HP NonStop strategic announcement

Opening up a new world of possibilities

Bringing 100% fault-tolerant HP NonStop solutions to the x86 architecture*

"No matter what HP NonStop hardware architecture you choose, you will continue to get 100% NonStop value that makes what you do truly matter."

– Meg Whitman, CEO, Hewlett-Packard

"No enterprise can afford downtime in today's business climate. To stay always-on, you must create a business climate of business resiliency that goes beyond reactive business continuity and IT disaster recovery."

– Rachel Dines, Senior Analyst, Forrester Research, 2012

HP changes how enterprises experience availability

If your customers depend on critical transactions every minute of every day, your business needs to be always-on. With HP NonStop you will experience the only flexible approach to a 100% fault-tolerant infrastructure.*

You will benefit from continued innovations for your established NonStop environments, based on the Intel® Itanium® processors, with greater scalability, performance, and security.

And, by extending the HP server portfolio to include NonStop systems built on Intel x86 technology, you will be able to choose which NonStop platform is the best path for your business. HP has the right compute for the right workload at the right economics, to meet your availability needs every time.

What's driving our strategy?

With the megatrends of cloud computing, social media, mobility, and Big Data driving the movement towards a new style of IT—coupled with the increasing demands driven by an always-on world—enterprises everywhere are under enormous pressure to reduce complexity, manage complex backend requirements and standardize.

All this, while maintaining extremely secure systems, becoming more cost-effective, and responding quickly to changing business dynamics.

Never before has demand for highly secure, continuous application availability been stronger—driven by today's global, always-connected world.

Always-on, timeless, and efficient

You've told us what you need. Continuous application availability. A lasting solution regardless of the hardware platform. And operational efficiencies through data center standardization.

Experience 100% application availability for your most critical workloads**

Uniquely designed and integrated for an always-on world

Based on the IDC definition of the highest level of availability (AL4),* HP NonStop ensures no interruption of work, no transactions lost, and no degradation in performance.

- **Intelligent, self-healing capabilities** at each layer to protect you from any outages

- **Massive scalability**[1] with instant, continuous access to petabytes of data and thousands of real-time transactions

- **Optimized resources at the application level,** enabling timely responsiveness for your customer

- **End-to-end security** with out-of-the-box reliability

*IDC, Worldwide and U.S. High-Availability Server 2012–2016 Forecast and Analysis, Doc #236946, September 2012.
**NonStop has been delivering 27 years of continuous computing uptime—since 1986 (The Bon-Ton Stores, Inc.)
[1] Near-linear scalability: MPP architecture enabled scaling to support thousands of users, concurrent sessions, and petabytes of data.
[2] HP internal testing, 2012.

Rely on 37 continuous years of NonStop fault-tolerant computing success

Architectural independence for a timeless solution regardless of the hardware infrastructure

HP NonStop has always adopted the newest and best technology available, and now you will have a choice of either Intel Itanium or x86 architectures.

- **First flexible, open approach** to a continuously available infrastructure with NonStop on x86

- **1.5x performance capacity** increase[2] when moving to the new HP Integrity NonStop BladeSystem NB56000c or the NB56000c-cg featuring the Intel Itanium processor 9500 series

- **100% application compatibility** to quickly get you up and running across platforms

- **100% NonStop fundamentals** either way

Realize efficiencies for complex application environments

Improved operational efficiency through lower support costs and data center standardization

HP NonStop delivers a complete and efficient integration of hardware, operating system, database, and application services, regardless of platform.

- **Simplified data center management,** maintenance and support

- **Lower operational costs** through the use of common components to support your Big Data, cloud and mobility apps, as well as your most critical business workloads

- **Standardization enabled by commonality** as part of the HP Converged Infrastructure strategy

Open up a world of new possibilities

NonStop on x86 will be relevant in the data center of the future as market trends and customer demands continue.

- **Security**—Gain more security out-of-the-box, including SSH, SSL, event monitoring, and now SSO

- **New application options**—Integrate NonStop into existing applications using InfiniBand

- **Big Data**—Take advantage of the NonStop massive scalability and speed to process volumes and volumes of data

- **Cloud computing**—Integrate NonStop as your backbone processing engine for your Cloud environment

- **New ways to optimize**—Use the best of NonStop to add fault tolerance to your most critical business applications

Choose the best platform for your business

You will be able to have a 100% fault-tolerant infrastructure, with all the NonStop fundamentals, on either an Intel Itanium processor or an x86 architecture.*

Only HP enables you to experience a proven solution for **always-on business** that delivers **timeless value** and longevity regardless of the underlying architecture and leverages HP's converged infrastructure to **maximize data center efficiency**.

HP is reinventing availability for the New Style of IT.

Learn more at
hp.com/go/nonstop

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