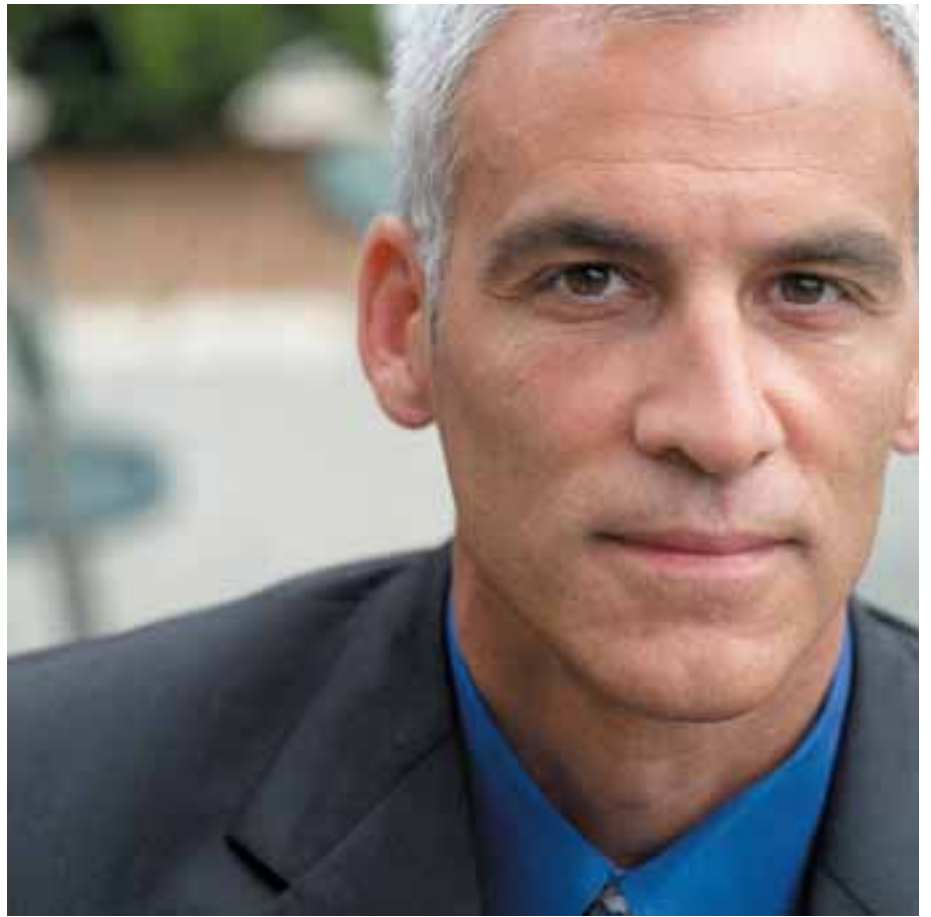


change  
+ hp

Is your mainframe  
poised for change?



“We are migrating from our mainframe systems to HP . . . to increase our agility, reduce costs, and accommodate growth. We anticipate a twofold performance increase and the scalability we need, as well as the ability to make changes quickly to meet market and client demands.”

Barry Strasnick, CIO, CitiStreet

Solutions for the adaptive enterprise.





## Did you know?

- HP powers 14 of the world's largest stock exchanges.
- HP handles two-thirds of all credit card transactions worldwide.
- HP supports 95% of the world's securities transactions.
- HP handles 80% of all telecom billing and customer-care traffic in Europe and Asia.
- HP manages more than 50,000 heterogeneous systems worldwide—including significant mainframe operations.
- HP has held the #1 market share position for the combined UNIX® + Windows® + Linux® total server factory revenue since 2Q CY2002.\*

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\*IDC Worldwide Quarterly Server Tracker, May 2004

change  
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## Position your IT for the future

Mainframes may have supported your business well in the past. But today's business challenges demand greater computing flexibility, the latest applications, and better return on your IT investments.

A mainframe-based environment can make it difficult to attain the high-tech, low-cost responsiveness that changing enterprises need. Today's infrastructures require the simplicity, agility, and value that older mainframes simply cannot offer.

HP's vision combines the best qualities of a mainframe with powerful, easy-to-integrate, standards-based solutions designed to better meet your current and future needs.

