



Data Center Management solutions

Streamline operations while delivering user satisfaction.
Reduce costly technical complexity. Drive profitable growth.



In a November 2002 *InformationWeek* survey, HP was ranked #1 among outsourced service providers for range of services, trust, innovation, industry expertise, adherence to SLAs, cost-effectiveness, and value delivery.



Should you be managing your data center?

Why are an increasing number of companies outsourcing data center management?

One compelling reason is the bottom line. IT decision makers and their staffs are challenged daily to do more with less. They are pressured to cut costs and improve operational efficiencies across the board. Capital expenditures are under serious scrutiny. Mergers, acquisitions, and the rise of the extended global enterprise have emphasized systems consolidation and flexibility in IT provisioning. IT managers are seeking to leverage technologies to improve availability and performance.

Another compelling reason is business agility. Your data center must be ready to respond—swiftly—to new challenges. It must be able to expand processing capabilities on a seasonal or ongoing basis, implement new technologies, migrate applications to new platforms, and quickly develop, test, and deploy new applications.

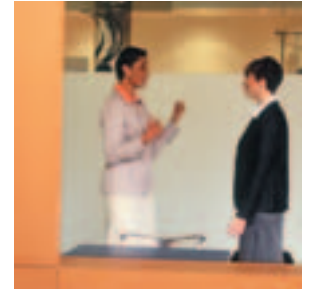
The HP vision of the Adaptive Enterprise is of an organization where IT is so perfectly aligned with business requirements that it supports business agility and significantly boosts competitive advantage. Based on our relationships with clients like you worldwide, HP believes you share that vision with us.

Data center management on demand

HP Services can provide a data center management solution that allows you to outsource as much—or as little—of your operations as you choose.

HP Services manages well over 1 million square feet of data center space—including more than 45,000 servers, 1.5 million network ports, and 4,000 mainframe MIPS. Our services run the gamut of operations requirements—from “bricks and mortar” to the sophisticated technologies housed within. We deliver secure, reliable, hardened data center (Tier III and IV) environments through facility administration, asset management, media management, and facility-level change management.

With more than 65,000 service professionals and 800 outsourced services clients worldwide, HP Services has the power, flexibility, and experience to manage your data center for positive business results. Our consultants and management professionals can help you gain—or regain—control of your data center. We understand the problems you may be facing because we have encountered them repeatedly—and have solved them.



What you need—when you need it

Your data center must support employees, customers, and partners without compromising core systems security or the integrity of vital enterprise information assets. Your data center must have the power to enable new modes of business collaboration. It must respond without hesitation to an ever-changing business landscape.

HP Services Data Center Management solutions provide flexible, cost-effective approaches to meet any level of requirements.

- **Flexible**

HP Services Data Center Management solutions are delivered in modules and to service levels that can be customized to meet your current and future needs. Our ability to architect and deliver capacity on demand means that you are billed for actual usage. Strategic, next-generation functionality automates collecting, reporting, and billing for IT services.

- **Innovative**

HP is respected for technology innovations that include introducing distributed computing to the enterprise business environment and developing the on-demand, pay-as-you go IT infrastructure. HP Services experts bring an innovative approach to data center management as they do to all HP infrastructure management services engagements.

- **Secure**

The ability to secure your data center against malicious intrusions—and to protect sensitive, business-critical data 24x7—is fundamental. Yet many security solutions are cumbersome to implement or based on proprietary technology. HP has partnered with industry leaders such as Internet Security Systems (ISS) to provide powerful industry-standard security solutions throughout your data center environment.

- **Manageable**

Data Center Management services from HP deliver superior results at a manageable cost. Our customers have demonstrated cost reductions of up to 25 percent and immediate bottom line improvements in return on assets (ROA) and revenue per employee. In addition, tailored financing plans, pay-as-you-go capacity, and asset transfer can significantly increase your liquidity.

- **Reliable**

HP Services consultants embrace industry best practices—many of them originated by HP—and standard methodologies for service delivery that are respected worldwide. Because our consultants rely on tested, proven processes, implementation of a partial solution or transition to a completely HP-managed data center will be faster and smoother than you may have expected.

- **Financial stability and power**

Whether your solution partner manages all or part of your data center operations, financial stability and absolute reliability are vital. HP has proven its ability to control costs and manage the complexity of the largest merger in the computer industry. Our experts apply the same level of skill and commitment to your data center operations. And we offer flexible financial engineering to facilitate solution deployment.



Building on industry standards and best practices

HP Services professionals commit to delivering consistently high-quality results. They achieve them through their use of best practices, advanced tools, and innovative architectures—such as the powerful HP IT Service Management (ITSM) reference model.

ITSM

The HP ITSM reference model derives its power from viewing IT service delivery from a business perspective. HP believes that achieving agility and operational excellence requires not only cutting costs, but also transforming IT so that it focuses on service management as well as technology management, on clients as well as user communities, and on integrating people, process, and technology. In this context, IT departments must reassess their core competencies and capabilities, changing them to enable the delivery of new services to the entire extended enterprise. This process may require rethinking and restructuring services and underlying support models.

ITSM is based on the Information Technology Infrastructure Library (ITIL)—the most comprehensive and respected source of information about IT processes ever written. An invaluable resource for organizations seeking to improve IT service management, ITIL has enjoyed widespread adoption by successful companies and governments worldwide.



