

HP NonStop Marketing and Solutions Update

Diana Cortes
NonStop Marketing Manager

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Agenda

- From TNS to Blades: A Perspective on Tandem
- NonStop Operational and Product Highlights
- Recent Major Wins
- NonStop Solutions Update
 - Modius Data Center Infrastructure Management
 - PDSG and Syndromic Surveillance
- Marketing Highlights



From TNS to Blades: A Perspective on Tandem



What do you do when...

- There is a 45% drop in the DOW
- A major war is winding down
- UK real estate prices are in a free fall
- Bank bailouts do not seem to be working

....WELL, you get in
your **new** car:

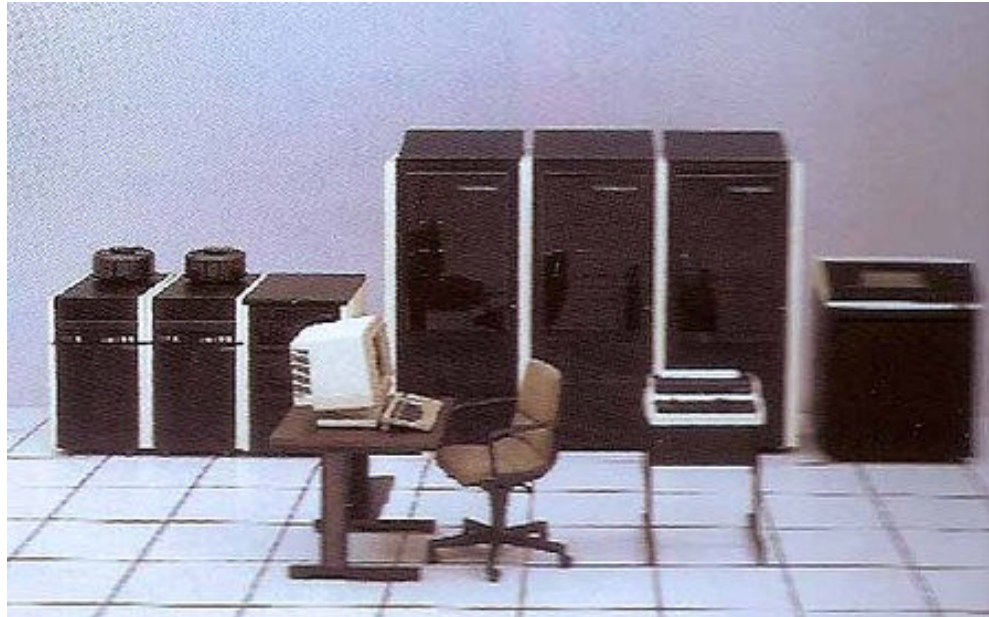


Well – OK – it's a micro bus



- Turn the radio on with ABBA (the new group who just won the EUROVISION contest)
- ...and drive down Sand Hill road in Silicon Valley
- ...to invest \$50,000 dollars in a new company
- ...which would later ship you

The Dandi Data



1974, it was a very
good year..

The TANDEM was a “dandy” so to speak.....

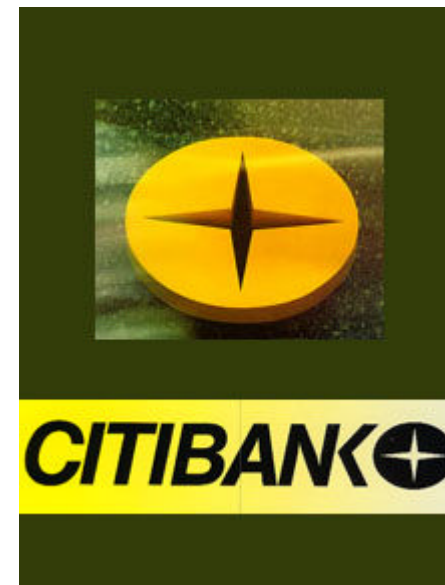
- 96K Bytes Main Memory
- 0.7 MIP processor
- 10MB disk drives
- Full function ASYNCH controller
- Advanced TAL compiler for “roll your own” multi-threaded NonStop programs

...and what happened to that computer?.....




