NonStop Marketing Update

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Hewlett Packard Company

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Agenda

1 **HP NonStop Events**

HPTF June, Connect event September

2 **NonStop Visibility**

External web, social media, case studies

3 **New Integrity Servers**

and… NonStop

NonStop @ HPTF - 2010

June 21st – 24th , Las Vegas

– Participant in Mission-Critical Computing track

– Content in Mission-Critical plenary session

– HP Business/Solutions and Technical breakout sessions: individual sessions including Atalla
  - 21 individual HP breakout sessions: 13 product-focused, 4 vertical solution focused, one "overview/plenary" session

– Other breakouts
  - 2 NonStop partner sessions: XYPRO and NSK Open Source
  - 2 Customer sessions: Wake Forest U and Easycash

– HP Booth demos: 3

NonStop Expo presence @ HPTF 2010

June 21st – 24th , Las Vegas

Demos

– Modern application stack: Java, SASH, SQL/MX

  • Presentation only

– Converged Infrastructure and Manageability

  • Presentation, demo on Linux, NonStop and Windows

– CLW: connectivity with NonStop, SAP integration

  • Presentation, demo

Equipment

– One rack NonStop BladeSystem, ½ height rack for CLW, NS2000 and small Linux system

Staff

  • NonStop: Sanjib Guhathakurta, Vinay Gupta, Wendy Bartlett, Steve Saltwick
  • Atalla: Jeff Kalibjian, Christine Rhinehart for CLW

Connect NonStop Symposium and Expo 2010

Content tracks:

