



HP Integrity Momentum

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Agenda - HP Integrity Servers

- Better RoIT (Return on IT) with HP Integrity systems
- Strategy
 - HP's Server Strategy
 - HP Integrity Servers Investment Strategy
 - build value on top of standards based processors-
- ISV wave of momentum for HP Integrity (portability)
 - Multi-OS capabilities
- Growth of New Architectures from Year 1 *
- Investment
 - ISA Commitment
 - Validated HP investment protection
- HP Integrity – Price/Performance → Best TCO

IT imperatives drive requirements for HP Integrity systems

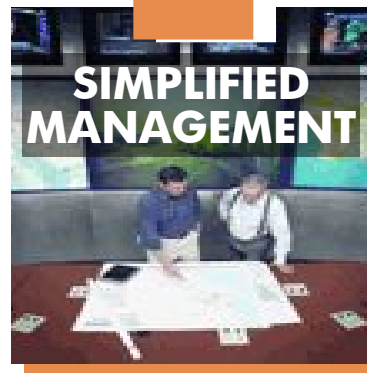


Bring our high
value projects up
and online quicker



Better return on IT with HP Integrity systems

Consolidate
and simplify
to free up
resources



Meet the high
service level
expectations of
our customers

IT imperatives drive requirements for HP Integrity systems



- **Flexible Capacity**

- The capacity to meet the workloads on demand with the ability to be flexible about that, through virtualization, the movement of resources around, and in-box upgrades.
- Making the capacity of our Systems flexible, and therefore the capacity of our Data Centers flexible.

- **Secured Availability**

- Availability built in from the ground up, from systems to operating systems, to integration with applications.
- The availability, the stability and the security of the IT environment should improve as a result of this capability.

- **Simplified Management**

- Making the management job simpler, it should be easier to maintain the systems that we deploy,
- take fewer people to maintain those stable systems and,
- be easier to setup and operate a virtualized environment.

HP is investing in SIM (Systems Insight Manager), OpenView, and VSE (Virtual Server Environment) contributing to a better ROI.

HP's Server Strategy

Moving to 3 product lines based on 2 industry-standard architectures



Mixed portfolio

HP NonStop
Mips

HP Integrity
Itanium

HP 9000 /
e3000
PA RISC

HP
AlphaServer
Alpha

HP ProLiant
x86

Delivering **superior choice** and enabling larger investment in innovation

Standards-based portfolio

HP NonStop
(Itanium based)

HP Integrity
(Itanium based)

HP ProLiant
(x86 based)

