



HP Leads Winter TopTen Program in High-End Data Warehousing and Business Intelligence

A new independent survey reaffirms HP's leadership position in high-end data warehousing and business intelligence – ahead of Dell, IBM, Sun, and Unisys.¹

Winter Corporation, an independent consulting firm, announced the results of its 2005 Winter TopTen Program on September 14, 2005. HP achieved an outstanding nine No. 1 positions out of the sixteen data warehouse categories and had twice as many customers appearing in the TopTen than any other server vendor, clearly demonstrating HP's market share leadership in high-end data warehousing.² The survey also found that four of the top ten largest data warehouses in the world are running on HP servers combined with HP StorageWorks storage arrays.

The customer survey identified the top ten customer data warehouse and BI implementations by database size, normalized data volume, number of rows, and peak SQL workload. A notable absence from the Winter 2005 survey was Teradata, who had four top ten customers in the last Winter 2003 survey.

HP's No. 1 Positions Balanced Across All Major Operating Systems

With the No. 1 position for Windows®, UNIX®, and Linux combined, the Winter survey results also show that the largest data warehouses for all operating systems individually run on **HP**:

- 40 percent of the largest UNIX data warehouses
- 40 percent of the largest Windows data warehouses
- 50 percent of the largest Linux data warehouses

The extended survey highlighted HP's scalability and performance leadership for both data warehousing and On-Line Transaction Processing (OLTP) mixed workloads - typical for an enterprise data center:

- In the data warehouse categories, 41.4 percent of all participants were HP customers and 37.1 percent (52 of 140 category winners) of the TopTen data warehouse winners were running on HP servers.
- In the OLTP categories, 51.2 percent of all participants were HP customers, and 42.9 percent (54 of 126 category winners) of the TopTen OLTP winners were

Editorial contacts:

Eric Krueger, HP
+1 281 518 6083
eric.krueger@hp.com

Stephen Berger
Burson-Marsteller for HP
+1 415 591 4024
stephen_berger@sfo.bm.com

HP Media Hotline
+1 866 266 7272
pr@hp.com
www.hp.com/go/newsroom

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

running on HP servers.

HP's NonStop database, a massively parallel and scaleable database for real time data warehousing and OLTP environments, took two number one positions in the data warehouse category. In addition, HP's own internal supply chain implementation using the NonStop database took two number one positions in the Scientific, Archive and Other category.

"HP servers are designed to support the broadest set of database technologies and all types of demanding workloads. They are uniquely positioned to offer the reliability, scalability and availability to meet customers' data warehousing needs," said Mark Hudson, vice president of marketing, Enterprise Servers and Storage, HP. "HP's strong presence in the data warehouse and business intelligence market along with key capabilities in our server portfolio such as high I/O bandwidth, workload optimization and management, multi-OS support and virtualization, contributed to these stellar results for HP."

With a broad range of alliances in the data warehousing and business intelligence space, the survey results are an indication of HP's expanding market share in the high-end. This leadership position – together with HP's strategy for simplifying the BI ecosystem through virtualization and reusable, industry-standard components – continues to facilitate a growing number of non-HP customers to upgrade to HP Integrity, HP Integrity NonStop and HP ProLiant servers along with HP StorageWorks storage solutions.

About Winter Corporation

Winter Corporation is an independent consulting firm that helps customers maximize the value of their large-scale database solutions, data warehouses and operational systems. The company provides research, consulting and education services that help users and vendors define their database solutions, architect and engineer their implementations, and manage their scalability issues. Winter Corporation focuses on database technology near, at and beyond the frontier of database of scalability. For more information, contact www.wintercorp.com.

About HP

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¹ Winter TopTen Program customer survey results found at www.wintercorp.com (September 14, 2005)



² Server Workloads 2005: Understanding Server Deployment (IDC, June 2005)

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