

# Create the future with the new style of business

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# HP to separate into two new industry-leading public companies

## Hewlett Packard Enterprise

Defining the next generation of technology infrastructure, software and services for the New Style of IT.



**Meg Whitman**  
President & Chief  
Executive Officer



**Patricia Russo**  
Chairman



Servers



Networking



Software



Converged  
Systems



Storage



Services



Cloud

## HP Inc.

Leading personal systems and printing company delivering innovation that will empower people to create, interact and inspire like never before.



**Dion Weisler**  
President & Chief  
Executive Officer



**Meg Whitman**  
Non-Executive  
Chairman



Notebooks



Mobility



Ink Printing



Managed  
Print Services



Desktops

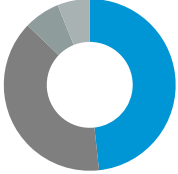



Graphics



Laser Printing

# Two new independent publicly traded companies

|                                  | Hewlett Packard Enterprise<br>Fortune 50 company  | HP Inc.<br>Fortune 50 company  |
|----------------------------------|---|--|
| Revenue Mix <sup>(1)</sup>       |  <ul style="list-style-type: none"> <li>Enterprise Group <b>48%</b></li> <li>Enterprise Services <b>39%</b></li> <li>Software <b>7%</b></li> <li>Financial Services <b>6%</b></li> </ul> |  <ul style="list-style-type: none"> <li>Personal Systems <b>60%</b></li> <li>Printing <b>40%</b></li> </ul> |
| Financial Metrics <sup>(1)</sup> | <div>Revenue</div> <div><b>\$57.6B</b></div> <div>Operating Profit</div> <div><b>\$6.1B</b></div> <div>Operating Margin</div> <div><b>10.5%</b></div>   | <div>Revenue</div> <div><b>\$57.3B</b></div> <div>Operating Profit</div> <div><b>\$5.5B</b></div> <div>Operating Margin</div> <div><b>9.5%</b></div>   |
| Market Positions                 | <div>#1 in Servers<sup>2</sup></div> <div>#1-2 in several Software categories<sup>9</sup></div> <div>#2 in Services<sup>4</sup> in Networking<sup>3</sup></div> <div>#4 in Storage<sup>5</sup></div> <div><b>Leader</b> in Private Cloud<sup>8</sup></div>                | <div>#1 in Commercial PCs<sup>6</sup></div> <div>#2 in Consumer PCs<sup>6</sup></div> <div>in Inkjet<sup>7</sup></div> <div>in LaserJet<sup>7</sup></div> <div>in Graphics<sup>10</sup></div>  |

Source: (1) Based on publicly reported last 12 months from Q1 fiscal 2014 to Q4 fiscal 2014 revenue and OP after allocating Corp. Unallocated costs; (2) CQ2'14 IDC WW Quarterly Server Tracker (3) CQ2'14 Dell 'Oro WW Tracker (4) CQ4'13 IDC WW IT Services Tracker (5) CQ2'14 IDC WW External Disk Tracker; (6) CQ2'14 IDC WW PC Tracker (7) CQ2'14 IDC WW HCP Tracker (8) Forrester – Forrester Wave November 2013 (9) Gartner MQ leader in: Information Archiving, Structured Data Archiving, eDiscovery, Web Content Management, Enterprise Content Management, Enterprise Search, Customer Communications Management (10) CQ2'14 IDC WW Large Format & Digital Press Trackers





# Now is the right time

After three years of work, we are now in a position of strength.

## Confidence



- Improved credibility with customers, investors, and employees
- Enhanced channel relationships with industry leading programs and tools
- Inspired workforce and management teams

## Position of Strength



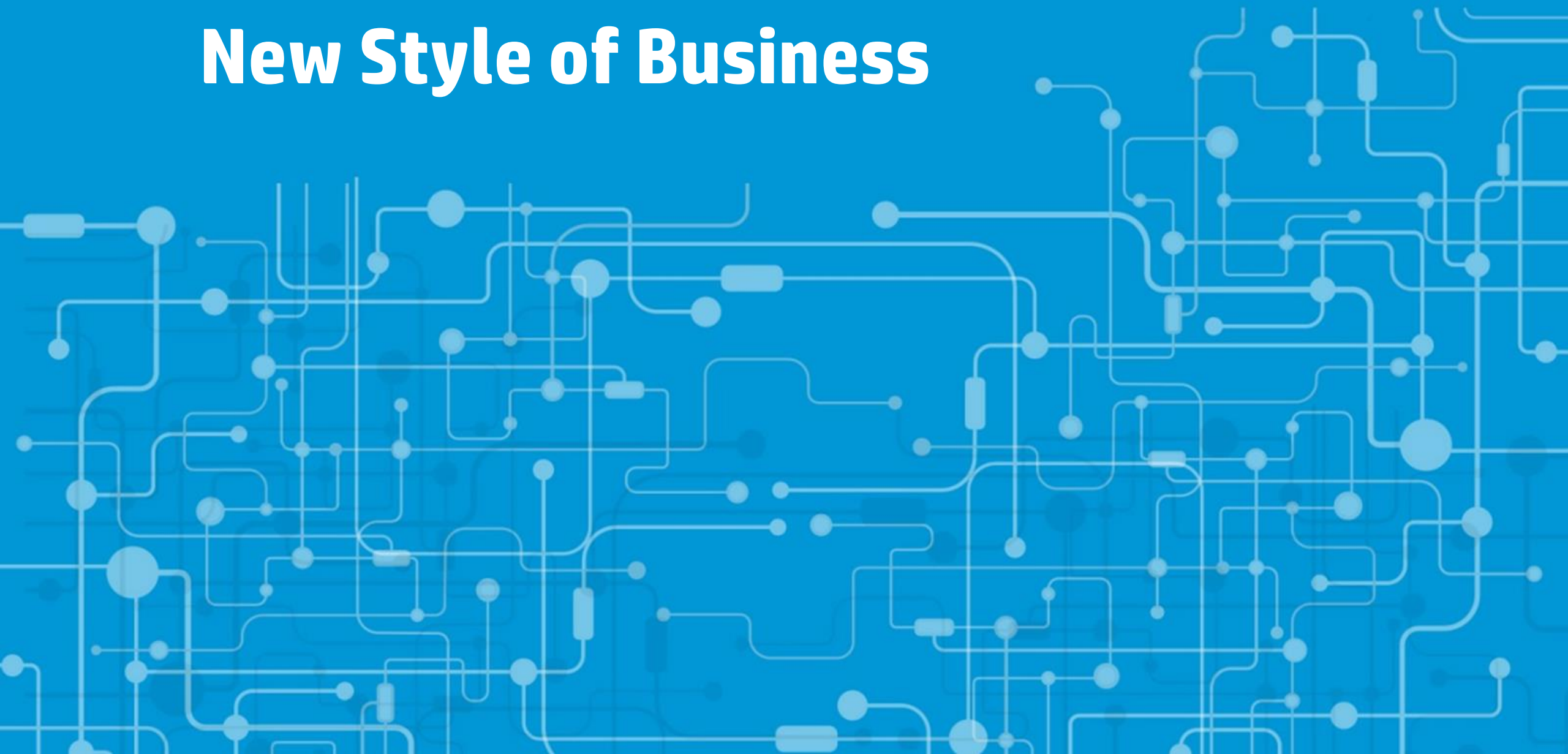
- Rebuilt financial foundation – stronger balance sheet, predictable performance
- Right leadership team
- Very strong innovation pipeline