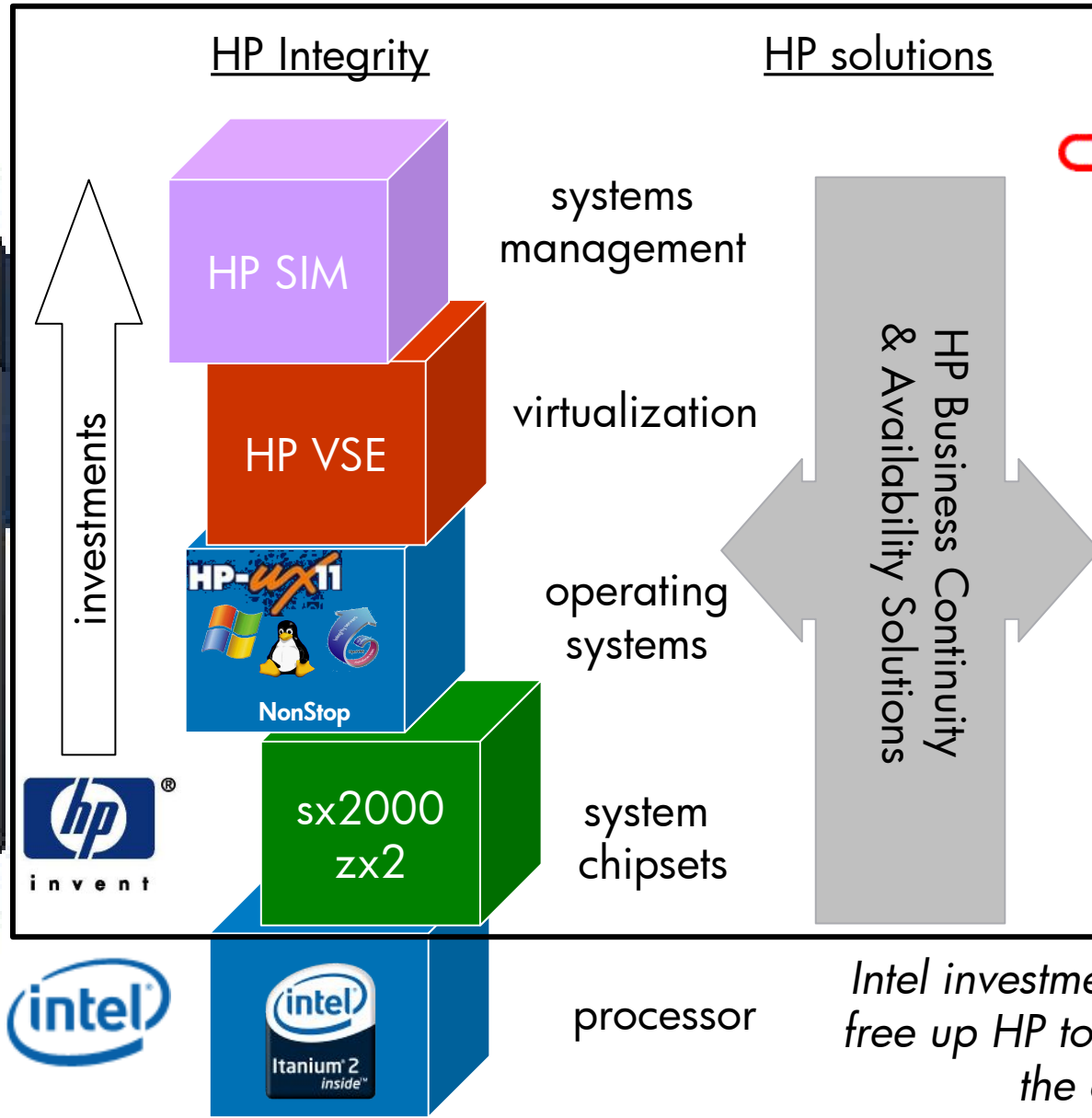
Unique innovation for a seamless IT environment

- Management
- Virtualization
- HA
- Storage
- Clustering

World class experience: collaborative approach to design and deliver an integrated IT environment

