

HP Infrastructure Solutions based on Microsoft

Adaptive Enterprise | Achieve Better Return on IT



Solution Description

To support today's rapidly evolving, value-oriented enterprise, HP is helping companies build an infrastructure that is agile, reliable and cost-effective. As solutions in HP's Adaptive Enterprise portfolio, HP Infrastructure solutions based on Microsoft technologies provide a better return on IT by enabling organizations to adapt more easily to changing business conditions and market demands. Microsoft technologies such as the Windows Server System (Windows Server 2003 family, Exchange Server 2003, SQL Server and Active Directory), combined with industry-leading servers, storage, print solutions, system management solutions and lifecycle services from HP help to build a rock-solid yet flexible Microsoft infrastructure that enables organizations to support and embrace change.

Interest Creating Statement

HP and Microsoft have experience in helping customers leverage infrastructure solutions in addressing the following types of challenges:

- > The need to anticipate and quickly adapt to changes in the business environment
- > The need to reduce IT complexity while increasing flexibility
- > The need to optimize technology costs while getting more with less

HP understands these challenges and has helped many organizations like Barnes & Noble and Phillip Medical Systems implement infrastructure solutions to overcome them. Now let's discuss how HP can help your organization.

Value Proposition

Reduce and manage costs

- > Reduce system administration and management costs with better use of existing technology resources, and by enabling IT staff to proactively manage the network through enforcing policies and automating tasks

React quickly to changing business needs

- > Reduce integration challenges by utilizing technologies such as Active Directory, which provides a central integration point for diverse systems
- > Manage data, users and network resources proactively with improved file management - HP

OpenView extends manageability even further to heterogeneous environments, the network and storage components and Web applications

Optimize and streamline the infrastructure

- > Consolidate servers and storage by taking advantage of the latest in hardware, software and services
- > Achieve greater dependability with world-class reliability & scalability, and cluster services for redundancy and failover

Deliver a greater return on IT investment

- > Reduce time planning and designing IT infrastructures, with directory structures in place for a unified messaging and network infrastructure

Secure and protect the infrastructure

- > Ensure security with broad support for security capabilities and an identity infrastructure that allows organizations to centrally manage security and network resources

HP Infrastructure Success Stories

Bancorp South, Barnes & Noble, Smiths Group, Citizens Advice Bureau, Northern Ireland e-learning Project, MarkMaster, Midwest Wireless, Starbucks, Wiltshire Constabulary, Lion Nathan, Ltd., Australian Department of Foreign Affairs & Trade, Allina Hospitals, Allscripts Healthcare Solutions, Philips Medical Systems and Reed Elsevier

Key Players/Pain Questions

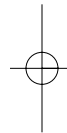
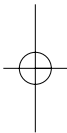
Role/Job Title	Pain Points
BDM (CEO, COO, V.P. of Bus. Unit)	High costs of maintaining and improving IT services for the organization
TDM (CIO, IT Director)	Difficulty responding to business requirements due to high costs and inflexible infrastructure

Pain Questions

Can you extend applications to take advantage of new opportunities and changing market conditions? How do you currently ensure security of applications? Is system administration costly? Time consuming? Manual? Are you looking to reduce the costs of managing servers?

Impact Questions

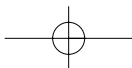
In addition to you, who else is concerned with the high costs of maintaining and improving IT services for the organization?



HP Infrastructure Solutions based on Microsoft

Building an adaptive enterprise with HP and Microsoft

Internal HP and Microsoft usage only - not for distribution to customers



Capability Questions

What if you could enable IT staff to proactively manage the network by enforcing policy, automating tasks, and simplifying identity management and updates? What if you could maximize use of existing technology by connecting to legacy applications through XML and other industry-standard Web services?

Supporting GTM Initiatives

NT Migration: Windows Server 2003 brings great advancements in fundamental server abilities including performance, security, reliability, manageability and scalability.

Server Consolidation: Windows Server 2003 and Exchange Server 2003, along with HP services expertise, allow organizations to reduce the number of servers to perform the same workload.

Exchange Migration: Exchange 2003 offers substantial improvements over previous versions including mobile, remote, and desktop e-mail access with state-of-the-art security and privacy, lower cost of ownership, high reliability and outstanding performance, e-mail-based collaboration and easy upgrading, deployment, and administration.

[Note: See related battle cards for more information]

Solution Components

HP hardware and software

HP provides a broad range of complementary hardware, storage and management software solutions, from HP ProLiant and Integrity servers,

NAS/SAN storage and iPAQ Pocket PC devices to the HP OpenView management software suite.

HP services

HP has a full suite of services, from architecture design and planning to deployment and ongoing management and support for any infrastructure based on Microsoft technologies. Key offerings support the lifecycle of Windows infrastructure component and Exchange-based messaging components, as well as directory integration, server-based computing, mobility and output management.

Windows Server System

Includes the Windows Server 2003 family including Standard, Enterprise, Datacenter and Web editions, Exchange Server 2003 Standard and Enterprise, SQL Server, Microsoft Operations Management Server and Microsoft Systems Management

Related Solutions: Enterprise Integration, Collaborative Business, IT Consolidation, NT Migration, Exchange Migration

Competitive Overview

Alternatives to HP and Microsoft infrastructure solutions include:

Organization status quo or do-it-yourself mindset: Unwillingness to change or upgrade due to perceived high cost of development and software - or the belief they can do it themselves

Vendors with competitive infrastructure platform offerings: IBM, Sun, Dell and Unisys

Vendors with infrastructure service offerings: EDS and IBM GS, and many regional System Integrators

Solution Resources

HP

HP Enterprise Microsoft Services: www.hp.com/hps/agility/complexity/co_ent_ms.html

HP Exchange Services

<http://h71028.www7.hp.com/enterprise/html/3844-0-0-0-121.html>

HP Exchange Solutions

www.hp.com/solutions/microsoft/exchange

Microsoft Solutions from HP: <http://esp.sell.hp.com> ESP Keyword: SellMicrosoft

Microsoft

Windows Server System: www.microsoft.com/servers/

Windows Server 2003

www.microsoft.com/windowsserver2003/default.aspx

Exchange Server 2003: www.microsoft.com/exchange



FRONTLINE PARTNERSHIP

Key Contacts

Sales Engagement

Americas:

Scott Musson: scott.musson@hp.com

Lenore Michaels: lenorem@microsoft.com

EMEA:

Hinrich Westerkamp: hinrich.westerkamp@hp.com

Stuart Curzon: stuart@microsoft.com

Japan:

Teruhisa Ohtsuka: teruhisa.ohtsuka@hp.com

Kaoru Kawasoe: kaoruk@microsoft.com

Asia Pacific:

Dominic Lau: dominic.lau@hp.com

Neeraj Shaabi: neerajs@microsoft.com

Worldwide Solutions and Program Information

John McVay: john.mcvay@hp.com

Michelle Marchena: mmarchen@microsoft.com