## Speed of Market Transitions



- Accelerating technology transitions require agility to respond to evolving market conditions and customer demands
- Increasingly competitive markets necessitate concentrated and distinctive responses for each of the new companies

# **Welcome to the New Style of Business**



# The innovation engine for the New Style of Business



Cloud



Mobility



Big Data



Security

## Infrastructure

Build the  
best foundation



Server



Storage



Networking



Converged  
Solutions

## Software

Turn data into insight, and  
insights into action



App  
Delivery



IT Operations  
Management



Big Data



Security

## Cloud

Deliver  
speed and agility



Private  
Cloud



Managed  
Private  
Cloud



Managed  
Virtual  
Private  
Cloud



Public  
Cloud

## Services

Manage and transform  
traditional to new



Consulting  
Services



App  
Transformation



Support  
Services



Managed  
Services

## Financial Services

Support partners and customers with the right financial model

# The New Style of Business creates new waves of opportunity





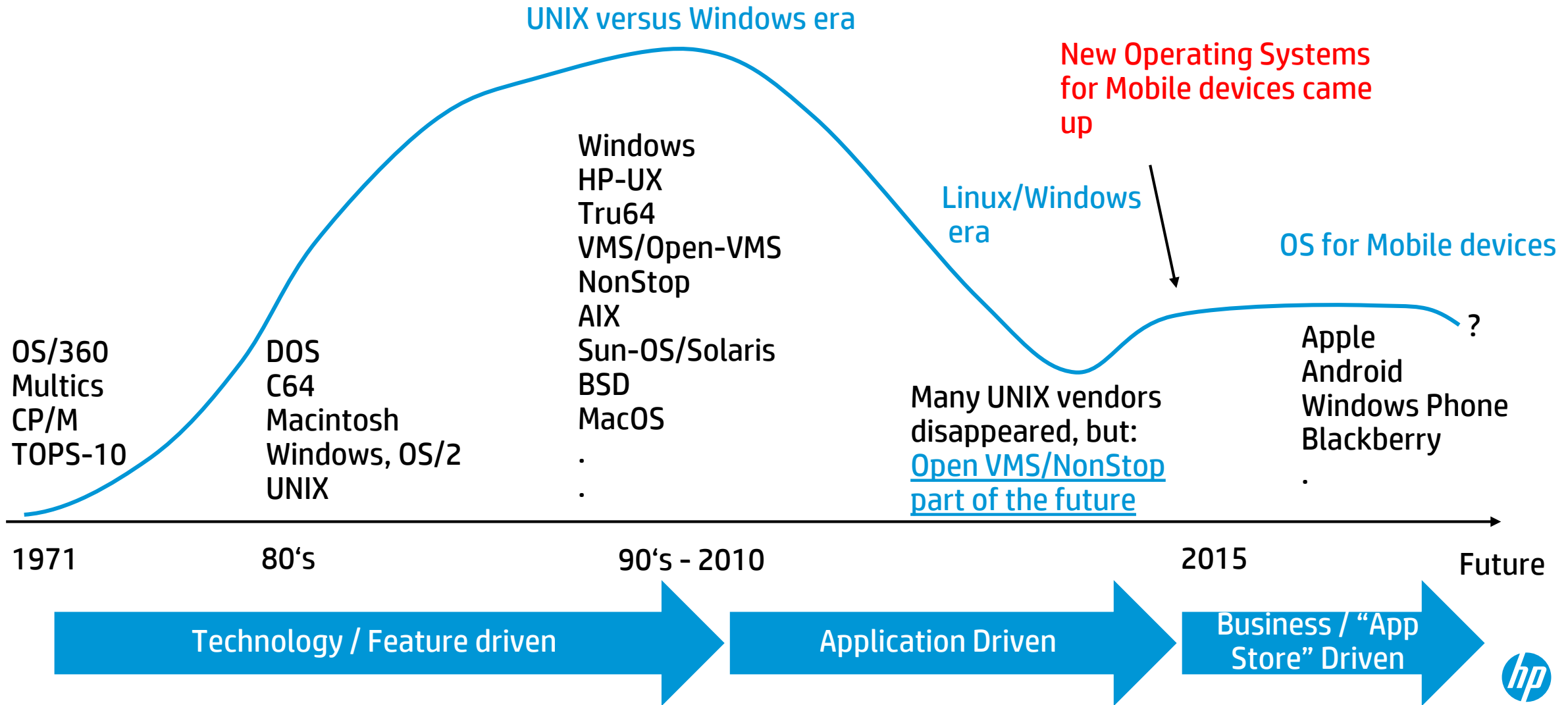
# The journey to the new style of business





