Evolving from Products to Product Suite Solutions in High-Tech

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Sr. Director of Software Marketing
Hewlett-Packard Company

Challenges facing enterprise IT software deployments

- Abundance of software product offerings and features options overwhelms customers slowing purchase decisions

- Multiplicity of related product offerings creates horrendous installation duration and complexity

- Numerous layers in the software stack create paranoia of incompatibility upon installation and that installing patches will create further incompatibility
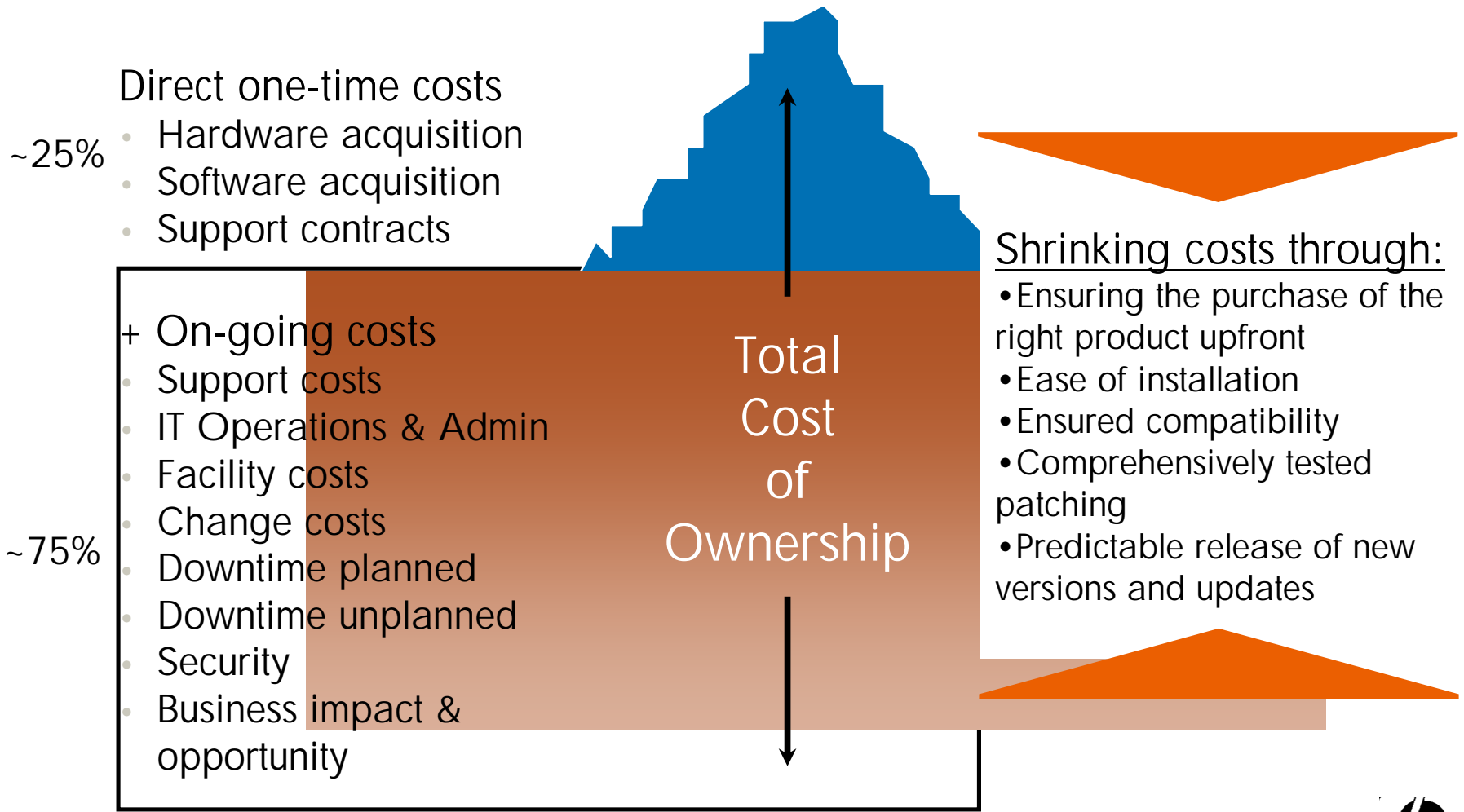
Case study:

How to more cost effectively deploy HP's Unix software suite with higher customer satisfaction

