

# Accelerate your ISV Software Sales

with the HP NonStop Advantage

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# Agenda

- Today's ISV reality: challenges & opportunities
- 7 HP NonStop advantages for ISVs
  - *Instantly improve software up-time*
  - *Expand your access to new customers*
  - *Improve market visibility & gain new leads*
  - *Minimize “yet another platform” expenses*
  - *Leverage HP talent for customer success*
  - *Position your solution for SaaS & cloud success*
  - *Inherit broader HP Benefits*
- What is NonStop?
- Partner success story
- Summary & Next steps



# Today's ISV reality: challenges & opportunities

- Strategic challenges
  - How do I implement a Software-as-a-Service (SaaS) model?
  - How do I differentiate my solution in a cluttered market?
- Geographic challenges
  - How do I enter fast-growing emerging markets (China, Brazil, Africa...)?
  - How do I gain credibility in these new markets to win?
- Marketing and sales challenges
  - How do I speed time-to-market, time-to-PoC and time-to-revenue?
  - How do I partner to both maintain control and grow revenue?
- Technical Challenges
  - How do I speed my product lifecycle?
  - What is the best infrastructure to underpin & showcase my solution?



If this is your reality, NonStop offers 7 distinct ISV partnering advantages...



# The 7 Advantages to ISVs for HP NonStop Partnering



# Instantly improve your application up-time

NonStop .... *makes your application more **available**.... and thereby  
.... makes your application more **valuable**....*

## Financial services

"Our new Faster Payments service is a **must be constantly available**. We chose the NonStop because it has proven to be **the best platform** for highly critical financial services."

## Communications & media

"Everything is built redundantly so that **availability is ensured**. Other large systems strive to realize this, but the NonStop takes it a couple of steps further. That's what makes it unique."

## Healthcare & public sector

"The stated goal was **24x7 availability**, even in the event of a catastrophe, with a full switchover recovery at the end-user level in less than 20 minutes. Our measurements show that we will meet this goal."

## Manufacturing

"We place enormous trust in NonStop system. Our **NonStop applications are always available**. We take them for granted, just like the water that comes out of the tap."

## Retail

"We have had **zero unplanned downtime since 1998** on our NonStop systems."



belgacom



BON-TON





# *Expand your access to new customers*

- NonStop sells mission-critical solutions
  - Worldwide scope
  - Large and medium sized businesses
  - Multi-Industry
- ISVs leverage NonStop customer relationships:
  - Strong customer CxO relationships. We know customer CxOs – they make the mission-critical purchase decisions.
  - Strong annuity revenue. NonStop customers offer annuity revenue since customers fund mission-critical needs.
  - Value-based pricing. Customers always demand better



NonStop can assist ISVs gain entry to customers provided we have a clear mutual revenue plan.



# Improve market visibility & find new leads

## • Co-Marketing

- Quick Start marketing material for joint solutions
- ISVs Join HP's AllianceOne Partner Program
  - Co-branding collateral & "Converged Infrastructure Ready" program
  - Free remote system access. Discounted equipment & marketing resources.
  - Visibility on HP.Com, at HP events & Webinars, etc.



## • Co-Selling

- NonStop sales team working with you to sell your solution
- Define & drive joint sales pipeline with NonStop team
- Dedicated customer-connected sales & technology experts
- Can issue joint proposal including ISV licenses & services

### LUSIS PAYMENTS TANGO AND HP NONSTOP SYSTEMS

Retail payments environment of the future  
Solution brief

## INTEGRATE

payment processing

HP and Software Integrators  
COPE - Integrated Payments Processing  
Solution brief

Time for a change

## TRANSFORM

the way financial institutions manage electronic payments.

### HP Converged Infrastructure and BPC SmartVisa suite

Meeting your end-to-end e-payments needs  
Solution brief

Many payment channels, one solution

As a financial institution that issues electronic payment cards, or a bank requiring broad-based e-payment functionality, you're looking for new ways to improve your bottom line. You may be looking for a flexible solution that can support and manage payments across multiple channels including POC, branch, ATM, the Internet and mobile applications. From single credit cards and debit cards to sophisticated legacy programs and multi-application smart cards, you need a single managed solution that can support all aspects of card management.

