HP NonStop
The platform for continuous business

GTUG Dresden
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Forward-looking statements

This is a rolling (up to three year) Roadmap and is subject to change without notice.

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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

Downtime specified in seconds

System issues: Predicted corrected
## Business failure brings a high cost

Average business revenue lost per hour of downtime (US$)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Revenue Lost (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>$1,999,872</td>
</tr>
<tr>
<td>Healthcare</td>
<td>$4,223,520</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$10,432,800</td>
</tr>
<tr>
<td>Communications</td>
<td>$15,120,000</td>
</tr>
<tr>
<td>Financial</td>
<td>$16,833,600</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>$9,700,000</strong></td>
</tr>
</tbody>
</table>

Source: © 2009 HP internal testing and development over two-year period and other competitive materials, including IDC “Cost of Downtime Tool” developed for HP.
**HP NonStop.**

The platform for continuous business.

**Continuous availability**

The BonTon stores have recorded *zero minutes of unplanned downtime* against their HP NonStop systems since 1998.

Yamazaki Baking produces and delivers 18 million items a day to its customers. With HP NonStop they are *on time and without fail.*

**Lowest TCO***

The NonStop platform has become progressively more modern and standard... a key factor in *helping HEMIT drive down costs.*

TCO is only part of the story. We’re capable of processing nearly *5x more volume at about 25% of the former cost.*

*Source: Richard Buckle, Pyalla Technologies, Research Note: NonStop offers the lowest TCO in its class for complex mission-critical applications, 2012*
Business demands change, but the value of NonStop is timeless.

**Financial Services**

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


**Communications, Media, and Entertainment**

Supporting over 375M subscribers in advanced Telco network applications

**Manufacturing and Distribution**

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

**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
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
Solution update

New solutions


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
Product update
**HP NonStop roadmap**

**HP NonStop. The platform for continuous business.**

**Continued innovations in the HP mission-critical converged infrastructure**

**HP Integrity NonStop**

<table>
<thead>
<tr>
<th>2011</th>
<th>2012</th>
<th>Future*</th>
</tr>
</thead>
</table>
| NonStop BladeSystem  
NB54000c, NB54000c-cg  
(4-core enabled) | **New**  
NonStop entry-class  
rack mount servers  
NS2200 (2-core enabled) | NonStop BladeSystem  
NB54000c, NB54000c-cg  
2 or 4-core licensing |
| NonStop entry-class  
rack mount servers  
NS2200 (2-core enabled) | **New**  
NonStop entry-class  
rack mount server  
NS2100 (1-core enabled) | Poulson-based  
NonStop platforms |
| NonStop software enhancements | | Kittson-based  
NonStop platforms |
| • NS JSP 7.0  
• SQL/MX, 3.0, 3.1, 3.2  
• 64-bit OSS | • Java 7  
• SQL/MX 3.3  
• JBoss EJB container  
• In-Memory Cache 1.0 | |

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NonStop NS2100 in the news

A glimpse behind the curtain

HP Expands NonStop Portfolio With Itanium Server for SMBs - Jeff Burt

HP Makes Midmarket Case for Itanium Platform - Mike Vizard

HP Extends Its Itanium NonStop Servers - Sean Michael Kerner

HP Gears Down NonStops for Midrange, Emerging Markets - Timothy Prickett-Morgan

HP Offers Low-End, NonStop Server to New Audiences - Maria Deutscher
A Glimpse Behind the Curtain -

“Those who build the switches connecting the networks of ATMs to agencies charged with authorizing transactions look for platforms made up of servers with little tolerance for outages of any kind... many financial institutions run payment platforms on HP NonStop servers considered the premium, or Rolls Royce, platform by nearly all financial institutions

... a sub $100K server that is a true NonStop has to be viewed as a very positive development in today's marketplace, and one, I am sure, that will result in more institutions taking a good long and hard peek behind HP's curtain!”

Staff
NonStop in the news

IT Pioneers & Partners Continue to Push the Limits:
HP NonStop & Intel

**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

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