



Welcome to HP's Virtual Tradeshow  
"The Road to Lean and Green"

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The **Road to Lean and Green** is an exclusive half-day virtual event featuring HP and industry thought leaders where you will learn how HP Integrity solutions are changing the economics of technology. You will want to be sure to attend this event if you are using HP 9000 servers in your enterprise and want to hear and learn more about how you can achieve lower costs, greater efficiencies and improved reliability, security and management from the infrastructure that supports your business.

With a smooth transition to HP Integrity servers running HP-UX 11i v3, HP will provide these benefits via consolidation and virtualization through VSE, energy efficient power management, and reduced software and support costs. With this data center transformation, you will also be positioned to deliver better services and drive better business outcomes for your organization and your customer.

We invite you to stop by the virtual auditorium for in-depth presentations and interactive Q&A sessions, and then visit individual product, technology and service booths to receive additional content such as whitepapers, innovative technology demos, videos, and pod casts. Engage live with HP and industry leaders and be sure to take a few minutes to answer questions that will drive you towards free TCO analysis.

By attending online, you will learn about the many ways HP Integrity solutions can help your business:

**Lower costs** with 68% less time to manage than previous technology, cut energy usage by 30-70%<sup>1</sup>

**Reduce risk with** uninterrupted access to business critical applications and data, decrease planned

downtime up to 86% and increase performance up to 30%<sup>2</sup>

**ROI realized** for most upgrades in 18 months or less<sup>3</sup>

**Be future ready** to take full advantage of features and functions in the next wave of mission critical applications from Oracle and SAP.

## Why make the transition?

Integrity servers are always scalable, always virtualized, and always available to provide the foundation for:

- A dynamically scalable infrastructure to address the demand of real-time business
- An intelligently virtualized environment to provide the flexibility to execute initiatives faster and more efficiently
- A continuously available platform that meets the extreme uptime needs of today's 24x7 global enterprise

The evolution to HP Integrity servers provides a powerful combination of availability, virtualization, and scalability. Upgrading and consolidating your existing HP 9000 server environment to Integrity servers represents an excellent, low risk opportunity to reduce operational costs in these challenging economic times.

Additionally you can run multiple operating systems on a single platform and benefit from the enhancements made to HP UX 11i v3. Now you have increased performance, automated optimization, improved protection, and simplified management—all to strengthen virtualization in mission-critical environments.

A smooth transition to Integrity servers running HP-UX 11i v3 allows you to:

- Perform a natural upgrade, not a migration
- Lower power and cooling and energy costs significantly
- Decrease downtime and outages
- Consolidate through better performance and virtualization
- Facilitate easy manageability
- Reduce floor space through consolidation and smaller footprint
- Manage IT staff requirements effectively
- Leverage ISV licensing deals

#### **Is this the right time for the transition?**

You will not be the first customer to undertake a transition from HP 9000 to Integrity servers. In fact, the transition is a well-traveled path. With HP, you can rest assured that we know both your existing technology and the future-ready technology—helping you gain the advantages of HP Integrity systems quickly, smoothly, and with the least amount of risk to ongoing operations. This means protection for the investment you’ve already made, and a seamless transition to next-generation IT productivity.

You are not forced to change. You choose when to transition to HP Integrity. But when you do decide to make the move, you do not have to do it on your own. HP will work with you to make sure that your transition is smooth and that:

- You experience minimal impact to IT support staff through training on the new environment

- Your new environment becomes a superset of the existing environment to solve next-generation business problems
- You make a gradual transition with fewer risks

#### **Virtual event agenda**

Once registered for The Road to Lean and Green Virtual Tradeshow, we will look forward to “seeing” you either during the live session on June 10, 2009 12 pm EDT, or any other time before August 10, 2009 when all the rich content will be available on-demand at your convenience.

