Architecture for a high performance platform.
- Long term roadmap

Fiat of Spain



Fiat Spain plans to go live with Oracle9i RAC on Itanium® 2-based systems running HP-UX. The company's award-winning project is called Fiat Link, a Web portal used to interact with 200 Fiat dealers across Spain.

“Fiat sees the Itanium® 2 processor family as the strategic way forward especially for our backend databases. We have therefore bought HP Itanium® 2-based systems from HP-UX with Oracle9i Real Application Clusters. We are planning to go into production soon after Oracle production releases are available.”

Claudio San Pedro
General Manager
Fiat Spain



Delaware North Companies



Delaware North, a giant in the food concession industry, has a string of subsidiaries in North America. The company chose HP to provide its IT infrastructure with HP-UX on Superdome servers today and plans to use Itanium® 2 based systems in the future.

“As a diverse company with a desire to pursue new concession and hospitality business worldwide, centralized financial processes are critical to Delaware North Companies’ success. We need to keep a pulse on our overall business, as well as provide self-service financial applications for employees and customers. We are currently using Superdome and we’re especially excited about the availability of Itanium® 2-based Superdome servers because they will give us enhanced manageability and scalability. In addition, Itanium 2-based Superdome systems will allow us to create a dynamic IT environment that fits with our evolving needs, reduces risk and complexity and delivers a better return on our information technology investment.”



David E. Meacham
Director of IT
Delaware North Companies

ChevronTexaco Corp. ranks among the world's largest and most competitive global energy companies. Headquartered in San Ramon, California, it is engaged in every aspect of the oil and gas industry, including exploration and production; refining, marketing and transportation; chemicals manufacturing and sales; and power generation.

“At ChevronTexaco, we are evaluating HP Itanium® 2-based rx5670 servers running SAP R/3 on HP-UX11i. So far, we have achieved a two-fold performance improvement over our previous systems and are pleased with the results. We are considering Itanium and HP solutions as a way to meet our growth and performance requirements while reducing costs.”

ChevronTexaco San Ramon SAP Technical Support Team

ChevronTexaco



- Business need
 - Wells Fargo aiming to do multi-channel marketing (cross-marketing)
 - ATM LOB timesharing on corporate database and data-marts
 - Sun E10K*, Sun 6500, IBM mainframe infrastructure
 - Used desktop systems for “data mining”; took 2-3 days for simple analysis
 - Need to crunch more data, quicker; needs industrial strength BI solution
 - Directly influences success of target marketing campaigns
- Solution
 - SAS v9.0 on HP-UX
 - 4P HP rx5670 Itanium® 2-based platforms
- Results¹
 - Data turns reduced from days to hours
 - Met ATM LOB’s data-mining requirements
 - Establishing new standard for cross-channel marketing at Wells-Fargo

¹Results as reported by customer. Intel has not verified these results. Results may not be representative and may vary. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing.

Wells Fargo is a diversified financial services company with \$349 billion in assets — providing banking, insurance, wealth management and estate planning, investments, mortgage and consumer finance from 5,600+ stores and the world's leading Internet banking site. It is essential that Wells Fargo's IT infrastructure provides its customers with the maximum in flexibility, availability and performance.

"We have been using the HP rx2600 server based on the Itanium® processor for over a year now, and are impressed with its performance, especially when processing very large volumes of data. With the next generation of Itanium 2-based HP servers we expect to see an even greater increase in performance and in productivity. We are looking forward to the availability of HP Integrity family of servers."



Savvas Papaioacovou
Vice President and Manager
Customer-based MIS
Distribution Strategies
MAA
Wells Fargo

To be in additional slideset



- Server Consolidation
- EPIC Performance
- S/W Roadmap
- Technical Issues in Transition
- 32-bit or 64-bit
- Languages
- Databases
- Version Differences - v1, v2, 10.20, 11.0
- Partitioning
- Debugging
- System Management

Where can I find more information?



- More information on Integrity servers from HP:
 - www.hp.com/go/integrity
 - www.hp.com/go/itanium
- More information on HP's Operating Systems:
 - Windows: www.hp.com/go/windowsserver2003
 - Linux: www.hp.com/Linux
 - HP-UX: www.hp.com/products1/unix/operating/index.html
 - OpenVMS: www.hp.com/go/openvms
- More information on Microsoft Corporation:
 - www.microsoft.com/windowsserver2003/64bit/enterprise.mspix
 - www.microsoft.com/windowsserver2003/partners/isvs/64bitisvs.mspix
- More information on Itanium processors from Intel:
 - www.intel.com/products/server/processors/server/itanium/index.htm?iid=sr+itanium&
- More information on Redhat / UnitedLinux:
 - www.redhat.com
 - www.europe.redhat.com/news/article/269.html
 - www.unitedlinux.com
- More information on HP's Developers & Solution Partner Program (DSPP):
 - www.hp.com/dspp