

# NonStop Marketing Update

Diana Cortes, Manager, NonStop Marketing  
Hewlett Packard Company  
Stockholm, May 26<sup>th</sup> 2010



# 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 21<sup>st</sup> – 24<sup>th</sup> , 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 21<sup>st</sup> – 24<sup>th</sup> , 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, 1/2 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



September 26-29, San Jose, California

## 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](http://www.connect-community.org/?page=ConnectNonStopEvent)



# NonStop Visibility

## Real Time View Blog

real time view


24

Showing newest posts with label **New Apps on NonStop.** [Show older posts](#)

Monday, April 26, 2010

### What's in your container?

I had the good fortune of spending the weekend at Long Beach. I have only been there a couple of times; the first time I walked the streets of Long Beach was in March, 1977. I was midway through a three-week drive that took me from Edmonton, Alberta where I was living at the time, to Dallas, Texas, across to San Diego, and then all the way up the West Coast to Seattle before turning inland and heading back to Edmonton via Hope, British Columbia. The picture above is from an inside passageway on the Queen Mary, anchored just across from the foreshore streets of Long Beach.




It was by accident that I had found my way to Long Beach for the weekend of the 1977 Formula One (F1) Grand Prix that was being held on the streets of Long Beach. Last weekend, the outing was pre-planned, and I had tickets to see the Toyota Grand Prix of Long

### I read blogs because

I find them valuable a...	10 (71%)
I have lots of spare ti...	1 (7%)
It's all part of my job	3 (21%)

Votes so far: 14  
Poll closed



### About Me

Richard Buckle  
Boulder, CO, United States

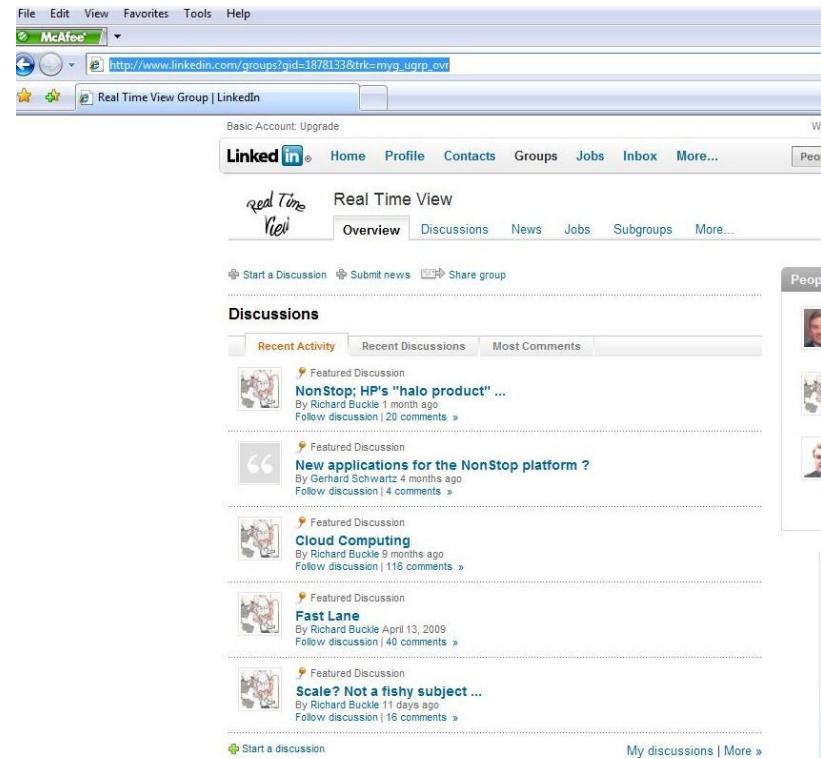
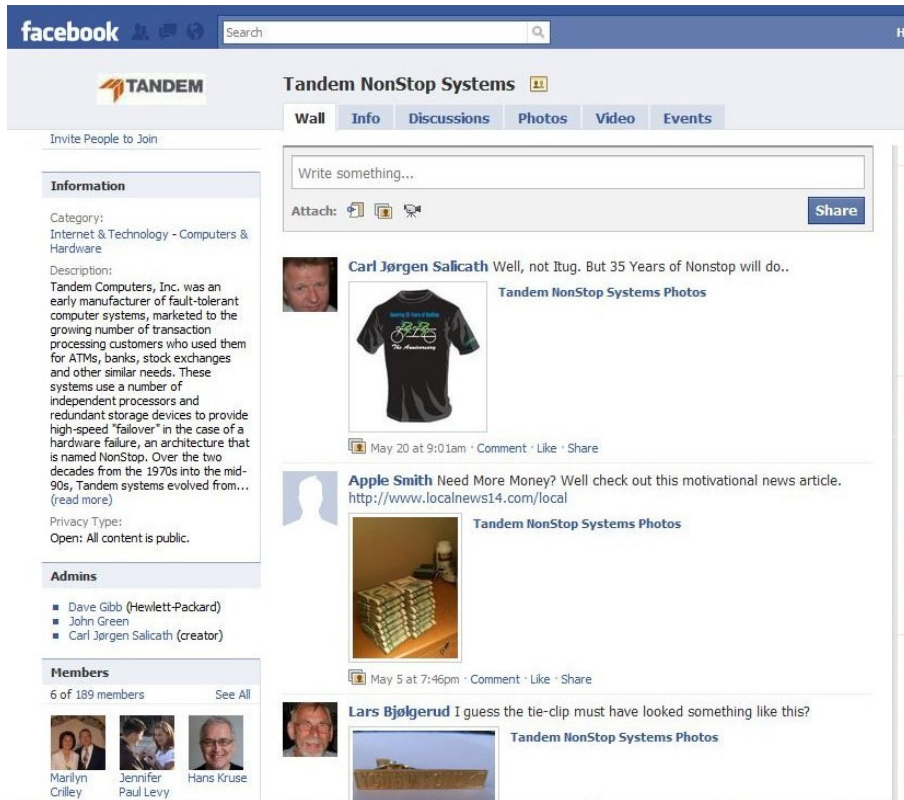
I am Richard Buckle and I have enjoyed a long association with User Groups dating

