

Solutions for the adaptive enterprise.



HP Utility Computing Services

Providing IT resources and services—
whenever and wherever needed

change + hp



Today's businesses expect their IT departments to provide an increasingly complex mix of computing power and services to meet ever-changing business needs. But this undertaking has become more and more expensive, especially when it requires the purchase and maintenance of fixed IT assets that include servers, storage, data centers, offsite backup, applications, and more. Adding to the complexity, most large businesses now operate in a global, 24x7 marketplace with heavy IT demands.

A new model is emerging—changing the way businesses think about deploying IT resources and services. Smart businesses are moving toward an “IT as a service” model that enables the purchase, on a pay-per-use basis, of IT resources whenever and wherever needed. This new shared services model is one of the attributes of what HP calls an Adaptive Enterprise, where business and IT are synchronized to capitalize on change. In an Adaptive Enterprise, IT moves from the inflexible, costly, silo-like architecture of the past to a shared, service-oriented infrastructure—delivering more value to the business.



The IT-as-a-service model follows the example of large utility providers in the early twentieth century that gradually moved to a service-based model. Recall that in the early 1900s, large businesses had to build and operate their own power plants to generate the electricity required to run their businesses and compete in the marketplace. Over time, businesses realized that it was smarter to offload the burden of managing these large internal infrastructures to utility service providers, who could provide electricity when and where it was needed. Relieved of worrying about having enough power to meet business demands, businesses could focus on bigger things. A similar trend is occurring in IT today.

In our drive toward a new world of computing, HP has placed a heightened focus on several of our key emerging solutions, including virtualization, automation, utility computing services, grid computing, and Service-Oriented Architecture (SOA). Working together, these solutions enable IT to allocate resources dynamically—on an as-needed basis—to deliver faster response to business needs.

- **Virtualization:** Virtualization is an approach to IT that pools and shares resources so utilization is optimized and supply automatically meets demand. It reduces costs and increases agility simultaneously.
- **Automation:** Automation uses a model-based approach to deliver IT process controls—allowing companies to maintain continuous service-level compliance while responding to business needs at a reduced cost.

- **Utility computing services:** HP Utility Computing Services offer computing resources when and where needed with flexible payment options.
- **Grid computing:** Grid is a set of technologies for sharing loosely coupled infrastructure and services across geographic and organizational boundaries.
- **Service-Oriented Architecture (SOA):** SOA is an architectural approach that supports the concept of delivering IT as a service. SOA can be used for designing, building, and managing distributed computing environments. SOA promotes the use of loosely coupled, reusable, standards-based offerings.

HP Utility Computing Services

HP Utility Computing Services provide you with flexibility and choice in how you provide computing capacity when, where, and how your business requires it. Utility computing services may be in the form of private utilities or public utilities. Private utilities are established within your company's IT infrastructure. Public utilities are established within HP's infrastructure, allowing you access to HP capacity when needed.

The HP Utility Computing Services portfolio offers flexibility—fully supporting both types of utility models (public and private). Our portfolio offers three choices of engagement: We can help you build your own private utility; we can manage a private utility on your behalf; or we can provide you with capacity when you need it, via HP's public utility offering.



Build your own utility

HP provides expertise to help you set up a utility computing offering within your own infrastructure. Specific areas where we can assist you include:

- Remote infrastructure management
- Remote infrastructure monitoring
- Financial services
- Transformation
- Governance processes
- Service-Oriented Architecture (SOA)
- Technology
- Management software
- HP Instant Capacity
- HP Metered Capacity

Examples of HP Services to assist you with building in-house utility computing services include Utility Consulting services, Service-Oriented Architecture (SOA) services, IT Consolidation services, IT Architecture Design, IT Service Management (ITSM) consulting, and Shared-Service Utilities.

HP also enables you to build your own utility using instant capacity and metered capacity. HP Instant Capacity is designed for companies that want to quickly scale their IT environments to meet business growth without straining their capital budgets. Through Instant Capacity, HP delivers across the entire family of HP servers instant capacity upgrades that are easy to implement, easy to activate, and very easy to afford. And since you only pay for the additional CPUs once they are activated, your company can reduce the amount of capital required to support your internal and external clients.