HP Integrity Investment Strategy

build value on top of standards based processor



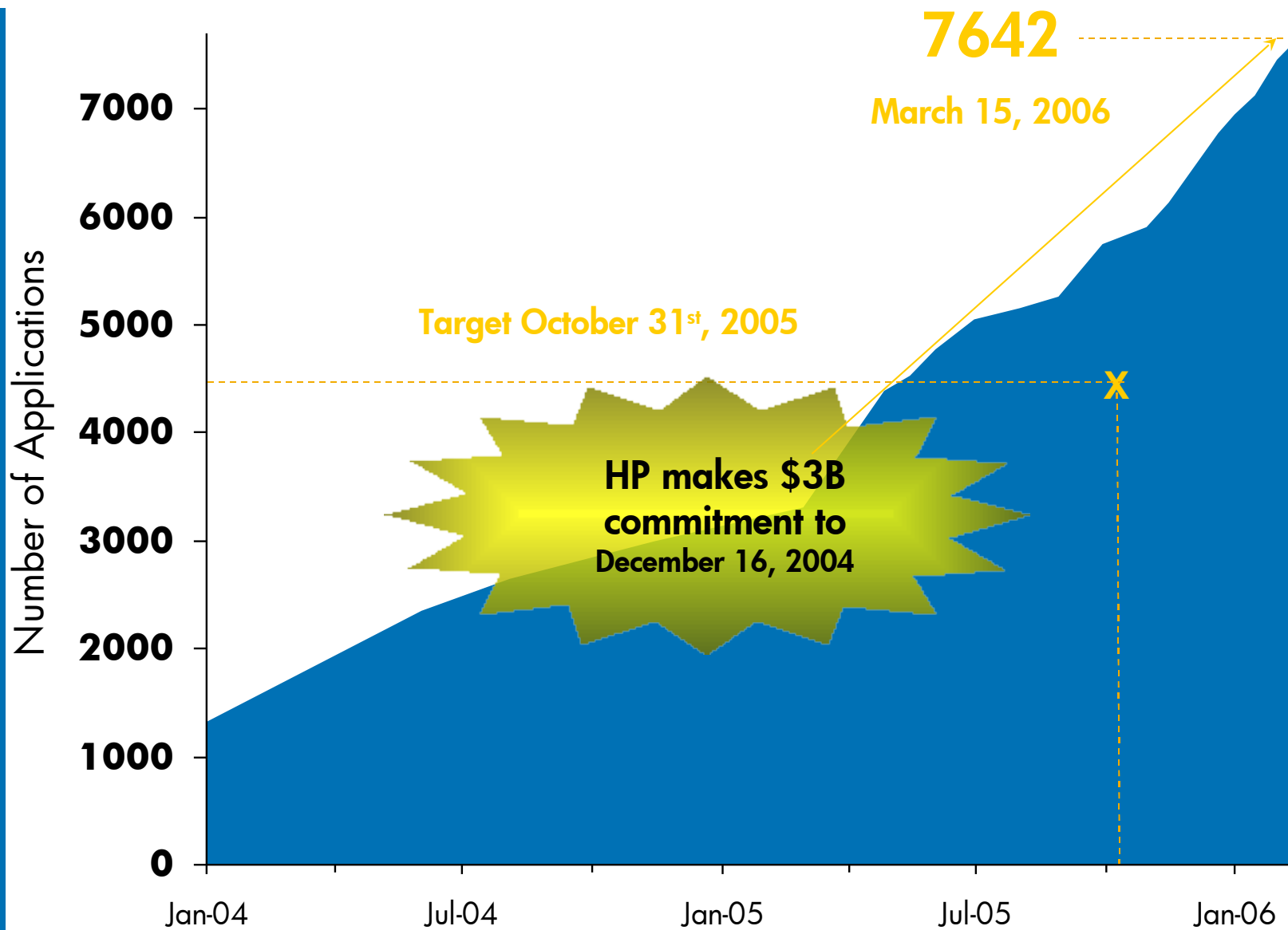
alliance
partners



and
others!

