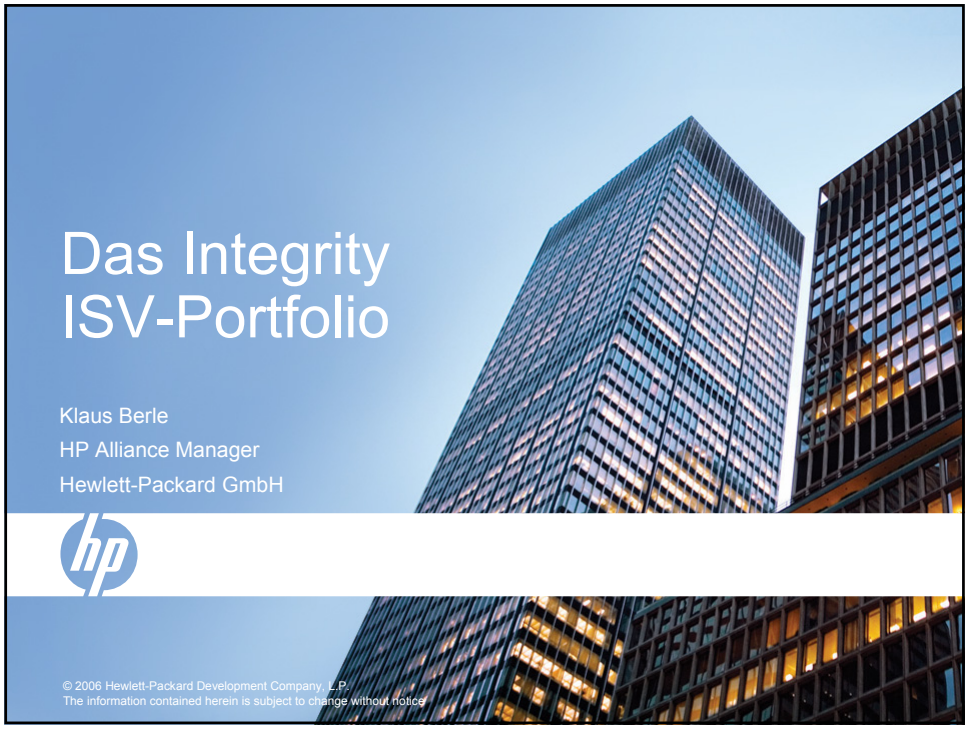

Agenda

- Why Alliance Partner?
- Strategic Alliances Sales
- ISV Integrity Program
- HP/ISVs Common Solution and Success

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Why Alliance Partner?

- Alliances allow HP to thoughtfully apply R&D investments
- Extend reach across market segments, industries and regions
- Create new markets, business models and opportunities.

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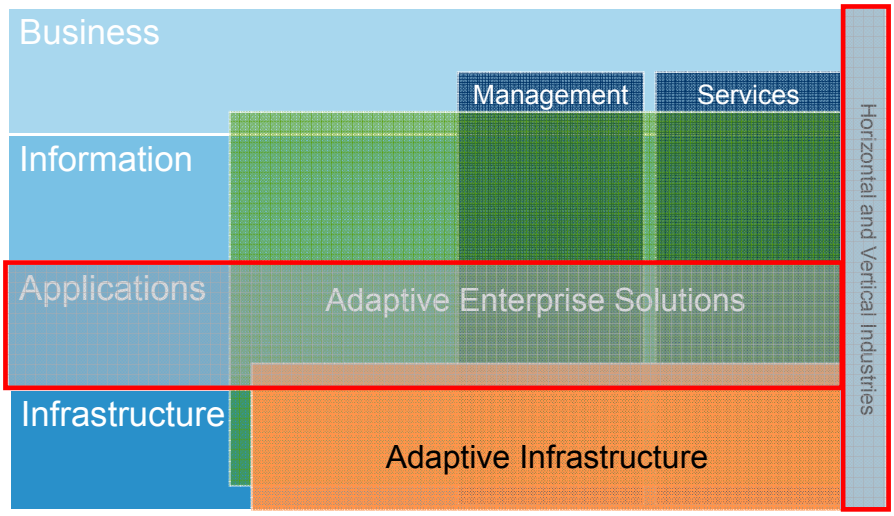
Adaptive Enterprise