Making the transition

Once you choose HP Services to manage your data center, our experts will work collaboratively with you and your staff to transfer data center management smoothly and without disruption. The transition process is divided into planning, implementation, and transformation phases. Once the transition is accomplished, HP will manage your center in accordance with its respected Account Management Process (AMP) methodology.

Planning—the first phase—is fundamental to a successful transition. Core aspects of transition planning include:

- HR transfer as appropriate
- Service-level reporting
- Billing and procurement
- Asset and IT management
- Security management
- Customer satisfaction measurement
- Center governance
- Internal and external communications
- Third-party contract management

Early during the planning process, the HP Services team will establish an effective working relationship with your HR department, leading to a thorough understanding of all employee-related issues. And we will develop a detailed communication plan for employees transferring to our management and for other key stakeholders.



After transition is accomplished, HP Services puts in place a comprehensive account review feedback system that is designed to foster dialogue with your IT operations, serve as the basis for continuous service improvements, and proactively align data center activities with enterprise business strategies.

Partnering with the best—to offer you the best

HP Services teams with the best in the industry. Our partners include leaders in software and consulting such as Accenture, Cap Gemini Ernst & Young, Deloitte Consulting, Microsoft®, Oracle®, and PeopleSoft.

Solutions that keep your data center on track

HP Services Data Center Management solutions are part of an extensive portfolio of Infrastructure Management services that include:

- **Server and storage management**—complete management of the multivendor IT environment from implementation to backup and recovery
- **Network operations and management**—end-to-end solutions for the entire IT lifecycle, including consulting and integration, managed services, and customer support
- **Enterprise applications operations**—planning, implementation, staffing, and operation of enterprise applications—including operating the computing platform and handling database and application operations



- **Managed Web services**—offers secure, performance-tuned management of Internet-connected Web servers
- **Security management**—deploys secure firewall, anti-virus, authentication, and intrusion detection services across the enterprise.
- **Business recovery services**—provides complete end-to-end solutions for disaster planning and recovery of the data center and computing infrastructure.

Before moving forward with a data center management solution from HP, you may want to consider—as many HP Services clients do—taking a closer look at the provisions you have made for business continuity. HP offers a robust portfolio of disaster tolerant and recovery consulting and management services.

Bringing innovation to the data center

HP Services' flexible approach to data center management makes it easy to choose the level and type of management that best suits your enterprise's performance requirements. HP structures data center management services around established, as well as emerging, data center models.

On Demand	Automated services usage	Utility Data Center (UDC)
Instant capacity (iCOD) Delivers immediate access to additional capacity. Includes iCOD for HP Alpha, NonStop, ProLiant, and 9000 servers, as well as storage. Offers Pay per Forecast for HP products	Strategic, next-generation functionality to automate collecting, reporting, and billing for IT services. Offers: • End-to-end cost management • Identifies and manages interfaces between financial systems • Automated quality control processes to validate consumption information • Hierarchical reporting and capacity management per service at the client, region, and employee level • Automated service usage collection • Real-time, flexible rating and online invoicing • Decision analysis reporting • Historical data retention	An evolution from the On Demand and other automated services modes that virtualize the data center. Automates allocation and re-allocation of computing resources with drag-and-drop simplicity via a Web-based interface. Allows dynamic shifts of resources among applications, helping to increase capacity utilization. Lowers operating costs through: • Server and storage consolidation • Standard components with built-in management functionality • Reduced time to provision or repair • Reduced floor space requirements
Metered capacity (Pay per Use or PPU) Allows users to pay for IT assets based on actual usage: "Dial-up and dial-down." Includes PPU for HP ProLiant and 9000 servers, storage, and imaging and printing		
Managed capacity Redirects data center resources to other core competencies, such as Access on Demand, managed storage, managed imaging and printing, and Microsoft Exchange 2000 on Demand.		

An adaptive network architecture

HP's patented Adaptive Network Architecture (ANA) strongly influences our approach to network management in the data center. At its core, ANA is a transformational model that aligns all aspects of the enterprise IT infrastructure with the realities of the broad business landscape.

Using ANA principles of simplification, integration, and compartmentalization, HP professionals leverage legacy systems and extend them with reusable, industry-standard components—allowing you to extend data center services and applications easily and cost-effectively regardless of where users are located. By significantly reducing the time required to implement changes, ANA-based data centers also support business agility—as demonstrated by your ability to launch new business models, initiate new relationships, and maintain your competitive edge.

Moving your center into the future

Outsourcing the management of your data center—whether in whole or in part—requires a partner who understands your needs and preferences and who is willing to work collaboratively with you to achieve a cost-effective solution. An outsourcing partnership is flexible—preserving your strategic control of your assets—and creative—delivering the best of technology, services, and solutions.

When you choose an HP Services Data Center Management solution, you are choosing a partner who differentiates itself from others in the marketplace through vigorous support of open industry standards; ability to deliver consistent solutions on a worldwide basis; multi-vendor, multi-OS capabilities; and a comprehensive lifecycle of service offerings.

Further, as a global enterprise, HP understands the issues you face every day, especially your need to align your IT organization with the imperatives of your business. A data center management services solution from HP allows you to demand more from your infrastructure—more accountability, more agility, and a greater return on IT.

For more information

For more information about how Data Center Management solutions from HP Services can help you meet present and future business challenges, visit www.hp.com/go/services.



To learn more, visit www.hp.com.

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5982-1724EN, 09/2003