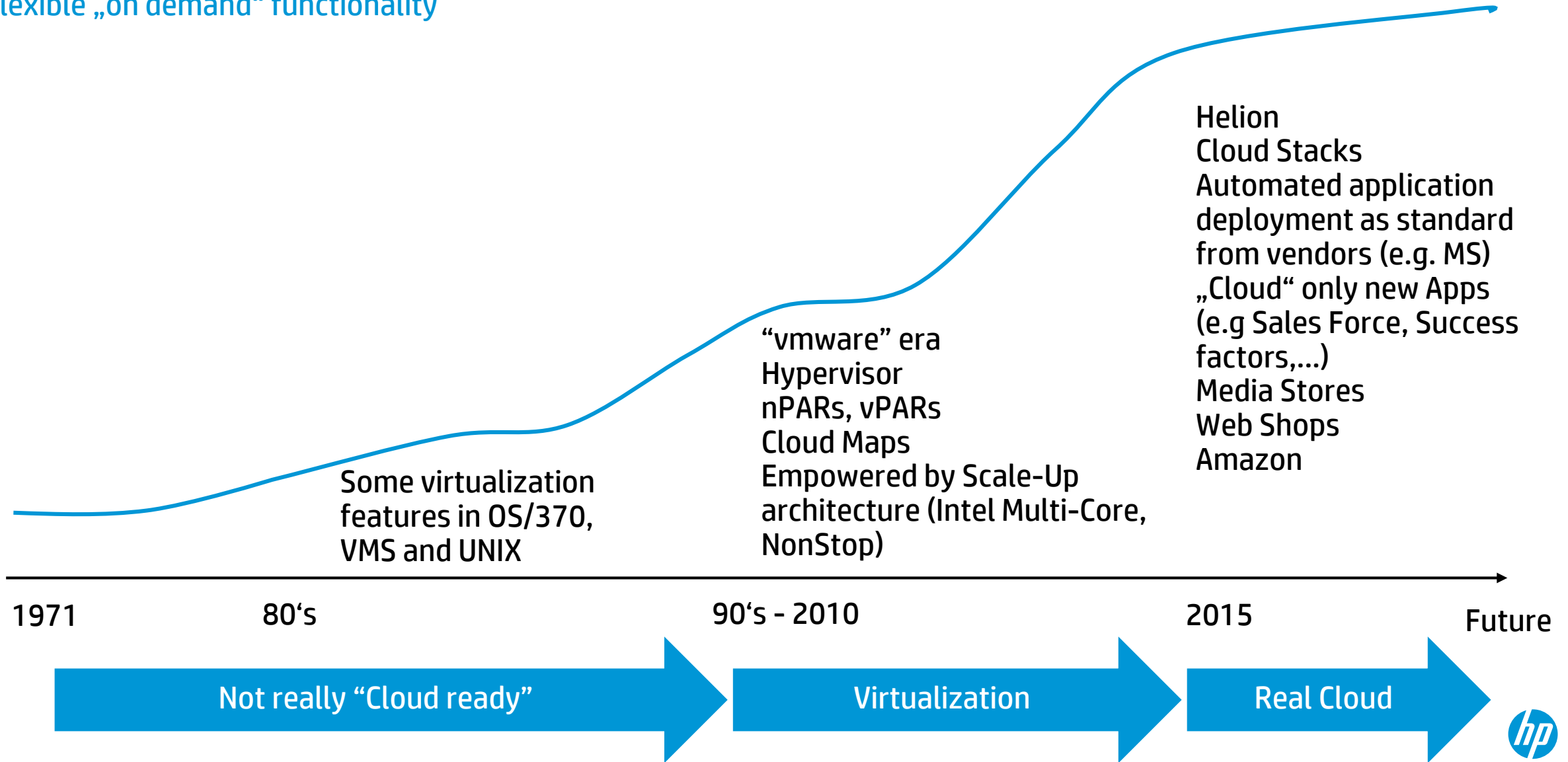
# Trend on operating systems

From Mainframe to UNIX to Linux/Windows to Mobility



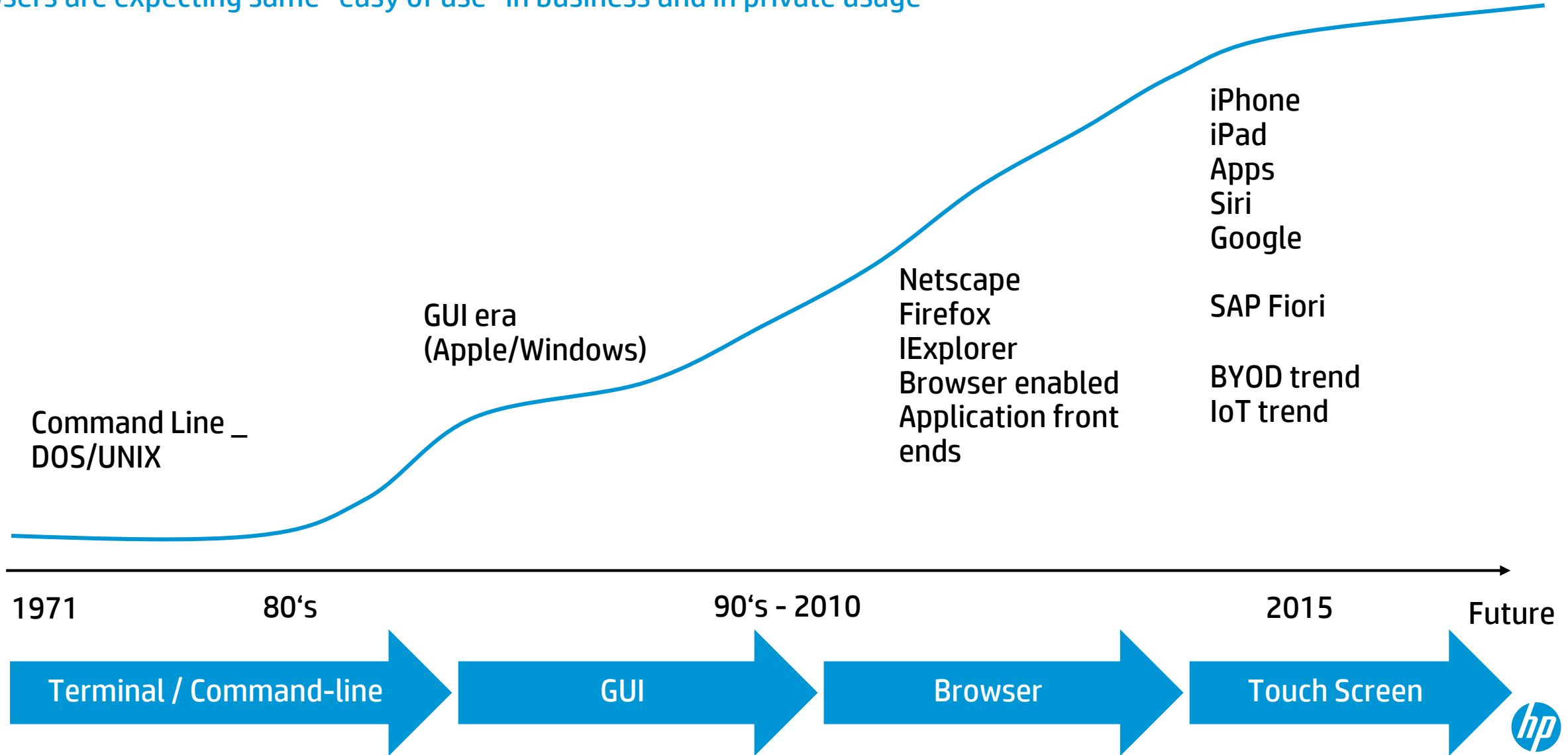
# On Demand / Cloud Trend

Flexible „on demand“ functionality



# User experience and user expectation

Users are expecting same “easy of use” in business and in private usage





# Challenges for Application vendors

More functionality and simplification

- Core features versus flexible adaption
- Cloud readiness (Cloud automation)
- Massive data, structured and unstructured
- Real-time functionality
- Security
- User experience
- New License Models

# Challenges for IT organizations

Classic org structures are becoming obsolete while new ones are needed

- **Cost reduction in standard operations:**
  - Classic departments (Operating Systems, Server, Storage, network, development) will be consolidated -> e.g. Appliances („who cares about the details in the appliance, it must work...”)
- **Investments into agility**
  - Standardization, Cloud automation, Provisioning
- **Investments into new apps**
  - Simplification, agility and maintenance
- **User experience**
  - Employees are expecting same user-experience as at home (e.g. „Amazon purchase experience“)
- **New License Models**
  - Consumption based, not fixed cost based

