

Hardware is only
half the story



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VUCA (A Military Term)

Volatility

Uncertainty

Complexity

Ambiguity



The Indian Paradox



Microsoft blames overheating datacenter for 16-hour Outlook outage

By **Tom Warren** on March 14, 2013 03:50 am [Email](#) [@tomwarren](#)



#BREAKING: @americanair reservation system experiencing outages. @AngieCrouch just snapped this pic at #LAX. pic.twitter.com/cNBy42rXmw

2:22 AM - 17 Apr 2013



Bank of America Plagued by Online, Mobile Outages



Text Size - +

Published: Friday, 1 Feb 2013 | 4:55 PM ET

By: Kayla Tausche

General Assignment Reporter

Apple says that some users may be experiencing iMessage and Facetime service issues

NASA loses communication with International Space Station during software update (update: restored)

By **T.C. Sottek** on February 19, 2013 11:59 am [Email](#) [@LaughingStoic](#)



Apple Services, Stores, and iCloud

System Status as of 12:57 PM CST

Services

<input checked="" type="checkbox"/> Apple ID	<input checked="" type="checkbox"/> Game Center	<input checked="" type="checkbox"/> Maps
<input checked="" type="checkbox"/> iMessage	<input checked="" type="checkbox"/> iChat	<input checked="" type="checkbox"/> FaceTime
<input checked="" type="checkbox"/> Siri	<input checked="" type="checkbox"/> Dictation	

Stores

<input checked="" type="checkbox"/> App Store	<input checked="" type="checkbox"/> iTunes Store	<input checked="" type="checkbox"/> Apple Online Store
<input checked="" type="checkbox"/> Mac App Store	<input checked="" type="checkbox"/> iBookstore	<input checked="" type="checkbox"/> Photo Print Products

iCloud

<input checked="" type="checkbox"/> Mail	<input checked="" type="checkbox"/> Photo Stream	<input checked="" type="checkbox"/> iTunes in the Cloud
<input checked="" type="checkbox"/> Contacts	<input checked="" type="checkbox"/> Documents in the Cloud	<input checked="" type="checkbox"/> iTunes Match
<input checked="" type="checkbox"/> Calendar	<input checked="" type="checkbox"/> Backup	<input checked="" type="checkbox"/> iPhoto Journals



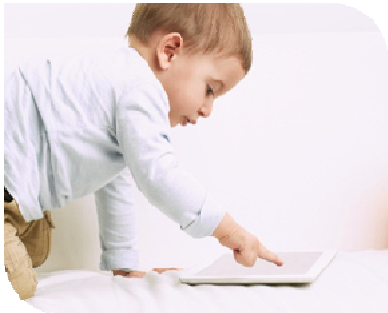
It's time to stop seeing the
world as it is, and to begin to
see it as it could be.

The New Normal,
Harvard Business Review

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The new style of IT is fast emerging



