



HP NonStop

Throughout EMEA

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27th September 2012

Agenda

1. NonStop relevance in EMEA
2. Investment and Partners
3. NonStop is in the Cloud
4. New Business in EMEA
5. Summary





NonStop relevance in EMEA

In today's need-it-now world...

When is it okay for your business to be unavailable to your customers?

Never.



Your mission-critical experience matters

When application availability is vital

ZERO

Unplanned downtime

Data integrity

**NEVER
COMPROMISED**

Software updates

MINIMAL

Recovery specified in

SECONDS



System issues

**PREDICTED
CORRECTED**

Banking never stops. We understand.

Which of these issues can NonStop help you address?

Fraud and risk management for retail banking

- Real-time payment fraud prevention
- Risk profiling
- Compliance Information Lifecycle Management

Transactions processing

- Payments, multi-channel retail, ATM

Service and loan production (sales)

- Single customer view

Mobile payments

- Integration of new mobile channels into core payments infrastructure



Communications never stop. We know.

Which of these issues can NonStop help you address?

Customer satisfaction and retention

- Continuous availability of services and information
- Real-time marketing opportunities

Integration of operations and business

- Single view of subscribers and usage patterns
- Integration of separate 2G, 3G, and 4G networks and subscriber data
- Incompatible network equipment and interfaces

Explosion of transaction rates

- High load rates from new intelligent devices

4GLTE mobile services

- HLR, LBS, MMS, UMS



Manufacturing never stops. We get it.

Which of these issues can NonStop help you address?

Follow-the-sun access to information

- 24x7x365 application and data availability
- Continuous production control processes
- Manufacturing execution systems

Supply chain operations

- Wholesale and retail transactions
- Secured data availability – IPs and product/part variants
- Multi-channel distribution and eCommerce

IT infrastructure and operational costs

- Standards-based systems and smaller footprints
- Production loss and cost



The need for business continuity is on the rise

Customer demand for instant access continues to grow

- Increasing connectivity is changing expectations and needs
- End users want information and to conduct transactions whenever and wherever they want

More organizations need continuous availability to remain competitive

- SMBs in the financial services, manufacturing, telecommunications and healthcare industries need to support high transaction volume workloads
- Organizations in emerging markets seeking parity with global counterparts want to achieve fault tolerance
- Increasing need among larger organizations to run smaller, specific workloads and processes in continuously available environments



The cost is more than money.

“If our systems are not available, then no one can do their shopping, and no one can pay. *If the payment terminals are not working, then people leave their carts behind and just walk out of the shop.* So you can understand why we chose HP Integrity NonStop technology for this mission-critical computing.”

Toon van der Pas
Senior Systems Engineer
Equens

EQUENS



Business demands change, but the value of NonStop is timeless.

Financial Services

Processing 68 million credit card accounts and over 10 billion transactions annually

HP 2012 internal sales data, cross-referenced with Nielsen and D&B data



Manufacturing and Distribution

Powering mission-critical applications at 100% of the top 10 global manufacturers

HP 2012 internal sales data, cross-referenced with Nielsen and D&B data



Communications, Media, and Entertainment

Supporting over 375M subscribers in advanced Telco network applications

Source: Infonetics Service Providers Report, 2011 and TRAI Report, 2012



Public Sector and Healthcare

Supporting several of the world's leading medical institutions

HP 2012 internal sales data, cross-referenced with Nielsen and D&B data





Investment and Partners

Industry-leading array of client benefits

HP mission-critical converged infrastructure enables simplicity and agility

Continuous availability

- Protection from multiple points of failure or single, massive outages
- Fully virtualized, pooling and optimizing all resources at the application level

Data integrity

- NonStop Multi-core Architecture (NSMA) for mission-critical transaction workloads around the clock

Standard and modern

- Standard, modular building blocks from blades to enclosures, networking, disks and management

Lowest TCO

- Lowest TCO* in its class for complex, mission-critical environments
- No traditional cluster costs (i.e. additional licensing, complex configurations & application partitioning)

Massive scalability

- Scales up to 16,320 logical processors without additional wiring or configuration in a single system image

End-to-end security

- On-platform system security
- Integrated volume level encryption

*Source: Richard Buckle, Pyalla Technologies, Research Note, *NonStop offers the lowest TCO in its class for complex mission-critical applications*, 2012