- Simplify choice

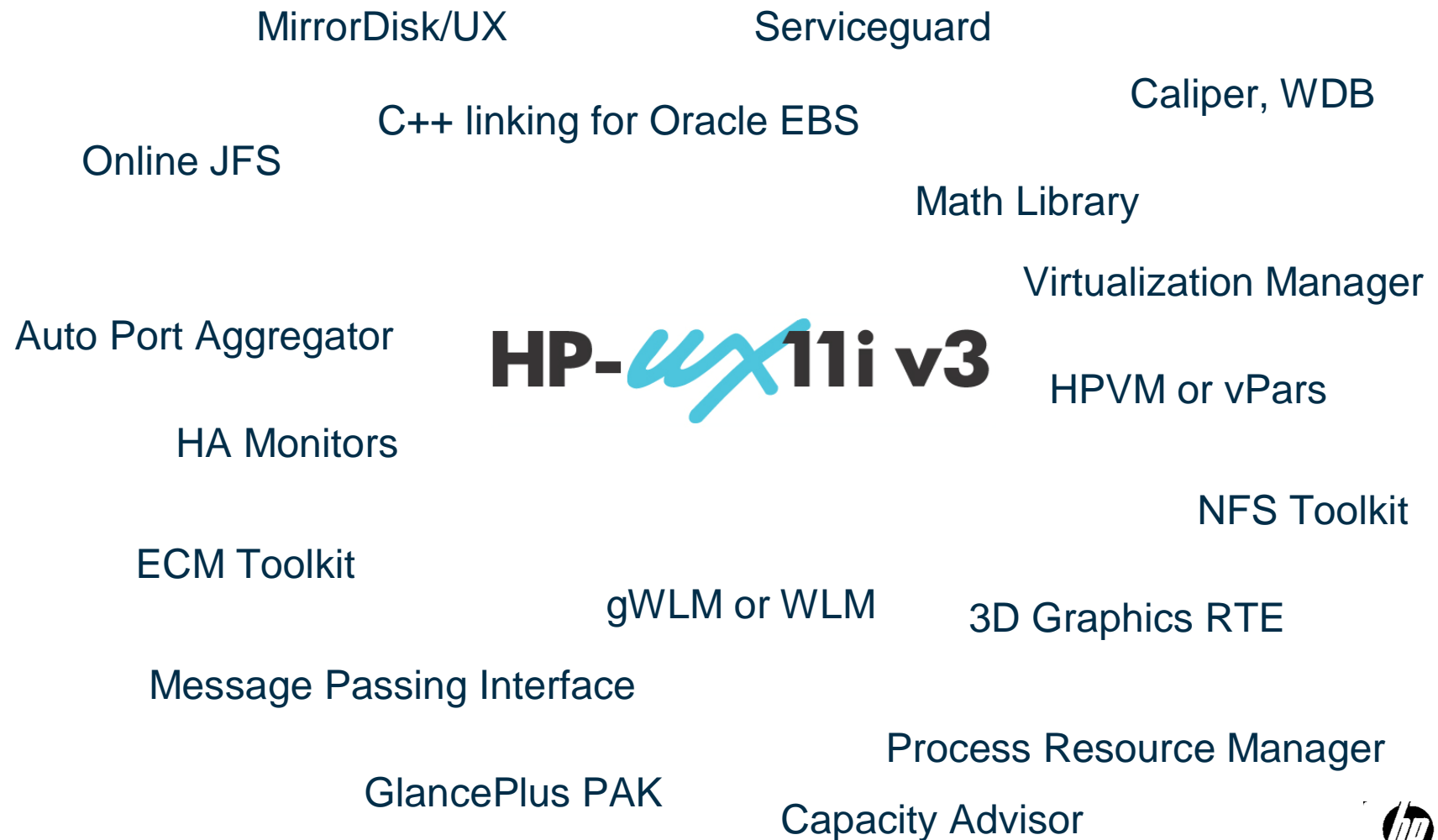- Ease installation

- Build confidence

Particularly needed when your *product sector matures* and no competitor has major features leads or gaps relative to competitors' offering:
TCO and Ease of Use
become the differentiating factors
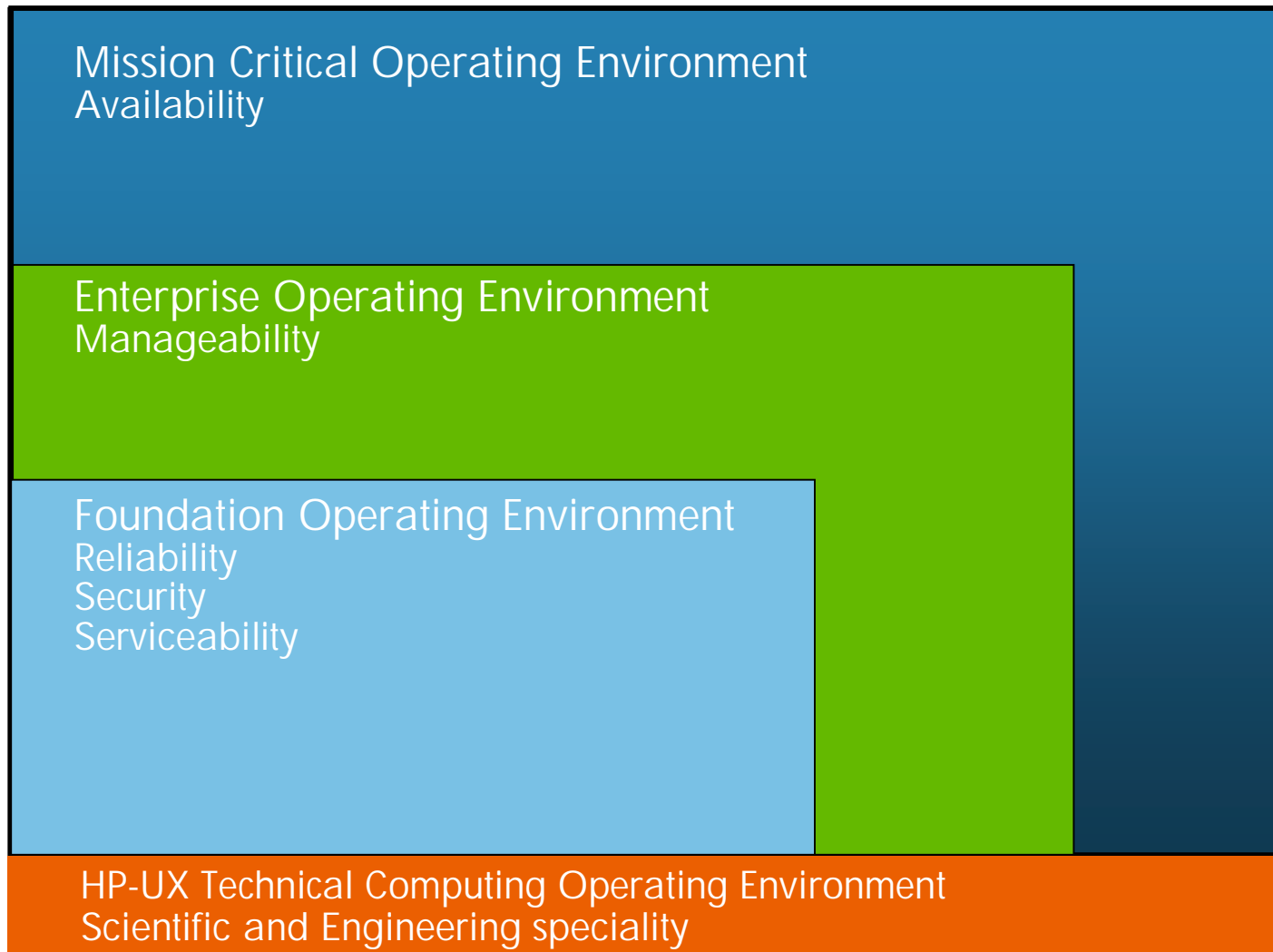
Where to focus to drive down TCO