Platforms

Security

SOA and Application Development

Database SQL/MX

Business Continuity

Business Solutions

Call for Papers Closes May 30

Registration open now

HP content and plenary

Partner Expo

www.connect-community.org/?page=ConnectNonStopEvent

NonStop Visibility
Real Time View Blog

http://itug-connection.blogspot.com/

NonStop Visibility

Other Social Media
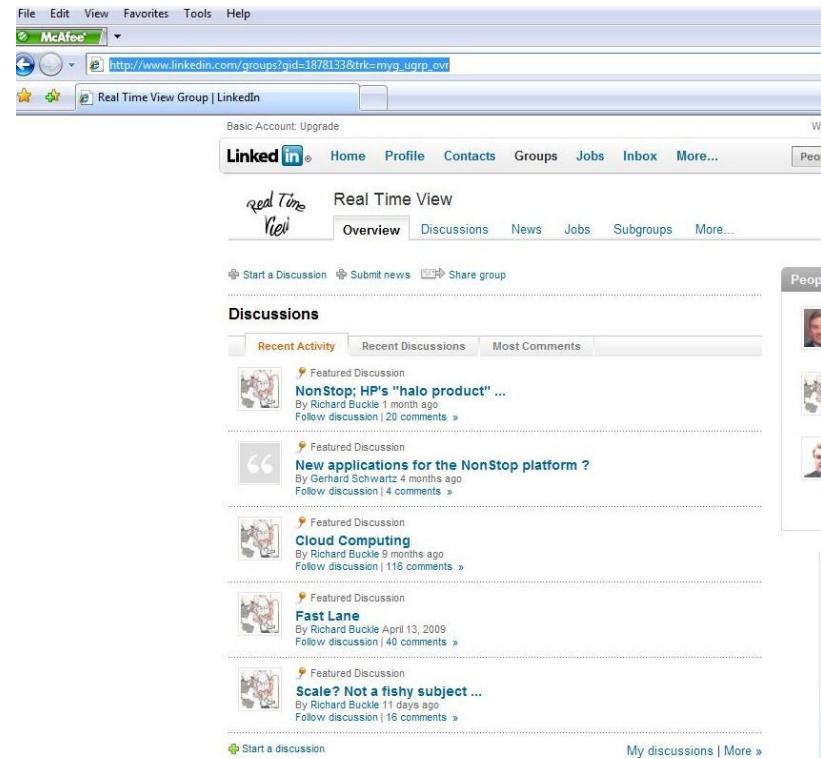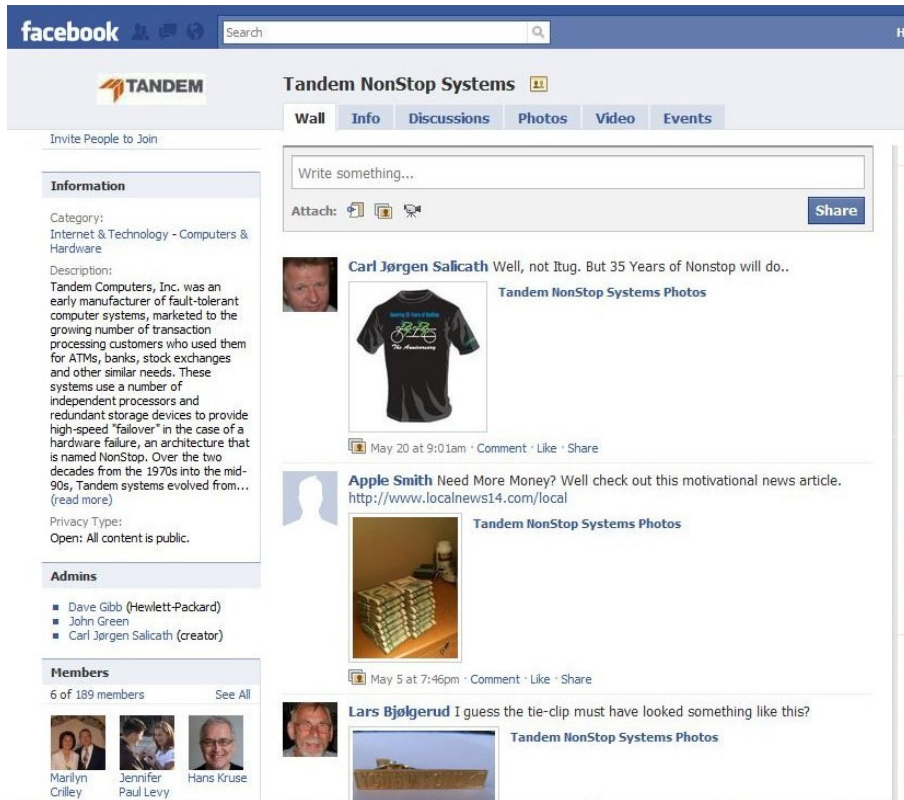
http://www.facebook.com/?sk=2361831622#!/group.php?gid=111582738863529
http://www.facebook.com/pages/NonStop/105980892766211?ref=ts
http://www.linkedin.com/groups?gid=1878133&trk=myg_ugrp_ovr

NonStop Visibility
External Web

Recorded presentations

"NonStop for beginners"