The event offers you the chance to:

- Listen to Auditorium presentations of HP experts and a keynote from IDC
- Ask questions via moderated chat or send your question to the speaker’s mailbox
- Visit the variety of booths in the Exhibition Hall
- Download valuable materials with your digital badge
- Stop at the Interactive Corner to request your TCO analysis for transition
- Participate in a Live Chat with HP experts

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<sup>1</sup> Source: “Quantifying the Total Cost of Upgrade for HP-UX Environments to HP-UX 11i v3 on Integrity,” TechWise, February 2009 <http://h20195.www2.hp.com/V2/GetPDF.aspx/4AA2-4547ENW.pdf>

<sup>2</sup> Ibid

<sup>3</sup> Ibid

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# Agenda in Auditorium Hall

Agenda	Live track on June 10, 12pm - 1pm EDT	Speaker	Synopsis
HP kickoff	<b>Welcome and overview</b> 15 min	<b>Lorraine Bartlett</b> VP Marketing, BCS	Welcome, overview of event and HP strategy for smooth transition, including flexible financing and leasing options
IDC	<b>'Business Value of Green IT'</b> 15 min	<b>Vernon Turner</b> IDC Sr. VP of Enterprise Infrastructure, Consumer and Telecom Research	<p>From desktop computers to data centers, from printers to networked devices, from server blades to storage arrays—all provide CIO's with an opportunity to create a more Green IT environment. As organizations transform their IT infrastructure, many are either using Green IT benefits as a key reason for justifying the projects, or significantly reducing their energy requirements and carbon footprint.</p> <p>When the economic downturn ends, it is certain that government targets for green house gases will challenge the efficiency of IT. Companies that have implemented IT strategies to raise asset utilization across their IT infrastructure are certain to have a jump on the revival. Organizations that unlock the business value of Green IT (BVoG) have been shown to be more competitive while being equally more environmentally friendly.</p> <p>This session will highlight the key reasons for IT organizations to embrace a solid Green IT strategy to support a broader, long-term strategy that embraces both business and IT transformation goals</p>
HP speaker	<b>'Why and how to Move'</b> 15 min	<b>Brian Brouillette</b> VP, Worldwide Critical Facilities Services	How HP Technology Services can assist with tools, support, and resources
HP speaker	<b>'Business case for transition'</b> 15 min	<b>Jim Fox</b> HP Senior Solution Architect	<p>Today's CIO's, data center managers, and IT departments face growing pressure to increase the value they deliver to the business. They are required to better manage risk, increase energy efficiency to reduce power consumption and meet corporate environmental commitments.</p> <p>This session will demonstrate the benefits of consolidating your applications and how moving to HP Integrity can save you money and create a more capable, change-ready infrastructure.</p>
Live Q/A	<b>Live Q and A</b>		A moderated chat will be available to address Q&A with speakers during the live track. Participants who cannot attend the live may send their questions to speakers' mailbox

## Speaker Information

**Lorraine Bartlett**



Lorraine Bartlett, VP of Marketing Business Critical Systems (BCS), manages the marketing organization for the BCS unit of HP. This division focuses on providing customers' with the infrastructure that absolutely has to be there. Lorraine brings with her 25 years of experience at HP in a variety of marketing and engineering roles including solutions marketing, business planning, product marketing, product management, technical support and software engineering. Recently, Lorraine was Director of Worldwide Server Marketing and was responsible for product planning, product management and product marketing for the HP Integrity, HP 9000, and HP AlphaServer families. She also holds a BS in Computer Science from Purdue University.

**Vernon Turner**



Vernon Turner, Senior Vice President of IDC's Enterprise Infrastructure, Consumer and Telecom research, is responsible for worldwide enterprise research in the areas of technical computing, enterprise platforms, system infrastructure software, network infrastructure, security, storage, enabling technologies (including semiconductors), document solutions and valuation (pricing/leasing). He also oversees the small/medium business and hardware channels/alliances practices as well as IDC's wide-ranging consumer and telecommunications research. In addition, Mr. Turner advises IDC clients on the competitive, managerial, technological, integration and implementation issues for complete systems environments

**Brian Brouillette**



Brian Brouillette, VP, Worldwide Critical Facilities Services, This organization specializes in strategic facilities planning, design and operations support for large-scale data centers.

Prior to taking on his current role, he served as the Vice President of Solutions Infrastructure Practice, and was VP of HP Mission Critical, Network and Education Services, and was worldwide operations manager for HP's Channels – Alliances and Partners organization. He has also held senior leadership roles in strategy, operations and sales management.

**Jim Fox**



Jim Fox, HP Senior Solution Architect has extensive experience designing data center consolidation and virtualization solutions, both for enterprise customers and our own internal operations.



