



Rapid Application Growth Drives HP Integrity Server Customer Adoption

PALO ALTO Calif., July 20, 2007 – HP Integrity servers now run more than [12,000 software applications](#), with an average of four new applications added daily and more than 4,000 applications for the servers over the past year.

This rapid growth of applications running on [HP Integrity servers](#) with dual-core Intel® Itanium® 2 processors has helped drive customer acceptance. HP Integrity systems enjoyed revenue growth of 60 percent year-over-year in HP's most recent fiscal quarter.

Editorial contacts:

Judy Erkanat, HP
+1 408 559 3902
judy.erkanat@hp.com

Emily Dunlop
Burson-Marsteller for HP
+1 415 591 4011
emily.dunlop@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

New Integrity customer wins

Customers such as DirecTV, the nation's leading satellite television service provider, look to HP Integrity server solutions for their most critical computing needs. With increased competition in the satellite television market, uninterrupted service and support is vital to satisfy DirecTV's millions of worldwide subscribers.

In order to provide increased billing capacity and accuracy for its more than 16 million subscribers, DirecTV expanded its relationship with HP and now uses [HP Integrity NonStop servers](#) as well as HP Integrity Superdome servers running the HP-UX 11i operating system.

"Businesses like DirecTV need technology in their datacenters that can help optimize their business outcomes," said Michelle Weiss, vice president of marketing, Business Critical Systems, HP. "The HP Integrity ecosystem is thriving, and the broad range of hardware and software options available enables customers to build next-generation data centers that lower costs, mitigate risks and accelerate business growth."

Solid ISV ecosystem for Integrity servers

New applications for the HP Integrity platform include those from: AdaCore; PTC; UGS PLM Software, a division of Siemens Automation and Drives; and Sybase. Plus, long-time HP strategic partners such as BEA Systems and Oracle continue to add new support to the Integrity platform.

IDC found that, in the first calendar quarter of 2007, worldwide unit shipments of Itanium-based servers (EPIC) saw a 19.9 percent year-over-year increase, making EPIC the second fastest growing server segment after blades.⁽²⁾

"Itanium systems have been in the market for more than 5 years and customers have become more confident in the replace performance with capabilities of the Itanium processor," said Matthew Eastwood, group vice president, Enterprise Platforms Group,

IDC. "IDC expects the number of EPIC server shipments to more than triple from 2006 – 2010 as the number of ISV applications continues to grow and customer transitions from PA-RISC and AlphaServers to Integrity servers accelerates."

Customers such as McKesson, Aearo Company, Bay Area Rapid Transit, DenizBank, Banco Espirito Santo, Austrian Lottery, and VIPnet rely on HP Integrity servers for their most demanding workloads. With support across Windows®, Linux, HP-UX, OpenVMS and NonStop OS, HP Integrity is the only server platform to offer multi-OS capabilities for increased flexibility and performance.

"Customer satisfaction comes from higher availability of the database environments and faster real-time transaction processing, which is a 24x7 application. We feel more secure running Oracle databases on Integrity and HP-UX 11i," said Tod Wiederholt, manager of Systems Development for RelayHealth, McKesson Corporation. "I'm confident that as we continue to grow, we'll continue to move more and more of our servers over to the HP Integrity line."

World-record benchmark results

HP has also recently achieved several industry-leading benchmarks that demonstrate the outstanding performance of ISV applications on the HP Integrity platform. More information on recent benchmarks is available at <http://h20341.www2.hp.com/integrity/cache/393900-0-0-0-121.html>.

More information about HP Integrity servers is available at www.hp.com/go/Integrity.

About HP

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(1) ISV data TBD source.

(2) IDC, Worldwide Quarterly Server Tracker, May 2007

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