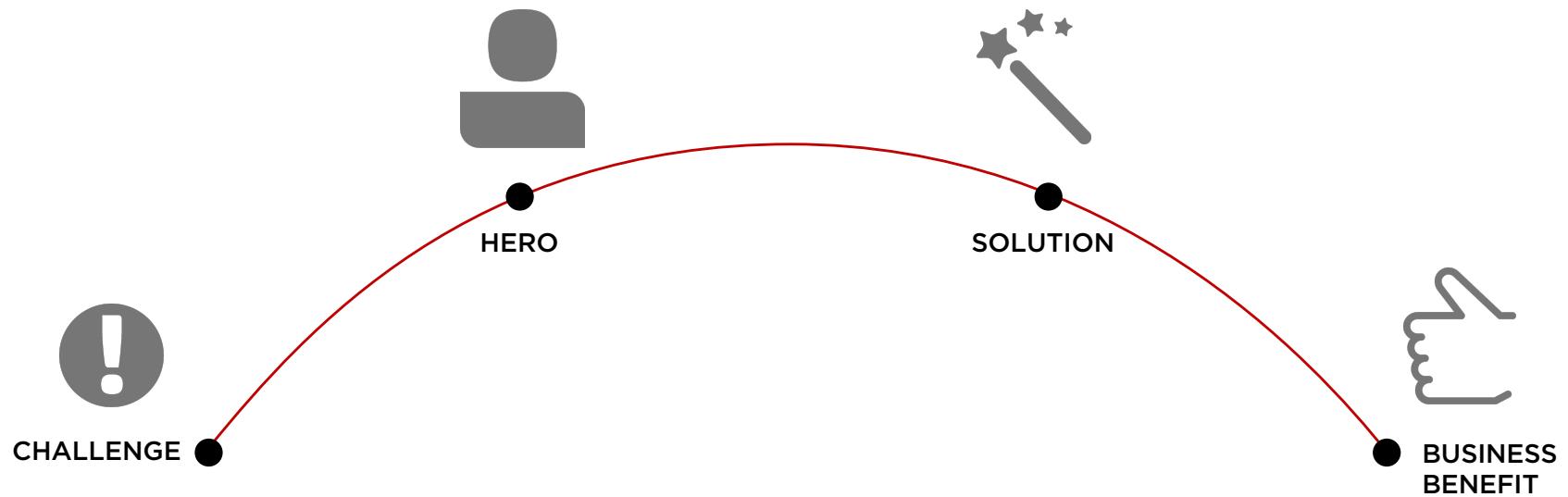


HP STORY MESSAGING

AHA! | FEBRUARY 2015



THE STORY FRAMEWORK



THE STORY

In a world of...

your ideal partner...

delivers...

to help you achieve...



THE CHALLENGE



You're feeling a sense of **URGENCY**. Opportunities come and go quickly. The landscape is constantly changing.



You're overwhelmed by the **COMPLEXITY**. Nothing happens in silos. Everything happens at once, and it's all connected.



You're looking for a true **COMPETITIVE ADVANTAGE**. Solutions that are more than just a way to cope, but a way to come out on top.

THE STORY

In a world of...

your ideal partner...

delivers...

to help you achieve...



URGENCY
COMPLEXITY
INNOVATION

CHALLENGE

HERO

SOLUTION

BENEFIT

PARTNER + SOLUTION



+



HP is the only company who can work with you to transform from traditional to the “New Style of IT” to deliver business outcomes that matter.

With a legacy of innovation, industry leadership and investment that brings together cloud, big data, mobile and security solutions in a comprehensive way.

THE STORY

In a world of...



your ideal partner...



delivers...



to help you achieve...

CHALLENGE

HERO

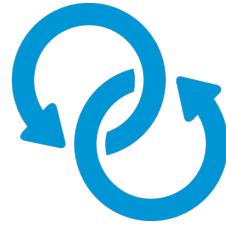
SOLUTION

BENEFIT

BENEFITS



Speed and agility to capitalize on opportunities in an instant.



