deliver new and better products and services

hp management solutions for the Adaptive Enterprise
management for the Adaptive Enterprise

Most companies today must reduce costs and improve efficiencies across business operations, even as they are pressured to deliver new and better products and services. IT operations are no exception. Faced with fewer resources and more demands, IT must ensure the continuous performance of strategic business-critical systems and increase service levels, while trying to ride the tide of wildly fluctuating system demand. To optimize the return on IT to your business, you must provide the highest level of service, while achieving maximum productivity from your people, processes and technology.

Realizing these goals can only be achieved by ensuring consistency of execution through streamlined, measurable and automated IT processes, trained and knowledgeable employees, and an infrastructure that’s flexible and adaptive enough to respond intelligently to rapid changes in the marketplace.

Software and services from HP allow you to do more with less, significantly improving asset utilization by effectively pooling, prioritizing and focusing infrastructure assets on critical business priorities. By individually and collectively optimizing your infrastructure assets—aligning those assets to respond automatically to changes in business demand—you free up critical resources to focus on strategic IT opportunities that impact your company’s bottom line.
adaptive management principles

About the last thing you need, with everything you’ve got on your mind, is another lofty vision. Adaptive management is a leap of progress, but it’s also real. Today. After all, the best plan in the world can’t succeed if it doesn’t embrace your current realities...helping you apply the power of your complex, heterogeneous infrastructure to today’s business challenges while laying the foundation to address tomorrow’s uncertainties...and of course, demonstrating along the way that the company’s investment in IT is very wisely spent.

HP’s best-in-class management solutions portfolio addresses your entire infrastructure environment – people, processes and technology. Our comprehensive approach was designed to harness the power of each discrete infrastructure element, and to build upon this collective efficiency with an integrated management solutions suite designed to optimize the performance, productivity, and realized capacity of complex, multi-system and multi-vendor environments.

Managing an adaptive enterprise means moving beyond traditional management monitoring and alerting to a 360-degree adaptive management approach built on an integrated continuum of element and business infrastructure management solutions that work in concert to proactively and predictively assess, advise and act.

**assess**—HP management solutions help you understand your resources and services and the individual and collective impact they have on your business.

**advise**—HP solutions provide immediate knowledge on availability and performance of your infrastructure resources, and correlate that availability and performance to the specific services they support. Should a problem arise with a specific disk or server, you will know immediately what services could be at risk.

**act**—HP management solutions can respond automatically to performance issues by taking immediate corrective action, such as shifting critical business applications and data from one server to another.

Adaptive enterprise management ensures that even with unpredictable spikes in demand for services, performance issues are either resolved before users are impacted, or may be avoided altogether.
principles of hp management software

embrace reality
control complex heterogeneous environments
deploy practical solutions for today
enable practical innovation for the future
document best Return On IT

enable agility
align business priorities and IT systems
adjust IT resources to business demand
automate processes
optimize service portfolio
improve quality of service

journey toward an adaptive enterprise

Adaptive management is fundamental to achieving a truly adaptive enterprise. It’s real, and it pays, and you don’t have to get there all at once. It’s a journey, and best of all, you get to choose your point of origin, your destination and every point in between...a direction and timetable based on your individual priorities, constraints and vision of your future.

Depending on where you are with your current IT infrastructure, achieving an adaptive enterprise will likely take you on a progression from Operations-centric management, through Service-centric management, and ultimately to an infrastructure management system which is business-aware.

Operations-centric management focuses on stabilizing and controlling your infrastructure operations—across networks, servers, clients, output and storage devices, and applications. Service-centric management builds on this solid foundation, improving business efficiency and effectiveness by integrating and linking your infrastructure to the business services you deliver, and ultimately to the users you serve. And with solutions HP can actually deliver today, you can achieve real-time business agility, with business-aware management solutions which link virtualized IT resource pools to business-facing demand monitoring applications, automatically adjusting infrastructure supply to IT service demand.
operations-centric management—Gain stability and control of your infrastructure environment. Maximize the availability and performance of your networks, servers, clients, output and storage devices, and applications. Know what’s happening when it happens and be prepared to take action and deliver quick response.