http://h20223.www2.hp.com/NonStopComputing/cache/362991-0-0-0-121.html

NonStop Visibility

Case Studies

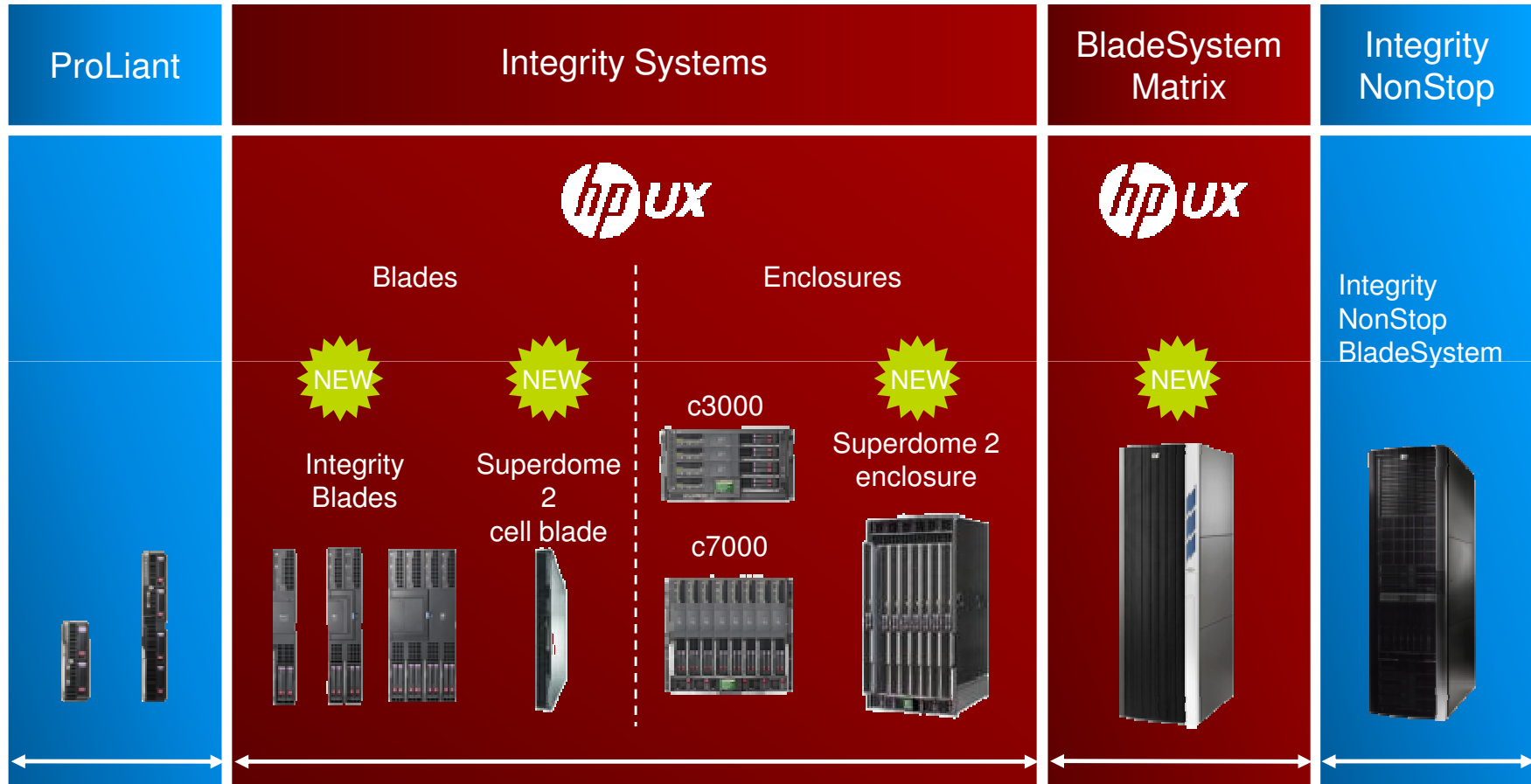http://h20223.www2.hp.com/NonStopComputing/cache/76364-0-0-0-121.html

New Integrity Servers

– Launched at Technology @ Work

  • Frankfurt, Germany, April 27th 2010

– New product portfolio

  • Superdome 2

  • Integrity Server blades

  • BladeSystem Matrix with HPUX

  • Integrity 2s Rack Server

– NonStop not part of launch

  • No new products at this time

  • Tukwila-based product to be launched next HP fiscal year

BladeScale Architecture from x86 to Superdome 2

Simplify by consolidating applications on a common platform

ProLiant	Integrity Systems		BladeSystem Matrix	Integrity NonStop

Integrity Systems: hp ux

Blades | Enclosures

NEW — Integrity Blades

NEW — Superdome 2 cell blade

c3000

NEW — Superdome 2 enclosure

c7000

BladeSystem Matrix: hp ux — NEW

Integrity NonStop: Integrity NonStop BladeSystem

Intel and AMD x86

Up to 4,096 nodes

Train once, certify once, deploy once

Outcomes that matter.