Today, HP and BPC have the answer: a comprehensive payments solution comprised of BPC SmartVisa software running on HP Converged Infrastructure with HP Integrity hardware servers. Because Payments is HP's core business, our solution can help drive down your cost of solution ownership while speeding time to market with new products and services.

Why choose HP and BPC?

- HP and BPC provide a proven and modern end-to-end payments solution.
- The NonStop difference: HP Integrity servers process the overwhelming majority of credit cards. A full and accurate transaction that takes place every day.
- Our fully SCA-compliant modern and highly functional application reduces time to market.
- High performance, low cost infrastructure and application software to match your unique business needs.
- Low risk migration path from needed legacy systems.

using proven configurations

- Single customer view across all payment channels
- Adaptability to changing market conditions
- Simplified IT infrastructure
- Near linear scalability to manage growth in any environment
- Proven detection and prevention

Cost savings across the board

With cost reduction being a top item on every financial institution's list of business objectives, the HP and BPC solution drives cost savings benefits company-wide.

- Use standard-based technologies to grow your payments environment
- Significantly improve your total cost of ownership (TCO) with HP's secure rich operating system and database architecture
- Save on networking power and cooling by modernizing IT on an advanced blade platform

One software suite does it all

By relying on SmartVisa as a single solution for all card functionality, you avoid the integration issues that occur when adding disparate applications. Unlike "best-of-breed" offerings, SmartVisa's fully integrated architecture is optimized for specific payments functions and business needs, reducing the need for customization. And because SmartVisa modules can be added incrementally, you avoid the costs of installing and operating new software, significantly reducing TCO and improving costs.

enable a wide variety of transfer services to be integrated through a common database, while its flexible reporting capabilities make the content of that database available for management information and customer services.

- The COPE solution enables a bank to:
  - Simplify complex payment environments
  - Reduce the cost of payment processing by increasing the percentage of straight-through payments
  - Reduce credit risk through the real-time integration of payment transaction information
  - Add new functions and applications without change to modules already in use, thereby minimizing operational risk.

Solution overview

COPE is an extended payments system that integrates multiple payment transfer services through a common application. COPE operates in conjunction with the IBM Automated Message Gateway to provide a comprehensive multi-currency payments environment, local and foreign currency payments offering the SWIFT network can be made by generating SWIFT payment advice within COPE and sending them via SWIFT.

COPE is designed to operate as a real-time gross settlement system or a central facility that controls payments between banks, or as a payment system within individual commercial banks.



# Minimize “yet another platform” expenses

- NonStop supports open standards and popular open source frameworks
- ANSI standard NonStop SQL Database is massively scalable to 250+ TB
- ISVs often maintain a single source code for both NonStop and other (e.g. Oracle/Unix) implementations.
- Typical short porting times.
- Free remote access to equipment. Steep discounts on development/test hardware.
- Access to NonStop experts to architect, optimize, port & tune your solution





# Leverage HP expertise for customer success

- NonStop Advanced Technology Center Access
  - Greatest concentration of NonStop talent in the world
  - Skills to create the most mission-critical systems on the planet
  - Customer-oriented port & benchmark facility with full NonStop equipment profile
  - Remote system access for HP NonStop partners
  - Honed processes and tools to fast-track porting ISV solutions
- Proof-of-Concept (PoC) process\* to help close deals
  - Jointly identify customer requirements
  - Install your solution on NonStop server
  - Load with sampling of customer data and eco-system
  - Benchmark performance and functionality
  - Tune/adjust to meet customer specifications

\*Available for jointly agreed target opportunities

**OBTAIN** complete solution lifecycle support.

**HP NonStop World Wide Solution Center**  
Providing AllianceONE members with unique remote access capabilities  
Solution brief

**The heart of the NonStop program**  
Customers choose HP NonStop systems for two primary reasons. First, they know NonStop systems provide the continuous availability, linear scalability and absolute data integrity they require to manage their mission-critical applications. And as a very close second, customers choose NonStop systems because of the innovative software solutions they include. That's where you—HP AllianceONE partners—come into play.