Freeing your customers' resources for innovation

Direct one-time costs

~25%
- Hardware acquisition
- Software acquisition
- Support contracts

+ On-going costs

~75%
- Support costs
- IT Operations & Admin
- Facility costs
- Change costs
- Downtime planned
- Downtime unplanned
- Security
- Business impact & opportunity

Total
Cost
of
Ownership

Shrinking costs through:
- Ensuring the purchase of the right product upfront
- Ease of installation
- Ensured compatibility
- Comprehensively tested patching
- Predictable release of new versions and updates

HP's Unix Operating System and related system software

MirrorDisk/UX   Serviceguard

Caliper, WDB

C++ linking for Oracle EBS

Online JFS

Math Library

Virtualization Manager

Auto Port Aggregator   HP-ux11i v3

HPVM or vPars

HA Monitors

NFS Toolkit

ECM Toolkit

gWLM or WLM   3D Graphics RTE

Message Passing Interface

Process Resource Manager

GlancePlus PAK   Capacity Advisor

HP shifted to selling software bundles or product suites called Operating Environments

Mission Critical Operating Environment
Availability

Enterprise Operating Environment
Manageability

Foundation Operating Environment
Reliability
Security
Serviceability

HP-UX Technical Computing Operating Environment
Scientific and Engineering speciality

(circa 2000)

Software bundles cannot remain static as innovation adds more choice

HP Serviceguard Storage Management Suites

HP Virtual Server Environment Suite

New High Availability Solutions

Mission Critical OE
Availability

Enterprise OE
Manageability

Foundation OE
Reliability
Security
Serviceability

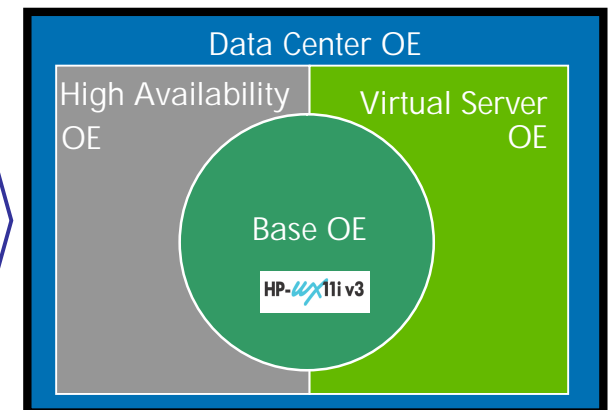HP-UX Technical Computing Operating Environment
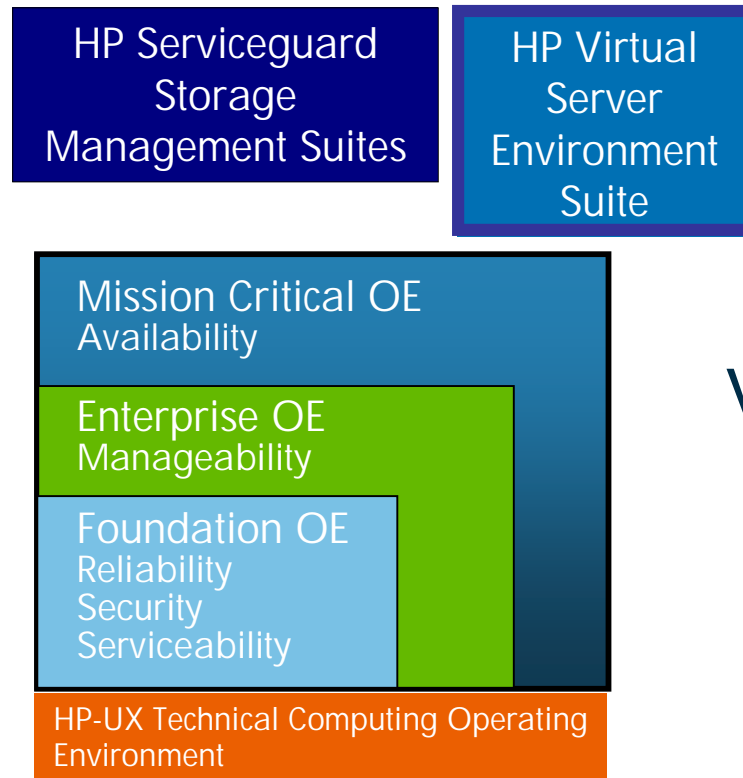
New Virtualization Solutions