Business and IT synchronized to capitalize on change



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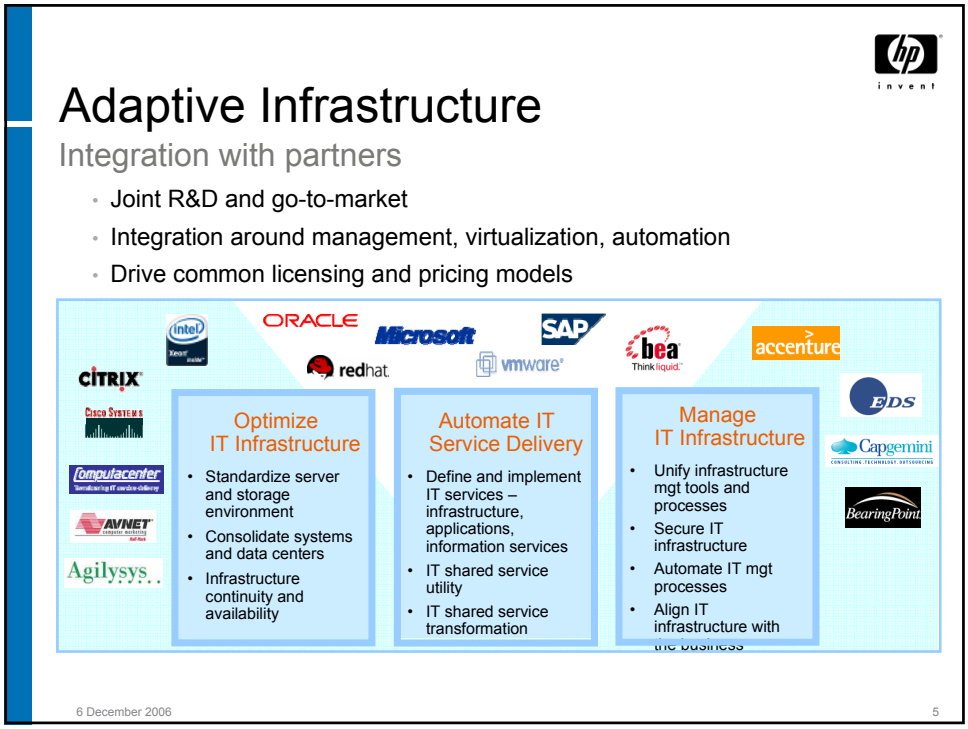

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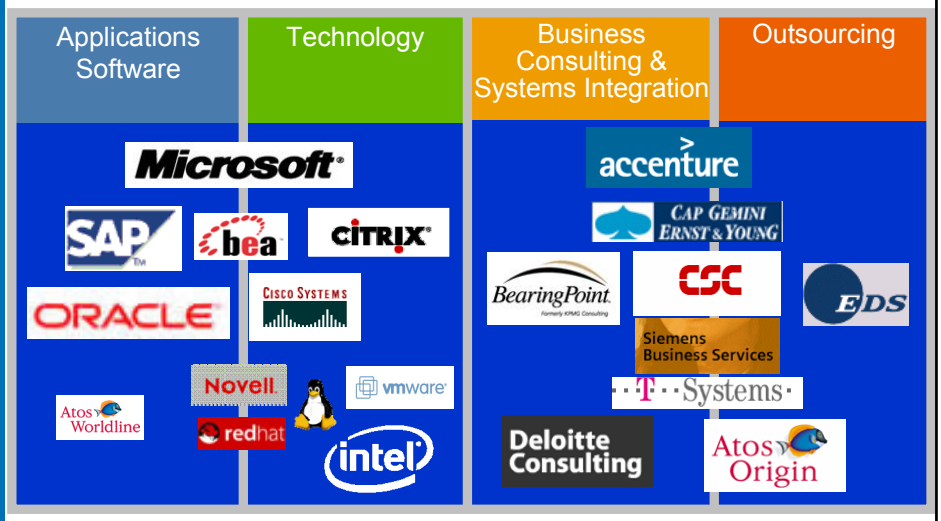
Global Partnerships & Alliances