### Low-risk move to an agile infrastructure

Around the globe, HP has helped enterprises to transform their aging mainframe environments into robust, standardized infrastructures that better align with their business objectives.

HP can help you improve your effectiveness, realize lower total costs of ownership, and position your company to meet future challenges by:

- Deploying up-to-date applications on industry-standard HP platforms that seamlessly integrate with existing mainframe solutions
- Installing new Web-enabled applications or development systems to accommodate growth, instead of adding new engines to your mainframe
- Optimizing your data storage solutions with storage area networks (SANs) from HP StorageWorks
- Replacing your mainframe completely with high-performance, tightly integrated HP computing solutions

**Sabre Holdings**—the world's #1 global travel distribution system and the parent company of travel innovators Travelocity and GetThere—needed to reduce the TCO of its infrastructure. It also needed continuous availability, linear scalability, data integrity, and an open application development environment not possible with its traditional mainframe systems. By successfully migrating its air shopping and pricing platform from a proprietary mainframe to the open systems architecture of the HP NonStop platform, they realized great savings and important business benefits.

With the HP solution, Sabre Holdings expects its TCO to be reduced by 40% and the cycle time needed to update fare data to decrease by at least 80%. Their open system platform for air shopping and pricing continuously updates about 20 million fare and rules records and 1.5 million schedules, and it has experienced zero downtime to date on this NonStop platform.

The company's HP solutions—financed through an HP Financial Services lease—provided Sabre Holdings with greater price/performance, twice the productivity thanks to an open development environment, and better allocation of staff resources. Creating a single air shopping and pricing platform and relational database that's shared among all Sabre Holdings users enables the three business lines to provide customers with the lowest possible fares.

“We’re modernizing our IT infrastructure to deliver consistent business and technical information across KCM and reduce the cost of production. The combination of technology from HP, SAP, and Microsoft gives us an industry-standard solution with superior price/performance that positions us well for the future.”

Dimitar Nestorov, head of IT, KCM SA

## Improve your performance and increase your business agility

Worldwide, HP is helping businesses to increase agility, improve performance, maximize return, and minimize risk by successfully transitioning from mainframe environments to infrastructures that provide an adaptive foundation for the future.

“**HP beat all expectations,**” said the country CIO of a large global retailer. His operation recently required a complete and speedy re-architecture because its mainframe—the longtime foundation of its IT infrastructure—was not cost-effective.

HP replaced this mainframe with HP Integrity Superdomes and an HP StorageWorks SAN solution that outperformed the competition by over 50%.

“Consolidating from a proprietary mainframe environment to HP’s industry-standards architecture reduced annual IT costs by 30% and achieved ROI in 24 months,” the CIO confirmed. “What’s more, the HP team delivered the entire solution two months ahead of schedule.”

The HP project included migration consulting and training on Superdome technology with HP-UX from HP Services. In addition, HP Financial Services crafted a custom-financing plan to suit the company’s needs.

“We have taken advantage of the entire HP infrastructure as a permanently live process,” the CIO said, “and with this standards-based architecture, we can look forward to continuous process optimization.”

## You need more than mainframes to meet tomorrow’s needs

Staying with a mainframe-based IT infrastructure—especially an aging one—is no longer the safest way to go. Customers are making the decision to leave mainframes because they are dissatisfied with mainframes’:

- Lack of adaptability when changing business requirements require agile responses
- High cost of software licensing and support
- Reductions in skilled personnel
- High outsourcing costs
- Limited integration with industry-standard solutions
- Steep costs associated with upgrades.

HP’s open systems offer better flexibility, better total cost of ownership, and better return on investment than mainframe systems.

Servicing over 6 million participants, **CitiStreet** is the second largest record-keeper in the U.S. and a premier provider of defined contribution, pension, and health and welfare plans. Facing the need to reduce expenses, CitiStreet required a highly available infrastructure without redundant/failover configurations—and it wanted a favorable leasing plan.

They implemented an HP Integrity Superdome and HP StorageWorks Disk Array with disaster-recovery protection software and management and backup solutions. CitiStreet saved 37% in hardware maintenance and software license expenses over its previous legacy configuration.