Need to further simplify as further software invention creates more choice

- Pioneered in 2000. . .
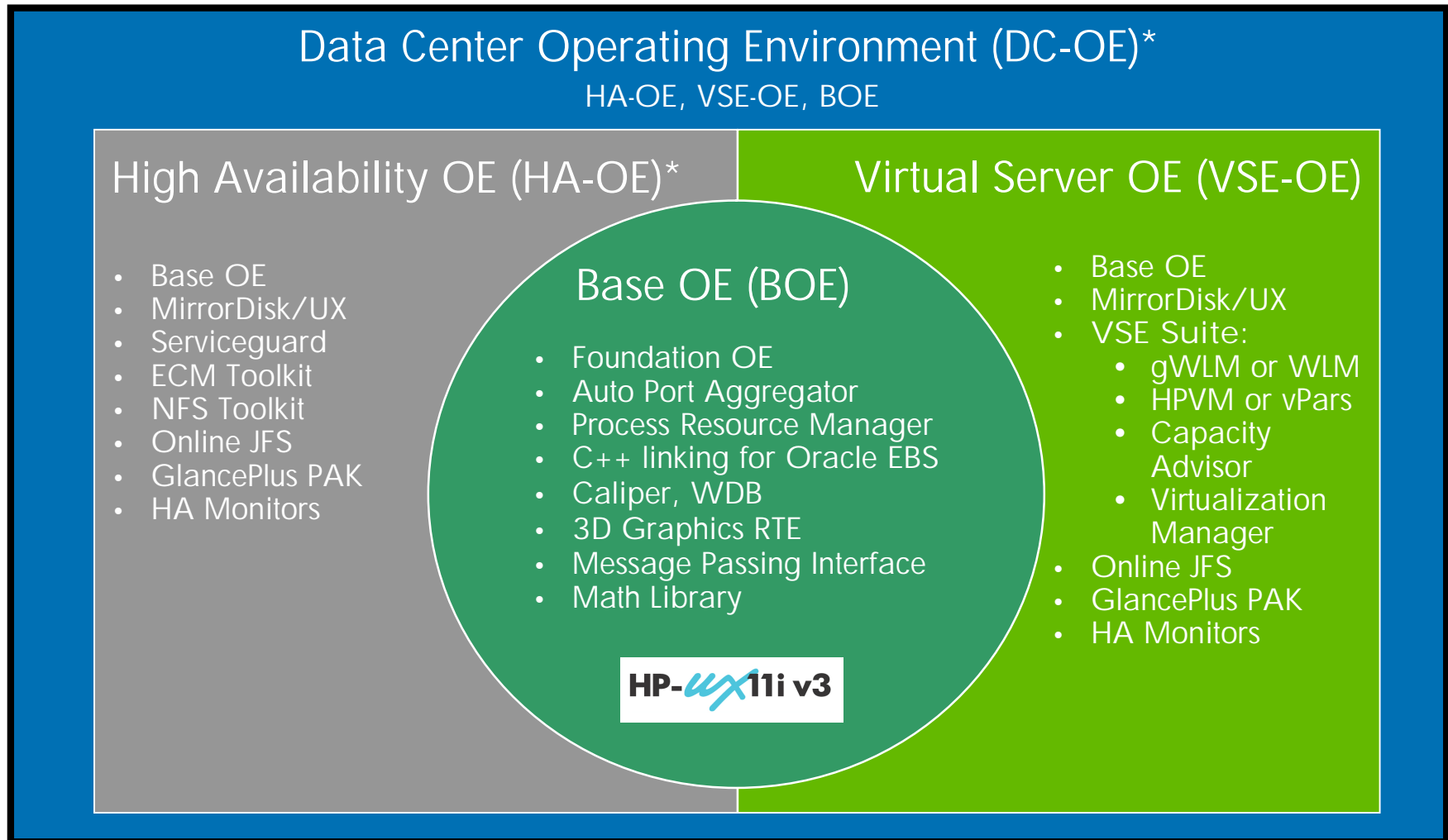- Updating value in 2008

HP Serviceguard Storage Management Suites
(some minor confusion with OE's)

HP Virtual Server Environment Suite
(overlaps OEs)

Mission Critical OE
Availability

Enterprise OE
Manageability

Foundation OE
Reliability
Security
Serviceability

HP-UX Technical Computing Operating Environment
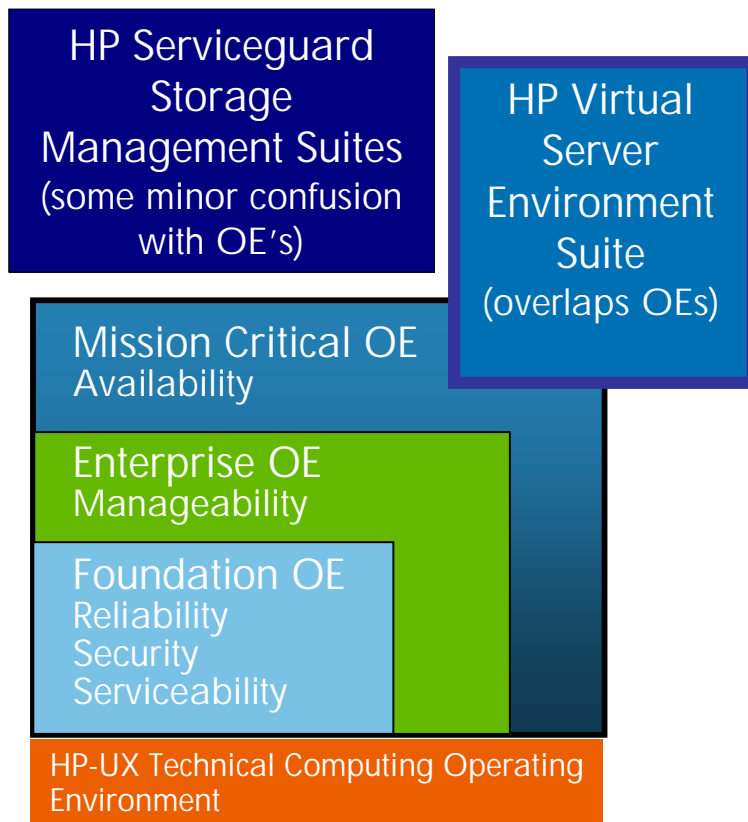
- Match customer needs
- Simpler
- More complete
- Ahead of competition

Data Center OE

High Availability OE

Virtual Server OE

Base OE

HP-UX 11i v3

New HP-UX 11i v3 Operating Environments

Data Center Operating Environment (DC-OE)*

HA-OE, VSE-OE, BOE

High Availability OE (HA-OE)*

- Base OE
- MirrorDisk/UX
- Serviceguard
- ECM Toolkit
- NFS Toolkit
- Online JFS
- GlancePlus PAK
- HA Monitors