… and many more (currently > 10.000 ISV & SI partners)

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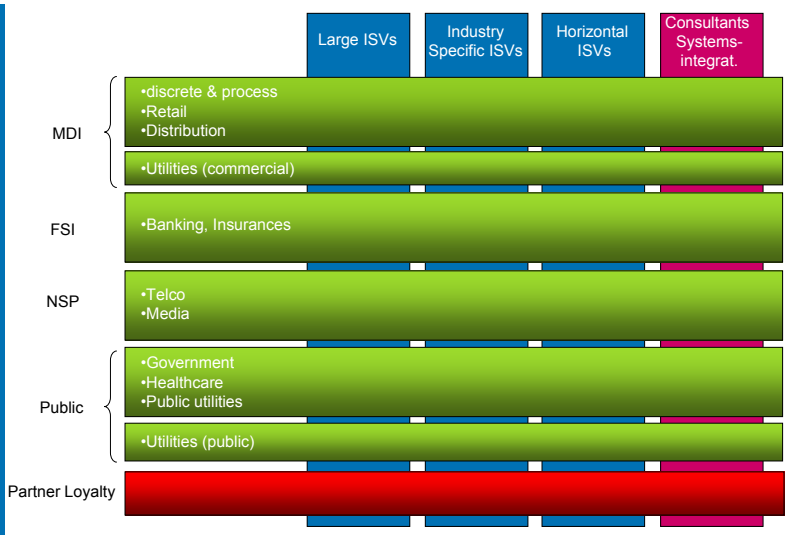
Vertical goto-market & partner stacks



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ISV Partner Program

HP ISV Partner program

HP ISV Integrity Push Program

Partnerassignment

i4 GTM Aktivities

ISV Allianceteam

DSPP Germany

1:1 Elite/ Platinum

1:8 Gold

Silver

1:20 Bronze

unattended Partner

Initiatives
- Focus on Industry/Crossvertical
- Position Integrity in Target Segmen
- HP/Intel driven
- Involvment of Top Industry ISVs
- Long Term Focus (1HY and longer)

Standalone Activities
- ISV driven
- Support from HP/Intel
- Standard Marketing Framework (f.e. Test The Best)
- Short Term Focus (Bronce)
- Follow Up Activities for Silver Partn

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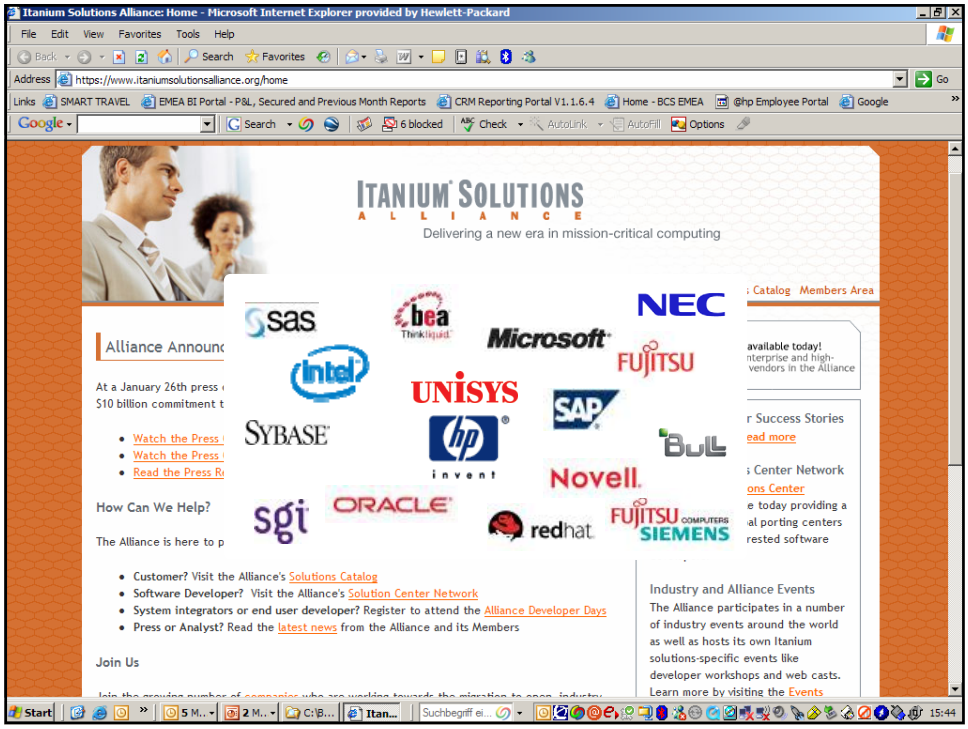
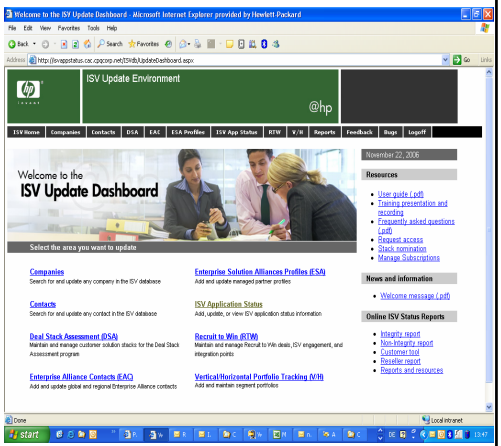