*Intel investment in Itanium
free up HP to invest above
the chip*

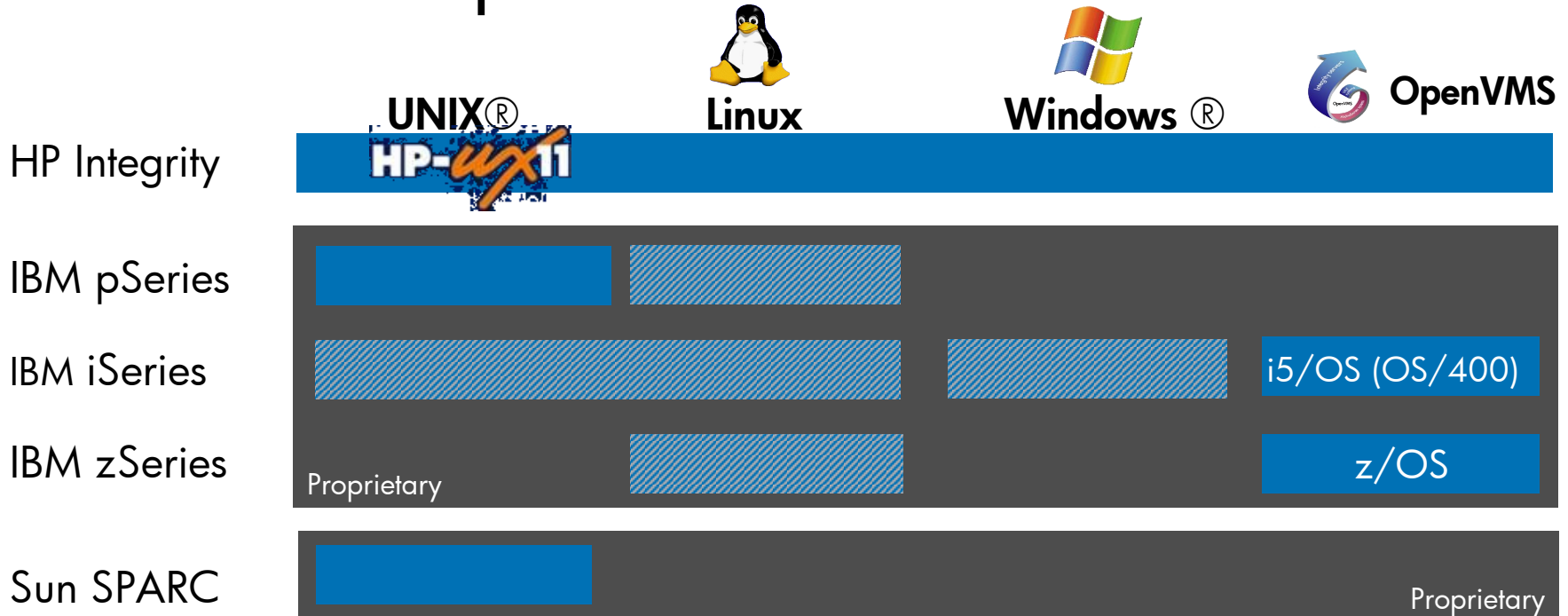
