



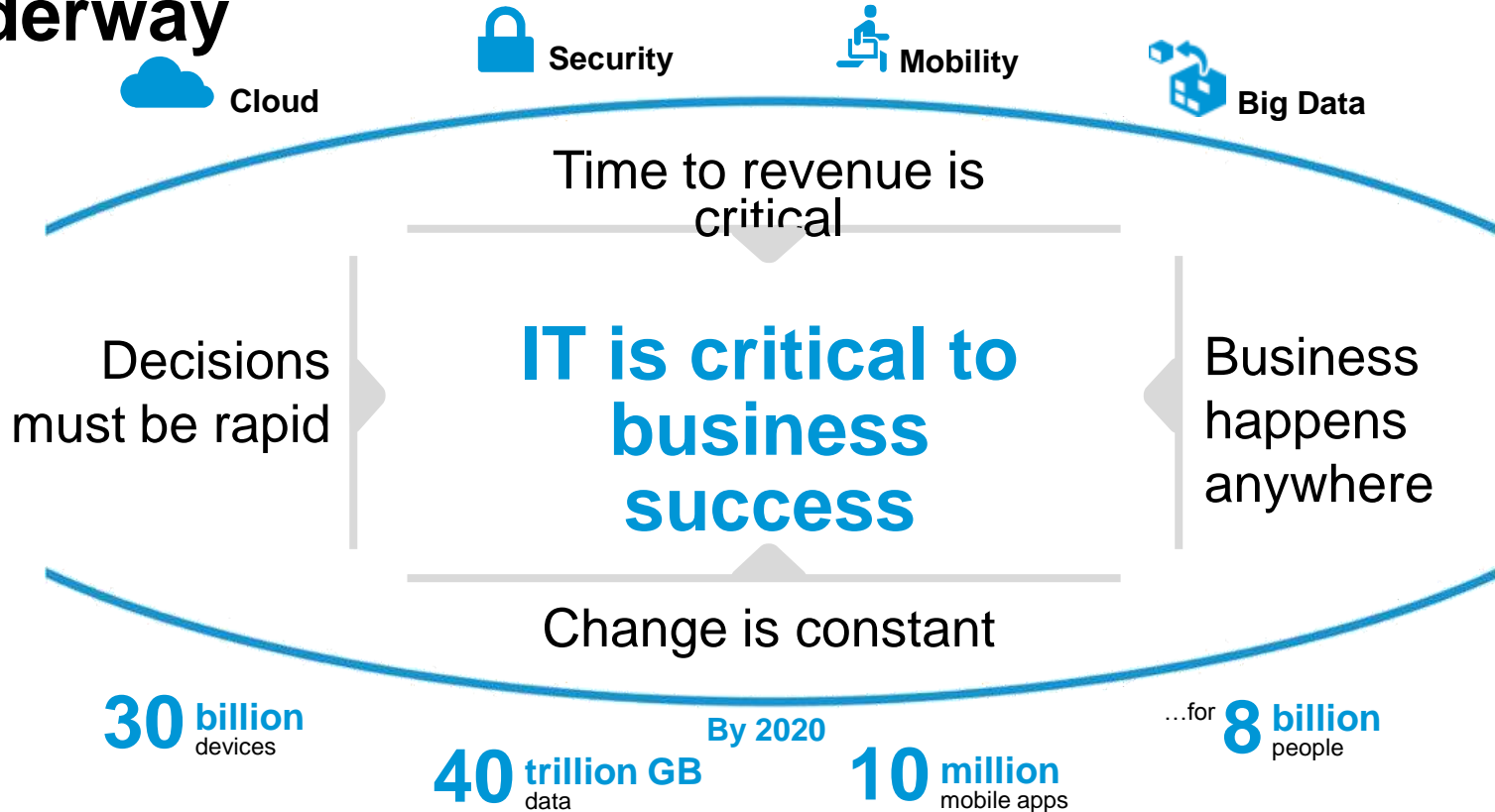
Leading in the compute era

Delivering the right compute, for the right workload, at the right economics ... every time.

Ray Christian

HP Server Product Manager

The most exciting shifts of our time are underway



Changing the world we live in...