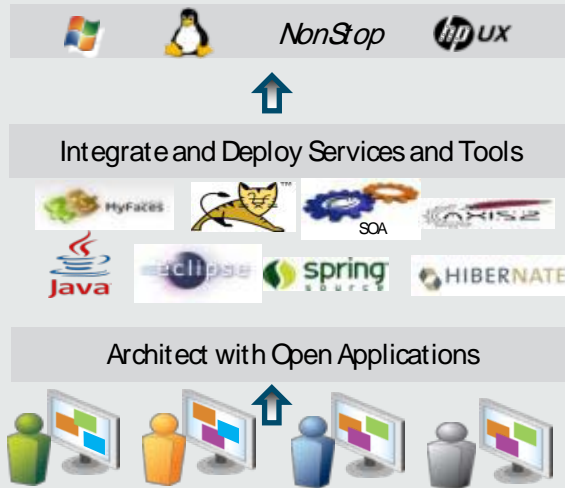


Execution of NonStop strategy

Standard hardware



Modern software



Simplified integration into the data center

Easier to develop & deploy your apps



Integrate your apps with other apps in the enterprise

Lower cost of ownership

Ease of use

Part of HP's Mission-Critical Converged Infrastructure

Positioned for converged cloud



New products

Hardware

HP Integrity NonStop BladeSystem NB54000c

HP Integrity NonStop BladeSystem NB54000c-cg

HP Integrity NonStop NS2200

HP Integrity NonStop NS2100

100% NonStop – accommodate client workloads at a lower price point

Software

Core licensing

NonStop SQL/MX 3.0 & 3.1

64-bit OSS C and C++

NSJSP App Server 7.0



Artist rendition,
not an actual photograph

Recent wins by our partners



Leading South African Bank offering personal, commercial & corporate banking services and a leading Pan-European full-service card & payment processor choose ACI for their payment systems



A leading bank in the US chooses Reflections as their enterprise client solution in continuing the journey towards *standardization and modernization* of their operating environment



Healthcare provider in Scandinavia chooses SecurData/Audit for intelligent and transparent logging of all read and update access to sensitive patient data



One of the top 3 US banks with 14 NonStop systems spread over 3 data centers replaces their physical tape back-up with ETI-NET's BackBox virtual tape controllers



A large retailer chooses Shadowbase to bi-directionally integrate a NonStop BASE24 POS application with a Linux/Oracle application for returns/exchanges



One of the leading retailers chooses OmniPayments for its point-of-sale application



One of the fastest growing debit card networks in the US deploys fraud detection application on NonStop and secures that environment with the XYGATE security solution

Solution update

New solutions



ReD PRISM – FSI



BOSCH

Invented for life

Visual Rules Suite – Cross Industry



CA Gen – Cross Industry

New solution Momentum



Wins:

- Third party payment processor in Africa
- National Switch and ATM network operator in South East Asia



Wins:

- Africa's leading automated payment clearing house
- Payment services provider in Northern Europe



Wins:

- Largest bank in India
- New Age private sector bank in India



Win:

- One of the fastest growing debit card networks in the USA



NonStop Cloud



HP Converged Cloud

Hybrid delivery based on common architecture across traditional & all cloud models



Choice

- **Open**.. standards-based across all delivery models
- **Heterogeneous**.. hypervisors, development, infrastructure
- **Extensible**.. partner ecosystem

Confidence

- **Security**.. across info, apps, infrastructure, delivery models
- **Management** ..end to end
- **Automation**...for cloud based architectures & processes

Consistency

- **Common architecture**...across all delivery models
- **Portability**..for flexibility & optimization
- **Consumption experience**...one simple model

NonStop's expanding role in cloud computing



NonStop Today

Hosts traditional IT

Integrates with hybrid and private clouds through service portability and management/service interoperability