**As the heart of the NonStop program, you design and deliver solutions that help our customers address their most pressing business challenges.**

Through the AllianceONE program, HP is committed to providing complete solution lifecycle support for our NonStop solution partners. When you need assistance during porting, testing, migration and optimization, you can engage with the team through the AllianceONE program website or the HP/AllianceONE Partner Community. You can rely on us to provide the technical services and expertise you need to create a robust solution, optimized to run on HP NonStop platforms.

**Access models to meet your needs**  
Depending on the solution you're developing, you may have very specific support needs. To meet the widest range of requirements, HP offers AllianceONE partners two support models—short-term access to systems and long-term access. Both models offer 24x7 remote access to the following business-critical platforms:

- HP NonStop S-series (G/OS)
- HP Integrity NonStop (H/OS)

- HP Integrity N850000c mission-critical blade server (U/OS)

In most cases, each platform will include the latest releases of HP NonStop software. In all cases, AllianceONE partners must complete their own data backups.

**Short-term access model**  
To accommodate your short-term or infrequent HP NonStop system access and related project needs, you can use the short-term access model. After you submit a request—based on a well-defined project of limited duration—your access account will be established and system access will be granted.

With many AllianceONE partner projects underway concurrently, you will share system hardware, network and server resources with other developers. At the end of your project, all related processes are stopped, files are purged, and your short-term account will auto expire. When you're ready to start another project or resume access, you simply submit a new request.

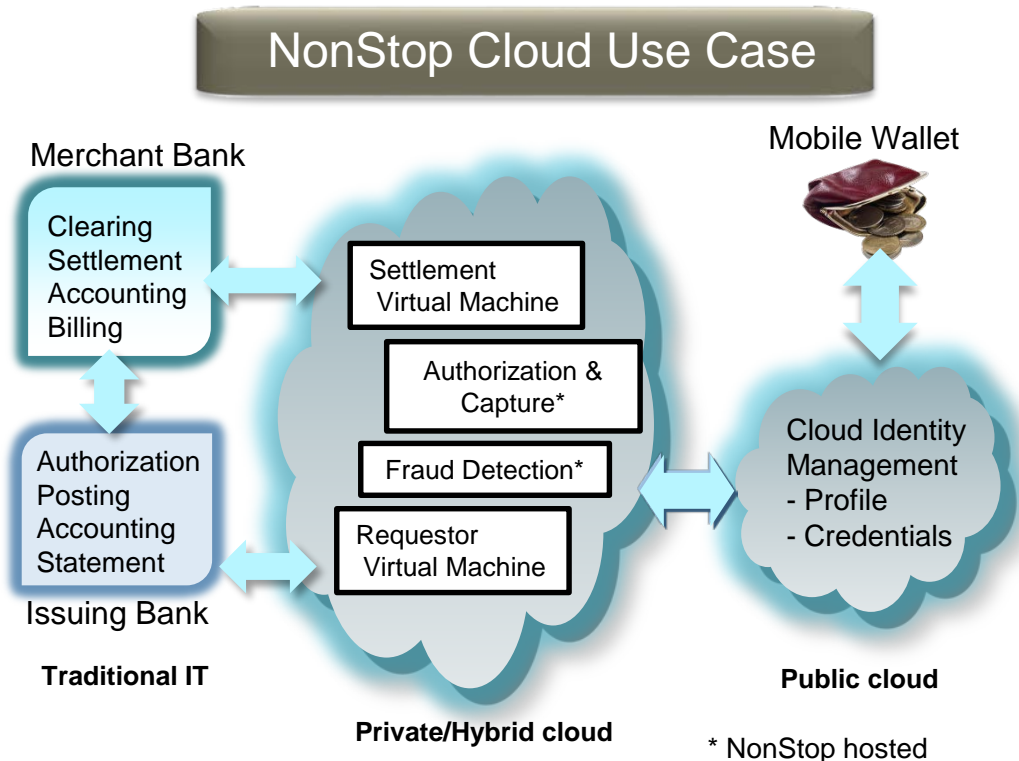
**Key features of the short-term access model include:**