<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](http://www.linkedin.com/groups?gid=1878133&trk=myg_ugrp_ovr)



# NonStop Visibility

## External Web

NonStop Customer Conference Call Archives

Each monthly NonStop Customer Conference presentation will be recorded and archived here for replay. Merely select the presentation you are interested in, then click the link to replay it or right-click the link and save it to your hard drive. Note that you will need a broadband connection to near or view the AV files, and you will need a media player that can play MP3 audio and Windows Media (WMV) files.

Each archive entry contains the following files:

1. The slides you can download
2. The audio you can download
3. If available, the entire packaged presentation - click to view the slides and listen to the audio online

Date	Subject	Presenter	View/Download/Listen
06-May-10	Eclipse Technical Update	• Swaroop Dutta	Download the slides Download the audio Download combined AV file (zip)
1-Apr-10	Modernizing NonStop Applications Using Modern Tools, Programming Models and Technologies	• Sanjib Guhathakurta	Download the slides Download the audio Download combined AV file (zip)
10-Feb-10	CLIM (VERY!) Technical	• Sabu Nadarajan	Download the slides

Your most critical business processes deserve Integrity NonStop systems

Diana Cortes, Manager, NonStop Marketing  
 Steve Saltwick, Director, NonStop Marketing  
 Arjan van Dören, Manager, NonStop Marketing Europe, Middle East and Africa  
 Hewlett Packard Company, May 2010

“NonStop for beginners”

Recorded presentations

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





# NonStop Visibility

## Case Studies

WorldWide-English

» HP Home » Products & Services » Support & Drivers » Solutions » How to Buy

Search:

» Contact HP

NonStop computing

### NonStop Customer references

» Servers

- » HP Integrity NonStop computing
- » HP Integrity NonStop servers
- » HP NonStop servers
- » HP NonStop software
- » HP Integrity servers
- » Atalla Security products
- » Business solutions
- » Customer references
- » Education & training
- » Technical documents
- » News
- » Partners
- » Services & support

HP customers and partners say it best. HP shares over 100 testimonials and success stories from customers and partners showcasing the benefits of NonStop products, solutions and services.

