



HP Application Development Solution

Application Development, Integration, and Maintenance

The context

The Applications role has been rapidly transforming from the traditional cost-saving and efficiency focus to a more prominent business-centric, business driver role. Today's businesses rely on applications to not only support underlying business processes and backend operations, but also to drive customer-facing business opportunities. As such, increasingly CIOs are measuring the success of technology investments in terms of business outcomes—profitability, risk, growth and costs.

In this business climate, however—particularly with increasing business demands—the goals have fundamentally remained the same:

- Reduce time-to-market for new products and services
- Improve customer experience and satisfaction
- Expand into new market segments and demographics
- Improve business process and operational efficiencies

However, the expectations of applications to deliver on the above have multiplied. In spite of this shift, IT organizations have and will continue to face pressures to reduce costs. CFOs demand savings from

infrastructure, and CIOs diligently comply by reducing project scopes and leveraging low-cost geographies and out sourcing to contain costs. Ironically, this has created an unintended increase in usage and cost of IT resources, characterized by wasteful and inefficient application environments. The problem begins with business applications being designed and built to run for a limited term. However, in the interest of “economy” and to contain costs, applications are often poorly architected. This often leads to an inability to accommodate growth, scale and prolonged use, resulting in frequent downtimes. Additionally, a lack of common processes and quality controls across geographically dispersed organizations serves to exacerbate the situation. Consequently, IT spend is “wasted on managing and maintaining unnecessarily complex and inefficient application environments—patching holes, plugging leaks, and cobbling together makeshift solutions that integrate obsolete legacy systems with poorly implemented enterprise suites.”¹

¹ “Penny Wise, Pound Foolish, Why Application Development is a Money Pit”, COMPASS Limited, p.1



The challenge

Today, these challenges are more pronounced. Point and near-term solutions fall short of meeting these challenges in growing business needs and managing applications from begin to end. This results in business risks, loss of business opportunities, and higher maintenance costs. IT organizations struggle for innovative and forward-looking development methods that provide complete end-to-end solutions for implementing, maintaining, and growing their applications. These new solutions allow for better alignment with business needs and changes, while minimizing costs across the different phases of the application lifecycle.

With increasing numbers of packaged, off-the-shelf products and development frameworks, and vendors aggressively pushing their software stack, selecting the right technologies to architect solutions becomes increasingly challenging. In addition, the allure of low-cost locations brings its own set of problems due to both distance and cultural diversity.

HP solution overview

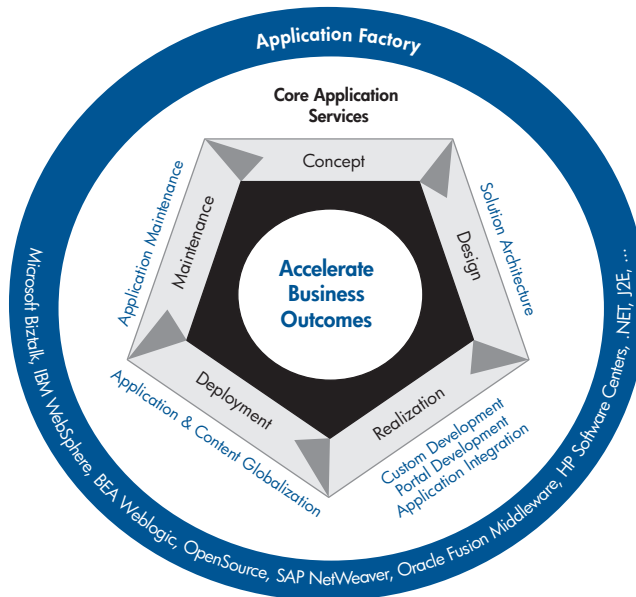
HP has the solutions and expertise to deliver end-to-end solution for successfully developing and maintaining applications throughout their lifecycle. The adaptive and innovative approach of HP aligns the vision of the business to the development strategy in order to ensure that the applications built for today will be able to adapt to tomorrow's needs in an evolutionary and progressive manner. Its maintenance strategy allows for a smooth transformation of the application landscape to a more

agile platform leveraging cutting-edge concepts and solutions through a service oriented-architecture and rapid application development approach. HP is empowered by its diversity in software application expertise to ensure the right technology is applied to the right problem, thus avoiding the costs of customizing non-optimal technologies to meet needs. It provides global delivery capabilities certified to level 5 and level 3 CMMI and ISO 20000 across its global delivery centers for consistent automated processes and quality controls to ensure high quality business outcomes.