# IT must transform to create the foundation for the New Style of Business

## Traditional IT



**Lower cost**



**IT outcome-centric**



**Conventional  
workloads & apps**



**Longer cycle times**

## New Style of IT



**Greater agility**



**Business  
outcome-centric**



**New workloads, apps,  
and experiences**



**Shorter cycle times**



# New Style of Business in Reality

Example: HP IT



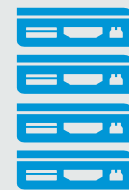
**82PB**

of storage deployed on  
3Par, XP and EVA



**41K+**

servers



**1,400+**

enterprise  
HPN routers



**2.5B**

security events  
logged per day with  
ArcSight



**210M hits**

per day on HP.com

Manage



**155K+**  
mobile devices



Prevented millions of denial  
of service attacks with

**TippingPoint**

**Millions**

of lines of code scanned  
by



Optimized partner program  
with real-time sentiment  
analysis



Autonomy

**160 GBPS**

infrastructure  
capacity



**20K+**

HPN switches

1001010  
00110101  
10011010  
10110011

**6.8PB**

data replicated  
per day

**412,000**

mailboxes managed

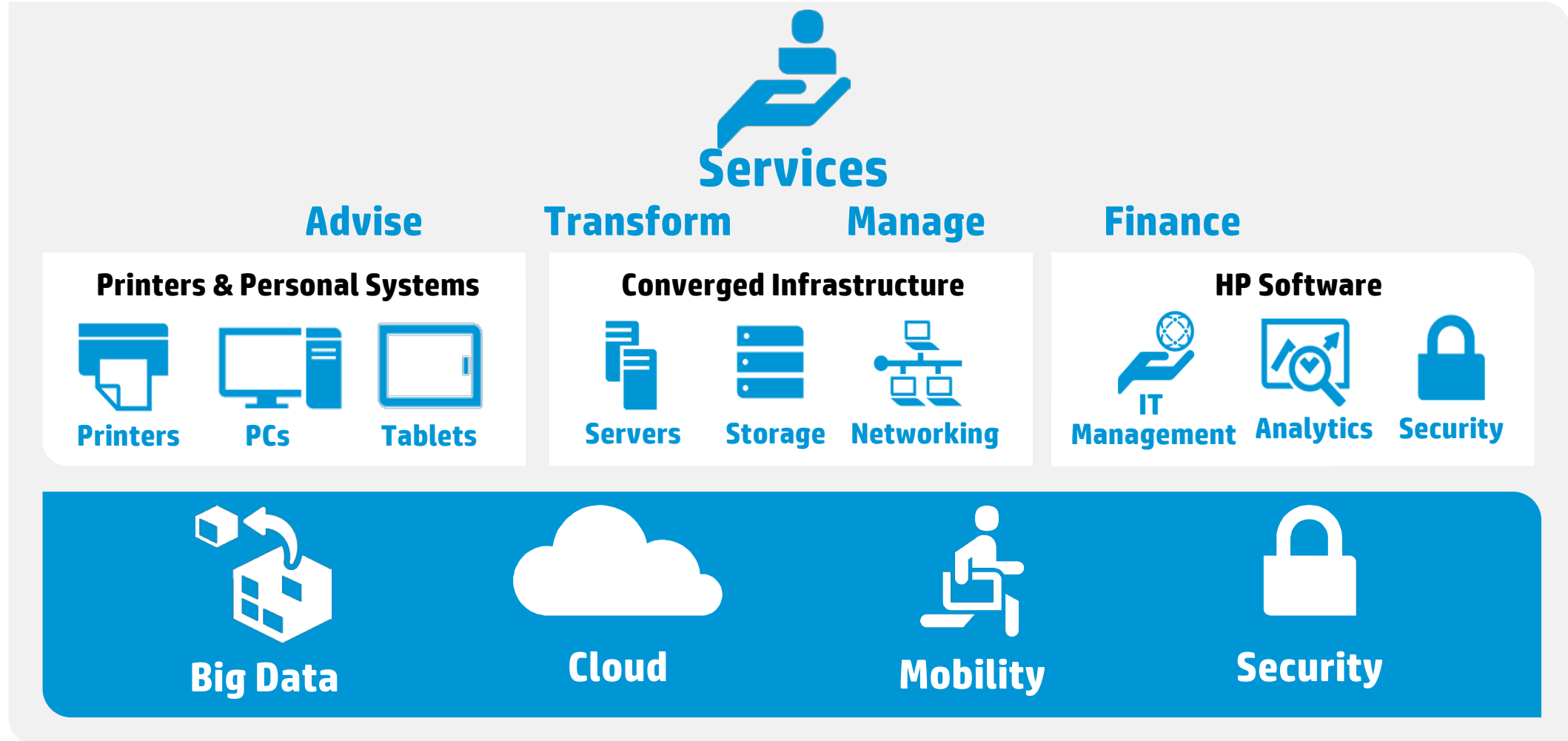


Analyze data from

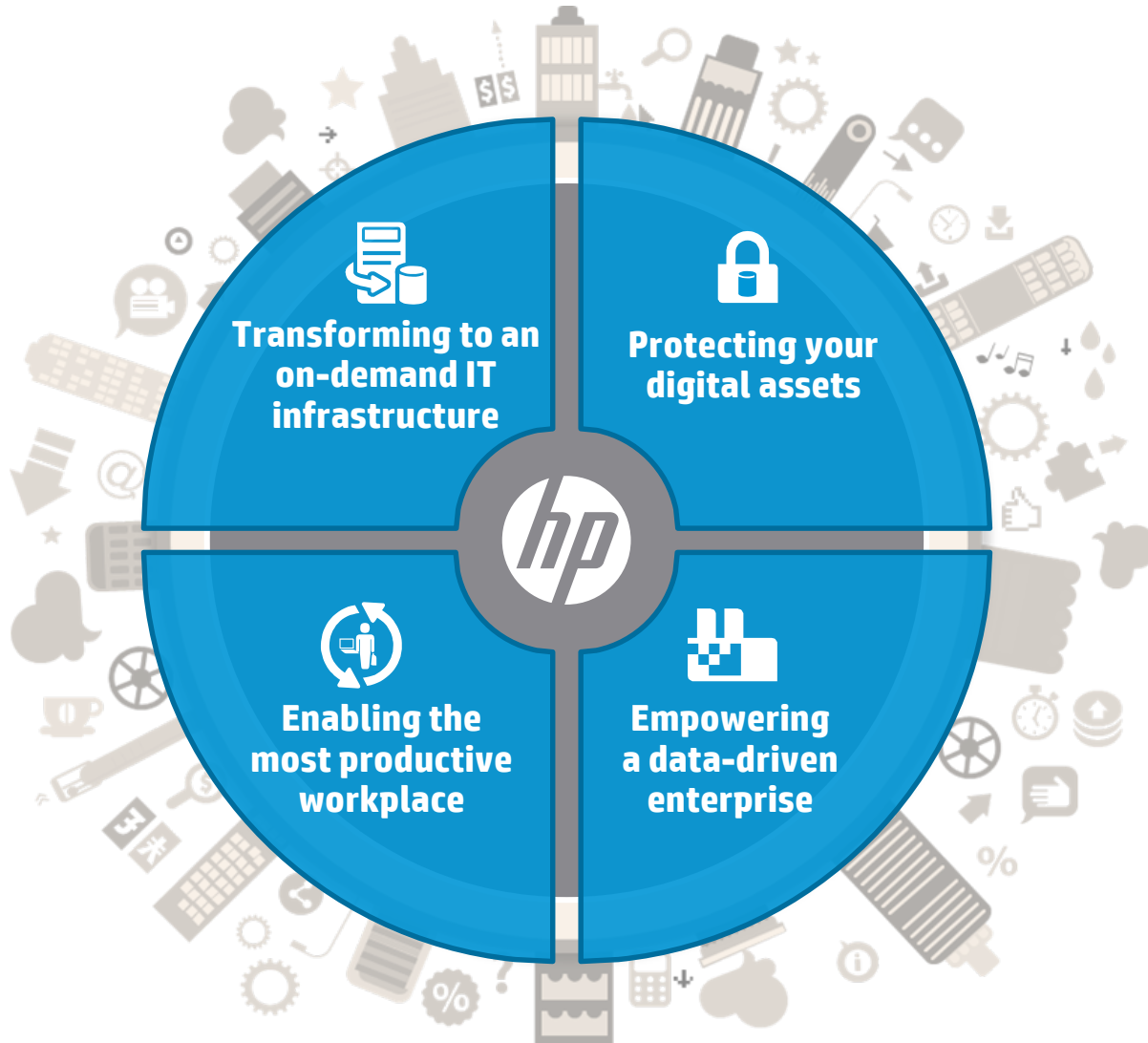
**100s of millions** of active devices



# HP's strategy is to provide solutions for the New Style of Business



# The four most important Transformation Areas



## Customer Business Outcomes

- > Increase agility and flexibility
- > Reduce cost
- > Generate revenue and profit growth
- > Reduce risk
- > Improve customer experience
- > Enhance employee experience