The ability to **move forward in unison**—efficiently and without redundancies.



Insight to power your next big innovation.

SPEED AND AGILITY



Messages

HP gives you the speed and agility—to capitalize on opportunities in an instant.

- Identify and capitalize on opportunities the instant they arise with big data solutions that help you meet customer needs in real time.
- Create an always-on, always-ready business environment with cloud and mobile solutions that make assets available on-demand, virtually anywhere and anytime.
- Beat the threat schedule, mitigate risk before it becomes a reality, and shield your business from the high cost of a vulnerable moment—with security services and solutions that run at all hours, the world around.
- Adapt to the demands of the moment with IT infrastructure built to respond with speed, power, and simplicity.

Reasons to believe

- HP Haven Big Data Platform
- HP and NASCAR customer vignette

SPEED AND AGILITY



Reason to Believe: HP Haven Big Data Platform

The HP Haven Big Data Platform helps empower every angle of your business to use big data insights for quick action on pivotal opportunities.

In the business world, it's hard to rapidly move on opportunities without first analyzing all forms of business data. And if you can't put that data and insight into action to improve business results, it leaves you behind the times, operating without the safety net of customer, industry, device, and business analysis.

The HP Haven Big Data Platform harnesses 100% of your data to help inform every business decision, and act immediately. Available on premise or in the cloud, this platform can help transform every aspect of your business with blazing fast insights and rapid time to value.

But the HP Haven Big Data Platform is about much more than mining business data for the most relevant and actionable insights. Designed to perform seamlessly in any IT

environment, this platform gives you the flexibility and performance you need to adapt computing needs as business needs change. HP Haven OnDemand—powered by HP Vertica OnDemand and HP IDOL OnDemand—expands the reach and performance of data analysis, and engages developers to create a rich library of next-generation applications and services.

Beyond that, HP and industry-leading partners are developing Haven-based applications to solve security and governance, e-commerce, and general infrastructure issues. Solutions such as HP ArcSight ESM and HP Application Defender use the power of HP Haven platform for immediate visibility and defense to better protect against security threats—especially in the cloud. And as the HP Haven Platform is combined with intelligent-retention and content-management solutions, it provides a quick, seamless way to use analytics to reinvent end-to-end information lifecycle management.

SPEED AND AGILITY



Reason to Believe: HP and NASCAR customer vignette

HP helps NASCAR capitalize on opportunities in an instant so that everyone wins—especially NASCAR fans.

On the track and in the office, opportunities move faster than you think. And if you don't have solutions in place that match the pace and complexity of business and customer demands, it feels like the whole world has changed for the better while you've remained the same.

NASCAR needed to engage with fans like never before. It wasn't enough to provide targeted content when and where fans wanted it—they had to track, analyze, understand, and secure all the moving parts, and they had to do it with rapid speed and agility.

The first-of-its-kind NASCAR Fan and Media Engagement Center (FMEC) brings together separate digital conversations and unifies them as one voice—building a stronger, connected community that drives the growth of the sport.
HP innovation

helped support and enable the NASCAR FMEC, changing the way NASCAR does business. NASCAR relies on powerful solutions, including the HP Haven Big Data Platform, to make 100% of their data work smarter for them—informing decisions, solving problems, capitalizing on opportunities. HP's end-to-end solutions and services helped NASCAR spur the race-day experience for fans by meeting them at the intersection of the cloud and mobility—access and action virtually anywhere, anytime. And this entire ecosystem is protected by HP security solutions, limiting vulnerabilities and staying ahead of threats that might develop at NASCAR or with their fans.

NASCAR took the lead on fan engagement with the help of HP. Fans can access and connect with content on their terms, and NASCAR can glean all the valuable insights in real-time—and it's all backed by industry-leading HP security. It looks like there's a new pacesetter as it relates to fueling and inspiring a fan base.

