

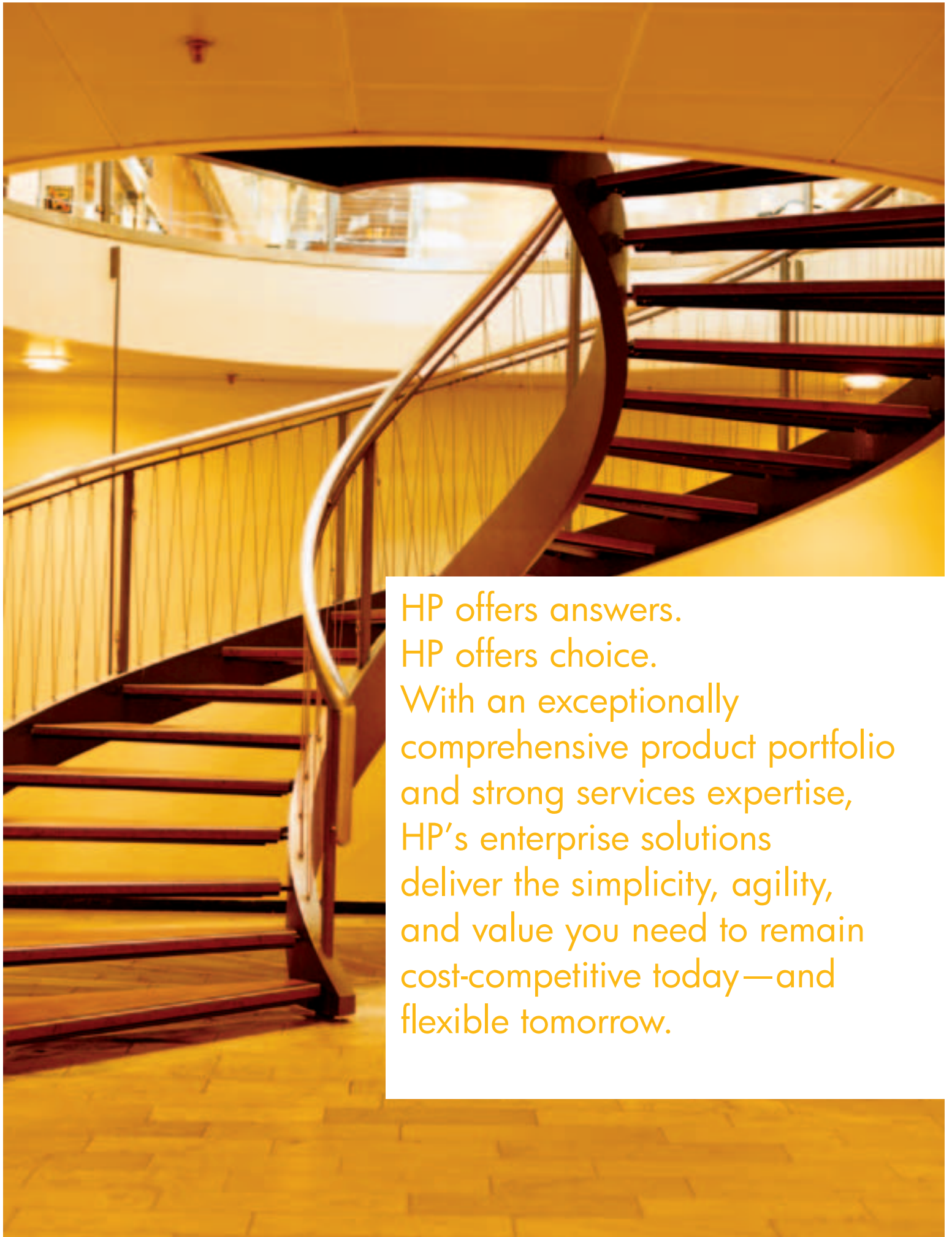
Solutions for the adaptive enterprise.