The first Nonstop CUSTOMER...

- In the same year of this car
- There was a bank
- Who had a “technology center....”
- Which purchased a Tandem Nonstop 16
- For the advanced solution of.....
- A company telephone book!



Each Tandem came with a promise

- To treat application uptime with as much as, or more importance than, the customer does
- To define “down” as application not available to the USER
- To carry forward applications to new systems seamlessly
- To be the platform for customers and partners to offer un-heard of applications
 - 24 hour access to your money through ATMs
 - Electronic stock trading
 - 911 emergency service
 - Be able to talk on a mobile phone – anytime – anywhere
 - (...well sorry about that one)



Now, since 1974 there have been
a few changes

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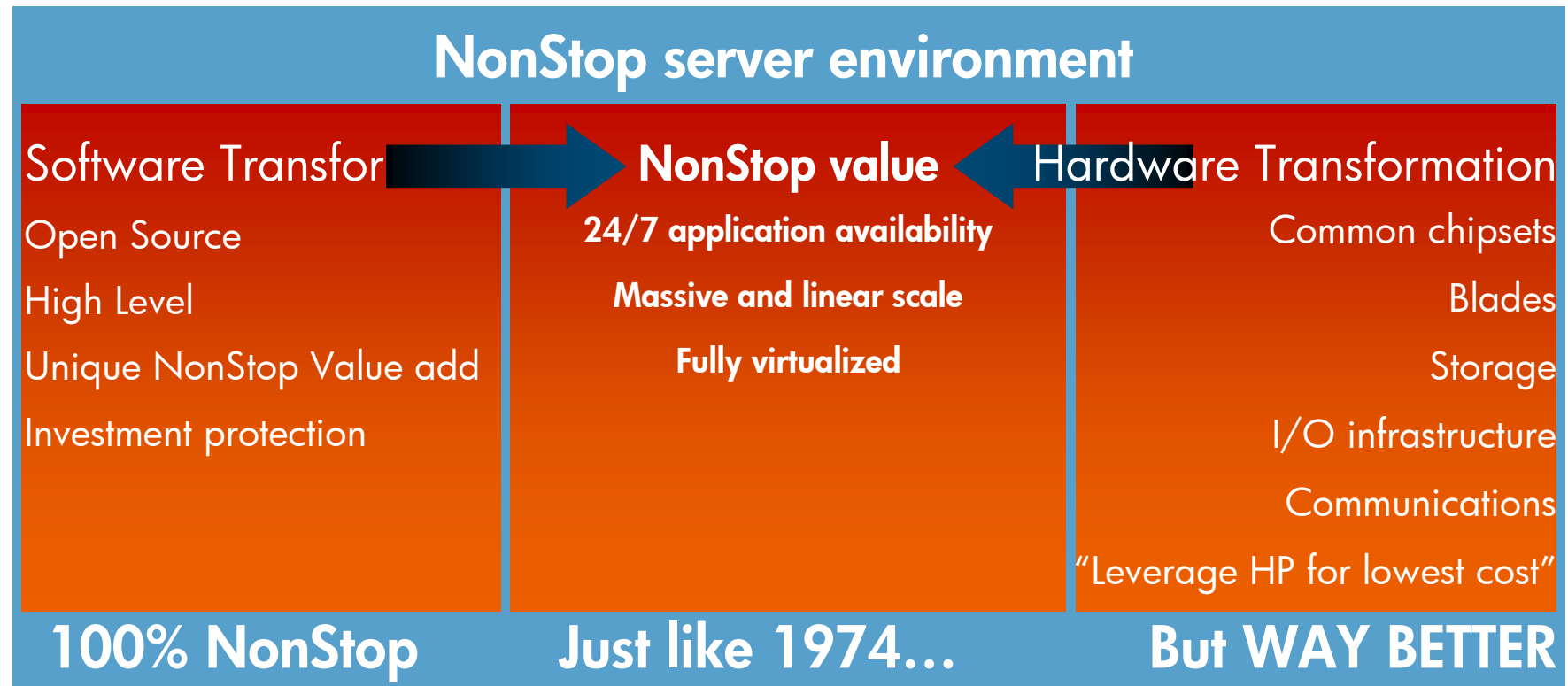


