

# Next generation services

## Flexible Computing: Brian Fowler

(Part 5 of 6)



Opening: music and graphics effects

Tony Redmond, Vice President & Chief Technology Officer, HP Services

One big trend we're seeing is that organizations want and require flexible systems. They want a flexibility from hardware, software, and services. Some of this flexibility is best attained by yourself because you know your IT systems best. But there are many other situations where outsourcing produces cost and efficiency benefits.

It's the belief of HP Services that compute power should be available when and where you need it without having to pay for it all the time. And in this segment what we're going to do is talk about how some of the investments in HP Services flexible computing can deliver a real benefit to you.

Brian Fowler, Global Director, HP Utility Computing Services

*Collaborative choices*

For the past six years, HP has offered a collaborative Utility Services approach. This approach means customers can choose from consulting and integration, to self-management out-tasking and outsourcing. Specific HP Utility Services offerings fall under two main categories. One is a build-your-own approach and the other is where customers can plug into HP's Flexible Computing Services.

### *Enables Adaptive Enterprise*

Utility computing is an important enabler of an adaptive enterprise as it allows for a better alignment of business and IT in order to adapt to change. It's an alternative to traditional IT ownership and support. Utility computing offers a practical, cost-effective approach that makes aligning IT resources with fluctuating business demand remarkably simple.

In particular, utility computing services offer customers choices in how to scale computing and manage costs, as well as how to leverage shared IT resources and flexible payment plans so organizations can quickly act on business decisions.

### *Benefits*

HP customers reap the benefits that come from this utility computing approach, including reduced total cost of ownership, mitigated risk, wider flexibility, and greater business agility, as well as a faster time to solution and a higher return on the investments.

### *Gets work done*

Flexible Computing Services help HP customers get work done. Flexible Computing Services take the complexity out of owning the hardware, software, and other equipment associated with data centers, as well as the burden of designing and deploying new IT environments, and operating, managing, and evolving current environments.

Overall, HP Flexible Computing Services enable our customers to match the cost of IT with business demand, as you are only charged for what you use.

### *Example of success*

These are ideal for industries such as oil and gas for seismic and reservoir modeling; financial services for Monte Carlo modeling; manufacturing industry for computer-aided engineering so customers can do structural, crash, and fluid analysis; and also for ISVs for a test bed on an enterprise-scale infrastructure for new software releases.

In essence, the workloads that work well for Flexible Computing Services are batch in nature and compute-intensive rather than data-intensive workloads. These workloads can be planned in advance for there are many times when demand outstrips capacity or an urgent business need arises, and the customer's IT department can't respond quickly enough.

### *Innovation*

HP is committed to achieving a leadership position in Utility Computing Services. We have the winning combination of HP Labs' innovation, high-performance computing solutions, and the services of our Global Delivery Organization to help ensure best-in-industry utility solutions. In fact, much of the intellectual property from HP Labs that went into creating DreamWorks Animation's movie, *Shrek 2*, is now in HP's Flexible Computing Services.

*Flexible Computing Club*

HP recognizes this is new for customers, and that accessing technology outside of their own data center may be daunting. For that reason, HP has introduced the Flexible Computing Club, which lets customers pay a nominal one-time fee and get a node on the infrastructure. This allows them to try it out before committing to doing production-type work. Customers tell us that once they've tried it, they like it.

For more information, talk to your HP sales rep or visit our Web site ([www.hp.com/go/services](http://www.hp.com/go/services)).

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