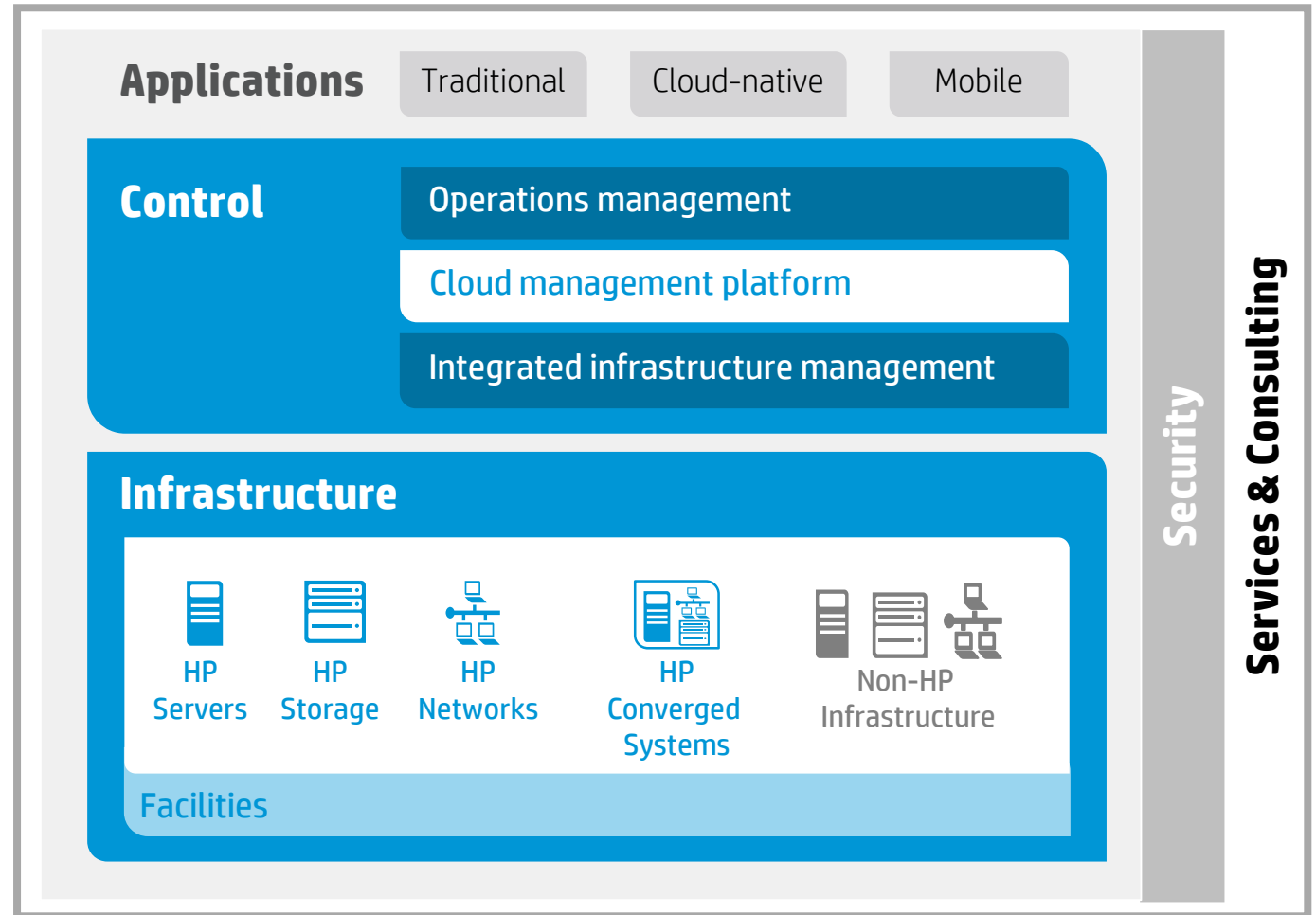
# On-demand IT infrastructure

**1 Enable agile IT operations**  
Transform management of infrastructure and clouds with analytics and automation

**2 Speed to market with cloud**  
Access unlimited scale and speed in a secure way

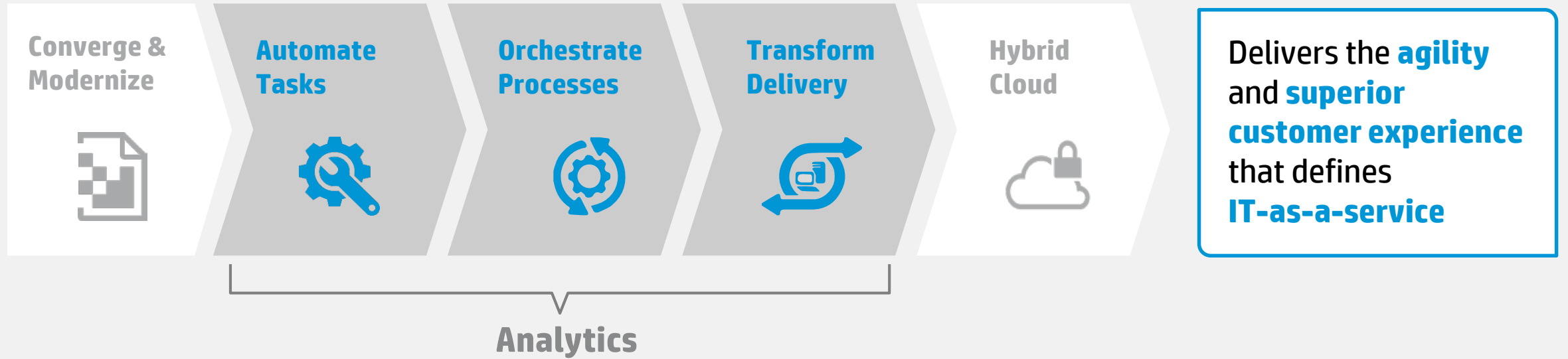
**3 Create an on-demand infrastructure foundation**  
Make traditional IT environments more efficient and create agility for the next generation of applications, services.