- No fee for system access and related operations and system management support
- Limit of four months system access time per calendar year, per partner company
- For access windows, you can select aggregate weeks or serial weeks
- Account and file clearing at end of the project
- Shared system resources—CPU, disk, network and servers
- Remote virtual private network solution (MS PPTP VPN) access, and team FTP directory



# Position your solution for SaaS & cloud

*Nonstop is designed for scale-out elastic cloud services*



# *Inherit broader HP benefits*

## Additional value for HP ISVs beyond NonStop



- Converged Infrastructure (CI) – data center of the future
  - CI provides integrated management, security, networking, power, storage and processing
  - With successful porting & evaluation you can become “Converged Infrastructure Ready” branded
- Blades Leadership
  - HP is the recognized market leader in blades
  - Significant ongoing HP investment in blades ensures your solution is available on leading TCO hardware
- Open Choice
  - HP strategy embraces market-driven best-of-breed middleware, technology and capabilities
  - Open choice helps ensure we will support the tools being demanded by our joint customers
- ISV partner success is a core-requirement for NonStop sales success
  - IBM, Oracle and others sell their solution portfolio first
  - NonStop does not build a solution portfolio. We select excellent ISVs and sell their portfolio.



# Case Study – APJ Finance ISV

*... Blades made an attractive price point. Open standards made an easy port...*

- ElectraCard Services is a leading payment solutions & processing company
- 200+ installations worldwide across all platforms
- MasterCard has 12.5% stake in ECS
- Ported their electraSWITCH application to NonStop
- Currently runs the world's largest ATM network on NonStop

“From our product perspective, we entered the marketplace by developing the framework underpinning the electra™ solution suite and offering it on UNIX platforms. However, after HP offered support for NonStop on BladeSystems, **the price point for supporting NonStop became attractive**. Additionally, the availability of **modern and open system tools made the NonStop port very straightforward**. Today we have a single code base across UNIX and NonStop”.

Jose Thattil  
Head, Product Planning  
ElectraCard Services



# Case Study – EMEA Retail Payments ISV

*... Easy porting plus instant credibility for being on “de facto platform”...*

- Lusi Payments is a European software & services provider to the global retail industry.
- Their TANGO application, a modern SOA based payments engine, was ported to NonStop.
- Lusi won two large deals in Europe and Africa markets with NonStop

“We did not think the port would be complex, and it went even faster than the HP NonStop people expected. **The port was done in less than three months.**”

“NonStop is the de facto platform for retail payments and is trusted by all the major players,” Porting TANGO to the Integrity NonStop platform clearly gives us a bigger potential footprint, and I think we will grow with HP by reputation as we win customers together.”

Philippe Preval  
CEO  
Lusi Payments





# Case Study – Americas Fraud Prevention ISV

*... Bullet-proof availability, easy scalability, excellent port support...*

- ReD provides enterprise-level fraud prevention, payment processing and value-added payment services
- Serves customers in retail banking, e-commerce, telecommunications, etc.
- Worldwide installed base
- Ported their fraud management solution PRISM™ to NonStop in 2011
- Joint win: DISCOVER Financial Services

*"After reviewing multiple vendors, ReD chose to implement on HP Integrity NonStop systems. These systems provide the fault tolerance, 'out of the box' clustering, scalability and **100% application uptime essential for ReD customers.***

*We are **delighted with the support we received from HP during the port.** We look forward to working with HP's technical and marketing teams to offer the PRISM/NonStop combination to new customers around the world."*

Kevin Sprake  
Regional Director  
North America



# Case Study – Americas Payments ISV

... Fully engaged NonStop selling team jointly building a market...

- AJB is a payments software company servicing large retailers in North America and beyond.
- AJB has over 125 customers that includes retail stores, hotels, restaurants and hospitality services.
- AJB Ported their *Retail Transaction Switch (RTS)* to NonStop.

**“HP has assisted us in every capacity**, and no question has gone unanswered. Everyone has given me what I need to contact customers and build a market. **Both the sales team and the technology team have been very engaged.**

I truly believe that **HP wants to make the joint solution a success**—and that has been proven by the level of dedication and support they’ve given us.”

Naresh Bangia  
President  
AJB Software Design Inc.