Base OE (BOE)

- Foundation OE
- Auto Port Aggregator
- Process Resource Manager
- C++ linking for Oracle EBS
- Caliper, WDB
- 3D Graphics RTE
- Message Passing Interface
- Math Library

HP-UX 11i v3

Virtual Server OE (VSE-OE)

- Base OE
- MirrorDisk/UX
- VSE Suite:
  - gWLM or WLM
  - HPVM or vPars
  - Capacity Advisor
  - Virtualization Manager
- Online JFS
- GlancePlus PAK
- HA Monitors

hp invent

Richest set of integrated software with HP-UX 11i v3 shortens time to deployment

Pre-Integrated Software Packages
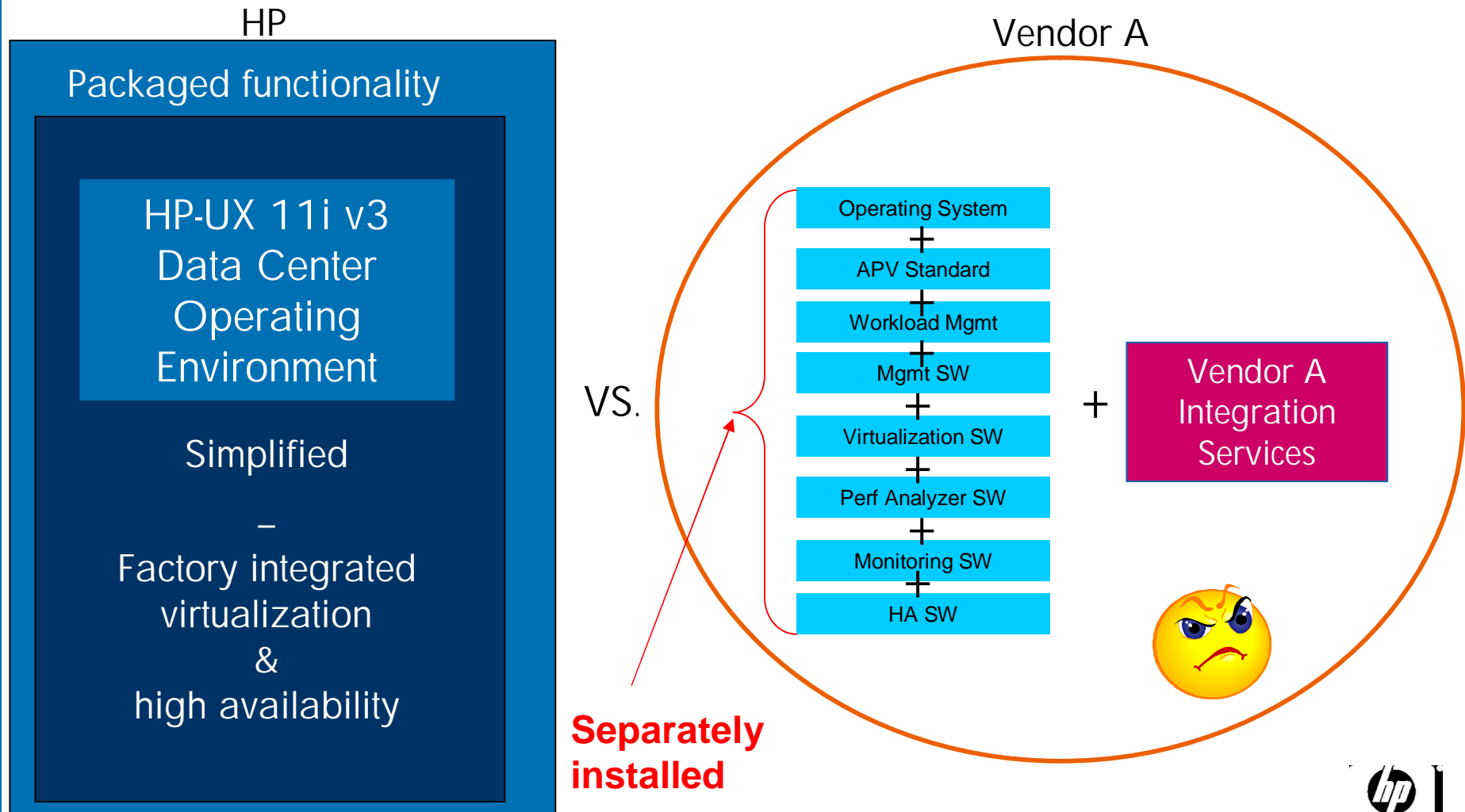
Vendor	Packages
HP	4
Vendor A	1
Vendor B	1
Vendor C	1