But standing here in 2009 – the promise of Tandem has never changed

- Relentless focus on availability and scalability that is proven every day in the Financial Services, Communications, Media and Entertainment, Manufacturing and other industries
- Investment protection of applications across system changes, chip changes, and a host of other improvements
- Marshalling of resources to enable new solutions in new industries, for example Healthcare and Public Sector



That promise has been maintained – and enhanced over the last 35 years!



NonStop Operational and Product Highlights



Integrity NonStop BladeSystem

First-ever 24/7 mission-critical
computing system built with
bladed modularity and standards

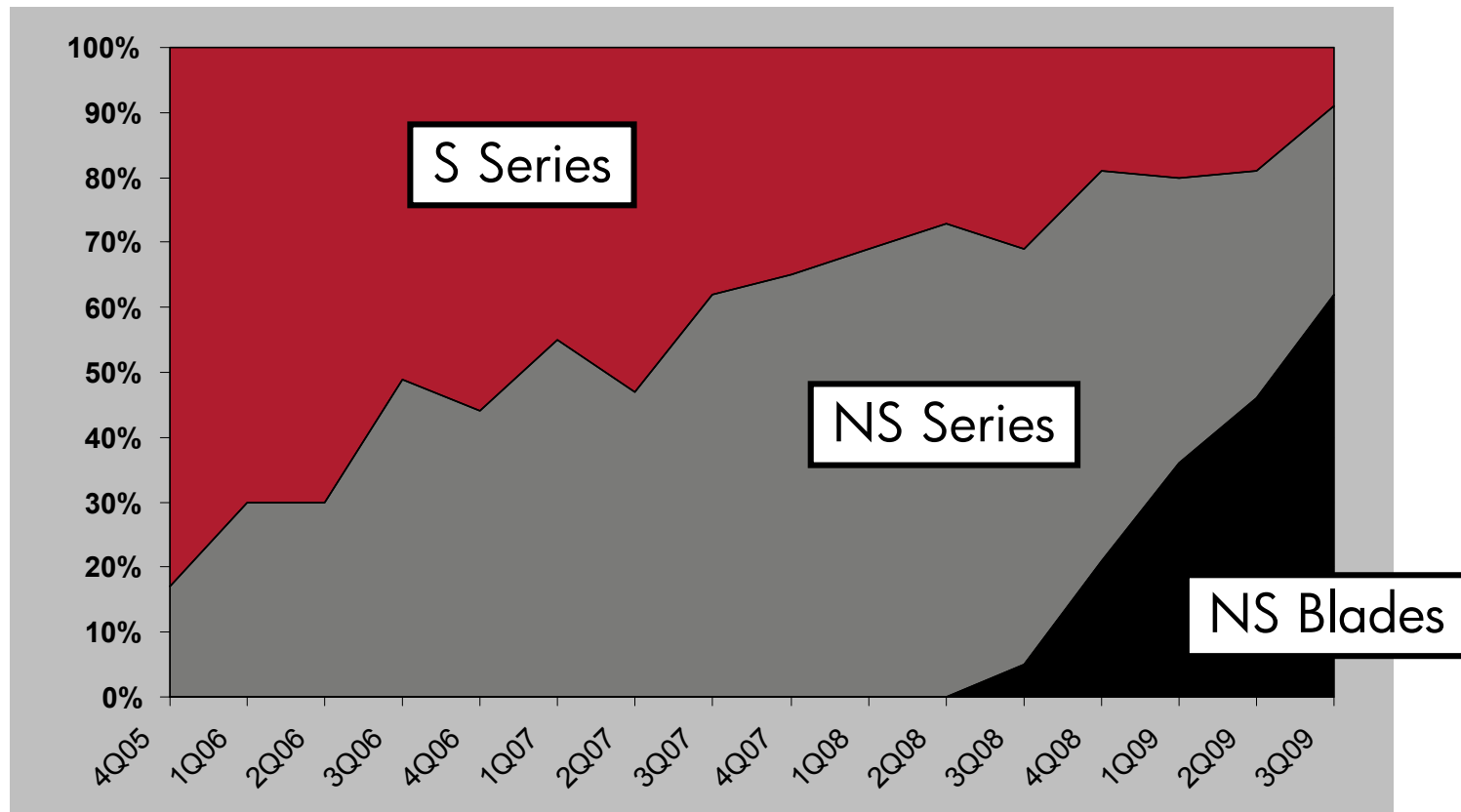
Double the performance

Half the footprint

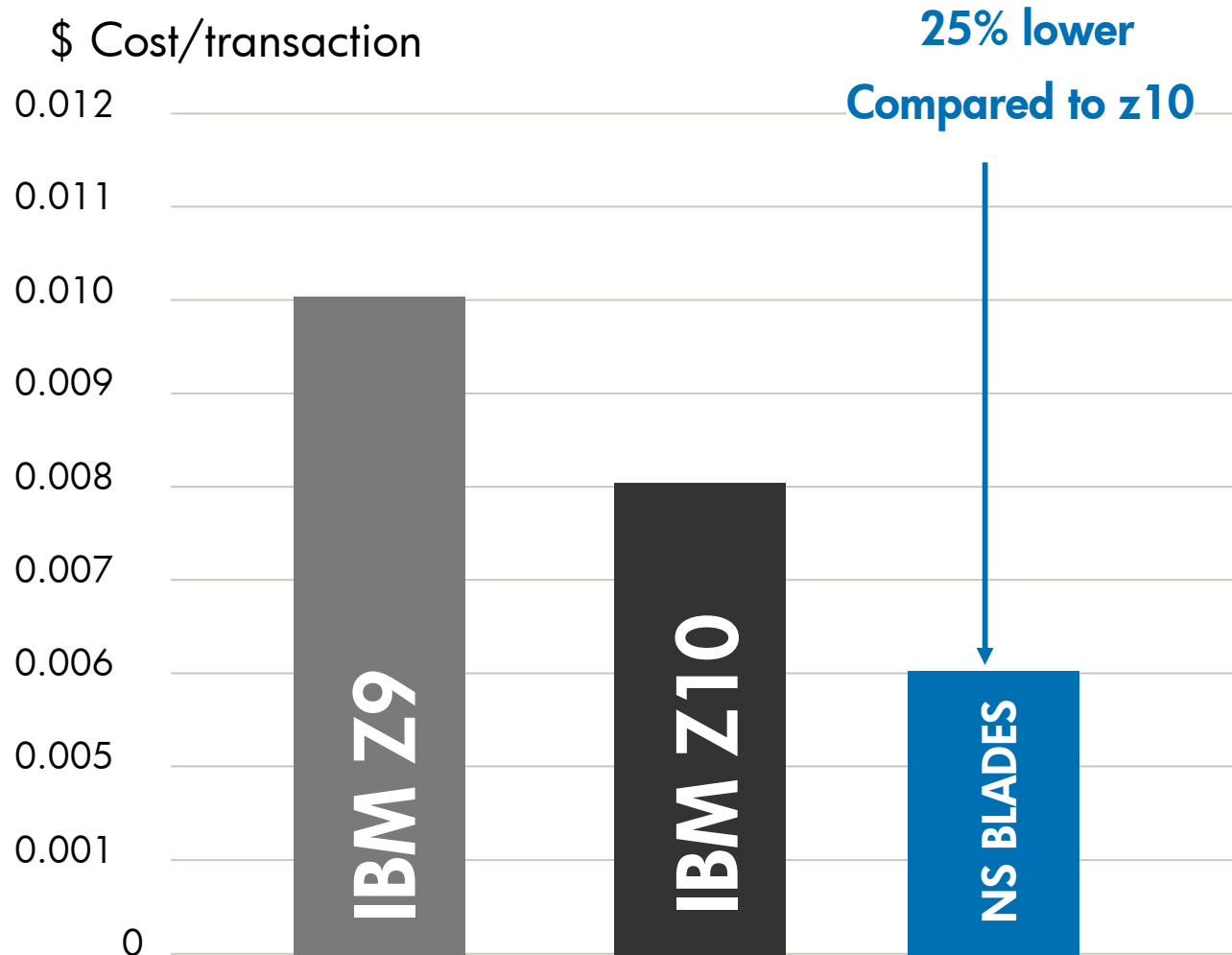
100% NonStop



NonStop product adoption



Blades drive breakthrough **TCO** advantage versus z9 and z10



**TCO includes basic cost, application cost and downtime cost

Source: Trends in IT Value Report, **2009**, Standish Group International, Inc.



HP NonStop tops IBM and Sun for Server of the Year 2008

The HP Integrity NonStop NB50000c BladeSystem topped IBM's z10 Business Class mainframe and Sun's SPARC Enterprise T5440 server



NonStop Multi-core roadmap (J-Series)

2008

NB50000c

Dual-core
BladeSystem



2009

NS2000
Dual-core