service-centric management—IT operations serve a higher purpose. They are the backbone for many of your company’s critical business operations. While management software must be aware of each system’s state and keep it running, it is also increasingly called upon to map resources to the services they support, automate and track service level agreements and objectives, and charge based on usage. Understanding and communicating to lines of business about the services they receive is an essential part of adaptive computing. Service-centric management enables you to directly link specific business services to the specific infrastructure elements on which they depend. If a server nears capacity, you know which services will be impacted. If a service level nears a critical SLA threshold, you know exactly where to look for the problem. IT service management connects people, processes and technology to transform your IT department into a true service provider.

business-aware management—The ultimate state of fitness for management is enabling your infrastructure to anticipate surges in business demand, and automatically re-configure and provision for those surges across a pool of virtualized resources. Business-aware management monitors service demand in real time, and understands the priority of your business and operational processes. Infrastructure resources are pooled and virtualized. Rather than buying excess server and disk capacity to address spikes in service demand, the infrastructure adjusts to usage spikes by re-configuring the virtualized pool to “borrow” capacity, as needed.
“We didn’t have time or headcount for development. We wanted to configure, not develop. Because HP OpenView Service Desk works right out of the box, we had it configured, integrated and deployed in under three months.”

Mark Whatman
Senior Manager
Avaya

Avaya and HP OpenView: top-shelf service management

Avaya, a leading provider of communications systems and software for enterprises, needed innovative applications to provide proactive tools and services to its operations support organizations. The company chose HP OpenView Operations, HP OpenView Service Desk, and HP Adaptive Management consulting, integration and deployment services.

Implemented in less than six months, the system catches more than 95% of all events automatically. Only 5% of the events are reported through service calls. Any event requiring intervention is centrally tracked and managed through completion with HP OpenView Service Desk.

“Our mission is to provide real-time fault and performance data to our support teams,” said Mark Whatman, senior manager at Avaya.

“That meant we needed to manage services rather than just network elements.” To do that, Whatman and his team adopted ITIL-based IT Service Management processes and went to work. The team’s objectives included monitoring the wide area network (WAN), and a large portion of each local area network (LAN), including application servers, print and fax servers and messaging and other elements not traditionally integrated into a management system.

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best practices for IT service management

The IT infrastructure is mission critical for the enterprise—regardless of the industry in which the enterprise competes. Information Technology Infrastructure Library (or ITIL) is a customizable industry standard framework of best practices to overcome the challenges associated with that increasing dependence.

HP Services has ITIL and OpenView certified consultants to help you plan, design, integrate, manage and evolve your adaptive management infrastructure.
the solution

Whatman said that HP OpenView Service Desk met four important criteria for Avaya.

First, its open and flexible architecture meant that it could be deployed globally to more than forty countries.

Second, Whatman was impressed with HP OpenView Service Desk’s integration into the entire HP OpenView product family. “We didn’t need any custom code. HP OpenView Service Desk was integrated automatically.”

Third, Whatman noted that his team didn’t need to develop any part of the HP OpenView Service Desk application. “We didn’t have time or headcount for development. HP OpenView Service Desk works right out-of-the-box.”

Lastly, Whatman appreciated that HP OpenView Service Desk adheres to a benchmarked set of standards for processes. “HP OpenView Service Desk has its roots in ITIL, so it was easy to adopt this product.”

Event capture and correlation is the single most important feature in OpenView Operations for Avaya. In the first four months of operation, OpenView Operations captured 32,500 network-related events. 95% of all reported network events are automatically detected.

“This holistic approach to enterprise management gives us the ability to manage the lifecycle of all our equipment, and therefore, all of our services,” Whatman said. “We now have adequate information to purchase new equipment and retire old, based on depreciation schedules and distribution of technologies and assets.”

Wherever you are in your journey, adaptive management is a critical step in equipping your company to compete more effectively—regardless of what challenges it may encounter in the marketplace.
operations-centric management

The first step in the management journey begins with understanding and gaining control of your operations. It is critical to be able to visualize what is going on in your IT infrastructure and implement solutions that not only monitor, but deliver proactive management capabilities.