Installation Steps

Vendor	Steps
HP	9
Vendor A	35
Vendor B	87
Vendor C	27

Reboots

Vendor	Reboots
HP	1
Vendor A	2
Vendor B	2
Vendor C	2
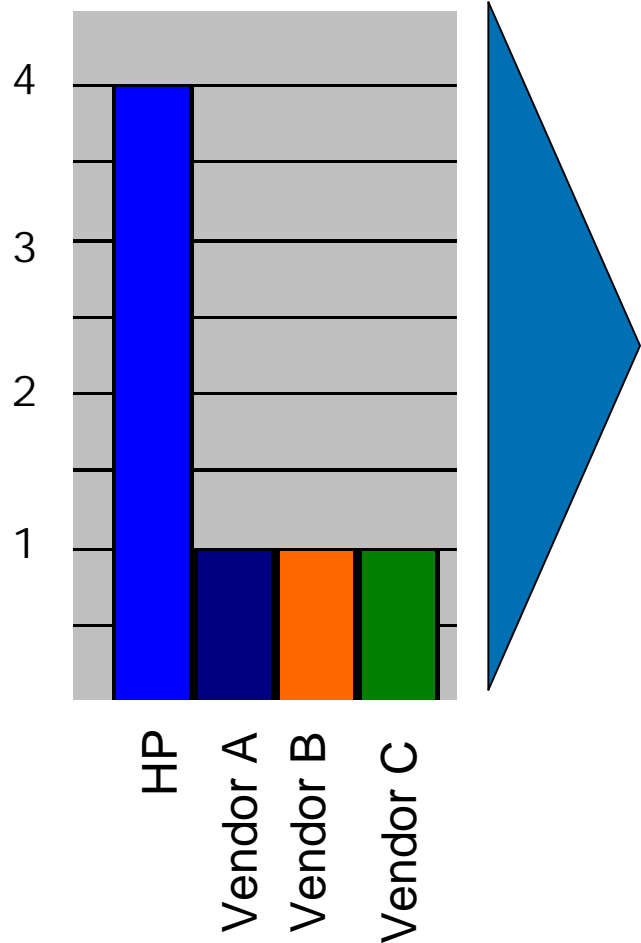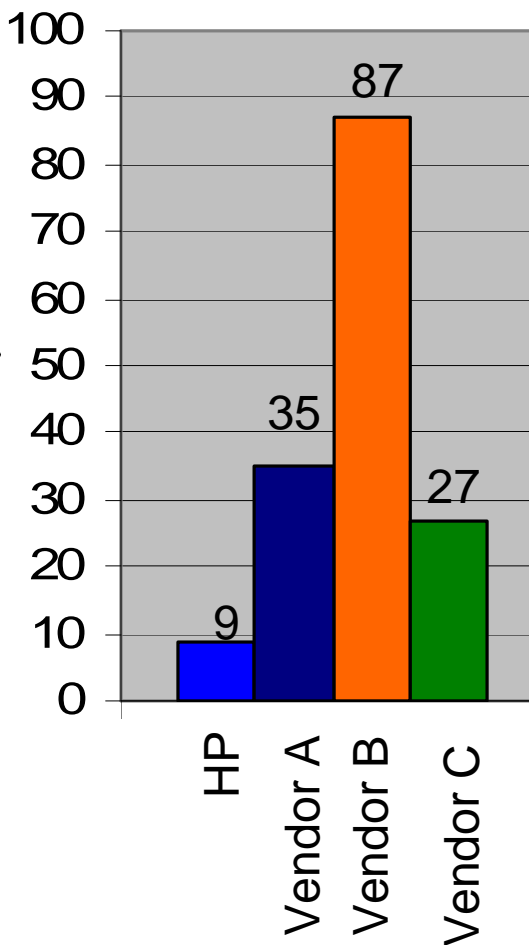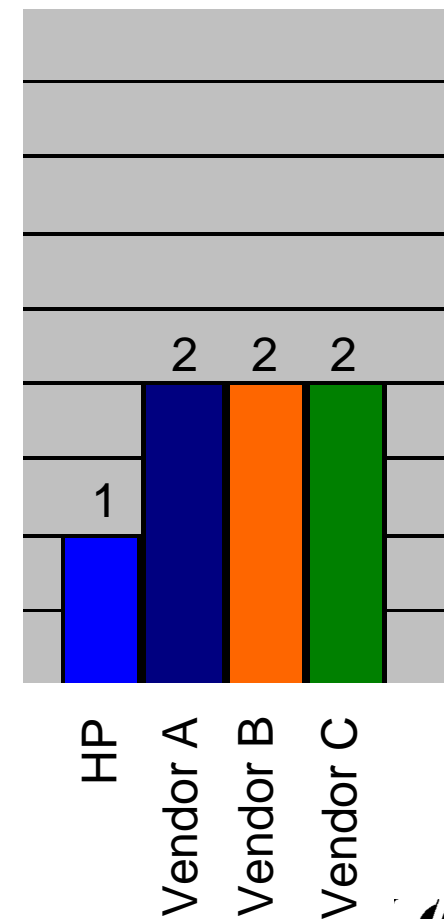
Only HP-UX 11i facilitates changes or operator error correction during the installation

Changing the game with HP integrating in the lab, so customers don't have to!

Comparing full stacks

HP

Vendor A

Packaged functionality

HP-UX 11i v3
Data Center
Operating
Environment

Simplified

–

Factory integrated
virtualization
&
high availability

VS.

Operating System
+
APV Standard
+
Workload Mgmt
+
Mgmt SW
+
Virtualization SW
+
Perf Analyzer SW
+
Monitoring SW
+
HA SW