ISV Dashboard

- ISV Contact Information
- ISV Application Status
- RTW to Win
- Deal Stack Assessment



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ISV Integrity Program

Migration	Solution-Planning	Go-to Market
• Server Loaner • Technical Support • Migrations Assessment • Migrations Workshop • Developer Toolbox • Integrity Developer Forum	• Personal HP Coach • Business-Planning with HP Sales/ Channel Partners • Individual Solution Planning	• Presales Support • Solutioncatalog • Reference Article • Leadgeneration •Test the Best •VerifiedConfig •CallCenter •Mailing • Sales execution

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ISV Integrity Program
DSPP – Elements

Portal

Access to services

Product and technology info

Partner info

News

Events

Program Call Centers

Knowledgeable Business Reps

Active Relationships

Understand DSPP Program Services

Worldwide support

www.hp.com/dspp

Technology

Discounted equipment

Equipment bundles

Configuration assistance

Technical Support

SDKs

Tech. Seminars and Briefings

Documentation

White Papers and porting guides

FAQs/Webinars

Porting Centers

TestDrive

Marketing-Sales Support

Joint goto-market/sales

HP Brand Opportunities

Visibility and Lead Generation

Co-exhibiting with HP

Expanding Market Reach

Business Planning and Market Tools

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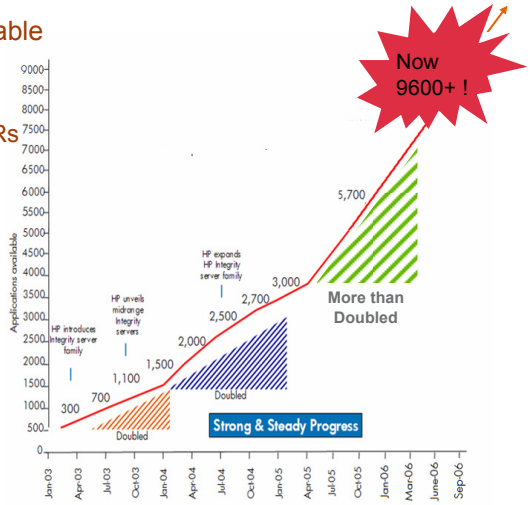
Solutions ISVs on Integrity

- Over 9,600 applications available today and growing
  - Managed accounts
  - Volume services through VARs
- Key Partner Commitments:
  - IBM Software
  - Oracle Apps
  - Tibco
  - Cognos
  - … and others
- Industry Leading benchmarks
  - Oracle, SAP, BEA, Microsoft, and others
  - More than 13 in total in 2006



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Application portfolio is growing rapidly 9/15/06

	FY05	Aug 06	Sep 06 to date	Oct 06
ISV Group	Apps	Apps	Apps	Apps
HP-UX	1572	3075	3144	
Windows	1069	1855	1917	
Linux	1420	2433	2484	
OpenVMS	403	892	934	
NonStop (Ready-status)	41	334	338	
DSPP	813			
Totals	5318 (4505 w/out DSPP)	8589	8817	
Total with APJ			9408	