Management software has traditionally focused on managing the elements and resources inside the data center or network operating center. Over time, those elements have become dispersed and distributed across wide networks. As the complexity of infrastructures increased, so did the need for management software to handle this complexity, anticipate problems and resolve them before they impact the business.

managing the elements in your IT infrastructure

Operations-centric management begins with well managed devices—servers, disk and tape drives, workstations, printers—all have management software specifically designed to optimize their availability and performance. This software provides the comprehensive configuration capabilities and detailed system information necessary to keep the hardware up and running and reduce the total cost of ownership.

HP ProLiant management tools provide powerful monitoring and control of HP ProLiant Windows-based servers. HP Insight Manager 7 maximizes system uptime, reduces total cost of ownership, and provides powerful server monitoring and control capabilities. Insight Manager 7 provides rapid access to detailed fault and performance information gathered by the management agents—maximizing system uptime and performance and reducing the costs by providing proactive notification of problems before those problems result in costly downtime.

HP-UX system-level management tools consist of an industry-leading suite of products addressing the specific configuration, fault and workload management requirements of HP-UX servers. HP offers a set of single-point, multi-system configuration management tools for basic installation, rapid deployment and configuration. These tools support hardware and operating system fault and inventory management—anywhere, anytime. HP Workload Manager, for example, supports multiple strategies for process and workload balancing to ensure that you have the right resources allocated at the right place at the right time.

HP also provides easy-to-use peripheral management software for remotely installing, configuring, and managing a wide variety of HP and non-HP network peripherals, including printers, scanners, copiers, etc. This software proactively solves problems before they impact user productivity.
managing your infrastructure

Making sure the elements in your infrastructure are reliable and well-managed is fundamental to achieving an adaptive enterprise. Orchestrating these elements to support your company’s business priorities and opportunities is obviously equally critical. HP is unmatched in the industry in providing software that consolidates and manages availability and performance of the collective infrastructure elements: networks, servers, storage, workstations, peripherals and applications. HP OpenView aggregates and correlates management information from every element in your infrastructure, monitors the health of each of these components, and prioritizes and resolves potential problems to keep your IT infrastructure and related services up and running.

Ensuring your business is running at peak performance means ensuring your network is running at peak performance. Your network is your lifeblood. If it’s down, every minute could cost you hundreds of thousands of dollars. For network administrators, the stakes are high. And so are the challenges. Maintaining network availability and performance is a daunting task in today’s climate of staff reductions, increasingly complex networks and technologies, cost cutting and pressures to maximize the use of existing infrastructure. What’s more, the health of your network is highly visible. When so many aspects of your business rely on network availability and performance, network problems are often immediately visible to people inside and outside your organization. HP OpenView provides comprehensive network management solutions that can help you optimize the availability and performance across both voice and data networks.

HP OpenView Operations is an enterprise-class management solution that monitors, controls and reports the health of the overall infrastructure across systems, databases, applications, network/Internet and services. It provides a centralized “single pane of glass” for filtering, correlating, processing and responding to the thousands of events that can occur daily and become a significant distraction to your infrastructure experts. With hundreds of third-party application SPIs (Smart Plug-ins), HP OpenView Operations is among the leaders in delivering true end-to-end infrastructure fault and performance management.
HP OpenView storage management products deliver IT-wide capacity management for high availability and proactive planning. Unlike other storage management vendors, HP supports interoperability in multi-vendor storage networks, maximizing performance and return on your storage investment.

HP OpenView storage solutions include HP OpenView Storage Area Manager, a seamlessly integrated software suite for managing and monitoring multi-vendor, direct-attached and networked storage environments. HP OpenView Storage Provisioner provides a capacity management/utilization tool which helps simplify complex IT environments and resolve unpredictable storage demands. HP OpenView Storage Data Protector combines both disk- and tape-based data protection across multiple storage architectures, applications, and operating environments to deliver new levels of recovery in a service-driven management approach. HP OpenView Storage Media Operations automates tracking/management of hundreds or hundreds of thousands of individual pieces of removable storage media.