## Exhibition Hall guide

There will be four booths with rich content available in the Exhibition Hall

- **The Road to Lean and Green:** will provide you with HP flexible financial and leasing options, Technology Services, and HP's rich transition tools to make your move to HP Integrity smooth and seamless
- **HP Products and Solutions:** you will learn about HP's broad portfolio of products and solutions, including: HP-UX 11i v3, Integrity servers, power and cooling, VSE for Integrity, and HP 9000 evolution resources

- **HP Adaptive Infrastructure:** see how the Adaptive Infrastructure will help you to cut costs, reduce risk and drive growth
- **Interactive corner:** see the latest customer videos, pod casts by IDC and TechWise, qualify for a FREE TCO Analysis.

We look forward to your participation and attendance at this exciting, exclusive HP event. Be sure to sign up at:

<http://hpleanandgreen.veplatform.com>

# Exhibition Hall

Road to Lean and Green			HP Products and Solutions			Adaptive Infrastructure			Interactive Corner					
Pod: Green IT Leasing and Asset Management	HP Pay per use program	PDF	Pod: HP-UX 11i	HP-UX 11i data sheet	PDF	Pod: HP AI	Optimize your business outcomes	PDF	Pod: TCO Analysis	Free TCO Analysis, Free Book				
	HP Pay per use: Percent and Active Core	PDF		HP-UX 11i web site	Web link		AI Maturity Model	PDF						
	HP Financial Services - Importance of Asset Disposal - Irv Rothman (video)	WMV	IDC paper consolidation paper	PDF	Dynamic allocation with HP VSE		WMV	Pod: Video	Videos: Step up to Integrity video, HPFS and MS Critical Services	WMV				
	HP Financial Services - Asset Disposition	WMV	NetCom testimonial video	WMV	AI Blog		WMV		Interactive Flyer					
	HP Financial Services - Asset Management white paper	PDF	Differences in v3 over other versions	Web Link	Video of HP Adaptive Infrastructure		WMV	Pod: Analysts	IDC pre-recorded web cast and paper	Pod cast and PDF				
	HP Financial Services brief	PDF	Dynamic nPars	WMV	AIMM Flash video		WMV		TechWise pre-recorded presentation, paper	Pod cast, PDF, web link				
	HP Financial Services - Your Guide to Asset Recovery Services	PDF	Pod: HP Integrity	Integrity web site	Web link									
	HP Financial Services - Managing older IT assets	PDF		Integrity family brochure	PDF									
	HP Financial Services - Managing data security risks	PDF	Integrity benchmarks	PDF										
	HP Financial Services - Data Center Consolidation	PDF	Customer video	WMV										
HP Financial Services - Efficient IT benefits the environment and bottom line	PDF	HP Blades Family Guide	PDF											
HP Financial Services - Managing to the lowest total cost of ownership	PDF	iCAP Brochure	PDF											
Forrester: Back To Basics: Why IT Leasing Makes Sense In The Economic Meltdown	PDF	Pod: VSE	Instant Capacity Advisor Consolidation Software	PDF										
HPFS web site	Web link		Optimize Server Utilization in Real Time with VSE and Integrity	PDF										
HP Renew web site	Web link	Pod: HP 9000 Evolution Transition	Introduction to VSE Whitepaper	PDF										
Leasing options web site	Web link		HP 9000 Evolution	PDF										
Pod: Technology Services	BCS Care Pack Brochure	PDF	Free CONNECT Membership	DOC										
	Blade System Quick Assessment	Web link	HP 9000 Evolution website	Web link										
	Consolidation and Virtualization ROI	PDF	All Testimonials	Web Link										
	DC Transformation Paper	PDF	AAR success story	PDF										
	HP Virtualization Support Services brochure	PDF	New Castle Permanent success	PDF										
	Basic Capacity Survey	Web link	Tekstilbank	PDF										
	IDC Green Certification press release	PDF	DSPP/ISV web site	Web link										
Pod: Transition Tools	Transition tools	Web link	Pod: Power & Cooling	HP Integrity Power/Cooling site			Web link							
	Knowledge on Demand Podcast	pod cast		Going Green with HP-UX 11i	PDF									
	Move your apps to HP Integrity	Web link												

**Technology for better business outcomes**

To learn more, visit [www.hp.com](http://www.hp.com)

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