Simplicity



Agility

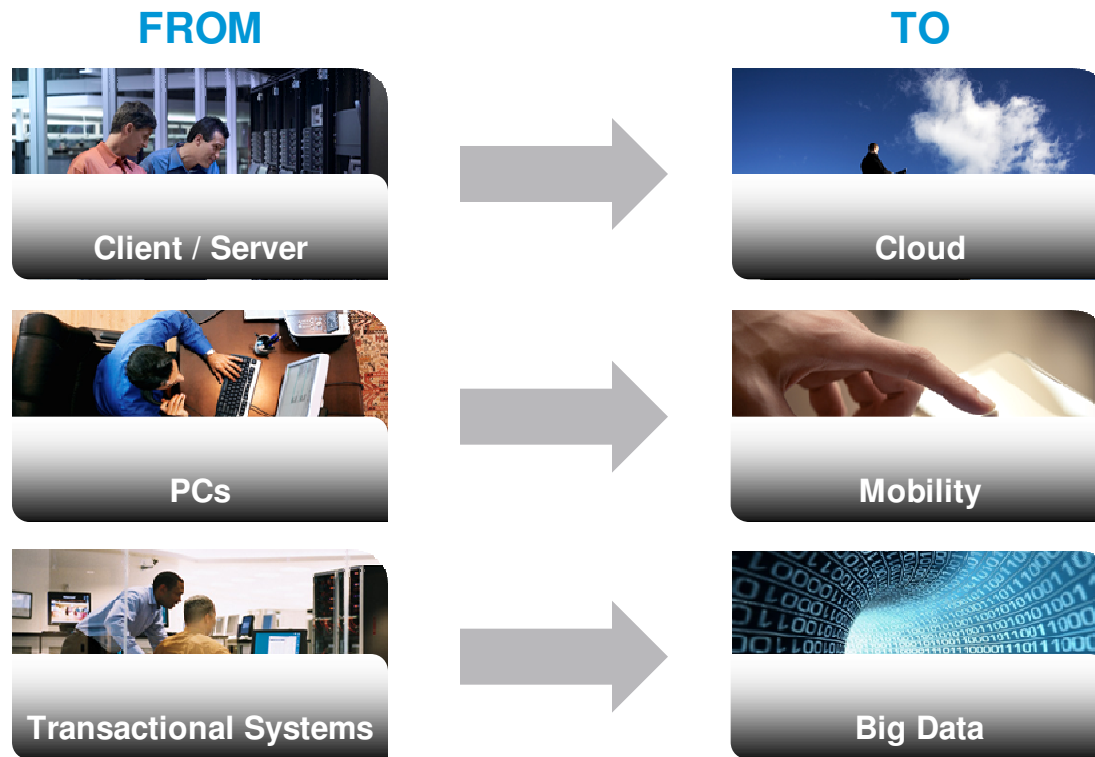


Speed



Cost

Defined by major shifts across the industry



Old World

New World

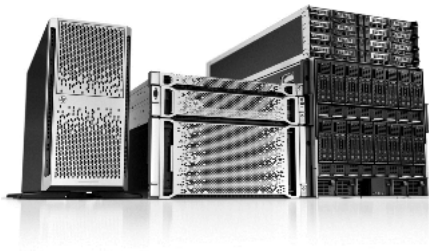
Stability

Stability + Agility



HP is at the forefront of major IT infrastructure shifts

Leader in Traditional IT



Cloud



Security



Big Data



Mobility

Leader in The new style of IT



Pioneered and leading
Converged Infrastructure



Industry's broadest portfolio
of software-defined servers,
storage and networking

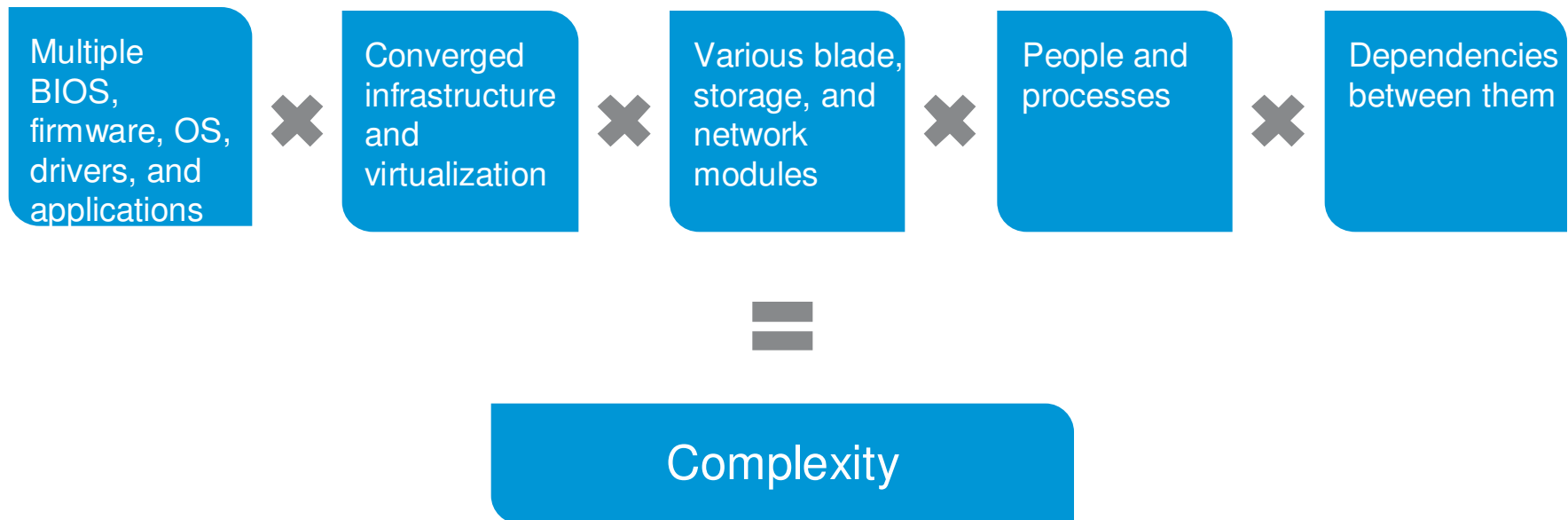


Leader in private cloud
solutions with 1,000 HP
CloudSystem customers



The IT environment multiplier effect

Within an IT infrastructure, there is likely to be:



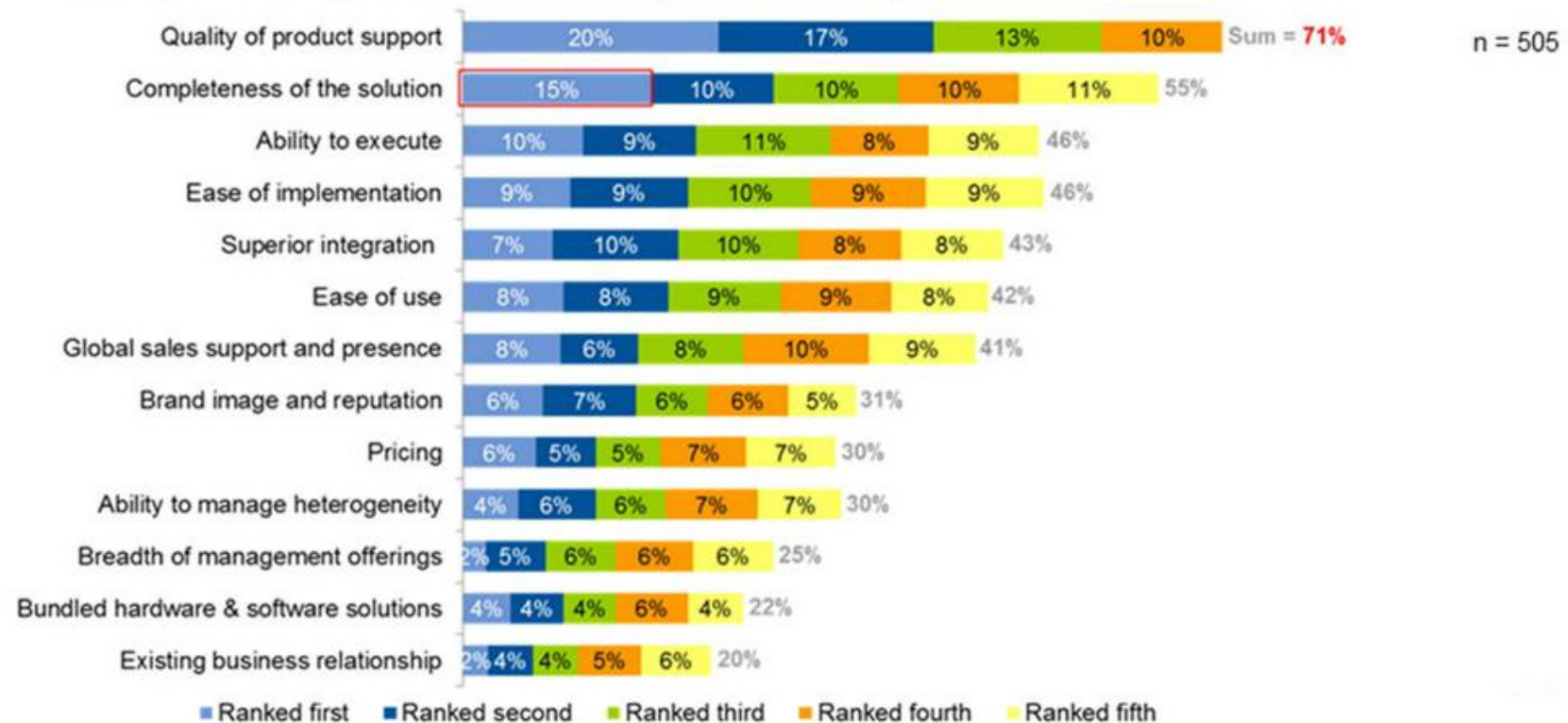
“Complexity in the data center has a number of unwelcome effects on the enterprise, from increased costs to reduced agility and even downtime.”

—Thor Olavsrud, “How to Manage Data Center Complexity,” CIO Magazine, September 17, 2012



What are the five most important factors your organization considers when evaluating or selecting a data center management solution provider?

Gartner



Product + Service Innovation

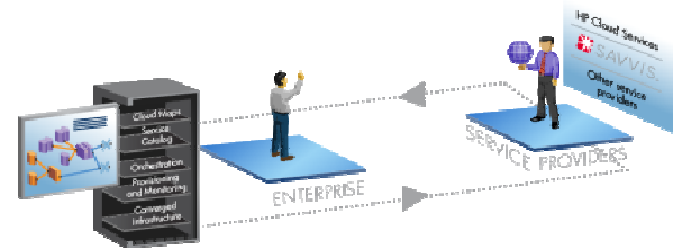
Accelerating the evolution of Support business

The Old

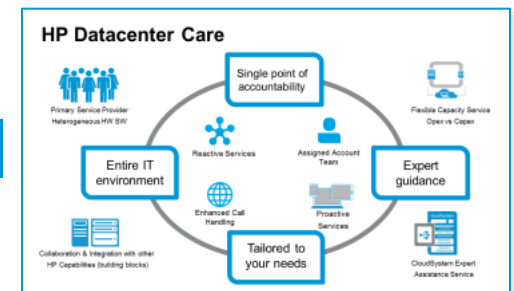
- Traditional IT
- Legacy Installed Base
- HW Break/Fix