“As a company in the competitive benefits space, CitiStreet must respond quickly to ever-changing client needs,” said Barry Strasnick, CIO of CitiStreet. “We are migrating from our mainframe systems to HP Integrity Superdome systems to increase our agility, reduce costs and accommodate growth. We anticipate a twofold performance increase and the scalability we need, as well as the ability to make changes quickly to meet market and client demands. CitiStreet anticipates that HP systems based on Intel® Itanium® 2 processors will be a valuable strategic advantage.”

“We are migrating from our mainframe systems to HP . . . to increase our agility, reduce costs, and accommodate growth. We anticipate a twofold performance increase and the scalability we need, as well as the ability to make changes quickly to meet market and client demands. ”

Barry Strasnick, CIO, CitiStreet

## Choose the right solution for your future infrastructure

You'll hear HP saying that we offer simplification, standardization, modularity, and integration. That's because it's true. HP solutions are designed upon these principles. It's an architected approach applied consistently across business processes, applications, and infrastructure. HP's offerings cross all major operating environments, including Windows, Linux, and HP's UNIX, and range from uniprocessor x86-based ProLiant servers to highly scalable 128-way Superdomes; from Itanium-based HP Integrity servers to fault-tolerant HP NonStop servers; and from single tape drives to array systems with 1024 disks and up to 149 TB of capacity.

HP is also the leading provider of customer-proven, real-world-tested virtualization solutions, which enable you to pool and share servers, storage, networking, and other devices. In a virtualized infrastructure, capacity of IT resources is allocated dynamically, so supply automatically meets demand.

And because of HP's strategic relationships with leading ISVs—including Acucorp, BEA Systems, Compuware, Lawson, Micro Focus, Microsoft®, Oracle®, PeopleSoft, SAP, SAS, Siebel, Sybase, TIBCO, and webMethods—we are able to deliver best-in-class solutions based on industry standards that will carry enterprises well into the 21st century.

With the broadest, deepest IT product portfolio, virtualization solutions, and industry partnerships in the industry, HP has the right solution for all tiers of your data center. Award-winning HP products and services provide the performance, scalability, manageability, and availability needed to power your enterprise.

**Aquila, Inc.**, delivers electricity and natural gas to more than 1 million customers in seven Midwestern states and Canada. It had relied on IBM mainframe applications for several years and had also run supporting applications on HP-UX-based servers. The company sought to match or exceed its mainframe's 99.9% availability while:

1. Achieving greater IT infrastructure flexibility
2. Gaining greater capacity to support its business initiatives
3. Holding flat or lowering its IT costs.

Aquila chose HP to provide its new mission-critical infrastructure, including an HP StorageWorks SAN. This extensive migration provided Aquila with improved high availability, operational cost savings, a simplified environment, and flexibility to support new opportunities. As an illustration of how well HP solutions integrate with legacy systems, Aquila is retaining its systems management software, the IBM Tivoli suite. HP has coordinated this phase of the migration with IBM.

“Traditionally, we have supported our UNIX and mainframe environments independently of each other; by the end of the conversion to HP-UX we will have sufficient synergy between the two teams to combine them. It'll put us in the position of having a simplified operational environment, with ample capacity and flexibility to support Aquila's business initiatives.” Ron Hinsley, Vice President of Information Technology, Aquila, Inc.

**KCM SA**, the largest producer of zinc, lead, silver, and gold in Central and Eastern Europe, was running its business and production operations on a mainframe. However, its custom-developed applications were outdated and expensive to operate and maintain. And, because the application environment was not integrated, it was difficult for management to pinpoint areas for cost reduction.

KCM wanted to move from its mainframe to a standards-based platform that would have the scalability and performance to meet its needs in the future. To modernize operations and improve its competitive edge, KCM recently implemented new solutions from HP, SAP, and Microsoft.

“HP, SAP, and Microsoft provided an open solution with the best price/performance, as well as demonstrating a high level of commitment to our success;” said Dimitar Nestorov, head of IT for KCM SA. “HP Integrity servers are so fast that we have more time to spend ensuring a successful implementation. It's a great luxury to have more time to think and test within the project timeframe to help maximize our long-term return on investment. Going with HP was an easy decision.”