# Partner success story – FSS



# A Global Payment Systems Company

Datacard

100+ customers worldwide

1600 employees

**\$170m**

Investment next 3 years



\$375m

revenue fy19

lusion

23 years

\$102m

revenue fy14

**\$100m**

Investment committed



# FSS - India's largest payments processing & technology company

6m txns daily  
@FSSNeT

20+ mobile  
banking

250m cards  
issued

23 years

#1 gateway  
PCI-DSS 2.0

1600 employees

20+ internet  
payment  
customers

31,000 ATMs

8,500 ATMs End2End

10,000 ATMs driving

60m txns daily  
@client locations

\$100m  
Investment  
committed

100+ customers  
worldwide

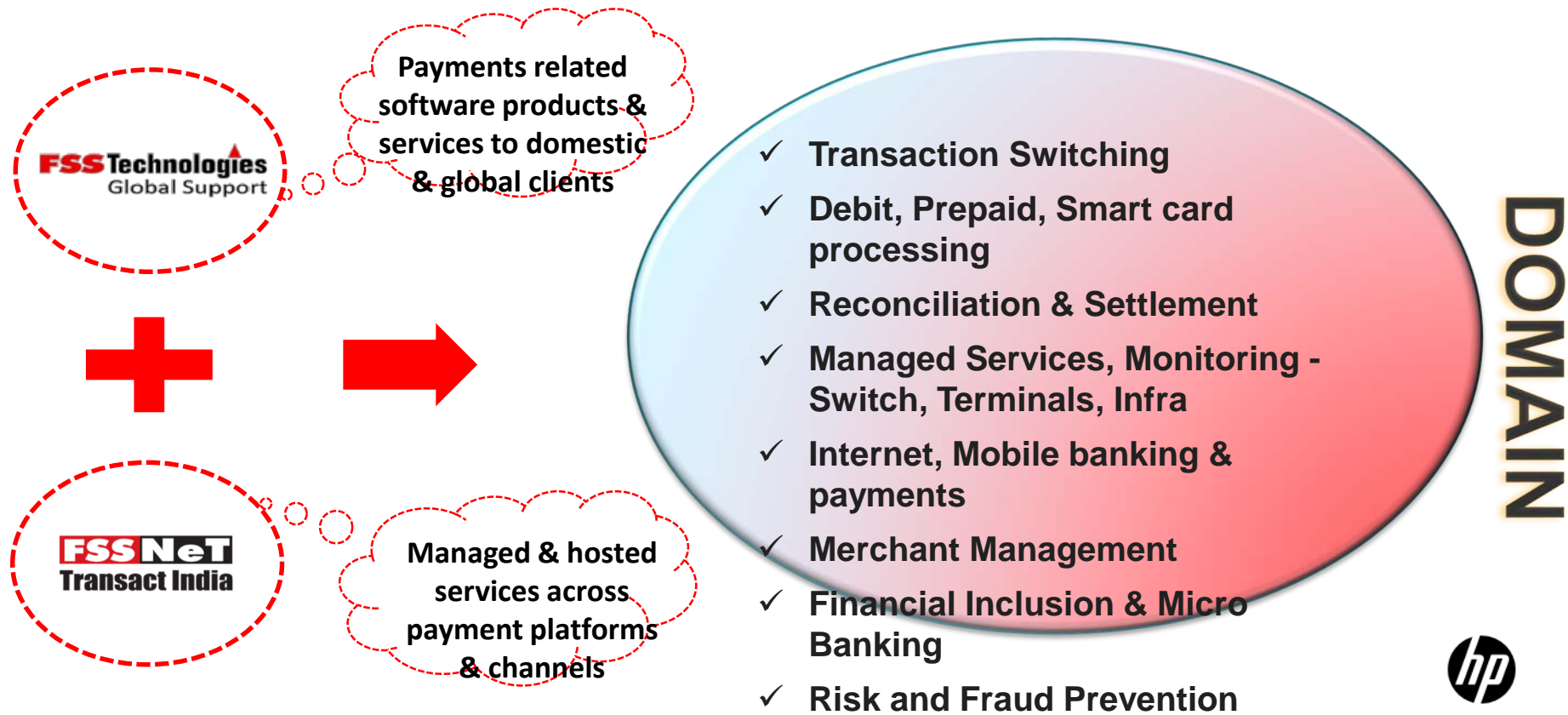


- cms
- recon
- merchant