Why more Sun
manufacturing
customers are
choosing HP

change
+
hp





HP offers answers.
HP offers choice.
With an exceptionally
comprehensive product portfolio
and strong services expertise,
HP's enterprise solutions
deliver the simplicity, agility,
and value you need to remain
cost-competitive today—and
flexible tomorrow.

Manufacturing represents nearly \$10B in business to HP, with significant pull across the complete HP portfolio of product and service offerings—from PCs and handhelds to integrated global platforms that can include business and application consulting, end-to-end implementation, and full lifecycle support.

Succeeding as a manufacturer in today's ultra-competitive marketplace is a challenging proposition, one that not only requires you to be at the top of your game, but requires your suppliers and business partners be at the top of theirs as well, with an intimate understanding of manufacturer needs and a history of success in meeting them.

At HP, we're proud of our success in manufacturing—both within our own operations, and as a supplier to some of the world's largest and most prestigious manufacturing companies. Today HP's supply chain is one of the largest in the world—second only to the United States federal government at \$51 billion. And we're currently the IT services and equipment provider of choice for a variety of global manufacturing powerhouses, including GE, GM, Procter & Gamble, and 3M.

Our belief is that this record of success—combined with our experience, and a broad portfolio of products, solutions, and services—puts us in a unique position to help other manufacturers improve their processes, streamline their IT infrastructures, and lay the groundwork to become more Adaptive Enterprises—organizations where business and IT are synchronized to capitalize on change.

HP solutions can improve your Sun environment.

The right IT choice yesterday won't necessarily be the best one today.

Sun Microsystems may once have seemed the best fit for your technology needs. But when it comes to Sun, ask yourself:

- Are you experiencing availability issues with your Sun infrastructure?
- Are your Sun platforms unable to adapt to unpredictable resource demands?
- Are you dissatisfied with your current level of Sun support and services?
- Are you concerned about Sun's future product plans and upgrade paths?
- Are you considering Linux® or Windows® as a cost-saving alternative to Solaris?
- Are you investigating consolidation of your Sun or other IT systems?
- Are you considering alternative strategies to Sun to lower your TCO?

And what about manufacturing expertise and services? Has Sun shown the ability to help you reduce time to market, improve tracking, or increase supply chain visibility? Do they understand how product lifecycle management (PLM) solutions help bring new products to market? Do they have any significant high-end managed services clients to prove that their offerings are world-class?

“Whatever the size of your business, we suggest you consider the relationship your prospective hardware vendor has with your chosen software vendors. Strong relationships can mean greater stability, system performance, and faster problem resolution. The HP & UGS alliance is an excellent example.”

Brad Holtz,

President & CEO, Cyon Research

In reference to the February 8, 2005 Cyon Research white paper, *Strategic Partnerships: The Impact of Vendor Partnerships on Customer Value*



If you can't answer a firm "Yes" to all of these questions, we encourage you to consider HP as a technology provider for your manufacturing enterprise. HP can help you reduce time to market, improve tracking, and increase supply chain visibility. We do understand how to bring new products to market via PLM, and we have a stellar roster of clients who have chosen us to provide high-end managed services.

HP offers you an exceptionally comprehensive portfolio of products and IT solutions.

Does your IT provider give you choices, or does it lock you in with a proprietary platform that may be outdated too soon? Your business is unique, and your IT requirements are, too. HP and its service providers will work skillfully with you to design, build, integrate, and manage collaborative solutions that meet your company's specific needs.

Working with some of the best-known and most respected technology providers in the world.

HP's strong relationships with leaders in technology, software, systems integration, and channel distribution provide you with choices, flexibility, and expertise.

These companies include Accenture, BEA Systems, Cisco, Intel®, Microsoft®, Nokia, Oracle®, PeopleSoft, SAP, SAS, Siebel and UGS, which all excel at creating innovative solutions—based on industry standards—that will carry your manufacturing business well into the 21st century.

