

HP Converged Cloud



The cloud enterprises rely on

HP Converged Cloud provides customers with comprehensive cloud solutions to build, operate, and consume IT services that are open and enterprise-class across private, managed, and public clouds—to achieve greater agility, speed to innovation, and lower cost.

A new style of IT is emerging

Cloud computing is fundamentally changing the way people live and work. In today's enterprises, organizations are looking for ways to capitalize on opportunities for revenue growth and competitive advantages. To do this, they need to speed the rate of innovation, accelerate execution, and lower cost.

As enterprises build and evolve their cloud environments, they are realizing that vendor-specific cloud-proprietary systems lock them into rising licensing costs, lack of transparency, poor reliability and performance, and the inability to easily move to another technology vendor. They recognize the potential benefits of cloud but they are concerned about security, compliance, complexity, vendor/technology lock-in, workload portability, and skill set gaps.

HP believes organizations will need to implement a **hybrid delivery strategy** that leverages the right mix of cloud and traditional IT to optimize application and service creation and delivery. That's HP Converged Cloud.

Gain more value with HP Converged Cloud

Based on a single common architecture, HP Converged Cloud uniquely offers the industry's only hybrid delivery strategy and solution portfolio to provide you:

- **Choice**—Only HP gives you full choice in delivery model (private, managed, public, and traditional IT) as a continuum of service level agreements, choice in platform (Microsoft®, VMware, or Linux) heterogeneous environments and infrastructures; and choice in a global partner ecosystem (independent software vendors, system integrators, outsourcers, and service providers).
- **Confidence**—HP Converged Cloud solutions help you manage and secure your cloud-based assets across all delivery models, gain scalability to meet rapidly changing business requirements, and deliver on enterprise-class service level agreements (SLAs).
- **Consistency**—With a common architecture, HP Converged Cloud solutions provide workload portability across all deployment models and a single consumption experience.

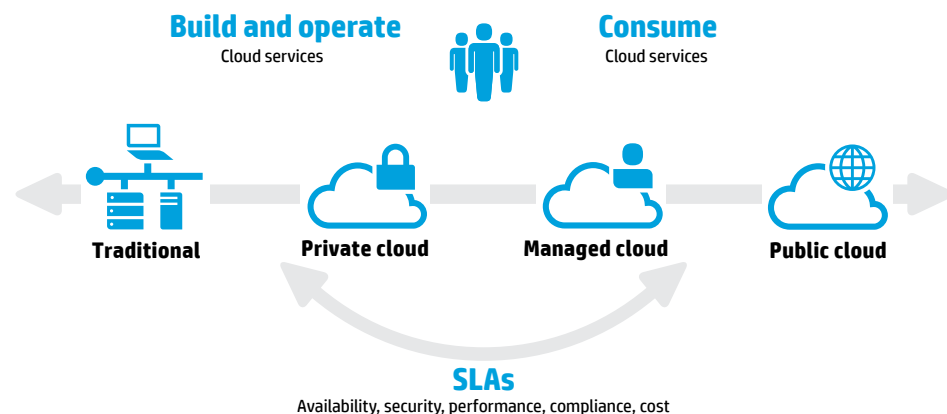
HP Converged Cloud: powered by OpenStack®

Enterprises are expanding their leverage of cloud. As customer requirements grow and mature, hybrid cloud delivery is an imperative. Seventy-five percent of business and IT executives plan to pursue a hybrid delivery model.

Many enterprises started with small-scale, tactical deployment of cloud services such as using public cloud for backup/archival, or private cloud for application test and development.

For enterprises that want to leverage OpenStack for rapid innovation and the beneficial economics of an open source approach, we are accelerating on our promise to deliver OpenStack to the enterprise with new technologies, solutions, and services across our cloud portfolio. Starting with the foundational technology embedded in HP Converged Cloud portfolio, HP Cloud OS delivers enterprise-grade OpenStack with simplified installation and upgrades, enhanced service lifecycle management and optimized workload portability for hybrid cloud delivery.

HP Cloud OS provides the foundation for the Converged Cloud common architecture enabling customers to accelerate hybrid cloud delivery. As a leader and one of the top contributors in the OpenStack community, HP brings industry-leading innovation, expertise, and best practices with HP Cloud OS technology to help enterprise customers accelerate business outcomes.



What is HP Cloud OS?

HP Cloud OS is an open and extensible cloud technology based on OpenStack available through the products and services in the HP Converged Cloud portfolio. This technology provides the foundation for the HP Converged Cloud common architecture across private, public, and hybrid cloud delivery.

HP Converged Cloud solutions: the benefits

The HP Converged Cloud portfolio is both broad and deep. The solutions in this portfolio help you build and operate cloud services across all models and consume cloud services from managed and public clouds. With HP Converged Cloud, organizations can gain:

- **Increase agility**—Increase business agility with hybrid delivery built on an open, extensible common architecture. Respond to changing business needs faster by deploying resources where needed most.
- **Speed innovation**—Application and service development based on an open architecture fosters innovation. This leads to quicker time to market and time to value.
- **Lower cost**—Gain greater shared resources and see infrastructure utilization improvement by shifting from CAPEX to OPEX.

Build and operate cloud services

- Private cloud
 - Server, storage, and networking built for the cloud
 - Security, automation, and management software designed for hybrid delivery

- Hybrid cloud
 - Complete, pre-integrated system
 - Rapid service creation, deployment, and monitoring
 - Multi-vendor support (hypervisor, OS, infrastructure)

Consume cloud services

- Managed cloud
 - Managed IaaS and SaaS with enterprise SLAs
 - Global and local presence
 - Industry-specific solutions
- Public cloud
 - Compute and storage service with industry-leading SLAs and support
 - Global content delivery network
 - Open, standards-based platform for enterprise workloads

HP Professional Services

Advise • Strategy • App Transformation to Cloud • Design • Implement • Support • Education • Finance

The HP edge

When you work with HP, you have the confidence that comes with a technology partner that has the vision, expertise, portfolio, and proven deployments for robust cloud solutions. We have what it takes to help you define the right path for your cloud journey.

Open and Transparent—Our portfolio is based on a common architecture, leverages open standards-based technologies. With HP, you receive full transparency of architecture, design, API documentation, and solution roadmaps, and you never have to worry about vendor lock-in.

Comprehensive—We offer a full suite of hybrid solutions, across private, managed, public, and traditional IT, with products and services to help you create the right cloud strategy for your specific cloud journey.

Enterprise-class solutions—HP is a trusted partner for enterprise solutions and services in the cloud.

Delivering business value with HP Converged Cloud

With over 1000 HP CloudSystem customers, 6000 public cloud users, 200 Managed Cloud customers and over 75 CloudAgile partners

worldwide, HP Converged Cloud is continuing to drive momentum and customer success. We bring over 50 years of technology innovation and experience managing transformation, 3500 certified cloud professionals, and are a Platinum member and top contributor to OpenStack.

From financial and banking firms to international standards organizations to service providers, organizations have increased agility, sped innovation, and lowered cost with HP Converged Cloud.

Find out how you too can leverage the power of HP to reduce cloud services processes from 42 days to just an hour, reduce application provisioning time from months to minutes, or improve speed to market with a win rate from 40% to 70%.

Learn more at
hp.com/cloud

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