# Expertise across the Payments Ecosystem



# What is NonStop



# Numerous successful customers

## Financial services

70% of all ATM payments and 66% of all credit card transactions



## Telecommunications

300 million+ HLR subscribers



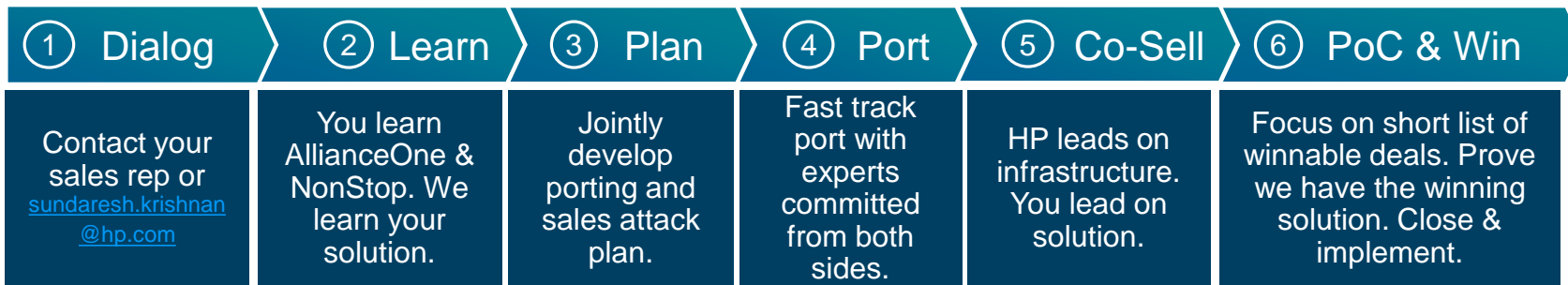
## Retail, Public, Mfg, Healthcare...



# Summary & Next Steps

- 7 HP NonStop Partnering advantages...
  - Instantly improve your software up-time
  - Expand your access to new customers
  - Improve market visibility & gain new leads
  - Minimize “yet another platform” expenses
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  - Position your solution for SaaS & cloud success
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## Next Steps