#### Featured stories

- » Future Electronics relies on the HP Integrity NonStop platform— complemented by the HP Virtual TapeServer—for stability and high performance in the mission-critical ERP arena - May 2010 (720.49KB,PDF)
- » Riverside County Sheriff's Department relies on NonStop servers for mission-critical Computer Aid Dispatch (CAD) system- March 2010(992.67KB,PDF)
- » Raymond James Delivers: Core brokerage system on HP NonStop platform helps financial services leader provide outstanding service to global client base - February 2010 (265.51KB,PDF)
- » Nordic banking leader Nordea relies on HP Integrity NonStop BladeSystem for superior reliability and efficiency - December 2009 (680.10 KB,PDF)
- » Northumbria Police extends its 20-year partnership with HP by deploying a new Integrity NonStop server platform - December

Why buy HP NonStop?

- » Pricing and TCO
- » Understanding your business
- » Jewel in the HP server portfolio
- » Why Buy NonStop Presentation

Additional resources

- » HP Integrity and Integrity NonStop Case Studies
- » HP Enterprise Library
- » HP Newsroom
- » Connect HP User Group
- » Additional Case Studies and Videos

» 24x7 magazine Summer 2008

### Economics and capacity

With HP Integrity NonStop BladeSystem, Tieto Sweden supports clients with high performance and low cost.

"Our challenge is always to deliver 24x7 availability with outstanding quality, at the lowest possible cost. We found that the Integrity NonStop BladeSystem was not only much more cost-effective than previous NonStop system generations, but also that it delivered significantly greater performance."  
Bruno Lundell, NonStop Group Manager, Tieto Sweden

**Objective**  
Tieto Sweden needed to meet the stringent performance and availability requirements of its customers at lower cost.

**Approach**  
Tieto Sweden migrated from the HP Integrity NonStop NS16000 platform to the HP Integrity NonStop BladeSystem to better serve key healthcare, travel, and public sector customers.

**Business technology improvements**

- Storage built into the Integrity NonStop BladeSystem infrastructure
- Well-planned system migration accomplished in less than 12 hours
- Modern, standard software makes system more accessible to new IT workforce
- Support for user-friendly Web-based applications
- Remote management capabilities

**Business outcomes**

- Higher performance with improved total cost of ownership
- Ability to satisfy stringent customer requirements
- Significant cost savings due to industry-standard hardware economics
- Superior performance for customers across a range of vertical industries

Bruno Lundell was 37 years old when he met his first HP NonStop system (then known as Tandem) in 1982. "It was a technician's dream," he recalls. "At that time, components were not nearly as reliable as they are today, and they would fail all the time. But because it had no single point of failure, the NonStop system just kept running. That same kind of outstanding availability is what continues to set it apart today."

Lundell now manages the NonStop system group for Tieto Sweden, the Swedish arm of the Tieto Corporation. Tieto is a customer-centric IT service company providing a broad range of IT, R&D, and consulting services. With approximately 17,000 experts, it is among the leading IT service companies in Northern Europe.

HP customer case study: Tieto Sweden, part of the Tieto Corporation, uses the continuously available, high-performance, cost-effective HP Integrity NonStop BladeSystem to meet the requirements of customers in different vertical industries.