rack mount

2010

Quad-core
BladeSystem



2011

Rack mount
refresh

2012

N-core
BladeSystem



A modern application environment, with NonStop fundamentals

Develop Application programming models	ECLIPSE	Open Source Java Frameworks
		Apache Tomcat
		Certified Java SE Platform (JDK and JRE)
		SOA Infrastructure (SOAP, XML, HTTP, WSDL)

Deploy Application infrastructure	NonStop TS/MP
	NonStop OS

Differentiate	Network access	SOA infrastructure	Open source Java frameworks	Business logic	Database
Transparent Scalability	✓	✓	✓	✓	✓
Transparent Fault Tolerance	✓	✓	✓	✓	✓



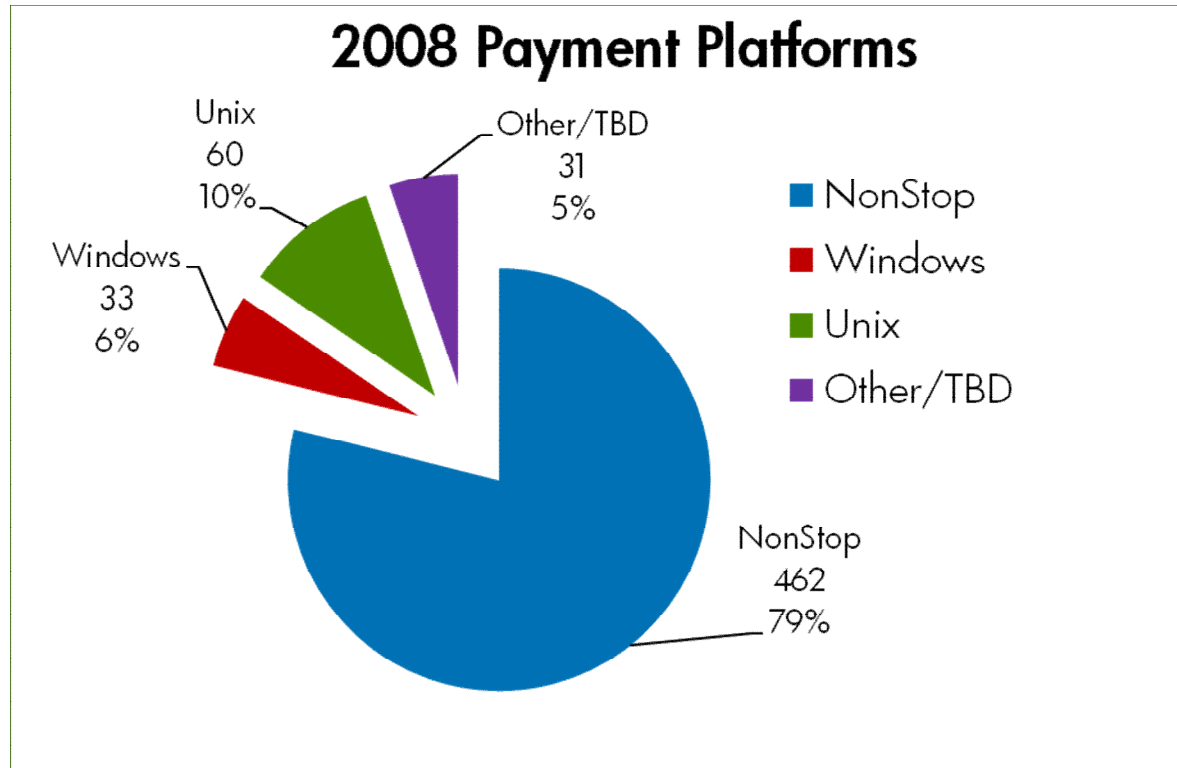
Future product plans, dates, and functionality are subject to change without notice