**real results. real fast.**

A recent IDC study determined the real ROI of large-scale companies in various industries. The study showed that, with HP OpenView solutions, the time required to identify faults leading to downtime was nearly halved. IT productivity increased over 50% and overall server downtime was reduced 79%. The study also noted that the time to fix and resolve problems was exponentially faster as well.

**a complete management solution**

Whatever your needs, HP Services provides experienced consultants who apply best practices and proven methods to help you rapidly architect, design, implement, integrate and optimize your operations management environment—whether you manage it, outsource it or both. HP Services Education ensures that your staff has the right skills to be successful with your HP OpenView solution. Those skills ensure rapid implementation of an operations management solution that increases service availability and productivity, decreases downtimes and delivers a better return on your IT investment.
diamonds are forever…

Stuller Incorporated is one of the world’s leading manufacturers and distributors of fine jewelry and related products. Based in the United States, the business has always been true to its founder’s goal to satisfy the customer and provide a compelling experience for everyone associated with the enterprise.

This focus on customer satisfaction created a flourishing business. It also put the company under tremendous pressure to increase operational efficiency and agility to meet its needs for growth and responsiveness.

a perfect setting by design

Pleased with the HP-UX server infrastructure supporting its Oracle applications, Stuller bought a 24-processor HP Superdome with an HP StorageWorks xp512 disk array to host the central database instance, then turned its attention to identifying and deploying the software necessary to manage and control Superdome resources and to provide IT flexibility and scalability.

“HP process resource management (PRM) software exceeded all of our requirements. It had the huge benefit of being the simplest way for us to accomplish our goal of fully optimizing the Superdome’s computing power,” noted John Joubert, Stuller’s Director of Technical Systems.

Stuller has fully leveraged PRM’s ability to assign appropriate resource levels based on a set of management-defined policies. These policies govern resource consumption by users and/or applications.

With PRM, Stuller consolidated its previously disparate IT systems, and ensured that resources are available based on predetermined priorities. Joubert said, “The goal is to give each production application the space and capacity it needs and have nothing else impact it. With PRM, I can specify exactly that.”

Further complementing the resilience of the infrastructure, Stuller contracted with HP Services for Critical System Support (CSS), providing comprehensive proactive and reactive services to ensure the sustained availability of the mission-critical environment. “HP’s support has always been good, but under CSS it’s incredible,” Joubert said.

Summarizing the business impact of project, Stuller said, “We can respond to business requirements more quickly and with more agility as competitive pressures increase.”

“We can respond to business requirements more quickly and with more agility as competitive pressures increase. In the run-up to the winter holiday period our business enjoys major upswings in volume, and PRM’s ability to quickly modify resource allocation policies, even under load, permits critical applications to continue to perform to our expectations.”

John Joubert
Director of Technical Systems
Stuller, Inc.
service-centric management

Enterprise IT organizations will be adopting IT Service Management in great numbers over the next two years. No other force in the IT management market will have as profound an impact during this time. IT budgets remain under pressure, and projects that cannot demonstrate compelling ROI are deferred or eliminated. Industry standards are enabling more component-based application development and deployment, application platforms/servers (BEA WLS, IBM WebSphere, MS Transaction Server) are becoming more prolific, and measuring transactions is becoming more and more critical. Globalization has opened the door to outsourcers, and CIOs are being challenged to determine which IT functions and services are strategic, and to delegate any functions that an outsourcer can deliver at a lower cost and better quality of service.

HP Service-centric management provides software and services that address these pressures, enabling enterprise IT organizations to:

• achieve breakthrough reductions in their cost structures
• assure the availability of critical business services
• prove the value and quality of service delivered to its stakeholders

IT as a service provider

What does this mean? It means that IT is busy planning services that meet required availability, performance and security requirements and which adhere to agreed-upon service levels and costs. IT is managing Service Level Agreements (SLAs) for both internal and external customers to deliver services and manage service delivery at agreed upon quality and cost targets. When service is disrupted or performance degrades, IT must not only know which devices are involved, but which business services are impacted and which actions will provide the greatest positive impact on the business and your customers. By doing this and measuring the results, IT can make its own determination based on empirical evidence of what really adds value to the business.