Metered capacity provides pay-per-use services. HP Pay per use (PPU) is intended for companies that must address widely varying capacity requirements. This program enables companies to pay for server capacity based upon actual IT usage and to align costs to revenue. HP metering technology monitors your systems, allowing you to pay for IT assets as you dial up and dial down actual usage. Payment is based on this usage, thus reducing the need for capacity planning and the risks associated with changes in business volume. Utility Ready Storage uses the same metering technology to provide storage that does not run out—available at usage-based pricing through a simplified procurement model. HP offers this pay-per-use model for servers, storage, and imaging and printing.

HP Instant Capacity and Metered Capacity solutions increase the agility of your IT resources by having extra capacity ready to use when business demands increase. HP Metered Capacity solutions, including temporary capacity, enable you to cope with temporary spikes in demand.

Plug into HP's utility

Proven end-to-end IT solution management maximizes the value of your enterprise assets by allowing you to manage your IT infrastructure with fewer resources or to redirect your resources to core competencies. The Managed Capacity model supports access devices, storage, and messaging, and supports your peaks in IT usage. Managed Capacity may be in the form of private or public utilities. HP provides:

- Infrastructure management
- Equipment leasing options
- Peak capacity provisioning (infrastructure and applications)
- Hosting (facilities and physical security)

Examples of HP services that will help you manage capacity in a private utility setting include Instant Capacity, Metered Capacity, PC Utility, Managed Storage Solutions, and Mail and Messaging.

Examples of HP services that will manage capacity for you in a public utility setting include HP Flexible Computing Services (Infrastructure Provisioning Service, Infrastructure Provisioning Service plus scheduling tools, and Application Provisioning Service). Like the services provided by public utilities, HP Flexible Computing Services are administered and managed by a central entity. Infrastructure is centrally provisioned and managed by HP in highly secure, highly available HP data centers around the world. Access is cost-effective, with payments aligned with usage.

Key benefits

HP works collaboratively with your business and IT teams to design a utility computing solution that is ideally suited to your specific needs. Our goal is to help you easily and cost-effectively obtain the IT resources you need, in a way that makes most sense for your business. Key benefits of an HP Utility Computing Services solution include:

- **Simplicity:**
 - Reduce administration and complexity by shifting infrastructure, applications, and security responsibility to a trusted service provider.
 - Acquire and use scalable, standardized, plug-and-play resources that are available when needed.

- **Agility:**

- Manage rapid growth and fluctuating demands for capacity by accommodating business peaks and troughs.
- Help the business move faster by providing computing capacity when needed.

- **Value:**

- Maximize the cost of infrastructure to meet changing business requirements.
- Maximize use of internal resources through flexible provisioning based on need.

Why HP?

With HP, you have the advantage of working with a trusted partner who understands how to apply utility computing services to real-life business challenges. As a recognized thought leader in utility computing, HP is continually focusing on new innovations that address current and future IT needs. The HP approach is:

- **Collaborative:** The HP Utility Computing Services portfolio offers flexibility and choice, supporting the types of utility models you want and the levels of engagement you want.
- **Innovative:** HP Labs researchers are exploring today the solutions to tomorrow's utility computing challenges, making HP the leading vendor to help you address utility business models, governance, and infrastructure.
- **Heterogeneous:** In addition to using a multi-platform, multi-OS infrastructure, HP also offers a joint-solution approach with software partners, moving the HP Utility Computing Services beyond infrastructure to also include application hosting.
- **Standardized:** HP Utility Computing Services provide a choice of multiple-standards-based hardware, operating system, network, storage, and scheduling technologies.
- **Leading:** HP was first in the industry to offer capacity on demand (Instant Capacity), pay-per-use services (Metered Capacity), and engineering utility computing services (Flexible Computing Services).

For more information

For more information about how HP Utility Computing Services can meet your business and IT needs, contact your local HP sales representative, or visit

www.hp.com/go/utility.

To learn more, visit www.hp.com

© 2005 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA0-3207ENW, November 2005