CHASM

The New



Proactive Care

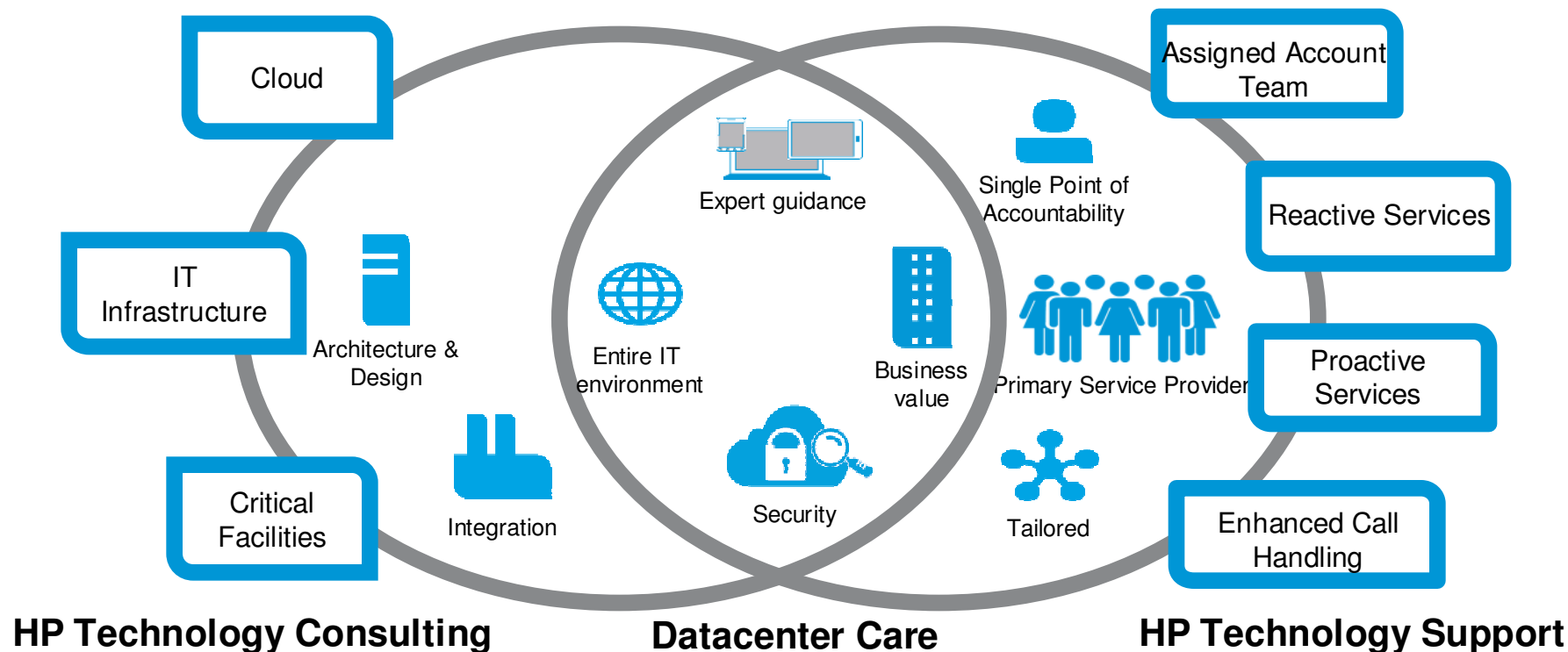


The New Normal in Support

“HP Datacenter Care”



HP Datacenter Care – More for Less



- Build innovation and efficiencies for transformation and continuous improvement
- Service experience built on a relationship and accountability delivers agility and excellence

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Custom fit solutions for your support requirements

HP Datacenter Care



Assigned Account Team

Leverage a single point of accountability



Reactive Support Services

Choose the right level of hardware and software support



Additional building blocks

Select deliverables you need, when and where you need them



Datacenter Care support solution to meet your specific needs

- Personalised support plan to reduce downtime
- Mission Critical call management
- Reduce the number of urgent fault calls
- Improve operational performance

- Proactive services to improve operation
- Tools assistance to improve efficiency
- Operations & Management Services
- Pre-emptive help to avoid problems
- Technical help to evolve datacenter



HP Datacenter Care Primary Service Provider

HP's most flexible support for heterogeneous IT environments



The “power of one”

- One vendor/number to call
- One contract/invoice
- One service delivery manager
- One set of IT processes/reporting
- A single point of accountability/responsibility

Business results

- Reduces costs
- Frees up IT staff
- Reduces operational complexity
- Resolves problems faster
- Manages interoperability issues



How far is your hardware taking you?

The Server Room

Fortune 500

HP Datacenter Care



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Thank you

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