+

Vendor A
Integration
Services

Separately installed

What the new operating environments mean to existing HP-UX customers

Achieve your adaptive infrastructure with less time & worry

- Reduce TCO overall by up to 15% compared to v2 on the same hardware:
  - a 60% reduction in planned downtime
  - 14% reduction in operations cost
- Reduced operations costs:
  - More software & support for equal or less money
  - Manage up to 159 software products as one
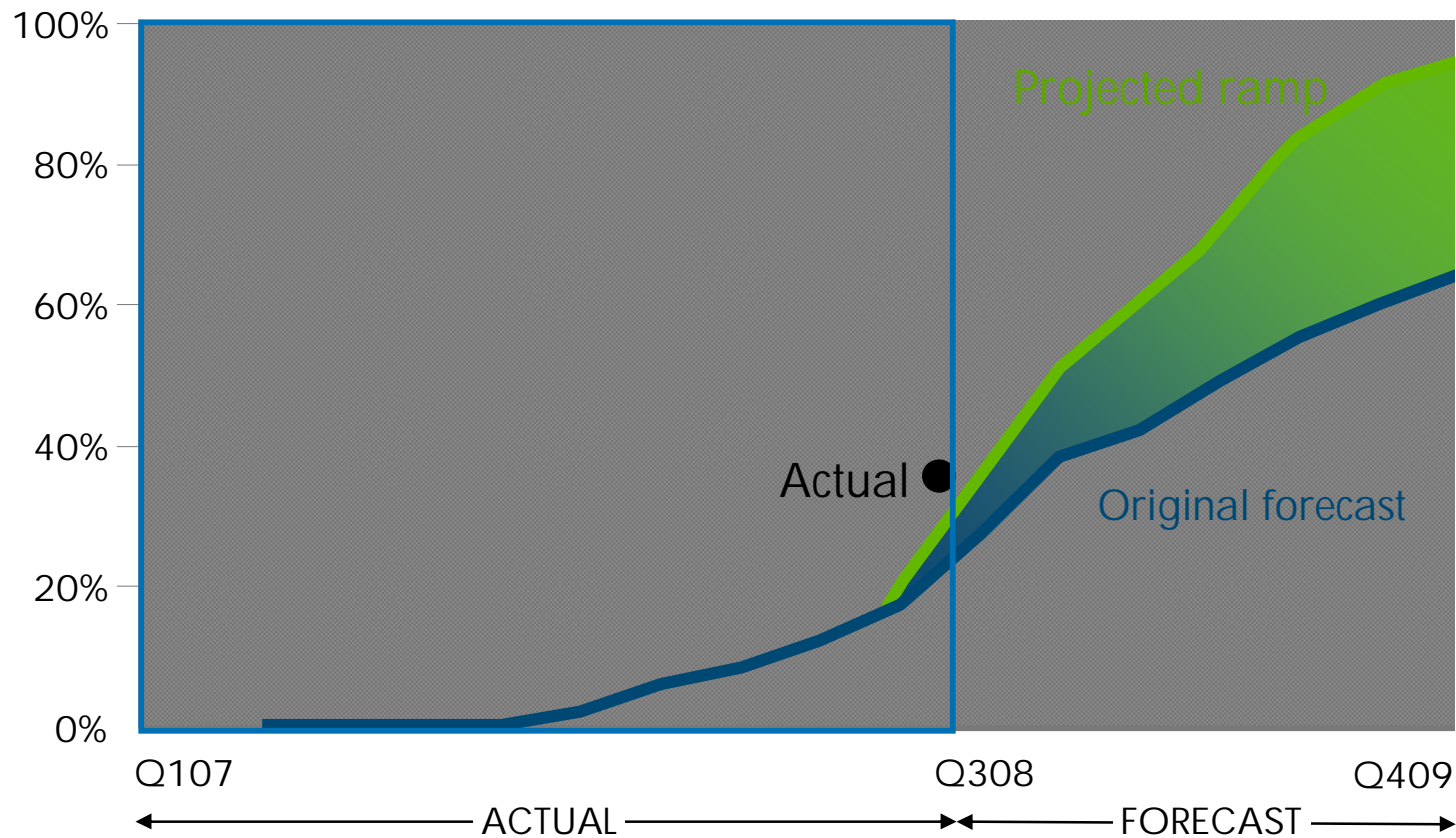
HP-UX install base moving quickly to v3

Expected timeframe for implementation
for those planning to migrate to HP-UX 11i v3

**6 - 12 months
30%**

**18 months +
35%**

**< 6 months
35%**
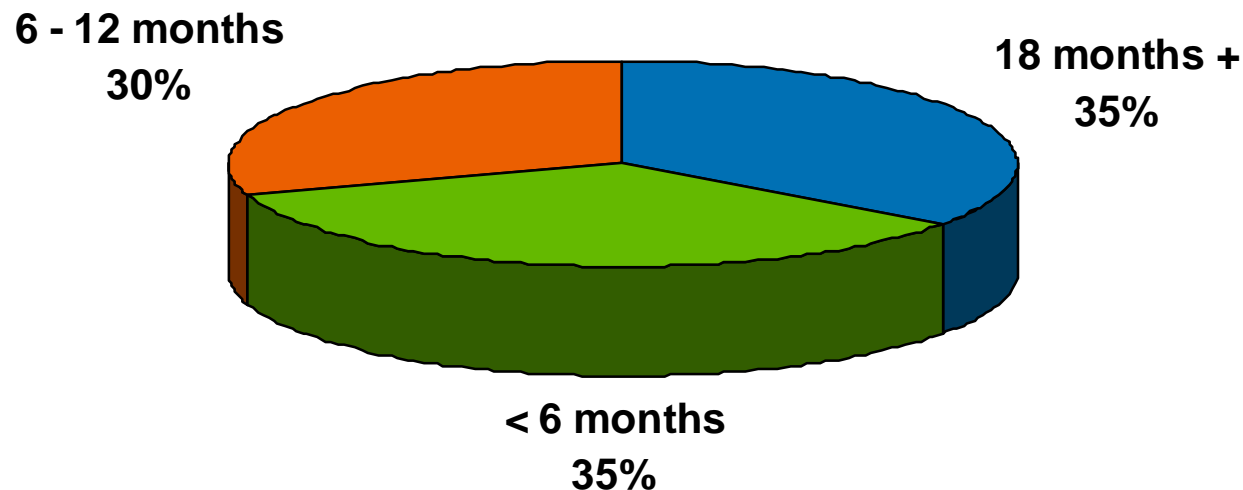
* Source: HP Integrity Server Customer Satisfaction Program 2007
Performed by Technology Business Research, Inc. 12/11/2007

HP-UX 11i v3 adoption rate ahead of aggressive HP schedule

Ideas International on HP's leadership
Functionality and integration

"HP-UX has a very strong portfolio of functions …

Its balanced functionality of core OS features, its superior integration between critical components, and its flexible deployment options . . . make HP-UX ideal for broad deployment across the enterprise."

Ideas International, Inc.

