


The Koehler Group

Manufacturing: Europe

World's largest manufacturer of fax and specialty paper with annual revenues of ~ €500 million



Challenge	Solution	Result
<ul style="list-style-type: none"> Upgrade from SAP R/3 to mySAP Business Suite with SAP R/3 Enterprise Add financial and warehouse capabilities 	<ul style="list-style-type: none"> Two HP Integrity rx5670 servers mySAP Business Suite (SAP R/3 Enterprise, SAP for Mill Products) Microsoft Windows Server 2003 and SQL Server 2000 Enterprise Edition 64-bit HP StorageWorks arrays (MSA 1000) 	<ul style="list-style-type: none"> Up to 50% performance improvement Smooth transition from 2-bit to 64-bit architecture Optimized supply chain Flexibility and expandability for future requirements

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HP Integrity server go to market: Having an impact

Web banner ads



2,050+
direct and indirect
sales attendees at
three sales broadcasts

Worldwide Integrity sales site



Continuity ad campaign



HP and Intel joint microsite
6+ million page views



Top CEOs Take Enterprise Computing Head-on

March 2nd – 9th Broadcast


11,300 unique visitors representing 120 countries



<http://www.itanium-integrity.com>




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HP/Microsoft Frontline Partnership

- ❖ HP is largest Microsoft Gold Certified Partner world-wide
- ❖ 3 times Microsoft's "Global Enterprise Partner of the Year"
- ❖ Worldwide Prime Integrator
 - Windows 2000
 - Exchange 2000
 - .net solutions
 - BIZtalk server
- ❖ HP is Microsoft's development platform for Windows and Exchange products
- ❖ HP Services to manage, operate, and administer the www.microsoft.com infrastructure
- ❖ HP to provide worldwide help desk and call center support to 61,000 Microsoft employees in 68 countries
- ❖ 22,000+ Microsoft-trained professionals
- ❖ 3,600+ who have achieved the highest levels of certification as engineers and developers of Microsoft technologies
- ❖ 1,500 certified project managers to minimize risk and provide a single point of contact for customers
- ❖ 1,500 HP Professionals with Microsoft Office System/.NET expertise




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HP and Microsoft Alignment Solutions for the People Ready Business (SPRB)

App Platform Infrastructure	<ul style="list-style-type: none"> • SQL Acceleration • SQL Upgrades & Migrations • Data Warehouses • SAP Re-Platforming 			
Microsoft Business Productivity Infrastructure	Messaging & Unified Communications (UC) ¹ <ul style="list-style-type: none"> • Exchange • Live Server • Office 12 • UC Media Gateway • Voice Server 	Collaboration, Search, Content Mgmt, Compliance ² <ul style="list-style-type: none"> • Excel • InfoPath • Office 12 • SharePoint • SQL Server 	End-to-End Business Intelligence ³ <ul style="list-style-type: none"> • Excel • Office 12 • Office Business Applications • SharePoint • SQL Server 	Business Process Integration & Workflow ⁴ <ul style="list-style-type: none"> • BizTalk • InfoPath • Office 12 • SQL Server • Windows Workflow
	MS Core Infrastructure ⁵ <ul style="list-style-type: none"> • Desktop Lifecycle • Management Network Security • Data Protection and Recovery • Identity Management 			
HP Portfolio for People-Ready Business	HP Hardware <ul style="list-style-type: none"> • BladeSystem • Clients • Integrity • SPRBnters • ProLiant • Storage 	HP Software <ul style="list-style-type: none"> • Application Management • Compliance Manager • Essentials • Identity Management • Network Node Manager • OV Change, Configuration & Desktop Management • OV Operations for Windows • RISS • System Insight Manager 		HP Microsoft Solutions <ul style="list-style-type: none"> • BI/SQL • Content/Document Mgmt. • Desktop Lifecycle Services • Enterprise Messaging • Integration and Workflow • Portals and Collaboration • Windows Infrastructure
	HP Services <ul style="list-style-type: none"> • Technical Services • Managed Services • Consulting & Integration • Financial Services 			



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SAP Global Partnership

- Benefits to customers:
- Trust in qualification and quality for every phase of an SAP project
- Trust in capacity and ability to complete worldwide projects
- Proven, complete solutions