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HP and ISVs Common Solution and Success

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HP Virtualized Infrastructure Solutions for mySAP Business Suite

Die Adaptive Computing Lösung von Hewlett-Packard

ADAPTIVE COMPUTING

CERTIFICATE OF CONFORMITY

SAP AG hereby confirms that

Hewlett Packard Company

has been approved to receive this certificate by providing an

Adaptive Computing Compliant

Concept according to the Adaptive Computing Compliance Test.

Certificate No. 2004007
The test has been performed using the following platform and building block combination:

Computing: HP Integrity & HP 9000, HP UX 11.x
Storage: HP Storage Works
Control: SAP NetWeaver '04,
Adaptive Computing Controller V1.0

Walldorf, November 5, 2004

Dr. Bernd Leber
Vice President
Adaptive Computing
SAP AG

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invent

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invent

University of Magdeburg

Education, Europe

Increased agility, reduced costs with HP virtualization for SAP

Challenge	Solution	Results
• The University of Magdeburg operates an SAP University Competence Center (HCC) based on the Application Service Provider model. • Large number of users – some 40,000 students – results in a high IT load. • Fluctuations in demand result in huge peak loads for the IT infrastructure.	• HP Virtualized Infrastructure Solutions for mySAP™ Business Suite • Virtualization and consolidation of HP and SAP system landscape. • Control of load distribution for SAP applications by SAP Adaptive Computing Controller integrated into HP solution • HP Integrity Superdome servers running HP-UX 11i v2	• Effective peak load management by distributing SAP applications to various servers. • Virtualization ensures optimal usage of hardware, which enables consolidation of existing hardware. • Consolidations helps reduce IT operating costs by some 30 to 40 percent. • The HCC can continue to provide a professional, educational service at a more cost effective price and with greater agility to meet future demand.

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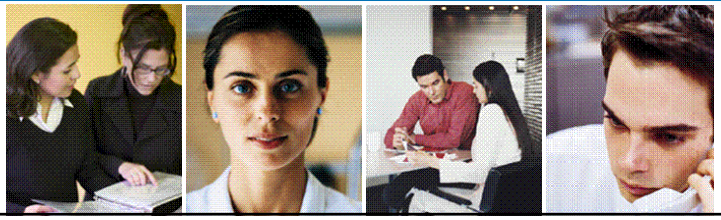
invent

"With the HP Virtualized Infrastructure Solutions for mySAP™ Business Suite we have achieved flexibility in our IT load handling and business agility. It has also cut Total Cost of Ownership: Infrastructure and marginal costs have gone down, which will result in savings of 30 to 40 percent of operating costs."

Prof. Claus Rautenstrauch
Faculty for Informatics
Director of the Magdeburg HCC

University
of Magdeburg



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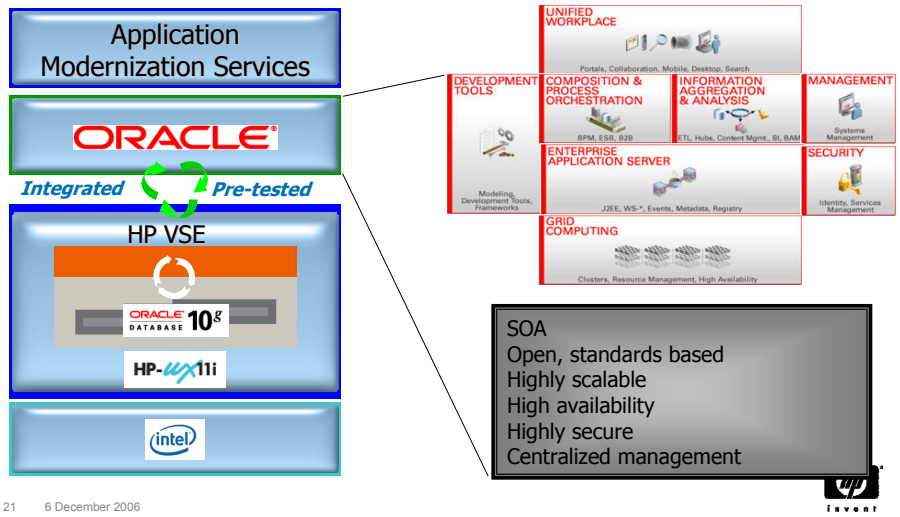
The Reference Architecture Oracle