"HP-UX 11i v3 Delivers Superior Capabilities for Virtualized Data Centers", March 2008

HP-UX Delivers Superior Capabilities for Virtualized Data Centers

An Ideas International White Paper

Prepared for Hewlett-Packard
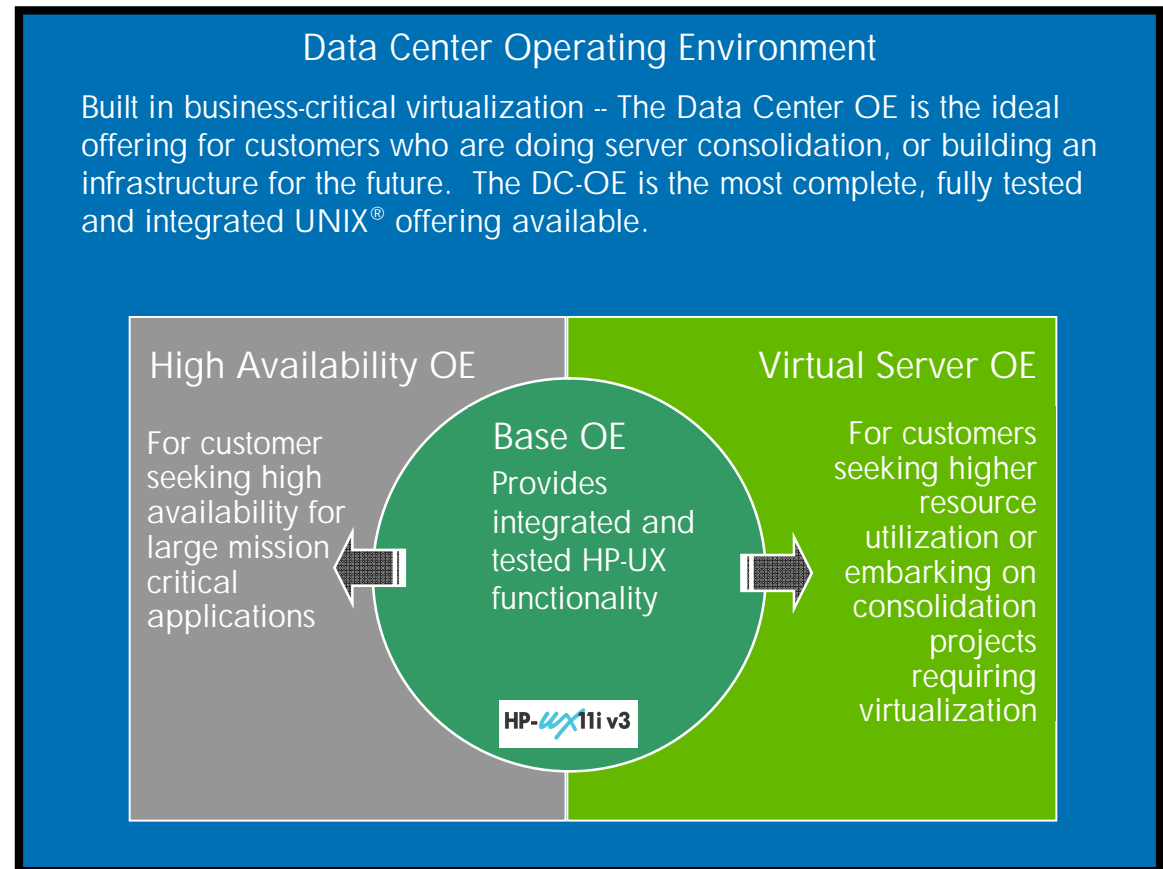
ideas International
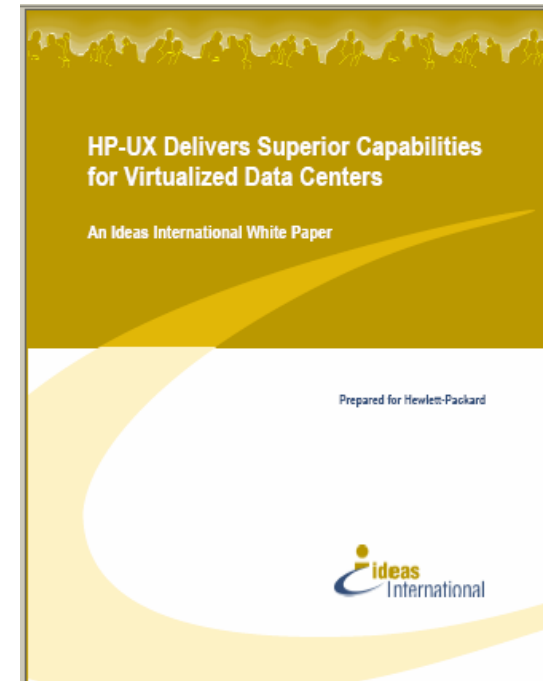
www.hp.com/go/v3ideas

"Selling HP-UX 11i v3 Operating Environments simplifies my selling process to days versus weeks when compared with the previous Operating Environments. The v3 performance optimization and new capabilities have helped me win over both IBM and Sun accounts in the past 12 months. My customers see the value in the added software included in the Operating Environments…especially the new Virtualization Server Operating Environment."

Scott Reynolds
Account Executive
Agilysys, Inc.
August 1, 2008

Deploy with less worry, cost and risk
HP-UX 11i v3 operating environments

- Prepackaged functionality

  ⬇

- Matches customer needs

  ⬇

- Simplified installation

  ⬇

- Reduced risk

Data Center Operating Environment

Built in business-critical virtualization -- The Data Center OE is the ideal offering for customers who are doing server consolidation, or building an infrastructure for the future. The DC-OE is the most complete, fully tested and integrated UNIX® offering available.

High Availability OE

For customer seeking high availability for large mission critical applications

Base OE
Provides integrated and tested HP-UX functionality

HP-UX 11i v3

Virtual Server OE

For customers seeking higher resource utilization or embarking on consolidation projects requiring virtualization

HP-UX 11i v3

Technology for better business outcomes