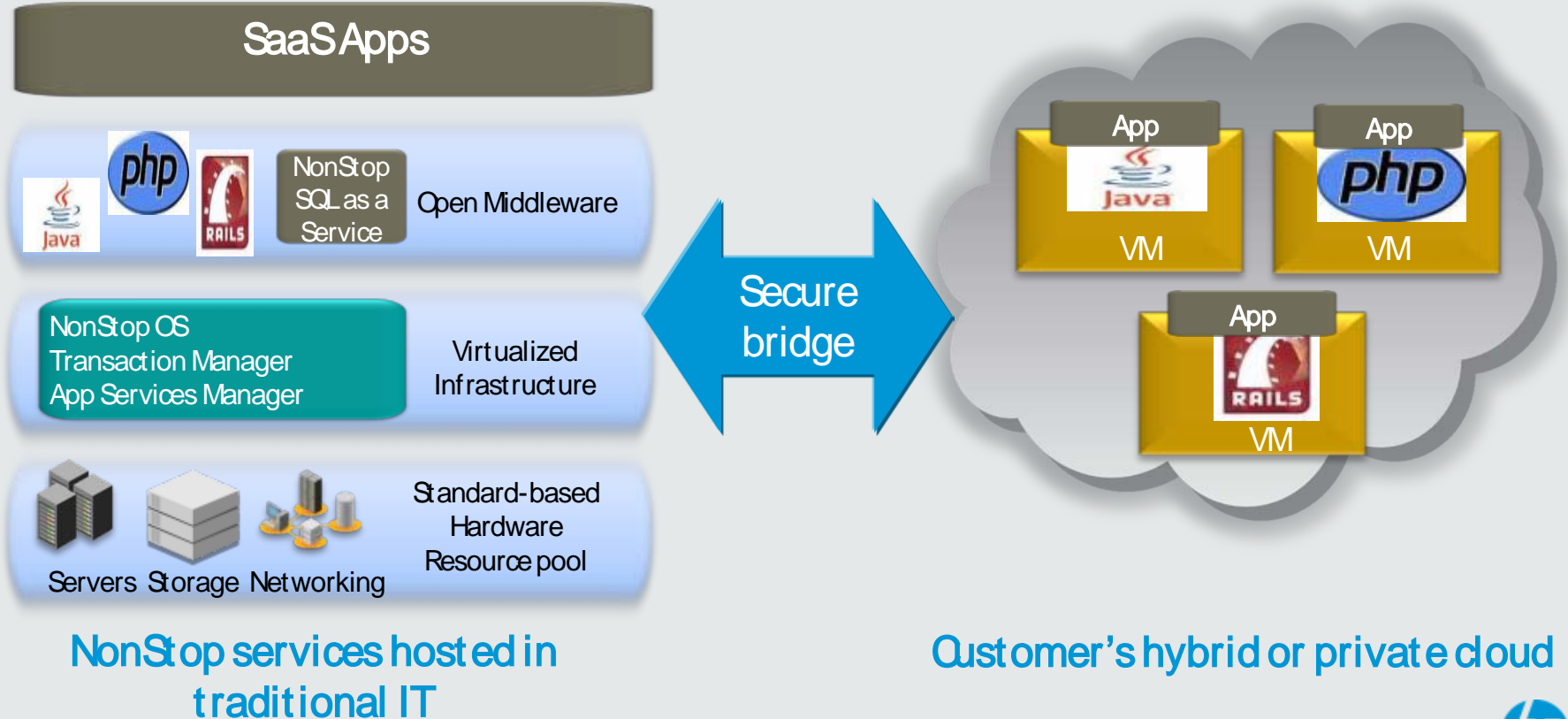
NonStop in the Future

Directly deployed in HP delivered, hybrid and private clouds

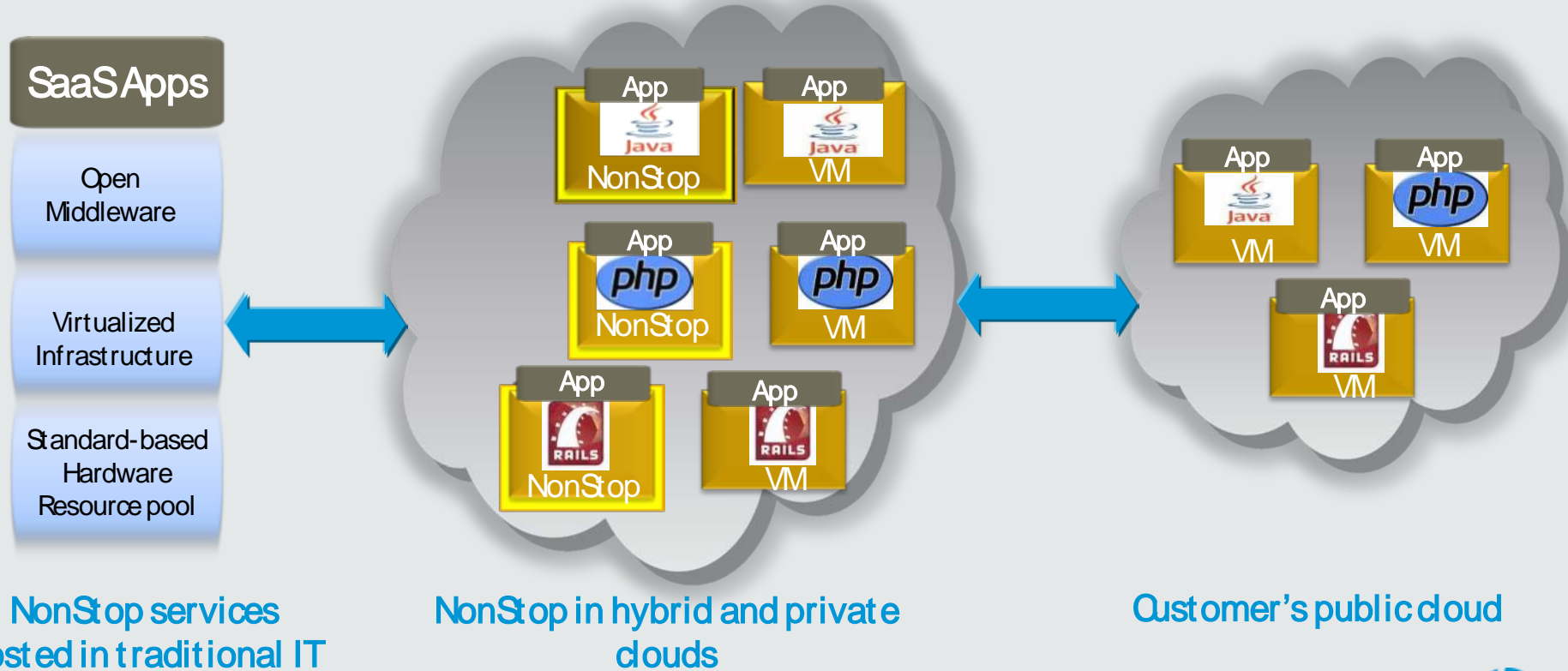
This is a rolling (up to three year) Statement of Direction and is subject to change without notice