HP IT Service Management solutions are based on ITIL best practices, but go beyond to provide you with an effective and proven ITIL based implementation methodology and technology, delivered through the HP ITSM Reference Model, HP OpenView Service Management software and HP Services.
Achieving the benefits of IT Service Management (ITSM) requires a comprehensive approach addressing people, processes and technology. It begins by cataloging these “assets” and understanding their relationships and interdependencies. Service Level Agreements and Objectives must be generated, infrastructure elements must be mapped to the services they support, customer service processes and workflows must be understood and addressed, operators and service personnel must be trained, and reports must be set up for collecting and documenting service usage and performance to lines of business, CxOs and external customers.

HP offers a comprehensive portfolio of ITSM-enabling technologies, including HP-UX Workload Manager, OpenView Service Desk, OpenView Navigator and OpenView Service Information Portal. And the HP Utility Data Center is the industry’s only virtualized data center solution shipping today. HP ITSM is vendor-agnostic, supporting J2EE and .NET environments and platforms, and can accommodate internal, proprietary software tools and/or 3rd-party applications. Combined with HP operations-centric management solutions, ITSM can help your IT organization meet your business’ expectations, capture your organization’s metrics for success, monitor service level compliance, and document your value to your business’ bottom line.

**High profile cable TV provider is first HP service desk customer in Poland**

International service provider United Pan-Europe Communications (or UPC) headquartered in Amsterdam, sees enormous business opportunity in Poland, where it operates the Wizja TV digital television platform, Polsk Telewizja Kablowa cable TV and chello, an Internet access service.

Maintaining its impressive services demands a large network and an efficient IT infrastructure, UPC’s network consists of several hundred devices including Cisco and Nortel equipment. The IT infrastructure includes numerous UNIX and Windows systems spread over several sites in Poland.

In turn, these elements need capable management, which is provided by HP OpenView products and services. HP OpenView Service Desk, in particular, gives UPC the accurate metrics necessary to measure service levels and identify problems before they become critical.

UPC’s IT Director for Infrastructure, Ryszard Obuchowski said, “We have 1,200 internal IT users at these locations, but we had no way of knowing what they did from an IT point of view. We needed to know their problems, how to manage them, and how to reduce them.”

**Very easy solution**

“We needed a solution to track problems—when they occurred, who was having them and what priority they had. HP OpenView Service Desk is a very easy solution for these jobs,” Obuchowski added.

UPC uses HP OpenView Service Desk for logging IT-related calls, managing them and quickly allocating necessary resources to fix the problems. Its structured and process-based approach helps streamline UPC’s internal IT actions, evaluate the performance of IT staff, and establish what costs are associated with every part of IT support. UPC also uses HP OpenView Node Manager to manage 60 branch offices around Poland.

“We chose Service Desk because it is easy for configuration and implementation, which we achieved in just four weeks. It is also very easy to reconfigure and since it is similar in appearance to Outlook, we had to spend less time training people in how to use it.”

Ryszard Obuchowski
IT Director for Infrastructure
United Pan-Europe Communications
business-aware management

There are infrastructure operations. And there are business operations. And until now, they managed to live side-by-side, but independently, and somehow our CEOs and CIOs met somewhere in the middle and interpreted between the two. In today’s rapidly evolving economic and technology environment, interactions between suppliers, partners, and customers are becoming increasingly seamless and dynamic. The Internet has forever changed the business landscape, with global, 24x7, follow-the-sun operations becoming a requisite for doing business. In an environment of real-time business and service interactions, operations and business systems must be integrated and orchestrated. Real-time demand for products and services requires an infrastructure that can respond with real-time supply.
virtualization capabilities contribute to intelligent response

An adaptive computing environment adjusts on-the-fly by activating or deactivating the appropriate resources from a pre-configured pool of servers, storage and network elements. Controlled by automated intelligent management software, HP resource virtualization technologies quickly adjust resource supply based on current business demand. By incorporating virtualized solutions into your IT environment, you have a foundation on which to build increasingly sophisticated and competitive systems across multiple data and operations centers.