Recent Major Wins



Context: HP Payments Credentials

586 Customers In 78 Countries



"laCaixa"



Bank of India
The Guiding Star



Deutsche Bank



ABN·AMRO



Major wins – Financial Services



Global bank based in UK

- New ATM environment on NonStop Blades
- Move applications off legacy mainframe environment.

Global bank based in Netherlands

- Upgrade of ATM on POS environment for increased capacity
- Reduce floor space and power consumption

Global credit card company based in US

- Upgrade to eps

Authorization service provider based in Japan

- Upgrade of credit card authorization network switch
- Increased performance and capacity

Online bank based in Australia

- Established NonStop as strategic payments platform on ACI Base24T

NonStop continues to dominate the payments market; example ACI

Forty-nine BASE24 upgrades & BASE24-eps new wins in last two quarters

Three new BASE24/Integrity NonStop BladeSystem Mainframe Modernization projects

Performance Testing of BASE24 on Integrity NonStop BladeSystem is completed showing excellent performance

100% win rate in competitive tenders in installed base



Major wins - Communications

Multiple Wireless companies based in NA, EMEA and APJ

- GSM and CDMA HLRs
- Mobile Value Added Services
- Very strong ramp for Carrier-Grade Blades

Major Mobile operator in Japan

- Massive Messaging Service

Pan-African mobile telecomm company in South Africa

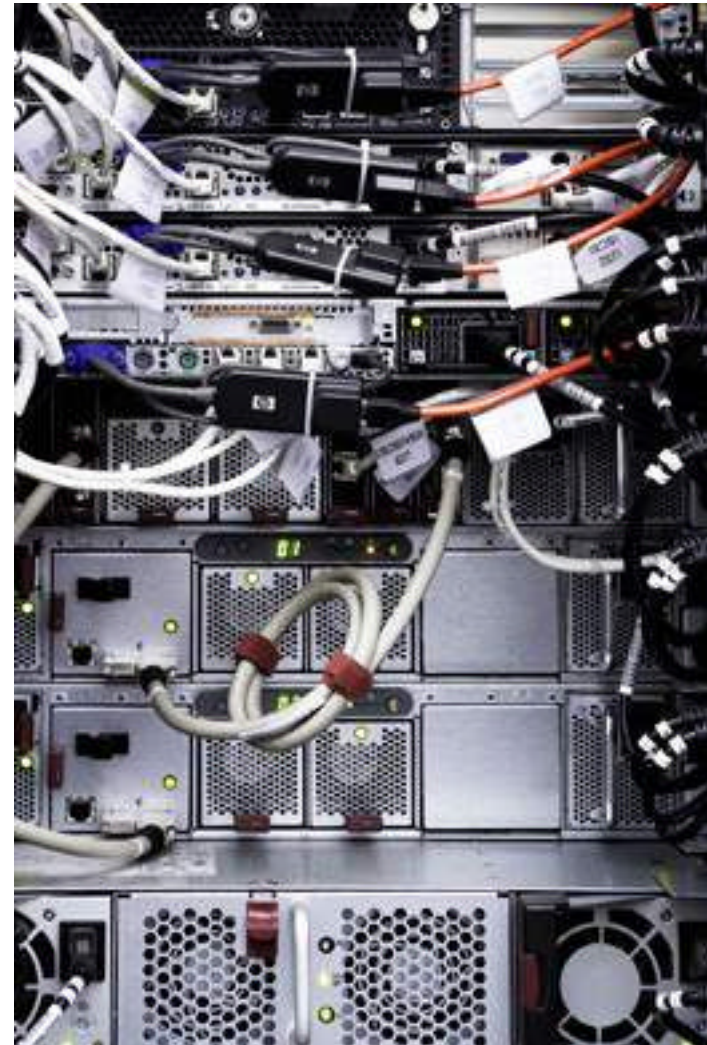
- First cellular network in South Africa
- Upgrade to Blades to support new applications