ISV wave of momentum for HP Integrity



OpenVMS

NonStop

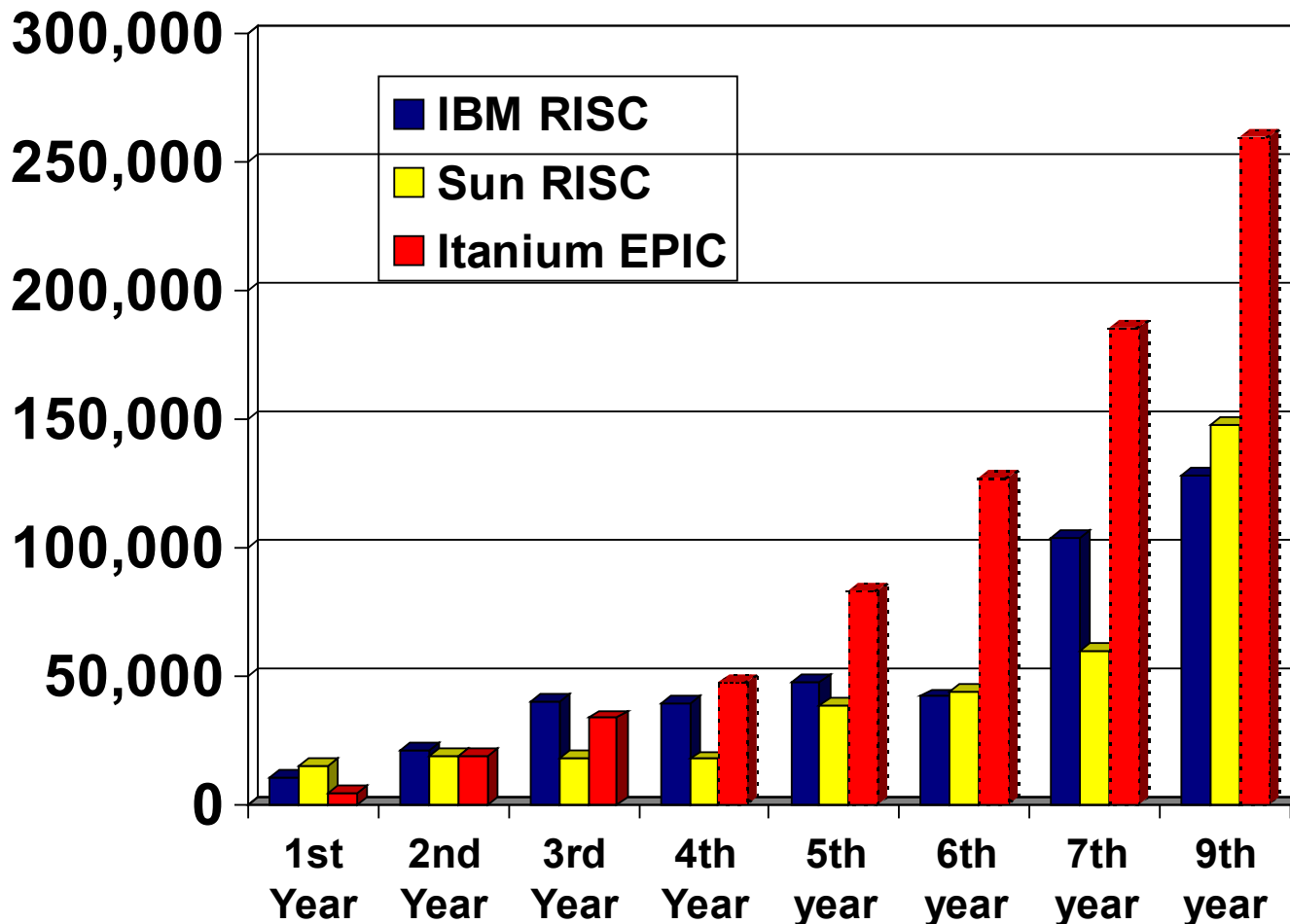
HP Integrity servers Multi-OS capabilities