Industry IT service

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



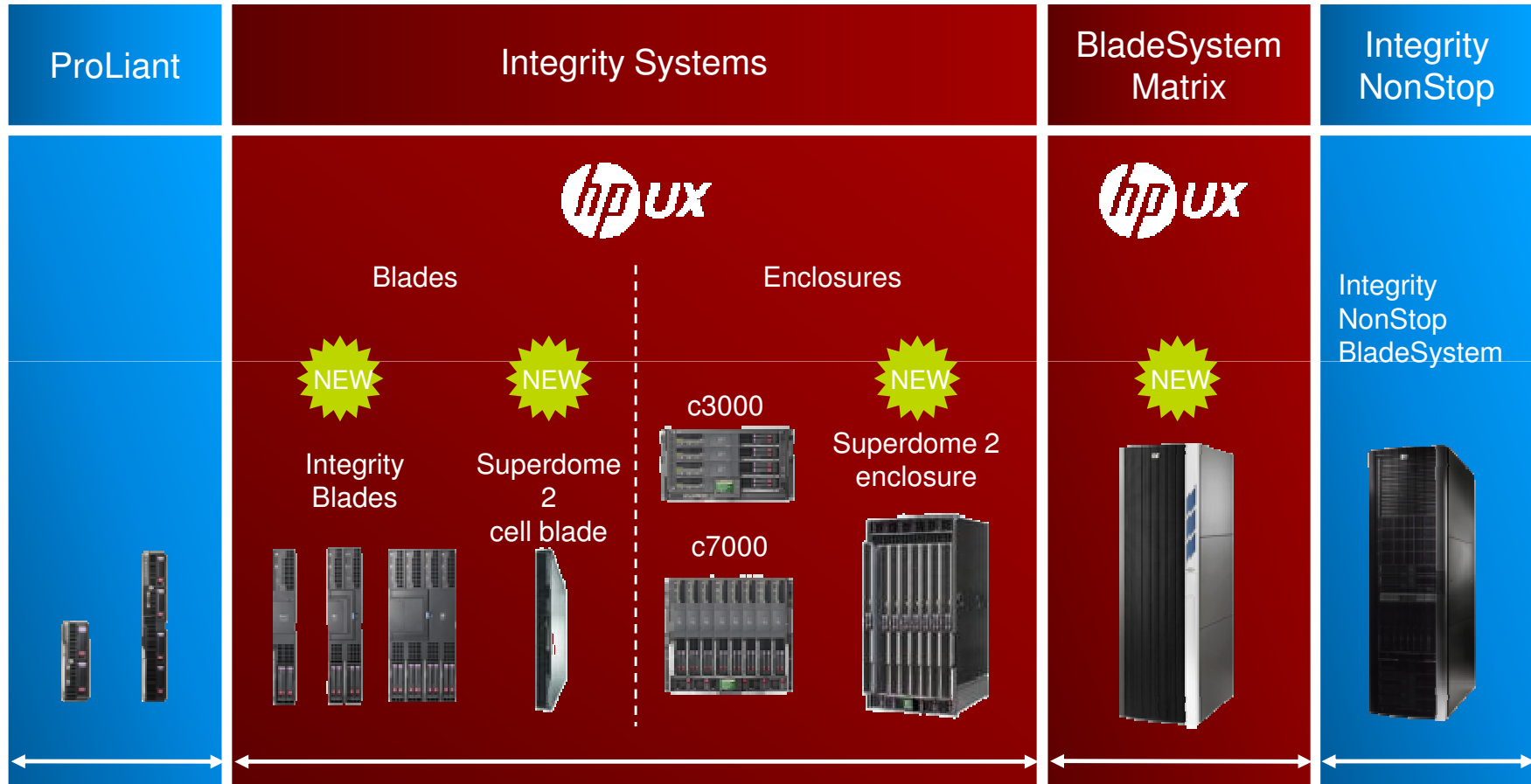
# New Integrity Servers

- Launched at Technology @ Work
  - Frankfurt, Germany, April 27<sup>th</sup> 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



Intel and AMD x86

Train once, certify once, deploy once

Up to 4,096 nodes



Outcomes that matter.

