

c. Unit 2 HP's Corporate Business System Strategy

.c. Purpose;

Unit 2 outlines the strategy through which HP can address business needs and large-system opportunities in markets worldwide.

.c. Objectives;

At the end of this unit, you will be able to:

3 Describe the high-end strategy for the HP Corporate Business System solution.

3 Describe the key needs that high-end customers have regarding data center functionality.

3 Describe the evolving new approaches to computing in the 90's and HP's advantages within this new way of thinking.

3 Identify the general strengths and features of a Corporate Business System solution.

Unit 2

.c.Introduction: High-End Message;

This unit's content is structured around the belief that a new pattern is emerging with respect to how companies think about their computing operations. HP's strategy with customers is to encourage management's recognition of these changes, and then for HP to prove how well positioned its solutions, including the Corporate Business System platform, are to meeting and exceeding these newly redefined needs. First, what is this new pattern for large system computing? Simply put, it is a desire by customers to receive greater value in today's computing solutions than they have been able to attain in the past with mainframe solutions. Mainframes are MIS focused, have a closed architecture, require large staffs, require a large maintenance budget, and have a cost greater than \$3 million. They were developed and matured in an earlier decade (1960s and 1970s) and largely remain captive to that earlier time period. Times have changed and today's solutions are user focused and open. Support staffs required to maintain new solutions are minimal (1 or 2 people) and the solution cost itself is relatively small (less than \$1 million).

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The chart on the previous page summarizes the shift in requirements and user needs that is emerging in response to technology capabilities of the 1990s. HP's Corporate Business System fits well into this new approach to large system computing. It is a powerful new platform which offers:

- 3 Increased high-end system capacity.
- 3 Industry leading tools and applications.
- 3 Critical data center class support.
- 3 Comparatively simple ease of use, operation and data access.

.c.Are HP's Corporate Business Systems Mainframes?;

No. While their performance overlaps well into the IBM water-cooled family and spans beyond IBM's highest performing air-cooled systems, HP is not positioning them as mainframes.

Market research and common sense confirm that the word "mainframe" carries many negative connotations that are contrary to the advantages of "mini-computer" options like HP.

Instead we will position HP's Corporate Business Systems as one step better - a combination of mainframe-class performance with the advantages of leading-edge technology, world-class applications, open systems and attractive investment pricing.

- 3 HP's new platform provides an excellent upgrade path for existing high-end customers.

- 3 It also is an excellent alternative to IBM as customers move applications to a new technology. Corporate Business

Systems are ideally positioned to coexist with legacy systems in the data center.

.c.Why does HP have this cost and technology advantage?;

Fundamental technology advances from ECL and CISC, for instance, to CMOS and RISC provide much of the basis for HP's current advantage.

A simple cost curve projection shows that thanks to powerful price-performance differentials, HP's RISC-based lead will only increase, over time, versus the traditional mainframes.

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.c.Don't customers require mainframes for their data center needs?;

Not always. Times have changed and today's technologies can be a better fit for today's businesses.

HP's Corporate Business Systems offer the speed and solutions availability traditionally found in mainframes, but add the advantages of simplicity, compact size, minimal resource requirements, and coexistence features which allow easy integration with legacy systems.

For equal levels of performance, they require a fraction of the expense. Therefore, a quicker pay-back and a higher return on investment are additional benefits.

.c.What exactly do data center customers require?;

HP's solutions are designed to anticipate all primary data center needs:

3 A scalable range of systems which offers easy board upgrades and fully compatible operating systems.

3 Ease of operations through integrated systems and network management.

3 High performance for both batch and on-line transaction.

3 Software features offering complete data integrity.

3 Required security features.

3 Transparency and ease of connectivity.

3 Immediate 24 hour per day, 7 days per week support.

3 Large applications portfolio.

.c.Should the Corporate Business System be positioned as a "hot box?";

No, but HP has learned how to build hot boxes, and this is a hot box!

Initially, HP's Corporate Business System offers:

3 Proven PA-RISC architecture

3 One to four-way symmetric multi-processing

3 Up to 2 Gbytes of main memory

3 Up to 690 Gbytes of disk
3 Up to 4500 connected users (or unlimited using NetBase facility)

Maximum system specifications and capabilities will grow dramatically over time.

Compact, air-cooled package. Its package design calls for minimal environmental requirements, so it requires no extra plumbing, less floor space and lower power needs. No additional processing hardware is required either. Our new Corporate Business Systems make much better use of your customers' shrinking IT budgets.

Room for growth with the same package. This first release extends HP's existing high-end performance range by over 70%. Expect growth figures to be up to twenty times the initial uniprocessor level over the life of the platform. Modular CPU, memory, and power supply systems ensure a smooth growth path.

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.c.What makes this more than just a hot box?;

Beyond very good performance and value characteristics, this offering is a comprehensive one.

In a critical business system, performance is only the tip of the iceberg. A robust corporate platform must provide a complete, workable, easy-to-use solution.

HEWLETT-PACKARD HAS DATA CENTER APPLICATIONS AND FUNCTIONALITY IN PLACE TODAY.

.c.Connectivity to Legacy Systems;

The HP Corporate Business Systems fit into your customers' most important environments. . . their existing ones. HP's continued leadership in open systems and ongoing implementation of industry and de facto standards ensure the highest degree of interoperability. This is a requirement in today's multi-vendor environments. Customers' investments in their existing computer systems must be protected as they move forward to the new methods of large system computing.

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.c.High Availability: A Critical Requirement;

Customers can't afford to take a system this size out of operation. Our high availability solutions encompass software, hardware and systems availability. A complete discussion of HP's strengths in this area is found in Unit 7.

.c.Systems and Network Management Tools;

HP's strong systems and network management capabilities offer ease of operations through a comprehensive suite of integrated data center management tools. These tools allow customers to centrally manage their enterprise at a significant cost savings.

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.c.Support of Key Applications;

Support of key applications is critical, and HP has the tools and solutions your customers need to coexist and move into the new emerging computing patterns. If the customer needs to reshape an existing solution, develop a new one or access existing data on an alternative system, HP has the tools needed. And the leading mainframe-class solutions are available today.

The following chart summarizes major solutions available now on HP systems. For complete details, please reference your Applications Guide (distributed May, 1992.)

MATRIX 1

MATRIX 2

.c.Service and Support;

Service and support are key components in our offering. HP offers a worldwide, complete support solutions for data center environments. This new high-end support service ensures solution availability, complete coverage and support partnerships - - and is tailored for the special needs of high-end applications. See Unit 9 for details.

.c.Summary;

As new ways of thinking about computing take hold and as cost pressures continue to call into question the value of an existing mainframe, customers will look for an alternative data center solution.

With today's introduction of the Corporate Business System solution offering, HP is poised to move into the data center. The new age of large system computing is here. And so is Hewlett-Packard.

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