*THANK YOU*





# Delivering the data center of the future, today!

Common modular infrastructure

Sea of sensors

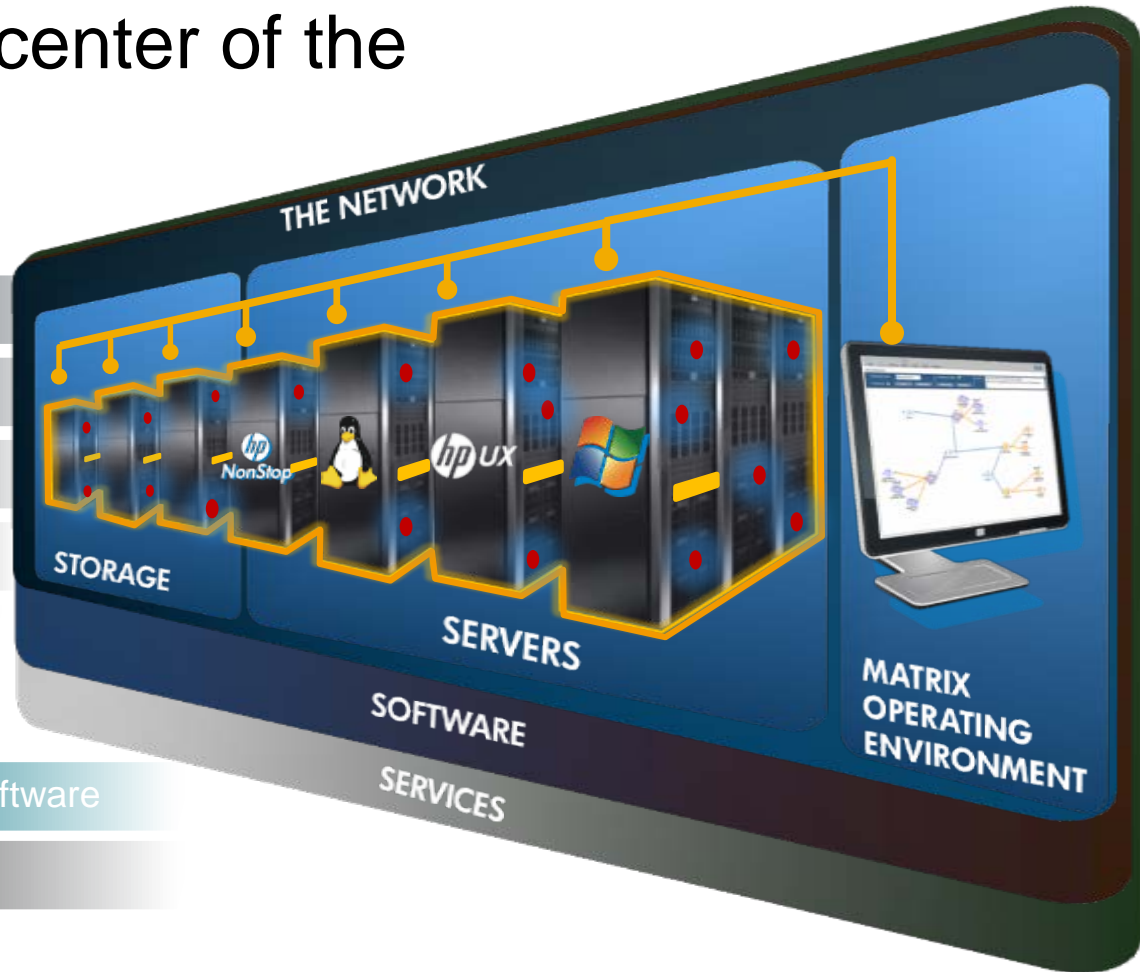
HP Networking

Infrastructure security

Common management

Business Technology Optimization software

Value-added services



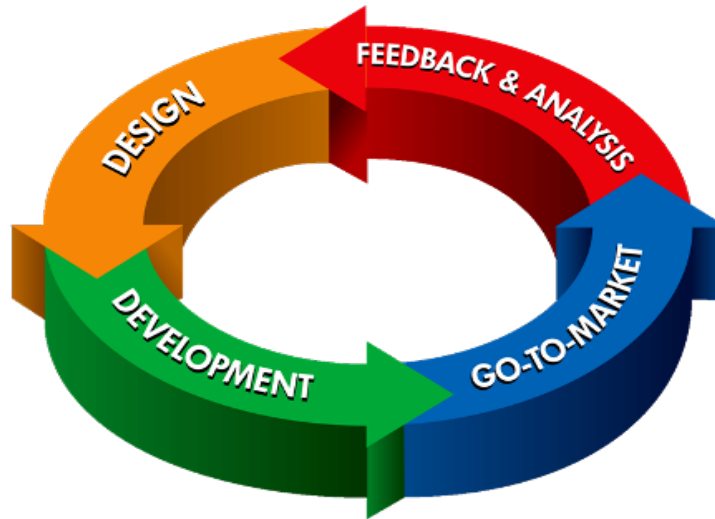
# AllianceONE – Supporting Partners' Complete Product Lifecycle

## Design & Plan

- Business Planning Tools & Services
- Engineering Assessments
- Configuration Analysis & Benchmarking
- Performance Analysis & Benchmarking

## Develop

- Developer Technology Access Program (DTAP)
- Equipment Discounts & Rentals
- Migration & Porting Assistance
- Roadmaps & Whitepapers
- Technical Documentation, Forums & Conferences



## Market

- HP Insignia Opportunities
- Product & Services Catalog
- Lead Generation Programs
- Joint Collateral Tool
- Solution Demo Portal
- Specialized Communities
- Advertising Discounts

# AllianceONE Equipment Program

- Discounted hardware and software – purchase or rent
- Equipment bundles
- Configuration assistance