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HP and Oracle Alignment
Reference Architecture for 10g

ORACLE

HP Reference Architectures for Oracle are:

- Tested, proven, and supported hardware and software components
- Designed to help companies build commercial grid solutions that meet specific business and technology needs
- Designed and documented, so users can reduce the complexity, costs, and risks of deploying new technology
- Complemented by HP and Oracle consulting and support services

Application Server, Database and Operating System Software	Hardware	Management Software
• Oracle 10g RAC • Oracle AS 10g • Oracle ASM • Oracle Database 10g • Red Hat Enterprise Linux Advanced Server	• HP Integrity • HP BladeSystem • HP ProLiant DL rack servers • HP StorageWorks SAN	• HP OV Operations • HP RDP • Oracle EM 10g Grid Control

Integrated, Tested End-to-End Solutions

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Flexibility for successful EDC at Boehringer Ingelheim

Boehringer Ingelheim

"HP Services has given us unparalleled flexibility to tailor the Electronic Data Capture (EDC) solution to our specific needs. Throughout the project, HP has reacted to change and carried out improvements with astonishing speed."
Miguel Pérez Vázquez, technical project manager, Boehringer Ingelheim

Objective	Approach	Business benefits
• Boehringer Ingelheim needed to reduce time-to-market for new medicines • It decided to focus on clinical trials, which accounted for more than one third of development costs • With traditional paper-based processes for recording data from clinical trials being both slow and error-prone, an alternative had to be found	• Boehringer Ingelheim decided to launch an Electronic Data Capture (EDC) initiative, which would enable participating hospitals to submit trial data directly over the internet • The EDC solution is based on Oracle Remote Data Capture • To ensure a successful implementation, Boehringer Ingelheim engaged HP to provide end-to-end infrastructure services covering planning, deployment, management	• The EDC solution provides an integrated paperless workflow that supports a faster flow of trial data, and enables an improvement in data quality • The infrastructure and associated services from HP provide Boehringer Ingelheim with the agility to adapt quickly within the highly dynamic clinical research environment • Together, these benefits contribute to faster time-to-market

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HP and Oracle implement new SAP infrastructure at the GEA Group AG

GEA Group

"HP's support service, together with the reliability of HP technology, has contributed greatly towards the fact that we are regularly able to hit our customer service levels. The HP and Oracle solution ensures 24-hour access - a crucial factor for us, since our SAP users operate throughout the world."

Objective	Approach	Business benefits
• Configuration of an effective and scalable infrastructure solution using latest technology for the next four years • Storage and backup solution at the lowest possible cost and with the highest possible capacity • High-level availability requirements • Replacement of the Informix databases with a modern Unicode-capable database solution • Simple migration concept for changeover to new infrastructure and database technology	• HP partnered with Oracle to provide the solution • Three HP Integrity rx8620 servers with HP-UX 11i v2 • Two HP StorageWorks XP12000 disk arrays as central storage • Close collaboration of HP and Oracle, complete migration of all databases from Informix to Oracle by HP and Oracle • HP OpenView and HP Serviceguard management software • HP OpenView Data Protector 5.1 as backup and recovery software	• Effective hardware and software infrastructure for mySAP Business Suite • Extremely high availability • Scalable solution • Automatic load distribution • Fast and simple transition to latest technology

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BI with Hyperion

Hyperion® System™ 9 BI+™ Analytic Services on HP Integrity Servers

The world's most powerful, scalable, and cost-effective business intelligence analytics platform

Sell together with HP, Intel®, and Hyperion

WHAT IS THE OPPORTUNITY

Upgrading customers to the Hyperion System 9 BI+ analytics platform on HP Integrity servers. Software-plus-hardware deals valued between US$500,000 to 1.8 million each.

