



Adaptive Enterprise

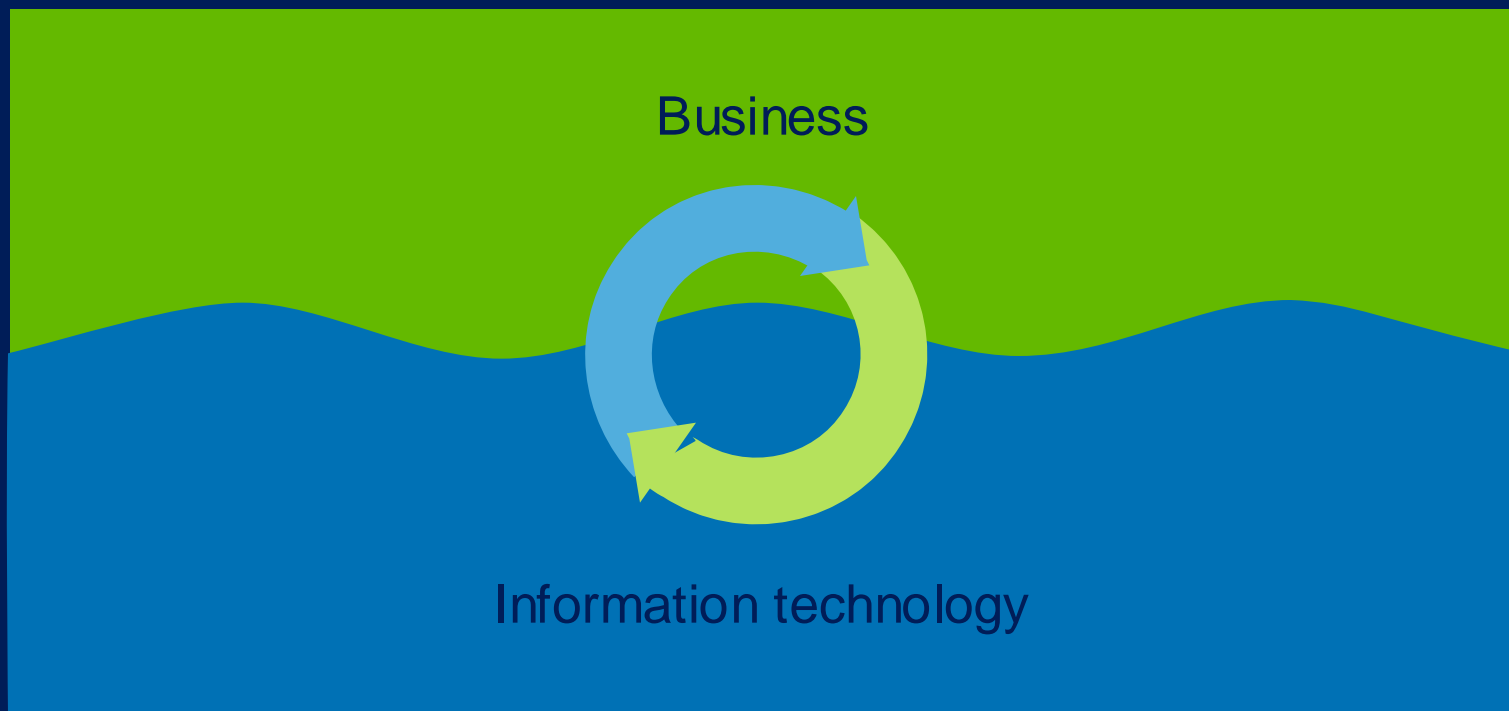
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The Adaptive Enterprise

Business and IT synchronized to capitalize on change



Delivers: Simplicity, Agility, Value

A Real-World Customer Story



HP Virtual Server Environment with the On Demand Pay Per Use model

Business needs



- Needed to absolutely reduce cost and complexity
- Needed to maintain competitive edge
- Needed to accommodate rapid workload growth with little to no notice