Airlines go social



Personalizing the total customer experience

Manufacturers customize



Matching product features to individual needs

Healthcare is proactive



Creating real-time care with data from wearable devices

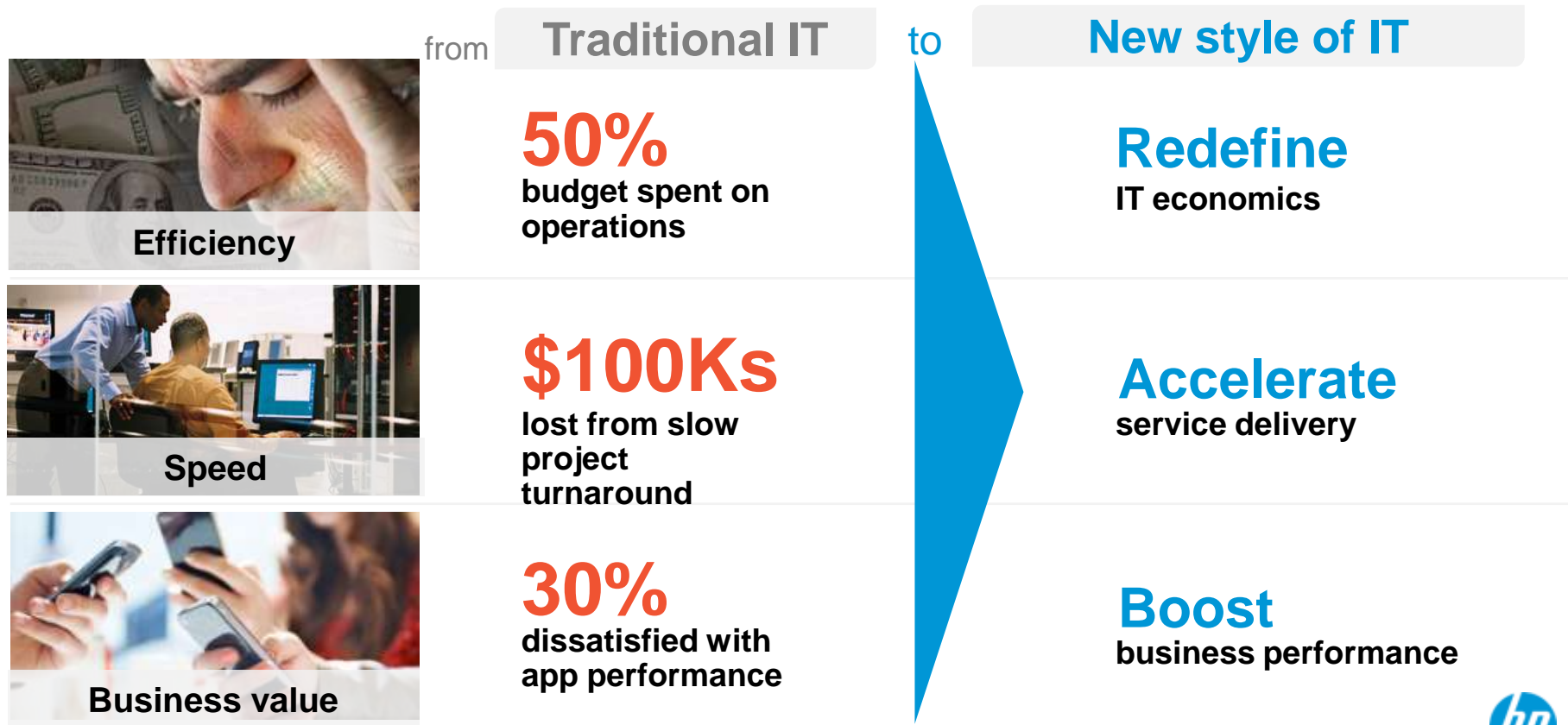
Making IT critical to success because...

Scale matters

Agility matters

Interactions matter

IT needs to transform for business success



Servers must transform to enable IT services

Efficiency

Reimagine the server.

Delivered as general purpose



Technology-centric



Manual



Silo'd

Infrastructure is a cost center

Think compute.