HOW DO I DO THIS

Locate opportunities in your customer base that currently run a 32-bit version of Hyperion Essbase on legacy HP servers

WHY DO CUSTOMERS CARE

- Empowerment of managers throughout the company to make faster, smarter business decisions
- More detailed analysis for discovery of new sources of income and profits
- Support for regulatory compliance
- Companywide alignment of strategy and execution
- Maximized value from CRM, ERP, and data warehouse investments

Hannover Rück betreibt Global Data Warehouse mit Lösung von HP, Intel und Hyperion

hannover rück

"Es war sicherlich eine Herausforderung unser komplexes Global Data Warehouse auf HP Integrity Server mit 64-Bit Intel Itanium 2 Prozessoren zu migrieren. Aber wir haben diese Herausforderung gemeistert und profitieren jetzt von einer extrem leistungsfähigen, skallierbaren und zukunftsicheren HW"
Joachim Beyer, Leiter IT-Infrastruktur der Hannover Rück

Objective	Approach	Business benefits
• Migration eines Global Data Warehouse als einheitliche Daten- und Informations-Plattform für alle weltweiten Tochter- und Beteiligungsgesellschaften auf HP Integrity Servern mit Intel® Itanium® 2 Prozessoren • Hohe Anforderungen an Qualitätssicherung, Leistung und Skalierbarkeit	• HP Integrity Server mit Intel® Itanium® 2 Prozessoren: • 2 rx4640 für Test-Umgebung und Preproduction • 1 rx7620 als Produktionssystem • Datenspeicherung auf HP StorageWorks Disk Array XP 512 • HP MC/ServiceGuard (Clustersoftware) • HP Workload Manager	• Sehr hohe Leistung • Weltweiter Zugriff auf einheitlichen Datenbestand • Erhebliche Verkürzung der Rechen und Auswertungszeiten • Skalierbare und damit zukunftssichere Lösung

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ISV Solutionbundles

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Upgrade Value Kit (UVK) Plan (as of 9/18/06)

http://tsgonline.hp.com/alliances/toolkit/collateral/uvk/uvk_program.asp

Business Intelligence:
- BI Tower (in process - Oct)
- IBM Ascential (TBD)
- SAS (OVMS) - Q107

CME:
- Amdocs CRM (Nov)
- Comverse (TBD)
- Convergys (Tru64) (Geneva) (TBD)
- Cramer (TBD)
- Intec (in process - Oct)
- LHS (Tru64) (in process - Sept)
- Portal (in process -Sept)

FSI:
- iFlex (in process - Oct)
- OMX (OVMS) (Nov)
- Temenos (Nov)

Horizontal/Infrastructure:
- BEA AcquaLogic (in final review)
- CA (Unicenter, Job Mgmt) (in process - Oct)
- IBM DB2 (TBD)
- IBM Informix (TBD)
- IBM WebSphere (TBD)
- Oracle/eBusiness Suite (Q107)
- Oracle Database (in process - Oct)
- Oracle/IAS (Q107)
- Oracle/Siebel (Q107)
- Sybase ASE & IQ (TBD)

Manufacturing:
- Ariba (TBD)
- Brooks (in process - Oct)
- i2 (UX) (in process - Nov)
- JDA Software (TBD)
- Lawson (on hold)
- Manhattan (in process – Oct)
- Oracle/JDE (Nov)
- Oracle/Retek (Q107)
- SAP myERP (Tru64) – (Nov)
- SSA Global (in final review)
- Sterling Commerce – (in process – Nov)

Healthcare/Public Sector:
- Areva (on hold)
- iSoft (in process - Oct)
- Scytl (Q107)
- Siemens (Pharmacy) (in process - Oct)
- SunGard GP III (Tru64) (Nov)

Document Management:
- Filenet (in process - Oct)
- OpenText (Jan)
- Vignette (in process - Oct)

High Performance Computing:
- MatrixOne (Nov)
- PTC (Nov)
- UGS (in process - Oct)

Pending (in discussion):
- 2AB
- Acucorp (OVMS)
- Advanced Systems Concepts
- Attunity Connect
- Compuware
- Intersystems Cache
- Upright AB/MIMER
- WRQ Verastream

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Vielen Dank

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