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HP/SAP Engineering


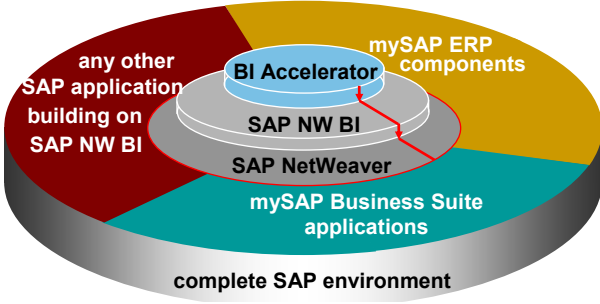


- SAP platform engineering roadmap definition and execution
- Benchmarking and certification of hardware and OS platforms
- Development support and porting activities for SAP baseline and SAP initiatives
- 3rd level support for HP business unit products and solutions
- Development and support of SAP specific extensions required by SAP on our generic solutions
- Identification and development of sustainable differentiators for HP platforms
- Leadership and/or participation in cross-divisional initiatives
- Knowledge development and transfer to the field and service organizations
- Joint presales engagements and support for critical HP/SAP deals

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Powerful analytical capabilities at the heart of any SAP environment


The BIA boosts the performance of SAP NetWeaver and of all other SAP applications building on SAP NW BI.

Ramp-up customers have experienced a performance increase by factor up to 200.

The BIA also:

- increases user and IT productivity due to fast and constant query response times and reduced administration effort.
- paves the way for an enterprise-wide use of BI, extending its use to casual users and enabling the inclusion of BI components in all business processes.
- provides a highly scalable solution that increases speed of change and innovation

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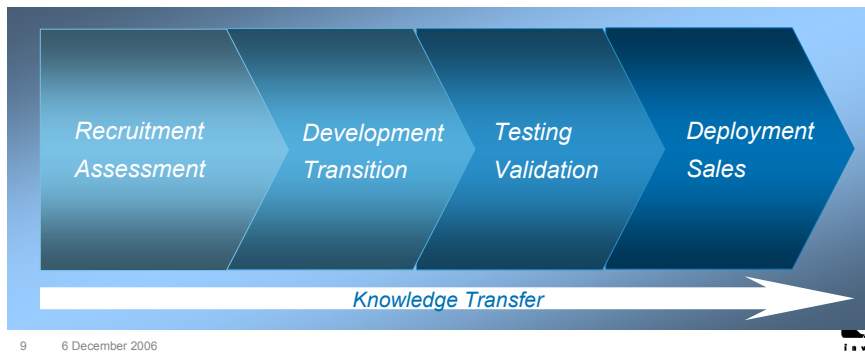


Highlights HP/Oracle Partnership

- HP is the leading Oracle Applications Infrastructure Partner
- 13 HP/Oracle solution and demo centers worldwide
- More than 100,000 joint customers - Oracle's Database is the most popular database among HP-UX customers
- Oracle chose HP to be the key platform provider for its development of Itanium®-based databases for Linux, Unix, and Windows
- HPS C&I deliver solutions for Enterprise Integration and Service Oriented Architecture with Oracle Fusion Middleware
- Oracle Fusion Middleware is showcased in HP's SOA Competency Centers around the world
- Joint
 - development, testing, and refinement
 - performance and price/performance leadership validated by industry and benchmarking
- Executive alignment that starts at the top and runs deep

Differentiation: Partner Technical Support

- ❖ PTS services are joint activities with partners to provide technical assistance, technology integration and knowledge transfer to create a competitive advantage for both the partner and HP.
- ❖ PTS provides technical services to partners through all phases of the product life cycle.
- ❖ PTS provides equipment support to both SI and our ISV partners





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Partner Technical Support Services


- **Partner Services**
 - **Recruitment / Assessment**
 - ISV Startup
 - Porting Assessment
 - 64-bit Application Migration Assessment
 - **Development / Transition**
 - Port-a-thon and Developer Workshops
 - Developer System Loans
 - PA-RISC to Integrity Migration Support and Services
 - Porting Assistance
 - Remote access to hardware
 - Hosted partner visits
 - **Testing / Validation**
 - Solution Testing, Validation and Certification
 - High Availability Implementation
 - Performance Analysis and Tuning
 - JAVA Performance Tuning
 - Compiler Optimization
 - **Deployment / Sales**
 - Application Profiling and joint Goto Markets
- **Internal Services**
 - Acquisition, management, and administration of internal equipment