Addressing business & IT needs

Application development and maintenance is central to growing a customer's business. HP provides solid capabilities to help address key business and IT challenges that include:

- **New business opportunities**—entering into new market segments, globalization as a result of either organic or inorganic growth, or sudden socio-economic or geo-political climatic changes.
- **Extending business capabilities**—enhancing an existing feature set, extending interfaces into different communication media (for example, web, mobile devices, and so on).
- **Improving business efficiencies**—automating and integrating business processes, simplifying or fixing business logic.
- **Reducing cost and/or environmental impact**—modernizing legacy systems, reducing complexity to lower maintenance, or going Green to reduce environmental impact.



- **Technology disruptions & evolutions**—improving application agility and reducing re-engineering and maintenance cost through leveraging SOA, agile and XRAD platforms that simplify application complexity.
- **Regulatory requirements**—complying with industry-specific or corporate regulatory guidelines (that is, SOX, ISO, FDA compliance, and so on) requiring either creation of new processes or changes to existing processes.

Customers realize that applications must be continually refined and adapted to changing needs or situations, and may require a re-engineering or corrective effort. HP Consulting & Integration Services can help customers struggling with poorly-designed production applications, transforming them onto a more agile platform in order to reduce operational and maintenance costs.

HP Consulting and Integration Services

HP provides a suite of consulting services supporting the end-to-end lifecycle of application development and maintenance:

- **Application Solution Architecture**—Provides a blueprint that articulates and aligns business, functional, technical and implementation views of the solution, and promotes a common, shared understanding of the stakeholders' needs.
- **Custom Application Development**—Provides for expertise and scale in development and delivery of custom applications. A global software development factory helps increase productivity from customer development teams.
- **Portal Development**—Provides for expertise in development and delivery of SharePoint based business applications that pull through both transactional processes and information.
- **Application Integration**—Connects composite applications across multiple platforms to provide faster, easier access to information, and productivity through business process integration.
- **Application & Content Globalization**—Accelerates international time-to-market and raises market presence through end-to-end localization services for software applications, as well as marketing and communications.
- **Application Maintenance**—Manages day-to-day operations of applications from request and incident management to business service and change management. Provides a low risk approach to development, consolidation, and transformation activities.

Why HP?

HP realizes that our customers run into many challenges when selecting the right implementation partner.

1) Complete end-to-end solution

Challenge: Point and near-term implementations are often executed with only the specific near-term needs in scope. Consequently, adapting them for change results in greater effort and cost throughout the lifecycle than a properly architected and forward-looking solution. Furthermore, without a complete end-to-end solution, the cost of maintenance to end customers rises exponentially, resulting in business risks and loss of business opportunities.

Value of HP: HP partners with customers to provide a complete end-to-end solution from development through deployment to maintenance. This supports customers' near and long term goals while reducing the costs of managing their applications. A large partner ecosystem enables HP to bring the necessary resources and skill-sets from partners to complement service delivery and hence ensure success.

2) Client-centric solution provider

It is not possible to fit a square peg into a round hole without considerable effort and pain. Like-wise, choosing only one platform for all application and business needs is rarely optimal, and generally results in overly complex and inefficient implementations. This results in higher development and re-engineering costs.

Value of HP: HP uses its diverse understanding of available and supportable technologies, their use-cases, and strengths and weaknesses to architect a tailored, client-centric solution that aligns with their business needs.

3) Integrated and customer-centric global delivery

Offshoring is not just about low cost resources. A quick and easy implementation at low cost may often result in high maintenance costs and potential loss of business due to downtime. Furthermore, not thoroughly understanding a customer's needs and culture may result in wasted development cycles, and unnecessary costs.

Value of HP: HP provides common and consistent processes that support high quality standards across onshore, nearshore and offshore development teams to produce reliable applications at reduced labor and infrastructure costs. This structured approach, based on HP Global Methods, has been proven to reduce development costs and application errors and downtimes. HP provides client university programs to bridge any cultural gaps, and to ensure alignment with their customers' needs and modes of operation.

Additional information

For more information and availability of this offering in your country, please contact your local HP representative or send email through the "contact hp consulting" link at: www.hp.com/services/ADIM

To learn more, visit www.hp.com/services/ADIM

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Technology for better business outcomes