HP solution



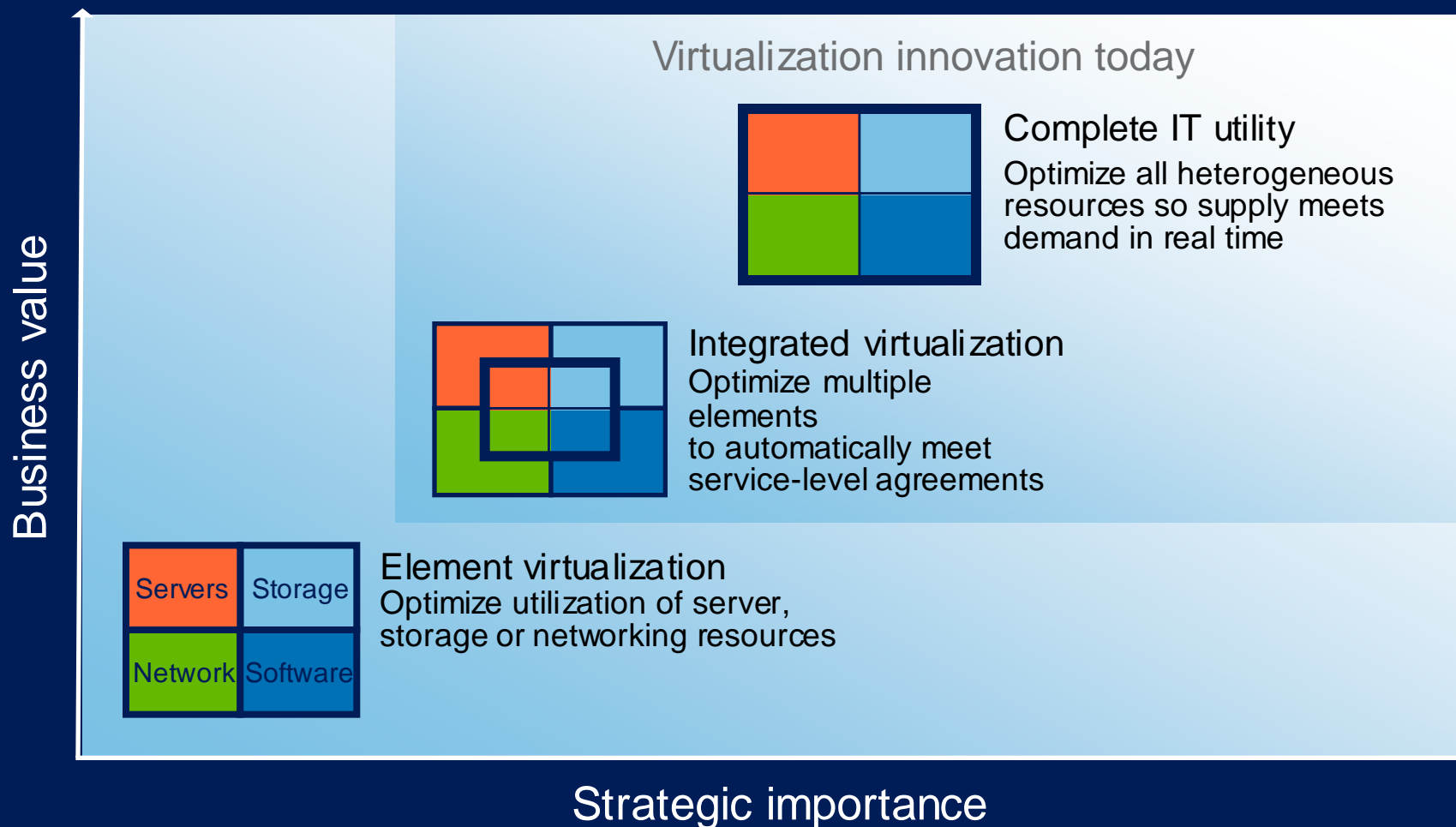
- Consolidation of 17 servers to 4 Superdomes using partitions and Pay-per-Use
- HPS' consulting and critical systems support
- HP OpenView for network management and systems management solutions

Customer benefits

- Sufficient reserve capacity to accommodate volatility spikes and is only paid for when used
- Saving \$3.3 million over three years due to simpler, adaptive environment
- 50-100% improvement in applications performance

HP virtualization spectrum

IT supply meets business demand



BMW's journey



BMW is a global automotive manufacturer with 116,000 employees, 5 plants, 35 sales companies, and 6,000 dealers.

The HP Difference

- On-demand capabilities
- Project management
- Portfolio breadth

Business needs



- Adapt to business needs, drive profitable growth
- On-line config, pricing & ordering of new vehicles
- New support center for 45,000 users, 12 locations
- Consolidate data center for flexibility, manageability
- Upgrade financial services network
- Improve CAE performance

HP solution



- Managed service for multi-vendor storage, exchange and backup on demand
- StorageWorks SAN with 12 XP arrays, 10 virtual arrays, FibreChannel
- 4 Superdome servers (Integrity & HP 9000); 150 clustered ProLiant servers
- New CAE Bench using HP-UX and Linux
- HP Indigo printing press

Customer benefits

Simplicity

- Storage TCO reduced by 20% over 3-year period

Agility

- Faster time to market
- Fastest possible reaction to unplanned requirements

Value

- Improved customer mgmt.
- Volume printing of personalized brochures



i n v e n t

“Every business decision
triggers an IT event.”

Bob Napier

HP Executive Vice President, CIO