NonStop integrates with hybrid/private clouds today



Future NonStop deployment in hybrid/private clouds



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New Business in EMEA



A New Global Payment Brand Emerges

Bank sell off creates new opportunity

- Multiple U.S. venture capitalists acquire part of existing bank
 - Mandated sell off by European Union
- Create a brand new payment brand – focused on card and electronic commerce
- Full market assessment of direct delivery systems and their platforms
- Initial preference for IBM – particularly mainframe
- After full investigation, customer decides on HP NonStop as the hosting platform



Joint Venture of German Payment Processors

- Both partners consolidate software development and technical operations
 - Debit Switch for two Banking Sectors
 - Gateways to European card processors and international payment schemes
 - Approx. 1,2 billion Transactions/Year
 - Some 50 million debit cards,
- Improve Time-to-Market for innovative future offerings
 - Authorization of Credit Card transactions
 - Contactless and mobile payments
 - Internet payment processes for debit cards
- Four independent access points based on new HP NonStop Blades Systems to ensure highest level of security, availability and performance



New ticketing application for seat reservation



- Add new services to booking service over multiple channels
- Improve revenue from seat reservations – 5€/reservation
- Improve customer service
- Protect the investment in the NonStop application
- Improved usability of NonStop for customer developers
- Defend the customer against the Oracle break through and an ultimate loss
- Re-established trust in the future of NonStop
- Revise the decision to stop SW development on NonStop
- Sale of additional CPU-Power for the new project “combined booking”

Mobile Virtual Network Operator Case Study

HP HLR For MVNO Market

CSP started as fixed provider of internet services
Moved into Quad play (TV, Internet, Phone, Mobile)
Hence MVNO for Mobile
Built their own Billing and HLR core infrastructure
CSP selected HP HLR for core network
Open HLR platform with proven interworking
Future-proof to meet next generation 4G needs
Turn-key solution



Universal Data Repository (UDR) Case Study

HP Subscriber Data Management

International Wholesale and Retail provider

Tier 1 operator

Information stored is not just subscriber profile data but also network data

The user is steered based on the profile to the most optimum route.

Mobile Number Portability Application & Call Routing

Delivers optimisation and value add functionality through consolidated subscriber database



Machine to Machine Case Study

HP HLR Supporting SIMs in Automobiles

- Commercial operator
- M2M solution targeted at the motor vehicle industry
- Funded by the government
- Driven by the E-CALL Directive
- SIM installed in all new cars through a separate device from 2013
- SIM used to notify emergency services if there is an accident:
 - Automatically call out the ambulance
 - Can automatically identify their location
- Service goes live in 2013
- Uses HP GSM HLR for management of SIMs



DEVICE INSTALLED IN CAR

Summary



Key takeaways

NonStop relevance

Business never stops

NonStop relevant for more businesses

Commodity investments

Business in EMEA grown YoY

NonStop is positioned for a bright future

New ISVs

New Applications

Investing for the future

Positioned for converged cloud



Thank you



Time to modernize the mainframe?

The timeless value of HP NonStop

- Application assessment workshop
 - HP-led session to determine which applications to move first
- TCO analysis
 - Cost of downtime
 - Common modular building blocks
 - Modern open software development
 - Common management software
 - Staffing and skills requirements

Source: Independent research study of 500 CIOs conducted by Vanson Bourne, 2011
Commissioned by Compuware



Oracle. Time for something else?

Introducing HP NonStop SQL

Discovery workshop

- HP-led session to discover where NonStop SQL can relieve the pain

Assessment tool

- Identify which Oracle instances are the best fit for NonStop SQL

*Source: Richard Buckle, Pyalla Technologies, Research Note, May 2012
NonStop offers the lowest TCO in its class for complex mission-critical applications

