HP Helps Clients Architect for Change by Simplifying Cloud Deployment

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PALO ALTO, Calif., May 11, 2010 – HP today introduced a new solution that enables clients to architect their environments for change by accelerating the deployment and management automation of private and public cloud.

With the new HP Cloud Service Automation (CSA) solution, clients can optimize the deployment of applications into public and private cloud to improve efficiency, free up resources, and lower the risks associated with the adoption and management of the cloud. By adopting application-optimized cloud solutions, organizations can launch services faster and improve time to market to support business innovation.

"By adopting strategic initiatives such as cloud, organizations hope to be able to quickly and easily add new functionality as required for greater innovation and competitive advantage," says Cameron Haight, research vice president, Gartner, Inc. "However, prospective users of cloud-based computing need to manage these resources from a life cycle perspective to ensure that related costs and resource utilization do not negatively impact the ROI of the decision."

The HP CSA solution consists of software products and services, as well as third-party integrations, that help clients build a private or public cloud solution, from infrastructure through applications. The solution also automates key IT processes for cloud environments, resulting in one consistent approach to IT resource management regardless of the environment.

HP CSA provides the following key benefits:

— Faster time to value: accelerate delivery of business services from months to days for greater ability to react to changing business demands;

— Reduced costs: decrease related time and effort by automating the deployment and management of resources in the cloud;

— Lower risk: minimize risks associated with cloud initiatives by utilizing a proven set of best practices and planning services.

HP CSA is part of a larger HP Software & Solutions cloud initiative focused on the adoption of cloud services. This initiative draws on the HP IT management software portfolio, combined with consulting services and expertise, to help clients

successfully adopt and manage the entire life cycle of the cloud – private and public – as part of a three-phased approach:

— Plan and design: Assess and define the right cloud strategy to match business requirements. Clients can implement and adopt public and private cloud environments quickly with comprehensive consulting and design services.

   HP Solutions: [HP Cloud Discovery Workshop](), [HP Cloud Roadmap Service](), [HP Cloud Design Service](), [HP Service Management Consulting Services]()

— Automate and manage: Automate the deployment and management of resources and applications in the cloud. Clients can effectively adopt and manage cloud-ready solutions, including Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS). This builds a highly flexible environment that is architected for change.

   HP Solutions: [HP BTO Services for Cloud Infrastructure](), [HP Cloud Service Automation]() (new)

— Assure: Control variable costs associated with adopting cloud services. Clients can realize the benefits of cloud computing while optimizing and adding predictability to their variable costs.

   HP Solutions: [HP Cloud Assure](), [HP Elastic Test]()

"Businesses are looking at cloud services as a way to architect solutions that can rapidly address change," said Robin Purohit, vice president and general manager, Software Products, Software & Solutions, HP. "With HP CSA, we give clients a proven methodology, products and services to realize the full potential of an application-optimized cloud."

The HP CSA solution is available immediately with additional features coming in July 2010.

More information about HP Software and Solutions is available at [www.hp.com/go/software]().

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