Dynamically aligns pools of resources with laser precision to business goals



Software-defined and cloud-ready



Workload-optimized



Converged

Infrastructure is a service differentiator

Business value

Speed

Delivering HP compute innovations



Software-defined and cloud-ready



HP Insight Control
Essential server management



HP ProActive Insight Architecture
Virtualization and automation



HP OneView
Converged management



HP Helion
The very fabric of the enterprise



Workload-optimized



HP Integrity
Optimized for mission-critical



HP ProLiant
Ideal for core business apps



HP Moonshot
Designed and tailored for specific workloads



HP Apollo
Redefined HPC and supercomputing



Converged



HP BladeSystem
First converged infrastructure



HP Virtual Connect
Converges servers, storage, networking

HP Converged Systems

For Cloud, Virtualization, and SAP HANA



HP ProLiant Gen9



Think what compute can do for your business



2x

performance with
40% less energy



minutes

vs. hours to
generate reports



8x

growth with over
20% cost reduction



55%

lower PUE than
national average



<2 minutes

to process
Twitter data



**Software-
defined and
cloud-ready**



**Workload-
optimized**



Converged



Basic processing to
Integrated systems



Micro to mission
critical computing



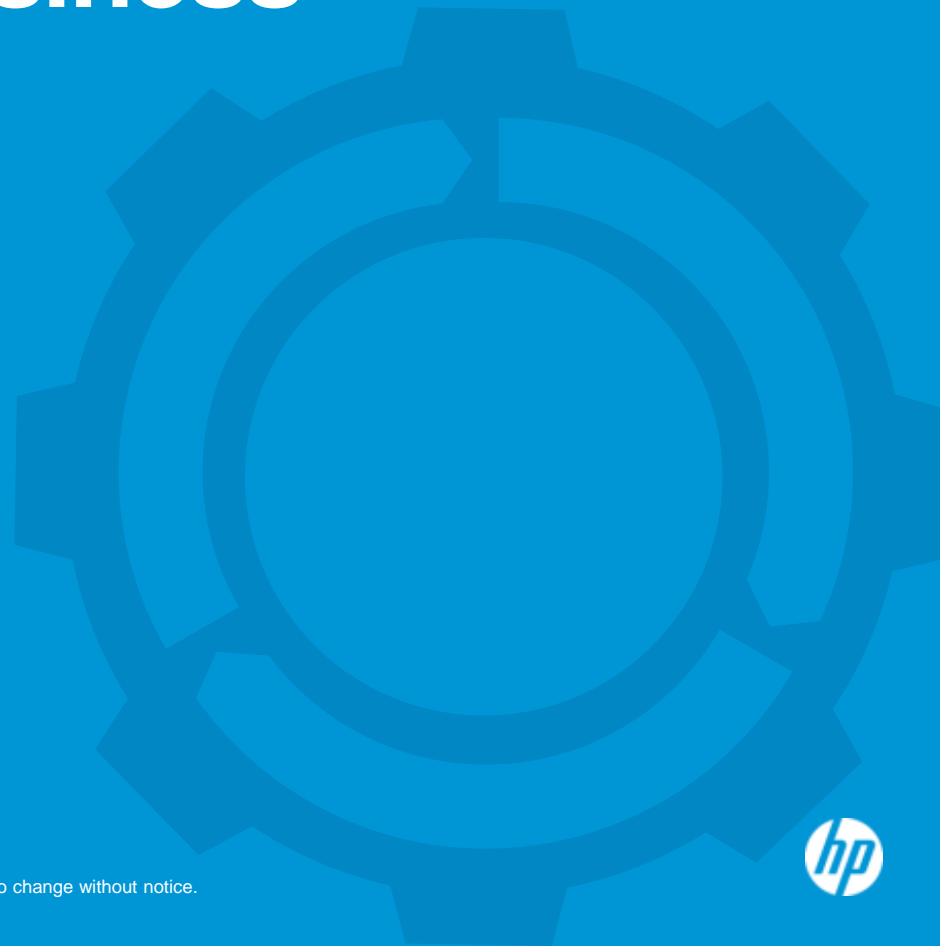
Client to cloud



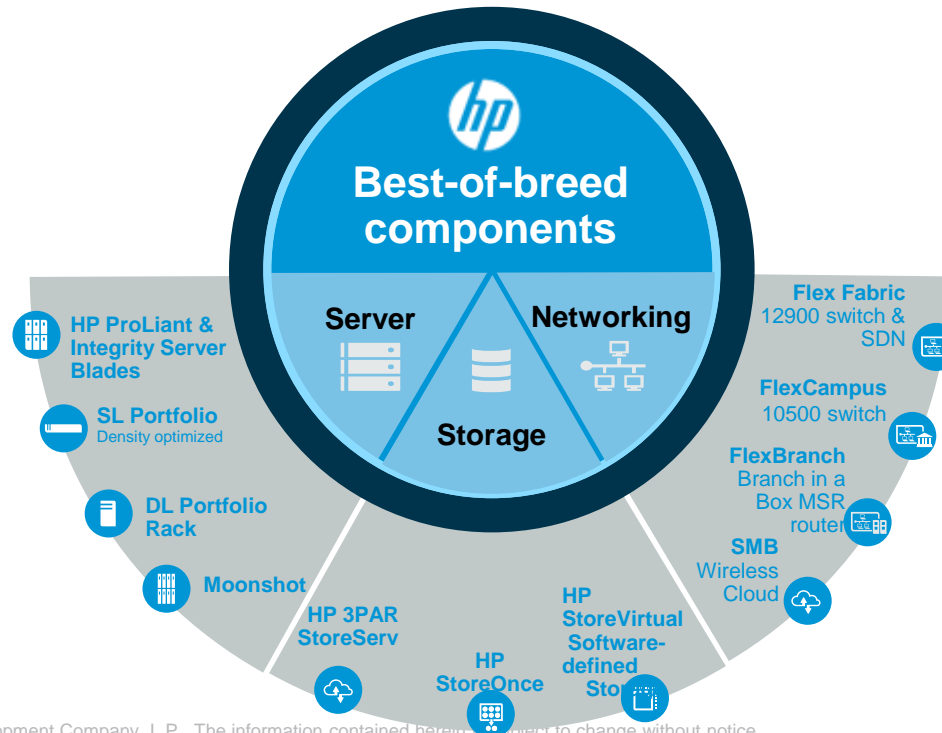
Storage to networking

The right compute for the right workload at the right economics ... every time

Transform your business with HP



HP Enterprise Group strategy



Matching the right solution to your business needs



Small business

Flexibility, performance and efficiency at lowest TCO



HP ProLiant ML300 and DL100 Series



Mid-market and enterprise

Performance optimized for compute intensive workloads