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Customer:	BMW AG
Project name:	Mail on Demand
Project volume:	€12 MIO over 3 years
Business background:	Establish a platform with enhanced capabilities offering a clear technical roadmap for the future Improv storage utilization, simplified management, and increased data availability around the world Increased IT capacity utilization and performance - pay by use concept Introduction of standards-based infrastructure
Solution:	<p>HP: coordination of the whole project build and run the new mail environment implement complete internal restructure of BA</p> <p>Microsoft: deliver exchange support services quality assurance technical consulting</p>

11 12/6/2006




Why HP and Partners

- ❖ This end-to-end solution required a wide skill set that could only be provided by an alliance of companies working together.
- ❖ HP and Accenture, teamed with Oracle and BEA, produced a collaborative approach that just could not be matched by the competition.
- ❖ The technology employed in all areas represents the state of the art and is creating confidence thanks to continually positive experiences.

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HP + HP Partners = Customer benefit

- ✓ Most comprehensive solutions offering across all industries
- ✓ Best of breed solutions stacks from IT business consulting to technology implementation
- ✓ Industry standards instead of proprietary products
- ✓ State-of-the-art technology through joint product development
- ✓ Secure long-term customer investments

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HERZLICH WILLKOMMEN ZUM
„BON VOYAGE“-WORKSHOP

Wir freuen uns, Sie auf Ihrem Weg zu einer Microsoft® SQL Server™ 2005 Umgebung auf HP Integrity Servern mit Intel® Itanium® Prozessoren begleiten zu dürfen.



TAG 1, 26. OKTOBER 2006

Während des ersten Tages erhalten Sie einen Überblick über die Vorteile der neuen Funktionen des Microsoft SQL Server 2005 und erfahren, wie die Migration von Ihrer alten Datenbank auf das neue, 64-Bit-fähige System reibungslos gelingt. Anschließend steht das Thema Hochverfügbarkeit im Mittelpunkt und wir zeigen Ihnen, wie Sie mit HP Integrity Servern das Optimum aus Ihrer SQL Server Installation herausholen. Dass dies mit HP besonders einfach ist, legt nicht zuletzt an den kassenbeiden Management-Features, die Ihnen ausführlich vorgestellt werden. Die Roadmap zu den weiteren Entwicklungen der Intel Itanium Prozessoren mit 64-Bit-Architektur werden den ersten Tag abschließen.



BON VOYAGE WORKSHOP
AGENDA

Der zweitägige Workshop findet ganz in der Nähe von Nizza im Süden Frankreichs im .NET Solutions Center von HP und Microsoft statt.

Der Workshop vermittelt mit Vorträgen und Trainings das Wissen, das Sie für den Start eines Migrationsprojektes benötigen. Mit allen Einzelheiten zur Technologie und den möglichen Einsatzgebieten der umfassenden Datenbankplattform, Sie erhalten direkt von den Experten der drei Unternehmen Microsoft, HP und Intel das notwendige Know-how für einen erfolgreichen Umstieg auf Microsoft SQL Server 2005 auf Basis der HP Integrity Servern mit Intel Itanium 2 Prozessoren.

Mit zwei parallelen Tracks am zweiten Tag geht der Workshop intern auch die beiden Hauptzweige des Microsoft SQL Servers 2005 ein: Business Intelligence und SQL Server als Grundlage für SAP ERP-Systeme.

TAG 2, 27. OKTOBER 2006

Business Intelligence und SAP-Installation sind die beiden größten treibenden Faktoren für den Ein- oder Umstieg auf ein 64-Bit-Datenbanksystem mit Microsoft SQL Server 2005. Deshalb spielen wir den Workshop in zwei Tracks, um Sie umfassend und detailliert zu beiden Themen zu informieren.

TRACK 1: BUSINESS INTELLIGENCE
Wir starten mit einer Einführung zum Thema Business Intelligence und stellen Ihnen die zahlreichen neuen Analyse- und Reporting-Funktionen des Microsoft SQL Server 2005 im Einzelnen vor. Anschließend zeigen wir Ihnen anhand von Szenarien aus der Praxis, wie eine Business Intelligence Umgebung auf Basis von HP Integrity Servern mit Microsoft SQL Server 2005 entwickelt, angepasst und betrieben werden kann. Danach folgt eine Tour durch das .NET Solution Center und nach dem Mittagessen bleibt genügend Zeit, um mit den Experten vor Ort unternehmensspezifische Anforderungen zu diskutieren.