HP Integrity can run UNIX, Linux, Windows plus openVMS natively and concurrently on the same server

KEY Not industry standard

Growth of New Architectures from Year 1*



Source of analysis: Intel® Corp

*Itanium Server unit shipment data and Itanium forecast from IDC, Q105 tracker and IDC's Q105 Worldwide Quarterly Server Forecast

Sun and IBM data source INTEL via IDC analysis of archived tracker data

•Year 1 defined as first full year of volume

•Year 1 for Sun, IBM is 1991

•Year 1 for Itanium is 2002.

•Year 2002 – 2004 is actual IDC data

•Year 2005 and beyond is IDC forecast data for Itanium

Itanium initial ramp on par with both Sun and IBM. Itanium future is forecasted to exceed Sun and IBM actuals.

ITANIUM[®] SOLUTIONS

A L L I A N C E

\$10B
commitment



Systems Vendors

Bull

Fujitsu

Fujitsu-Siemens

Hitachi

HP

Intel

NEC

SGI

Unisys

ISV's

Oracle

Microsoft

Novell

BEA

Red Hat

SAP

SAS

Sybase

“IDC believes that the formation of the ISA may ultimately prove to be one of the most significant elements in driving future sales of Itanium servers”

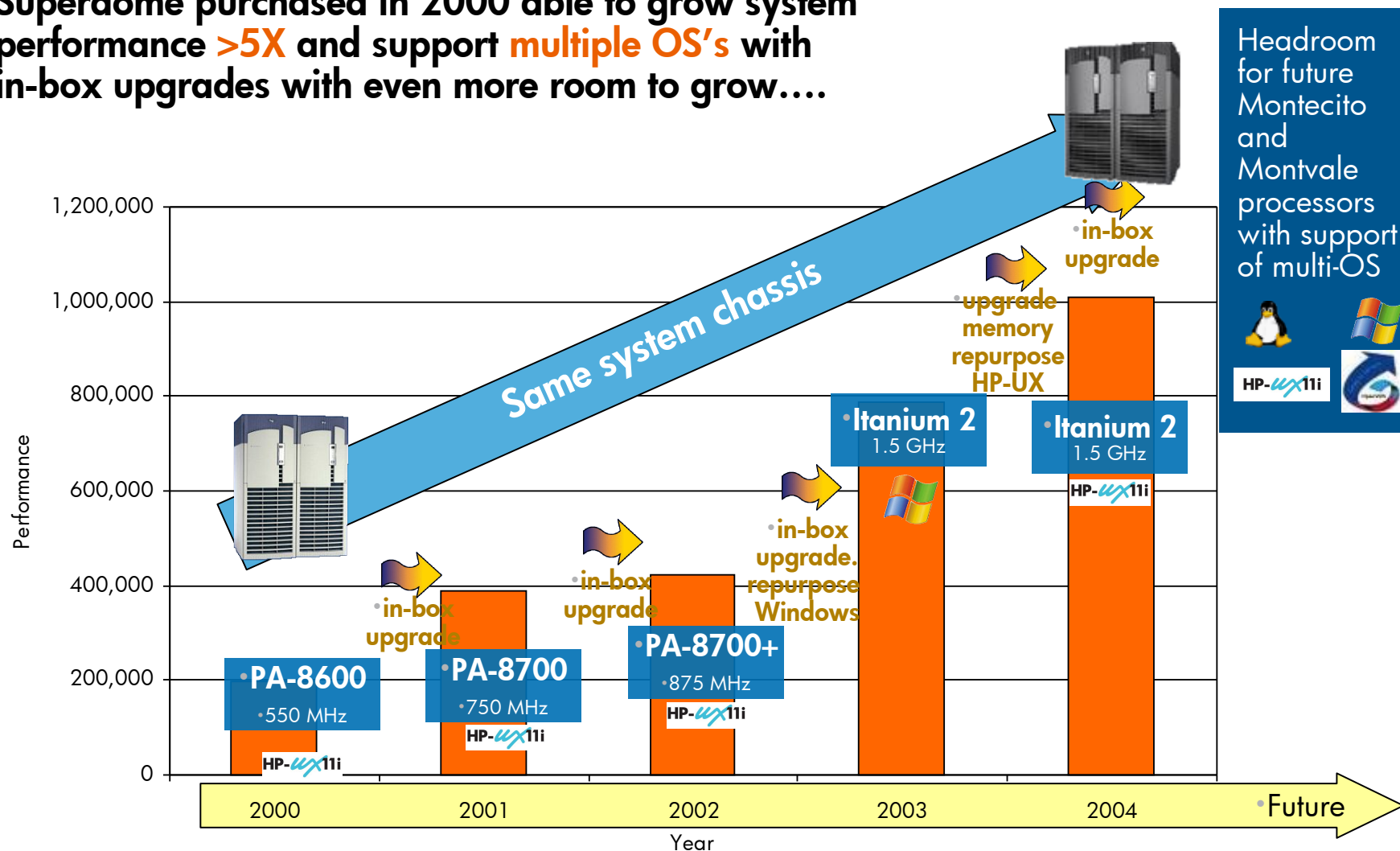
**IDC : Customer Perceptions of the Future of Itanium
February 2006**

• *No matter how you slice it \$10 Billion is a big commitment*

✓ customers benefit

Validated HP investment protection

Superdome purchased in 2000 able to grow system performance **>5X** and support **multiple OS's** with in-box upgrades with even more room to grow....