Fastest-growing mobile operator in India

- Powered up, running and app in place in 6 days
- Full production with nearly 1M subs in 60 days

Major US Satellite Operator

- First blades deployment for ODS in telecommunications



Rasselstein Modernization Journey

Rasselstein

Ein Unternehmen von ThyssenKrupp Steel



Situation

- Manufacturing Execution Systems running in two HP Integrity NonStop systems using RDF for backup

Challenge

- Protect investment into bespoke MES application
- Pool of developers familiar with TAL, Cobol shrinking

Solution

- Java and Service Oriented Architecture application developed in conjunction with partner CommitWork
- New modern architecture to be applied to entire environment module by module

Initial Results

- First step implementing a modernized, proactive forward looking quality management system
- Prototype of quality application implemented with OmnivoBase from CommitWork in 4 weeks
- Unified user Interface, increased usability of legacy applications
- Complete middleware independence by leveraging J2EE with ORACLE/WLS



NonStop Solutions Update



PDSG and Syndromic Surveillance project at State of Montana, US



HP Partnership with Patriot Data Solutions Group



- Founded in 2002
- Headquartered in San Diego, CA
- Wholly owned subsidiary of Patriot Scientific Corporation (PTSC), acquired in 2008
- Industries Served
 - Justice and Public Safety
 - Healthcare
 - Defense and National Security
- Products and Services
 - CDX
 - Data Exchange Solution
 - Target: Defense, Justice, Public Safety, and Healthcare
 - Iameter
 - Clinical Quality Improvement (CQI) Solutions
 - Target: Healthcare
 - Professional Services



Crossflo DataExchange (CDX) Platform

Crossflo DataExchange Server



- Best of class standards based data sharing technology
- Uses Java/J2EE “run anywhere” code platform
- Services Oriented Architecture (SOA) ensures flexibility
- Compatibility with national data sharing standards
- Publish and Subscribe model for secure data sharing
- Non-disruptive installation, small software footprint



Montana Health Information Exchange Syndromic Surveillance Defined

Syndromic Surveillance is ...

- *The ongoing, systematic sharing, aggregation, analysis, interpretation, and application of near-real time indicators that can detect naturally occurring or bioterrorist pathogens.*
- **Detection of disease patterns in their earliest pre-epidemic phase.**