The HP Utility Data Center (HP UDC) is the industry’s first integrated, scalable, programmable data center. A complete solution consisting of architecture, software, and support services, HP UDC delivers a flexible computing environment supporting continuous, high-quality and cost-effective service operations. Together with HP OpenView, HP UDC allows you to virtualize and manage assets as a single, logical entity, reducing IT complexity and moving you further along the road to utility computing.

understanding and improving IT business value

Understanding how your business units, partners and customers access and use your IT services is critical to managing costs and optimizing return on IT investments. HP OpenView Internet Usage Manager (IUM) provides a window into how resources such as storage, servers and bandwidth are consumed by collecting, aggregating, and correlating usage data from across your IT infrastructure.

HP OpenView Internet Usage Manager helps you:

• Control IT costs and improve RoIT by providing accurate information on how your resources are used, and where opportunities exist for resource consolidation.

• Accurately and automatically manage how costs for shared resources should be allocated across departments and line of business customers.

• Protect your IT investment and migrate cost and downtime due to misuse of IT resources, fraud and security breeches.
With HP OpenView integrating our Business Operation Support System, we have become a lot more efficient, allowing us to focus on the business and the market. It has also helped us cut our monthly IT maintenance cost by 31%.

Qiu Hong
Vice-Manager
Billing Business Centre
Fujian Mobile

HP OpenView establishes China Mobile’s platform for growth

China Mobile Communications Corporation is the world’s largest operator of GSM mobile communications in China. Fujian Mobile, its branch office, serves 4.8 million mobile subscribers in Fujian province and provides the only 100% mobile coverage to every village within the province. Uninterrupted functioning of key operations is necessary to achieve a high level of customer satisfaction.

Fujian Mobile’s original IT system was a complex network with several mainframes covering a wide network and network equipment from different manufacturers. The IT department also had a limited number of systems and network maintenance personnel, making daily administration and maintenance even more difficult.

Outdated IT system management methods prevented support personnel from recognizing imminent faults or promptly identifying faults that already occurred. Also, real-time tracking of network response was impossible without end-to-end network path analysis and client-based network management. Pinpointing bottlenecks was also a challenge.

HP OpenView as the management backbone

The HP OpenView multi-platform portfolio was used to integrate Fujian Mobile’s existing hardware, including critical network equipment and application systems. Business and service application management was then added into the Business Operation Support System.

HP OpenView Operations was utilized to monitor and manage the entire infrastructure consisting of systems, networks, databases, applications and security. The databases were also holistically integrated with other applications to provide a business-oriented focus. HP OpenView PerfView and Measureware were used to monitor the performance of key clients and servers critical to the overall health of the environment. These tools also helped forecast future system requirements.

Automated monitoring gives IT staff a clear view of the network and its operational state via concise displays and graphs through HP OpenView Network Node Manager. Its simplified and integrated control allows staff with varying technical experience to complete key tasks more efficiently without needing to understand the complexities of the entire network.
HP OpenView’s highly modular design ensures high expandability and flexibility for the company’s future growth. An integrated management portfolio allows tasks to be carried out collectively or independently. Also with multiple platform support, Fujian Mobile diversified systems and equipment without getting rid of past investments.

**benefits of adaptive enterprise management**

The requirements for successful IT management have undergone a fundamental change. This new era requires a new breed of software, service and support solutions. The full range of management solutions from HP allows you to architect, design, and deploy a solution that measures, monitors, and troubleshoots across all elements of your infrastructure, and adapts your infrastructure operations automatically to address rapid changes in business priorities and service demand.

A recent study performed by IDC in 14 enterprises documented significant, measurable benefits from implementing HP management solutions, including:

- 49% reduction in time to identify and fix downtime incidents
- IT efficiency (scalability) improved 26%
- IT productivity – time for task – improved 54%
- Time to implement a service reduced by 39%, with an average reduction of 2 weeks
- Number of servers per administrator improved by 30%
- Number of LAN segments per administrator improved by 300%
- Number of network segments per administrator improved by 75%
- 79% reduction in server downtime
- 74% reduction in overall downtime

What’s more, these benefits were not achieved by implementing HP solutions where none existed. Nine companies had Computer Associates, Tivoli or BMC in place before implementing HP OpenView. Five were working with a collection of management point tools.