Based on our cross-market expertise, HP has developed a broad portfolio of technology and services that are available on and tailored for UNIX®, Linux, Windows, OpenVMS, and NonStop operating environments.

HP has long been a champion of open systems and industry standards because they provide choice, growth, flexibility, and value. And HP delivers a scalable, manageable, heterogeneous approach that can be customized to the very specific needs of each individual customer. HP establishes a common foundation that can run any application and business process.

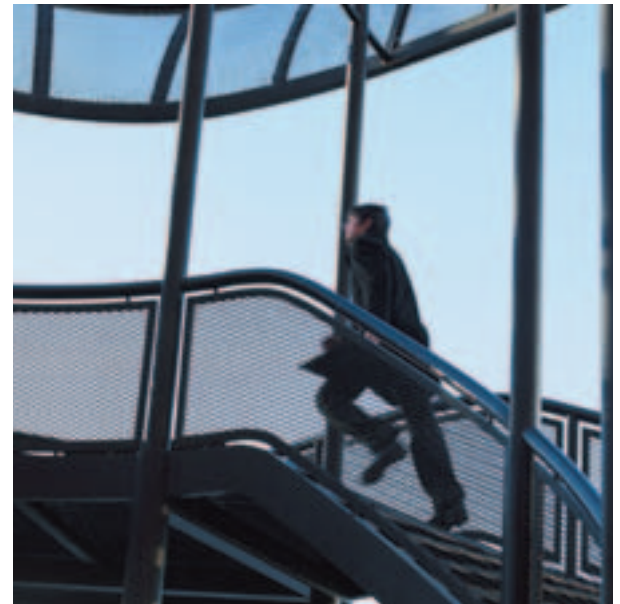
The resulting infrastructure, driven by your strategy and processes, can help add value and enhance opportunities for revenue growth.

Managed Services.

HP offers outsourcing services for enterprises that want to drive a strategic business advantage by having an IT expert run and manage their IT environment or select business processes. HP, as a trusted advisor, takes a collaborative approach to outsourcing, which can be a win/win proposition for client and supplier. HP can manage the IT environment or business process to bring new and innovative products and services to the relationship. In addition, HP integrates into a single outsourcing engagement a number of individual services: infrastructure management, end-user workplace management, application services, business continuity and availability, and business process outsourcing. HP managed services also frees up resources to enable our clients to focus on the core competencies of the business that ultimately drive their revenue and profit goals. The result is improved business agility for our clients as we work together to build an Adaptive Enterprise that responds quickly to change and opportunity.

“HP’s Adaptive Enterprise approach helped us tighten the link between business and IT, so our business processes run faster and more efficiently. We’re now well-positioned for continued future growth.”

Chet Pipkin,
Chief Executive Officer,
Belkin Corp. (USA)



Consulting and Integration.

HP Consulting and Integration (C&I) professionals understand the manufacturing industry, and they’re experts in the intricacies of PLM. They put their expertise to work to provide manufacturers with discovery services and management change services, as well as agility assessments that measure business agility, identify gaps, and provide strategies to help businesses improve their ability to respond to change.

HP C&I or any of our qualified, pre-approved partners can provide services that help you solve problems by aligning people, processes, and technology to achieve critical business goals. By designing and building solutions that lower costs and increase productivity, HP helps you get results that bring returns on your IT investment.

Reliable HP platforms and services keep your business running strong.

HP’s offerings cross all major operating environments, including Windows, Linux, and UNIX, and range from uniprocessor x86-based ProLiant servers to the highly scalable 128-way Superdome; from Itanium®-based HP Integrity servers to fault-tolerant, continuously available 4,024-way HP NonStop servers; and from single HP StorageWorks tape drives to array systems with 1,024 disks and up to 149 TB of capacity.

Mission Critical Support Services address a full range of requirements

HP offers high-availability and continuity services across a wide variety of platforms—Linux, Windows, UNIX, and OpenVMS—and provides onsite experts to mission-critical customers globally.