TRACK 2: SAP AUF MICROSOFT SQL SERVER
Immer mehr SAP Installationen erfolgen auf Basis von Microsoft Windows Server und Microsoft SQL Server 2005. Schon jetzt setzen bei Neuanstellungen über 42 Prozent der Unternehmen auf SQL 64-Bit-Datenbank-Ebene ihrer SAP-Installationen. Welche Performance- und Kostenvorteile daraus für Ihr Unternehmen resultieren, zeigen Ihnen HP- und SAP-Experten in ihren Vorträgen. Da ab 2007 SAP alle neuen Programmversionen nur noch für 64-Bit-Umgebungen zur Verfügung stellt, sind die HP Integrity Server mit Intel Itanium 2 Prozessoren und echter 64-Bit-Architektur die ideale Basis für den Aufbau der zukunftssicheren IT-Infrastruktur.

Anmeldung unter:
www.hp.com/de/bonvoyage

Danfoss chooses Itanium for global ERP system Danfoss Group Global

“The fact that HP is running Intel’s Itanium 64-bit processors as the new standard for the high-end market will mean lower prices, longer periods of support and greater flexibility in the long run. These are all important criteria for an enterprise of our size.”
Morten Pors Simonsen, server enterprise manager, Danfoss IT operations

Objective	Approach	Business benefits
<ul style="list-style-type: none"> Danfoss had a global ERP system with extensive memory requirements The existing 32-bit platform was no longer able to keep up It had a choice of changing to UNIX or upgrading to 64-bit Microsoft Windows Servers 	<ul style="list-style-type: none"> 2 x HP Integrity rx7620 servers, each equipped with: 8 x 1.6 GHz Itanium CPUs 32 GB RAM Microsoft Windows Enterprise Server 2003 64-bit Microsoft SQL Server 2000 64-bit 	<ul style="list-style-type: none"> The CPU capacity has doubled with minimal number of CPUs, resulting in licence savings Response times have halved on full upgrade of hardware Savings have been made through the retention of the Windows platform

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Prada deploys an extended collaborative enterprise solution with SAP and HP Integrity servers PRADA

“We needed a robust, reliable enterprise-class system that could scale to accommodate the needs of headquarters as well as our 200 retail stores worldwide.”
Fulvio Grignani, IT director, Prada Group

Objective	Approach	Business benefits
<ul style="list-style-type: none"> Enhance customer service and react faster to changes in demand Make real-time sales and inventory information available company-wide Reduce IT maintenance time and costs by simplifying and standardising IT worldwide and reducing the number of dispersed servers 	<ul style="list-style-type: none"> Itanium 2-based HP Integrity rx5670 servers Microsoft Windows Server 2003 for 64-bit Itanium 2-based systems Oracle9i SAP R/3 Financials and Controls, SAP Retail SAN EMC2 Clariion CX 600 	<ul style="list-style-type: none"> Ability to capitalise on market opportunities faster Enhanced customer service Reduced inventory Streamlined IT processes Lower cost of ownership Consolidated view of data, making management decisions easier Improved system and business performance

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Microsoft & Itanium



“We're committed to the Itanium processor family, and the Itanium processor family is the scale-up solution for the most demanding database and line-of-business applications running on Windows.”

Bob Muglia

Senior Vice-President for Windows Server

Microsoft

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Upgrade Value Kit (UVK) Plan (as of 9/18/06)

http://tsgonline.hp.com/alliances/toolkit/collateral/uvk/uvk_program.asp

Business Intelligence:

- BI Tower (in process - Oct)
- IBM Ascential (TBD)
- SAS (OVMS) - Q107

CME:

- Amdocs CRM (Nov)
- Comverse (TBD)
- Convergys (Tru64) (Geneva) (TBD)
- Cramer (TBD)
- Intec (in process - Oct)
- LHS (Tru64) (in process - Sept)
- Portal (in process -Sept)

FSI:

- iFlex (in process - Oct)
- OMX (OVMS) (Nov)
- Temenos (Nov)

Horizontal/Infrastructure:

- BEA AcquaLogic (in final review)
- CA (Unicenter, Job Mgmt) (in process - Oct)
- IBM DB2 (TBD)
- IBM Informix (TBD)
- IBM WebSphere (TBD)
- Oracle/eBusiness Suite (Q107)
- Oracle Database (in process - Oct)
- Oracle/IAS (Q107)
- Oracle/Siebel (Q107)
- Sybase ASE & IQ (TBD)

Manufacturing:

- Ariba (TBD)
- Brooks (in process - Oct)
- i2 (UX) (in process - Nov)
- JDA Software (TBD)
- Lawson (on hold)
- Manhattan (in process - Oct)
- Oracle/JDE (Nov)
- Oracle/Retek (Q107)
- SAP myERP (Tru64) - (Nov)
- SSA Global (in final review)
- Sterling Commerce - (in process - Nov)

Healthcare/Public Sector:

- Areva (on hold)
- iSoft (in process - Oct)
- Scyll (Q107)
- Siemens (Pharmacy) (in process - Oct)
- SunGard GP III (Tru64) (Nov)

Document Management:

- Filenet (in process - Oct)
- OpenText (Jan)
- Vignette (in process - Oct)

High Performance Computing:

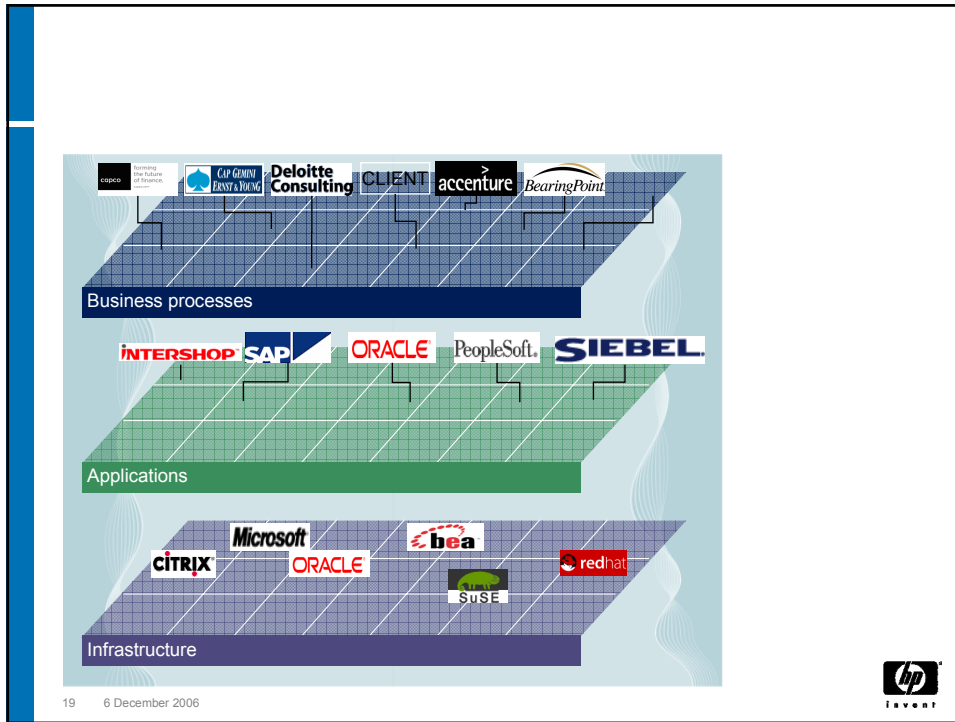
- MatrixOne (Nov)
- PTC (Nov)
- UGS (in process - Oct)

Pending (in discussion):

- 2AB
- Acucorp (OVMS)
- Advanced Systems Concepts
- Attunity Connect
- Compuware
- Intersystems Cache
- Upright AB/MIMER
- WRQ Verastream

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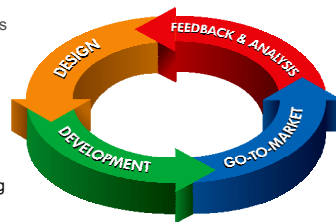
Enable partner engagement

Design

- Joint engineering & solution development
- Performance Analysis
- Engineering Assessments
- Configuration Analysis & Tools
- Business Planning Tools

Development

- Start Up Services
- Performance Testing & Sizing
- Blade Verification Services
- White Papers, Tech Specs
- Migration & Testing Centers
- Equipment Discounts & Rentals
- Technical Documentation, Forums, Conferences