**4 Deliver transformation services**  
Offer 360° support (technology, consulting and financing) to extend your business with customers



# Enable agile IT operations

Transform IT operations using automation and analytics



# HP Servers

The right compute, for the right workloads, at the right economics... every time

## Modernize your core business operations



Virtualization



Back office applications

**HP ProLiant**

**HP BladeSystem**

## Transform your mission-critical environments



Mission-critical environments

**HP Superdome X**

**HP NonStop X**

## Scale-out your customer engagement



Big data & HPC



Cloud workloads



Next-gen applications



Web-scale deployments

**HP Apollo**

**HP Moonshot**

**HP Cloudline**

**Full lifecycle of services**

**Rich ecosystem of partners**

**HP Financial Services**





# HP Converged Storage

Architected for the New Style of IT

## 3PAR StoreServ

### Tier-1 ITaaS and xSPs

ONE SLA-optimized architecture from mid to high and all-flash with Block, File, and Object-access

## StoreVirtual

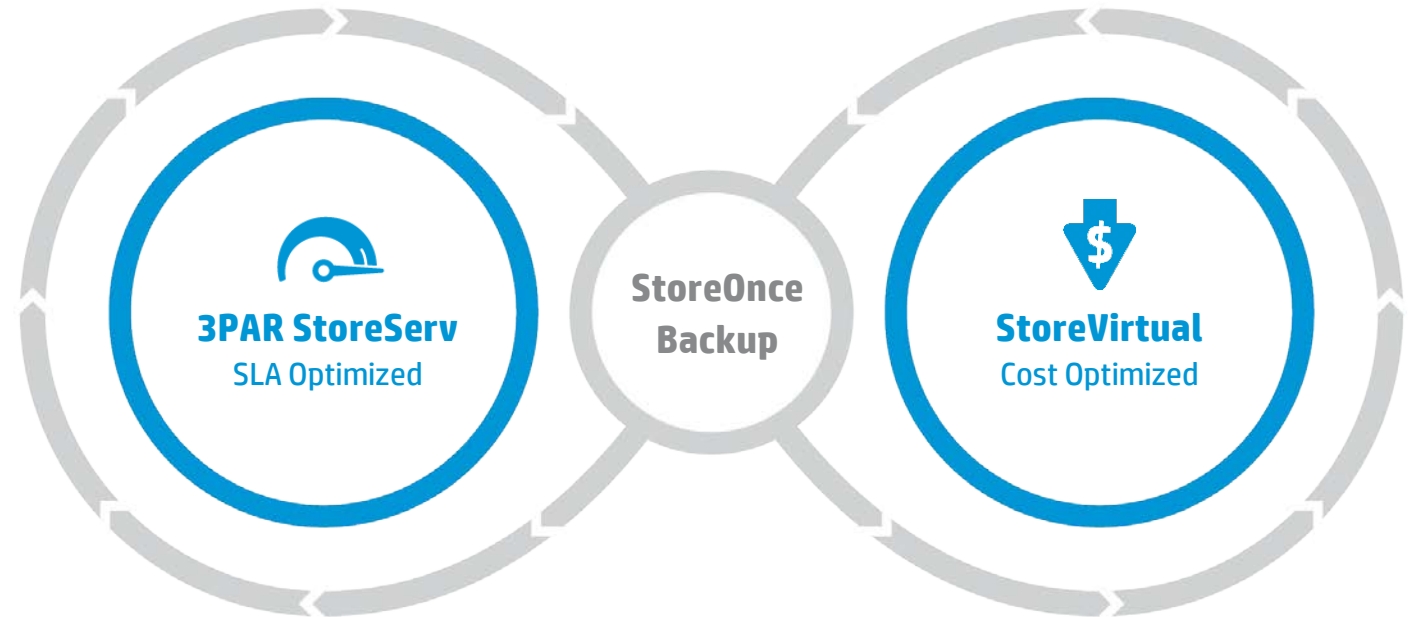
### Small Sites + Workgroups

ONE hypervisor agnostic and hardware independent software-defined architecture for cost optimization

## StoreOnce Backup

### Data Protection Services

ONE converged data protection and retention architecture for application-managed backup



# HP Networking

Redefining the simplicity, agility and TCO of networking

## Campus

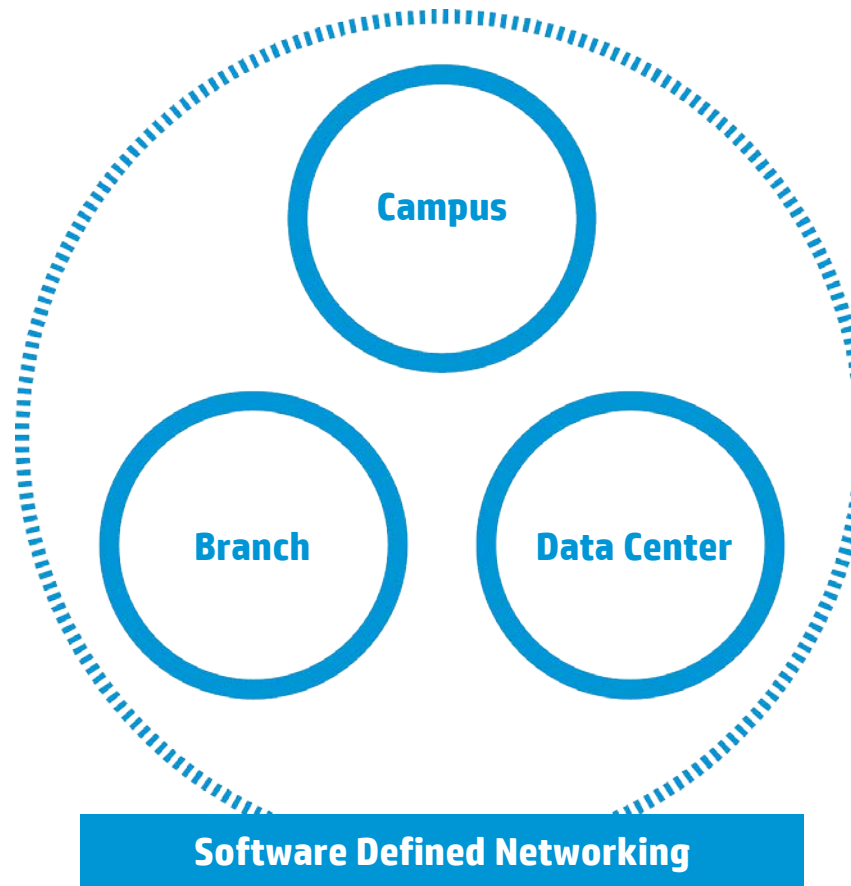
**Unified Wired, Wireless with up to 47% TCO savings**