Headroom for future Montecito and Montvale processors with support of multi-OS

HP Integrity Oracle Advantage

Montecito gets the Oracle Intel/AMD dual core price



p5 570 TPC-C Executive Summary

2 chips/4 cores
203,440 tpmC
\$3.93 /tpmC
Avail 10/17/05

rx4640 TPC-C Executive Summary

2 chips/4 cores
200,829 tpmC
\$2.75 /tpmC
Avail 9/1/06

30% better price/perf

total system cost- \$799,990

total system cost- \$551,406

IBM	IBM eServer p5 570 Model 9117-570	TPC-C Rev. 5.4	
ORACLE		Report Date: October 17, 2005	
1740-710 24x7x4 WSU	6942-25B 1	760 26	19,760
1742-90U 24x7x4 WSU	6942-25B 1	1,087 3	3,261
		Subtotal	749,439 23,021
Server Software			
AIX 5.3 (media only)	5962-A5L 1	50 1	50
AIX Software	5765-AIX 1	1,225 4	4,900
AIX Software Maintenance (3Y)	5773-SM3 1	1,958 4	7,832
AIX Software Maintenance 24x7 Upgrade (3Y)	0468 1	496 4	1,984
HMC Software Support 3 Yr. Support per Processor 0569	5773-RS3 1	675 1	675
HMC Software Support 24x7x4 / 3 Year	570 1	236 1	236
C for AIX user Lic+SW maint 12 MO	D5A1DLL 1	515 1	515
C for AIX user annual SW maint renewal	E1A1ELL 1	103 2	206
Oracle Database 10g Enterprise Edition, Per Processor for 3 years	2	20,000 3	60,000
Oracle Database Server Support Package for 3 years	2	6,000 1	6,000
Oracle E-Business Discount (license & support)	2	1 -6,600	
		Subtotal	58,865 16,933

http://www.tpc.org/results/individual_results/IBM/IBM_570_4_200510_es.pdf

HP	HP Integrity rx4640	TPC-C Rev. 5.6	
		Report Date: March 21, 2006	
Description	Part Number	Brand	Price US List
			Qty Price 3Year Main.Price
Server Hardware			
HP Integrity rx4640 Base System	AB370B	1	6,800 1 6,800
1.6GHz/24MB dual-core processors	AD268A	1	14,663 2 29,325
32-DIMM memory carrier board	A9739B	1	4,450 1 4,450
75GB 15krpm hard disk drive	AB421A	1	688 1 688
DVD-ROM slimline drive	A7163B	1	150 1 150
16GB memory quad (4x4GB DIMMS)	AB475A	1	27,300 8 218,400
3 Year Svc & Support Price (Hardware and Software)	HA110A3-6KT		
PCI 1000 Base T Dual Port LAN Adapter Card	A7012A	1	1,800 1 1,800
PCI 2GB Fibre Channel Adapter (dual port)	A6826A	1	4,395 2 8,790
HP Server Thin Client (monitor, keyboard/mouse, cable)	AB300B	1	1,250 1 1,250
Rack Model 5642	358254-B21	1	689 1 689
		Subtotal	272,342 8,759
Server Software			
Oracle Database 10g Enterprise Edition, Per Processor Unlimited Users, 3 years	Runtime Oracle	2	20,000 2 40,000
Oracle Database Server Support Package	Oracle	2	2,000 3 6,000
HP-UX 11i Foundation Operating Environment	BA503AC	1	995 4 3,980
HP/UX Factory Integrated	B9106AA, Opt 0D1	1	199 1 199
		Subtotal	44,179 6,000

http://www.tpc.org/results/individual_results/HP/hp_tpcc_rx4640_es.pdf

Power5 Oracle List Pricing

0.75 x Cores

= .75 x 4 cores = 3 x \$20,000

= \$60,000 (list)

Itanium Oracle List Pricing

0.5 x Cores

= .5 x 4 cores = 2 x \$20,000

= \$40,000 (list)

Year of Integrity

- **Commitments:**

- HP and Intel are fully committed to the success of HP Integrity Servers based on the Intel Itanium Architecture, with the support of ORACLE.

- **Trends:**

- In Q4 FY05 the Integrity Server revenue grew 90% YoY, compared with 4% of IBM P Series.
- In Q1 FY06 revenue grew 94% YoY

- **Business Continuity Strengths:**

- More than a half of the Fortune 100 companies are running mission-critical applications on HP Integrity Servers
- The largest ORACLE/PeopleSoft implementations are running on Integrity Servers.