“By moving reservations operations from mainframes to servers from Hewlett-Packard, we have been able to increase capacity as well as lower programming costs.”

Bob Offutt, Senior Vice-President/  
Chief Architect, Sabre Holdings



## Easier transitions with HP Services

A prominent 2003 study ranked HP #1 in delivering mission-critical high-availability services and solutions. HP offers a complete range of support and services, including HP Managed Services, to facilitate the operation of your new environment. Besides all aspects of analysis and consulting, the HP Services team offers infrastructure management, migration services, startup and implementation services, applications management, business continuity and recovery services, mission-critical support, education services, data migration services, and complete customer support.

**Vanguard Group** is a billion-dollar company whose recent acquisitions include Alamo Rent-A-Car and National Car Rental. To accommodate these new companies, Vanguard planned to consolidate its infrastructure to automate its business processes and to implement an open architecture to allow for future growth. Alamo's operations had been running on a mainframe, while National's system was using HP ProLiant servers.

Vanguard selected numerous HP servers, all on a flexible lease structure that helped the company improve cash flow and refresh every three years. Its entire rental business—renting, reservations, and fleet management—now handles real-time transactions on HP servers. The move to HP solutions allowed Vanguard to cut its IT spending by 50%.

## HP Financial Services

HP's world-class financial services give you high financial flexibility to make the move from mainframes to open systems.

Straightforward, customized financing solutions can help you get what your business needs without paying a large upfront sum. Leasing can help you spread payments over the life of the solution, build in refresh options, and match IT costs with business benefits over time.

HP has a breadth of On Demand offerings, including flexible Pay per use services on many HP servers and storage. Customers are able to maintain real-time control over resource cost because usage is metered to determine payment, effectively converting potentially high fixed costs into more accurate costs. With Pay per use, you get automatic access to extra capacity, and you'll never pay more than you would with a traditional lease.

If you are still using your mainframes but want to transition later to a more adaptive environment, you might want to consider a sale lease-back, giving you funding and a timeframe to plan your migration. HP can also help you remove unwanted legacy equipment and either pay you for its remaining market value or dispose of the equipment in accordance with environmental regulations.

HP Financial Services offers a full range of IT transition, acquisition, management, and disposition services to help our customers increase ROI, reduce risk, and improve business agility and bottom-line performance. No matter what your financial objectives, HP Financial Services can help you achieve them.

“Partnering with HP is helping Vanguard to be adaptive and responsive as we consolidate support for two different car rental operations on a single platform—the HP Superdome. The goal is for us to automate every step we can, and in the meantime we expect to have a big impact on reducing the overall cost of our IT investments.”

Tyler Best, CIO, Vanguard Car Rentals



### A simple first step: request an HP Agility Assessment

If you're wondering if HP's complete, professional technology solutions can help your company meet today's demands and tomorrow's challenges, schedule an HP Agility Assessment of your environment. Simply ask your HP sales representative how this assessment can determine:

- Your current level of IT flexibility
- Your infrastructure's ability to incorporate current and future technologies
- How quickly you can deploy and integrate new applications and implement business processes
- Whether you have full benefit of robust and consistent IT management processes that use industry-leading practices in IT service management

### You can trust HP to help position your enterprise for the future

HP helps your enterprise achieve the goals of an Adaptive Enterprise: business and IT synchronized to capitalize on change. Our solutions are collaborative, heterogeneous, standardized, and innovative—establishing an environment that offers simplicity, agility, and value. HP promotes a standardized IT environment that embraces heterogeneity and legacy investments, using automation to scale and reduce complexity. And our virtualization solutions, which pool and share resources, enable dynamic responses to change—from variations in business workloads to strategic shifts in your business, markets, or customer base.

HP excels at offering innovation at a price you can afford, delivered with the skill and customer experience that sets us apart. As IT takes us all to places still being imagined, our combination of people and technology, along with your company's ambitions and vision, will make even more things possible.

HP is ready for the future.  
*Is your enterprise?*

“By moving reservations operations from mainframes to servers from Hewlett-Packard, we have been able to increase capacity as well as lower programming costs.”

Bob Offutt, Senior Vice-President/  
Chief Architect, Sabre Holdings

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