Feedback & Analysis

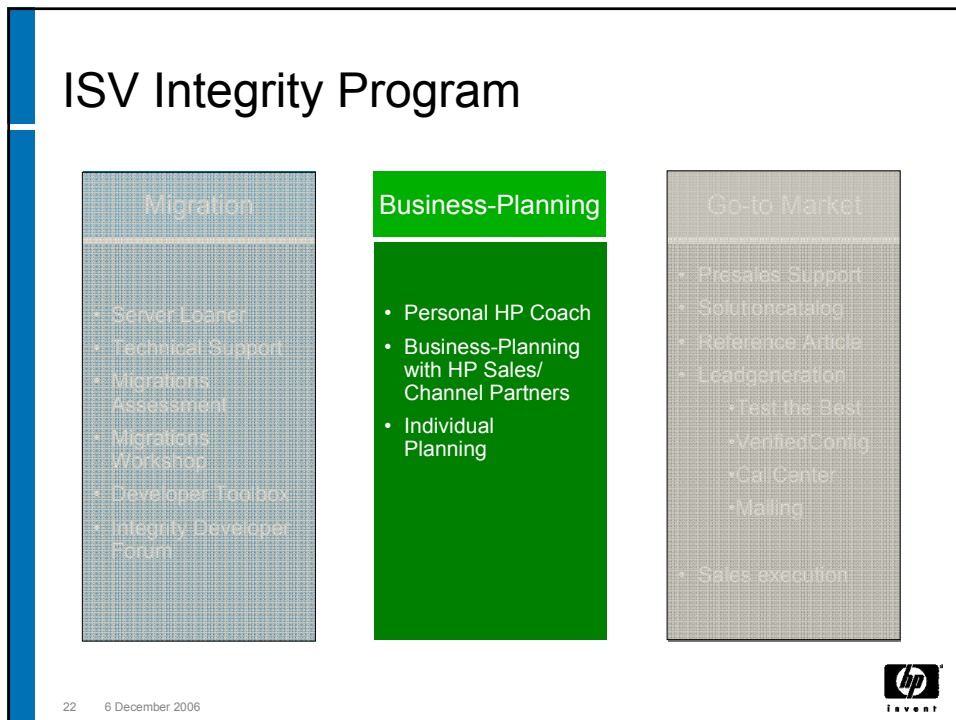
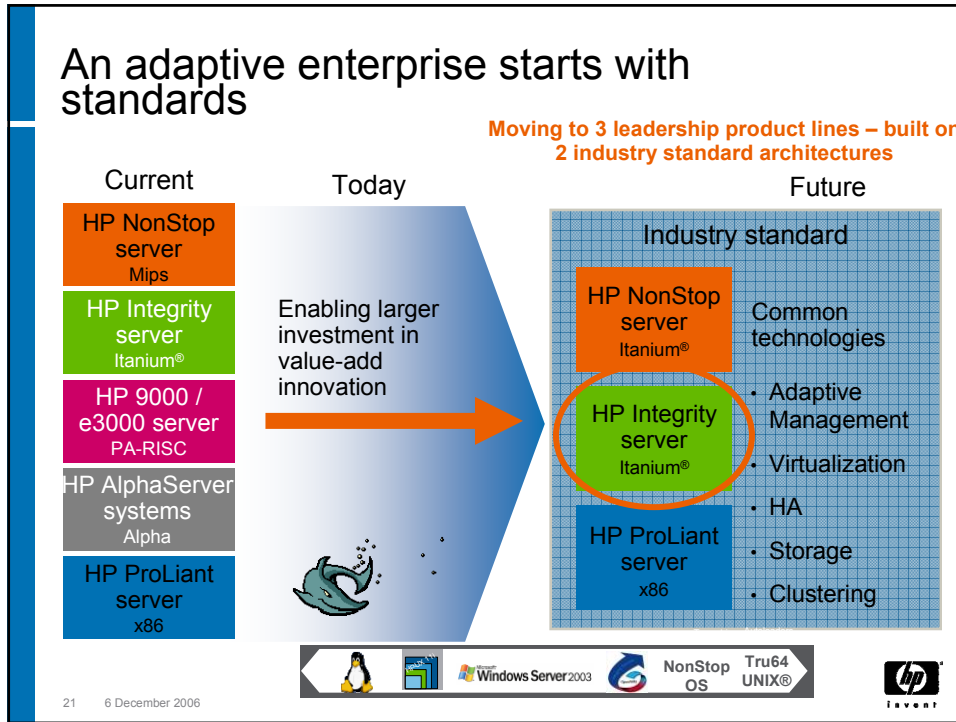
- Industry specific information
- Contact Program Manager
- Roadmaps & Technology Whitepapers
- Feedback Forums