“With a track record of 16 years, HP OpenView has proven itself as the leader in service management, HP has also shown its commitment to adhere to the IT Service Management (ITSM) standards, hence we are well assured that we can achieve an effective IT system management process with HP.”

Qiu Hong
Vice-Manager,
Billing Business Centre
Fujian Mobile

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**HP’s software and services contributions for business-aware management**

**assess**—Model the relationship of business processes to infrastructure and IT services. Monitor utilization across virtualized pools of system, network and storage resources. Analyze performance of the transaction path end-to-end.

**advise**—Predict demand based on historical metrics. Correlate IT services to their impact on business in real time.

**act**—Reallocate resources to adapt to changing demand for IT services. Prioritize service execution based on business needs.
Why HP?

HP management solutions do more than optimize infrastructure availability and performance. They put you in control and allow you to focus on improving the efficiency of your business, as well as customer satisfaction and your return on IT investment.

No other vendor offers the same breadth and range of management solutions. HP can manage the entire infrastructure—people, processes and technology. Our management solutions provide the continuous monitoring, reporting, troubleshooting, and automated response capabilities that are so necessary in today’s complex, heterogeneous, fast-paced IT environments.

innovation

Innovation is at the heart of the products and solutions we deliver for an adaptive enterprise. But innovation must be purposeful, and rooted in the business realities to be of any use.

Industry standards protect your capital investment in technology, ensuring that your infrastructure will be compatible with future technologies, and enabling you to take advantage of those technologies more quickly than your competitors. Open technologies increase your business agility and improve integration with the rest of your technology environment. Our deep commitment to building products on open standards and servicing multi-vendor environments spans every aspect of our infrastructure offering, from storage and servers to software and solutions, ensuring interoperability and extensibility and reducing the complexity of managing heterogeneous environments.

HP management solutions are modular and scalable. Always have been. Always will be. Modularity enables you to set your sites on aggressive goals, without most of the risks associated with such projects. This approach enables HP to meet the requirements of businesses of all sizes, as well as enable those businesses to adapt and grow—as they require—in incremental, stepwise implementations that generate fast, predictable returns on investment.
execution

HP is delivering and leading the market in delivery of next-generation manage­ment solutions. HP provides comprehensive management offerings for optimizing standalone devices, as well as integrated, end-to-end infrastructure management solutions. In fact, while others talk a good line, HP is the only vendor on earth that can actually deliver and deploy a virtualized data center today. HP ProLiant and HP-UX management, HP OpenView operations and service management, and HP UDC make the adaptive enterprise real. And with our 65,000 service consultants, HP can help you assess your environment, design and architect your infrastructure, and deploy and implement solutions for maximum business and operational efficiency.

choice

HP’s collaborative approach to customers and partners extend your management options and give you more control. Unlike more prescriptive vendors, we believe in a more flexible approach that adapts to your preferences, priorities and ways of working. HP embraces a philosophy of working with partners (and even competitors) on joint development that adds more value and addresses a greater segment of market requirements, along with the added benefits of a global delivery mechanism with a single point of contact.

With our leadership in enterprise computing products, technologies, and solutions, and expertise at every stage of the IT lifecycle, HP is uniquely positioned to help you take your infrastructure forward, solving your most pressing current priorities, while building a strategy for the future. HP best understands how IT impacts your business and can help you design and build an adaptive enterprise that is stable, yet flexible, and thoroughly cost-effective. No journey begins without courage, vision and imagination. Call HP today to ask about our management solutions, and learn how we can partner with you on a journey to a better managed adaptive enterprise.
To learn more about HP Management Solutions and how you can move beyond the traditional management approach for monitoring your IT operations to a truly adaptive enterprise, visit our website at:

www.hp.com/go/managementsolutions