Mission-critical support from HP provides:

- Robust service-levels across the entire technology stack of OS, software, servers, and storage
- Support for multi-vendor environments and total support management with Integrated Support
- Onsite support teams that help you get the most from your IT infrastructure
- Proactive remote support technology that monitors and measures availability

HP delivers agility to your enterprise.

HP helps you achieve the goal of an Adaptive Enterprise: business and IT synchronized to capitalize on change. We are focused on providing simplicity, agility, and value to your business.

- Simplicity comes from cost-efficient HP solutions. Because we’re dedicated to cost and efficiency, you can allocate your resources more confidently and wisely. HP promotes a standardized IT environment that allows for heterogeneity and legacy investments, using automation to scale and reduce complexity.



- **Agility comes from reliable HP platforms and services.** With our strong, dependable platforms, you can count on high levels of availability to keep your business running smoothly. And, because we offer a wide range of services, we can help you implement changes that keep IT in synch with business demands.
- **Value comes from strong HP relationships.** Because HP collaborates with industry leaders to see that your company's needs are met, you have a choice of solutions.

HP is also a 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. A virtualized IT infrastructure achieves significant results in two seemingly incompatible areas: it reduces costs and improves your business agility.

Stretch your IT budget.

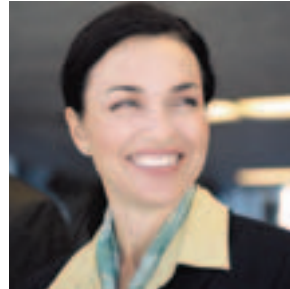
HP's world-class financial services give you the financial flexibility to make a move from Sun. For instance, customized financing solutions can help you get what your business needs without paying a large up-front sum. Leasing can help you spread payments over the life of the solution, build-in refresh options, and match IT costs with business benefits over time.

With On Demand offerings, including flexible HP Pay per use services, customers are able to maintain real-time control over HP server and storage costs because usage is metered to determine payment. With HP Pay per use, you get automatic access to extra capacity, and you'll never pay more than you would with a traditional lease.

HP Financial Services offers a full range of IT transition, acquisition, management, and disposition services to help customers increase ROI, reduce risk, and improve business agility and bottom-line performance.

Ease the transition to an agile infrastructure with HP Services.

HP offers a range of services and support to facilitate the operation of your new environment. Among the services we provide are analysis and consulting, infrastructure management, startup and implementation services, applications management, education, data migration, business-continuity and recovery services, and mission-critical support. HP Services' consolidation program offers Solaris to Windows/Linux/HP-UX porting and migration assistance, and it provides proven TCO methodology that helps you refine your IT infrastructure, control costs, and enhance utilization of assets.



HP has the expertise and proven experience to help develop transition plans tailored to specific needs, reducing the risk of change while providing that the new solution delivers the performance, value, and flexibility businesses require. HP consultants help project-manage the solution implementation so that transitions are made smoothly, with decreased impact on day-to-day operations. HP's Consulting and Integration experts also provide knowledge transfer to customers' IT staffs, as well as comprehensive HP customer support plans help to facilitate ongoing success.

Efficient and cost-effective training.

Strong training of IT staff is a key to successful IT transitions—a fast evolution designed to create minimal disruption to company operations. HP offers advanced training technologies, such as HP Virtual Classroom and HP Virtual Labs, as well as fast-track classes that build on your team's existing knowledge.

Compare your IT agility with that of others in your industry.

If you're wondering how HP's professional technology solutions can help your manufacturing company meet today's demands and tomorrow's challenges, you should 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 the full benefit of robust and consistent IT management processes

For more information

If you'd like to learn more about why more manufacturers are switching from Sun to HP, contact your local HP sales representative or your trusted HP channel partner, or visit www.hp.com/go/eclipse.

To learn more, visit www.hp.com/go/eclipse

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4AA0-0228ENUC, 04/2005