HP ProLiant DL300 and BL400 Series



HPC & service providers

Density optimized delivering best performance per \$ per watt

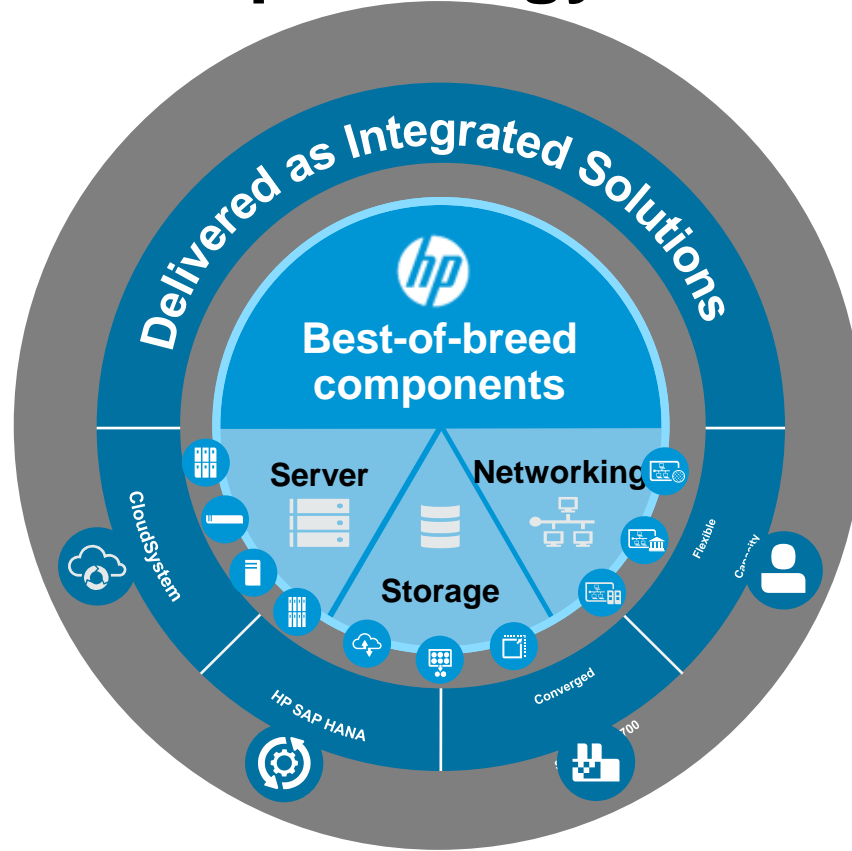


HP Apollo 6000 and 8000 Series












Choose from the industry's most comprehensive x86 portfolio



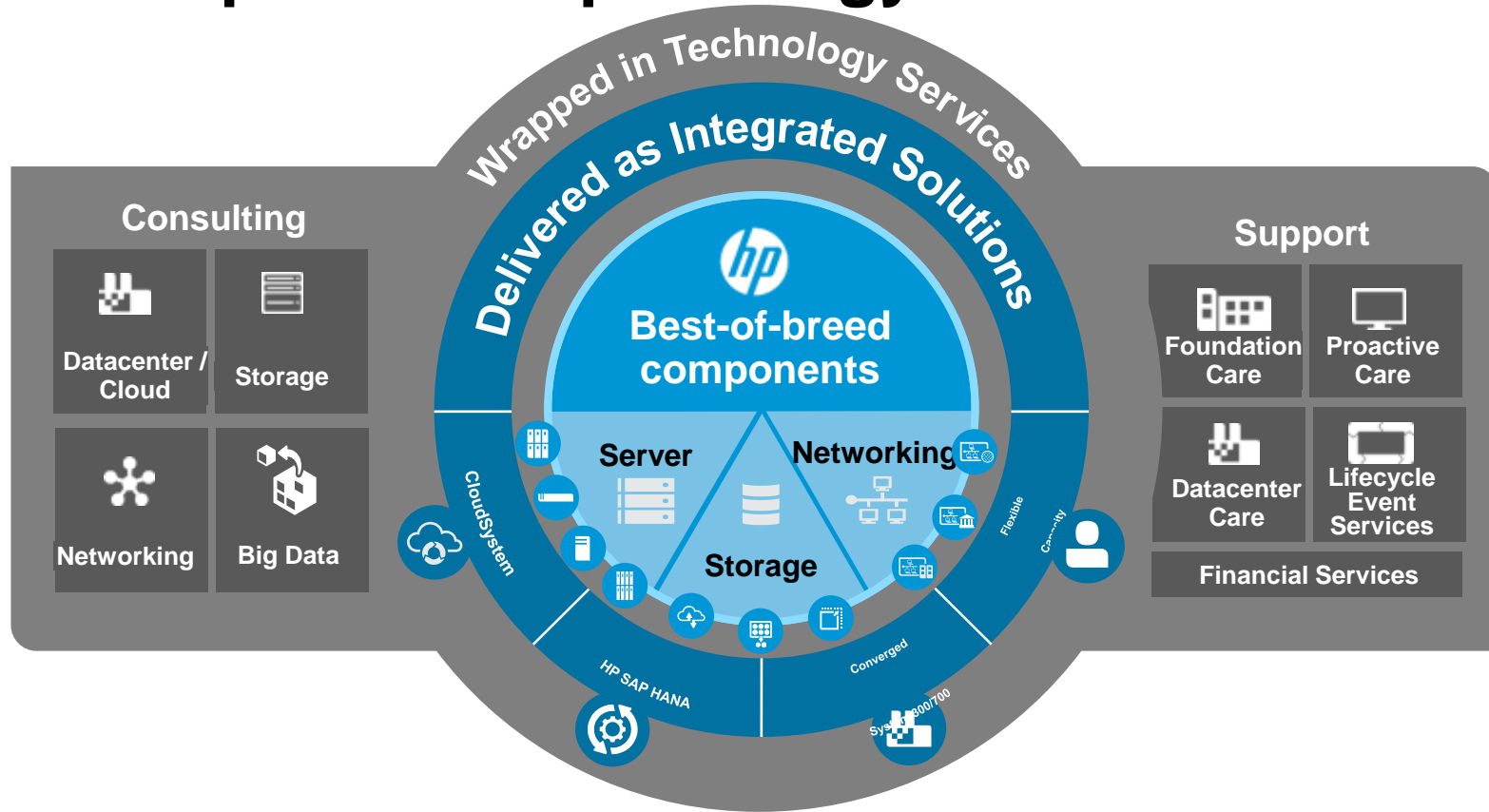
HP Enterprise Group strategy



Working with strategic partners to optimize workloads

 Virtualization	 Big Data	 Cloud	 Mobility
 HP ConvergedSystem 300 HP ConvergedSystem 700  HP ConvergedSystem 700x HP ConvergedSystem 700x	 HP ConvergedSystem 500 HP ConvergedSystem 900  HP ConvergedSystem 300  HP ConvergedSystem 300	 HP ConvergedSystem 700 HP ConvergedSystem 700x	 HP ConvergedSystem 100

HP Enterprise Group strategy



The market views HP as the Leader

Gartner



Magic Quadrant for Blade Servers April 2013

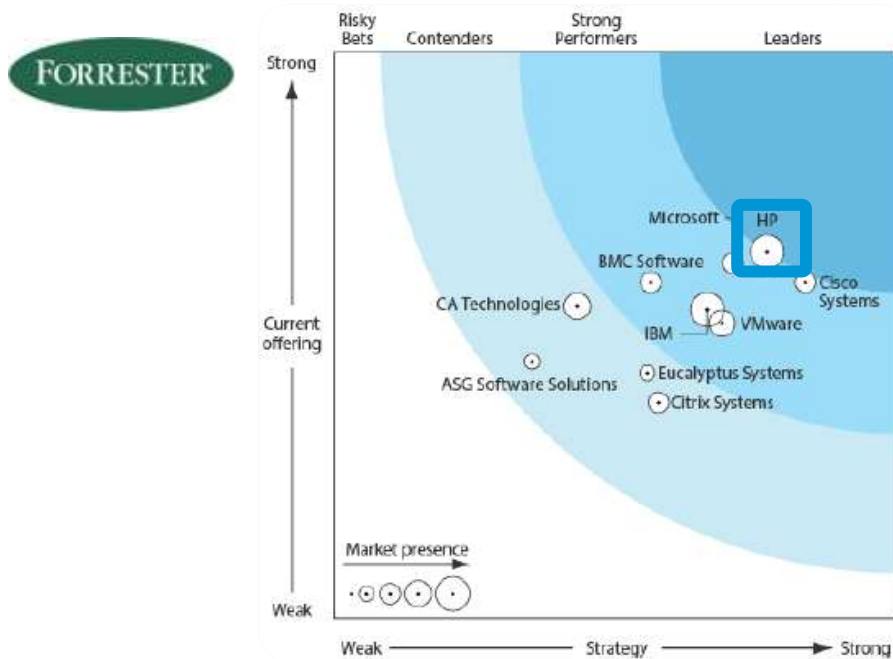
Source: Gartner Magic Quadrant for Blade Servers

April 2013 ID Number: G00250031

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The market views HP as the Leader



The Forrester Wave: Private Cloud Solutions, Q4 2013

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HP is your clear choice

HP unique



**Software-defined
and cloud-ready**

**Only end-to-end
datacenter management**



**Speed IT delivery and
outpace your
competition**



**Workload-
optimized**

**Best and broadest
portfolio**



**Maximize
performance & drive
business growth**



Converged

**First common,
modular architecture**



**Reduce IT
complexity and
free up capital**

Traditional IT

New style of IT



Delivering outcomes that matter across all industries



7B
mobile
subscribers



90
of top 100
retailers



75%
top
manufactures



**Over
3B**
passengers



20
top utilities



26.2B
credit card
transactions

Source: HP internal analysis



Thank you