- 10500 Series
- Unified Wired & WLAN Edge

## Data Center

**Consistent across Campus, Branch, and Data Center**

- Open Ecosystem
- 25M OpenFlow Ports



## Branch/Remote Office

**Accelerate deployment from months to minutes**

- Cloud Managed

## Data Center Networking

**80% faster VM mobility with IRF**

- 12900 Series
- 5900 Converged Ethernet & Storage
- 6125 Blade Switch

# 3D printing from HP

## HP Multi Jet Fusion™ technology

- Based on HP's core competencies in precision, low-cost mechanics, precision metering and placement of liquid agents, high-volume manufacturing, and material science, HP is poised to introduce a disruptive 3D printing technology, HP's Multi Jet Fusion™ technology.
- Comparison to commercially available 3D printing technologies has demonstrated clear advantages to HP Multi Jet Fusion™ technology and its material set to define new levels of part quality, high part functionality, at 10 times the build speed,<sup>4</sup> and at breakthrough economics.<sup>5</sup>
- A key feature of HP Multi Jet Fusion™ technology is the potential to modify material properties to produce controlled-variability in mechanical and physical characteristics within a part. This can enable a host of new possibilities in the design and performance of parts built by 3D printing.
- HP's entry into 3D printing includes realizing HP's vision of a 3D printing ecosystem with advanced user interfaces, software for 3D part creation and production, and 3D printers optimized to deliver an end-to-end experience with the potential to drive the digital transformation of manufacturing.

**Coming 2016**



# 3D printing from HP

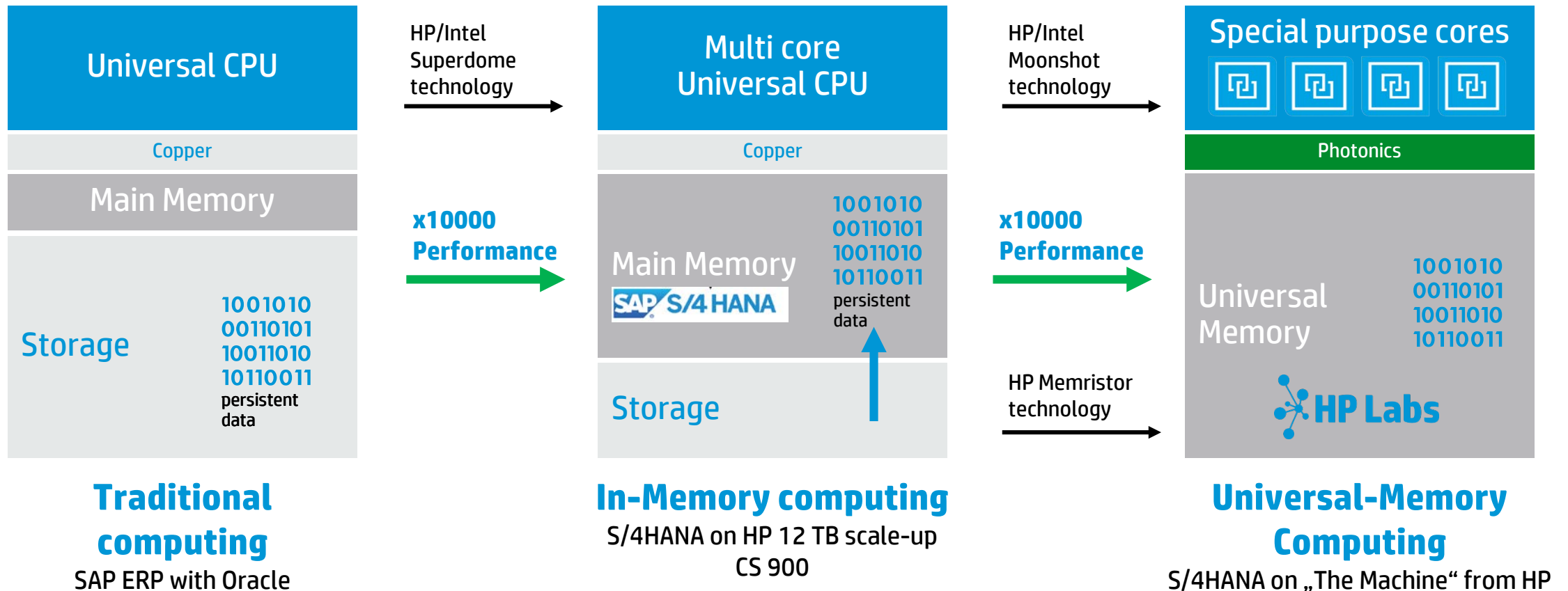
## Examples





# Innovating far into the future

A new generation of computers and software is coming



← For 20 years ————— Today ————— Starting 2019 →



# Foundation of Special Interest Group (SIG) Big Data

## Aim

- Special Interest Group (SIG) Big Data concerns itself with the selection, implementation and operation of Big Data Solutions, such as:
  - SAP S/4HANA,
  - Microsoft APS
  - Hadoop
  - HAVEn
- The SIG Big Data is established to consolidate and address requests towards HP and to promote the dynamic exchange between users and manufacturer and to exchange best-practices
- Training needs will be determined and implemented
- Customers, Systemintegrators, Systemhouses and consultants are invited to join the SIG Big Data
- Be there when the Connect „BIG DATA“ focus group [will be founded](#) today at 17.15

# Thank you