Go to Market

- Promotionals- rewarding partners for a specific behavior
- Deal Assistance, channel matching
- Joint Demand Generation
- Solution Awareness
- Event Participation
- Marketing Templates
- Lead Generation Programs
- Product & Solution Directory
- HP Brand Affiliation
- Exhibition Opportunities & Discount

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invent



ISV Integrity Program

Migration


- Server Loaner
- Technical Support
- Migrations Assessment
- Migrations Workshop
- Developer Toolbox
- Integrity Developer Forum

Business-Planning


- Personal HP Coach
- Business-Planning with HP Sales/Channel Partners
- Individual Planning


Go-to Market


- Presales Support
- Solutioncatalog
- Reference Article
- Leadgeneration
 - Test the Best
 - VerifiedConfig
 - CallCenter
 - Mailing
- Sales execution




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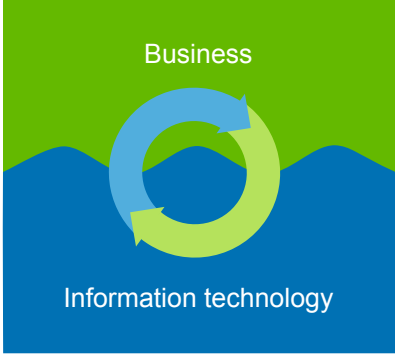
Customer:	Bundesagentur für Arbeit (German Labour Office)
Project name:	Virtual Employment Market
Project volume:	total: 28 Mio \$
Business Background:	using the Internet to link the unemployed to unfilled jobs proactively help citizens find jobs through the use of leading-edge technology cope with additional throughput and meet growing needs of BA's 60,000 internal job consultants, achieve a tenfold increase in performance of current portal
Solution:	<p>Accenture: coordination of the whole project structure, develop and implement the VAM system implement complete internal restructure of BA</p> <p>HP: deliver the network infrastructure and products, incl. systems management software build and run the new datacentre (outsourced to HP Services)</p>



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The Adaptive Enterprise

Business and IT synchronized to capitalize on change



Business

Information technology

Standardization

Leverage common components and processes to reduce cost, simplify change

Virtualization


Utilization is optimized and IT supply meets business demand

Management

Automate the dynamic link between business and IT

Delivers: Simplicity, Agility, Value


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Horizontal partner stacks

	Specialized horizontal ISVs	Large ISVs	Consultants Systems Integrators
Horizontal Applications (strong SWD focus)	Business Intelligence		
	ILM/ECM, Collaboration		
Horizontal Infrastructure	EAI		
	Operating Systems		
	Data bases		
	Data Center Solut., Virtualization		
	Networking, VoIP, Call Center		

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Fiat Auto drives distribution innovations with Linux-based Oracle solution on HP Integrity



“Our partnership with HP enables us to innovate not only in cars, but also in service. Our HP consultants have provided us with the best hardware and software solution. HP has steered us onto the right road - one that is wide open in the future.”
 Claudio Javier San Pedro, vice president, Worldwide Sales and Marketing, Fiat’s Business Unit

Objective	Approach	Business benefits
<ul style="list-style-type: none"> Commodity-style competitors Costly distribution infrastructure Channel inefficiencies Drive to stand out in service as well as cars 	<ul style="list-style-type: none"> Develop Fiat link infrastructure to streamline the distribution and enhance CRM Three-tiered Fiat link environment from HP is composed on Oracle9i Real Application Clusters and Red Hat Enterprise Linux AS operating system clustered with two HP Integrity rx5670 and rx2600 servers with Intel Itanium 2 processors and an HP StorageWorks Virtual Array 7410 system configured into Fibre Channel SAN (RAID 5) with 1TB capacity HP Tablet PC TC1100 systems 	<ul style="list-style-type: none"> Dealers and Fiat Auto gain tool to build customer relationships and loyalty Solutions enhances and streamlines buying process while lowering costs of sales Customer-centric distribution to fuel growth in sales and market share Integrating processes across 5,800 retailers in 17 countries to trim inventory cost

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