Montana Health Information Exchange Pilot Project Participants



Montana Health Information Exchange Project Status and Future Applications

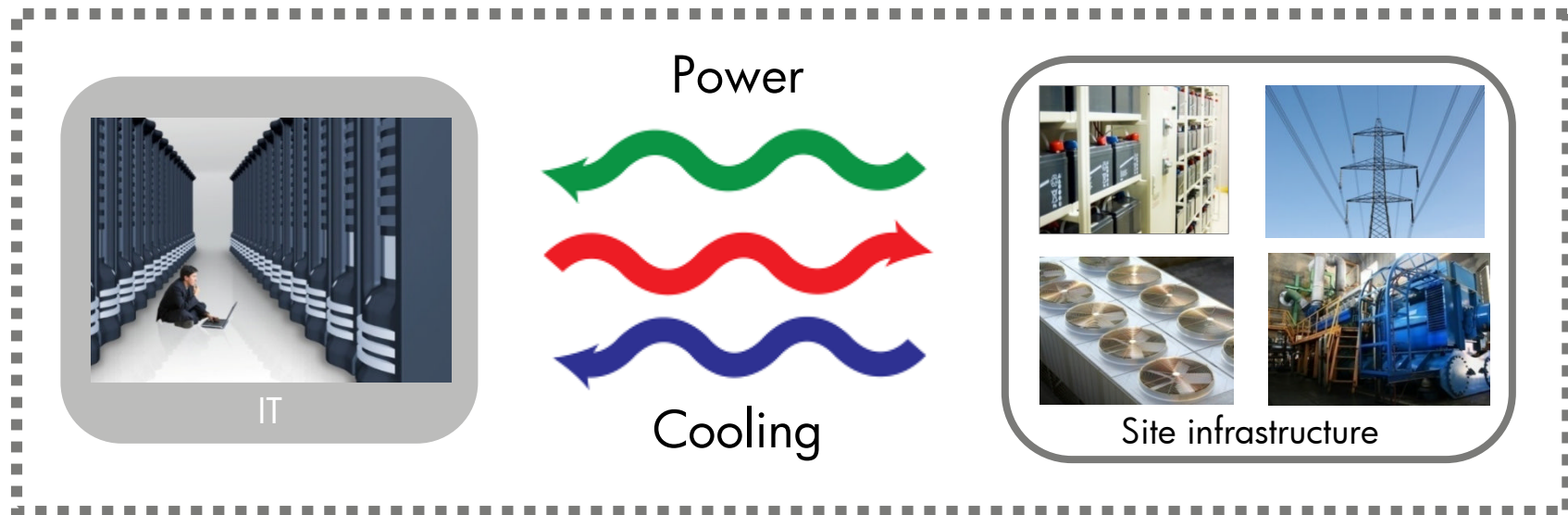
- Technology verified and data sharing occurring as planned
- Expand Syndromic Surveillance
- Bi-directional clinical data sharing
- Intra-facility data sharing (i.e. radiology, laboratory, pharmacy, etc.)
- Fully scalable HIE capabilities

Modius Data Center Infrastructure Management (DCiM™)



DCiM monitors IT & site infrastructure to deliver savings

DCiM™



DCiM provides holistic monitoring of power, cooling and other data center facilities equipment.



Modius DCiM advantages

- Monitor any type, size or number of data centers
- Intelligence continuously calculates efficiency – PUE
- Capacity planning based on continuous history
- Fault tolerant primary monitoring for the tier 3/4 data center
- Comprehensive web based dashboards
- Text or image based alarming
- Integrates with help desks & event monitors
- Easy to add devices with no programming
- Secure encrypted data flow



DCiM Impact

Availability, Capacity & Efficiency

- Improve availability
 - Avoid problems, reduce MTTR and reduce risk
- Improve power and cooling efficiency
 - Lower energy bills by 20-30%
 - Reduce site infrastructure management costs
 - Reduce costs by 10%-15%
 - Capture site infrastructure engineer know-how
 - Increase automation
 - Reduce just-in-case maintenance
 - Extend equipment life
- Avoid capital expense costs
 - Plan and manage capacity better to maximize ROI
- Achieve payback in under 9 months



NonStop Marketing Highlights



NonStop 35th Anniversary plans

- Press release in late November timeframe
 - Anniversary date is November 29th
- External web presence
 - HP.com
 - Connect
 - Linked In Real Time View group and Connect Blog
- In country celebrations to be scheduled Nov'09 – Apr'10
- New collateral including customer case studies, partner and customer quotes



Upcoming Events

- 2009 Premier NonStop Community Event EMEA
by Connect/GTUG/HP
November 18th and 19th
- HP Communications World - Telco & Media event
Germany, Hamburg
December 16th -18th
- HP T@W
Spring 2010
- Connect Global NonStop Summit
Fall 2010 – Northern California