MOVE FORWARD IN UNISON



Messages

HP delivers the ability to move forward in unison—efficiently and without redundancies.

- Analyze and act on multiple streams of structured and unstructured data at once—with IT infrastructure and big data solutions that connect separated repositories and turn raw information into insight.
- Expand your IT when, where, and how you need to, and provide all-at-once, all-the-time access to key resources with cloud and mobile solutions that unify systems and unleash possibilities.
- Monitor, identify, and mitigate security risks in a business environment where device-use, transaction methods, and intruder access points grow rapidly together.
- Gain the flexibility to avoid unnecessary costs and incompatible or redundant systems, using a seamless IT infrastructure that works across existing and new environments—the office to the cloud and everything in between.

Reasons to believe

- HP Helion
- HP and VISA customer vignette

MOVE FORWARD IN UNISON



Reason to Believe: HP Helion

HP Helion transforms your IT into a coordinated, proactive force, providing the ultimate in efficiency to move your business forward.

Reacting to individual IT problems takes up too many valuable IT resources, costing time, money, and productivity. If you can't move your IT from defensive to offensive, your business will be overwhelmed by the complexities of everything happening at once.

HP Helion helps your IT department create targeted, connected, proactive solutions that can guide your business into the future. Built on a foundation of OpenStack technology, HP Helion can make piecemeal problem-solving a thing of the past—boost productivity, make the most of your IT budget, and help you give your developers the power they need to deploy applications faster than ever. breakthrough innovation, increased productivity, and a plethora of business opportunities—all to help your business take the next step in IT how, when, and where it needs to.

Since IT performance never operates in a silo, HP Helion helps make sense of the interconnected future of cloud computing. The HP Helion cloud platform is open, flexible, and secure. Open enough to help your business move and integrate solutions across any cloud environment—public, private, traditional, or a hybrid combination. Flexible enough to deploy applications and cloud solutions in mere seconds, using structured and unstructured data to turn actionable insight into proven business results. And secure enough to provide the scalability, visibility, control, and governance you need to protect your information across any environment.

HP's commitment to the cloud comes to fruition with HP Helion. But it doesn't stop there. As the cloud handles the convergence of IT issues in one place, HP Helion empowers breakthrough innovation, increased productivity, and a plethora of business opportunities—all to help your business take the next step in IT how, when, and where it needs to.

MOVE FORWARD IN UNISON



Reason to Believe: HP and Visa customer vignette

HP helps Visa protect 23-billion confidential transactions a year—with security and cloud solutions and services that run at all times, all around the world.

Digital payment lies at the heart of modern life—for gas and groceries, computers and cars. Financial giant Visa accounts for an impressive 23-billion of those transactions, equivalent to more than \$800 billion annually. But a secure, well-coordinated worldwide payment network with millions of users and multiple payment options doesn't come easy, and stellar security combined with comprehensive customer options is a must.

So when Visa's Debit Processing Services division expanded to include pre-paid processing, ATM terminal driving, and non-Visa transactions, the company needed a partner that could provide cloud computing and security solutions to

safely collect and store its massive volumes of customer data. HP cloud-computing technology helped cut costs and process information faster than ever. And to achieve its security goals, Visa implemented HP's Atalla Information Protection Solutions to ensure around-the-clock, around-the-world customer safeguards.

Visa depends on legendary HP reliability and extensive availability to seamlessly manage the risks associated with digital payment. With the flexibility of HP cloud solutions, Visa completes technology upgrades on its own terms to optimize performance at once. The result is a fully coordinated payment-processing network that allows Visa to analyze data in real time, driving positive results for customer portfolios. And a win for Visa customers is a win for Visa.

INSIGHT TO POWER INNOVATION



Messages

HP provides the insight to power your next big innovation.

- Beat the competition on speed and computation power with IT infrastructure that delivers unmatched processing capabilities.
- Break old boundaries, enable growth, and inspire stronger collaboration with cloud solutions that extend your reach without extending your footprint..
- Connect with new demographics by using mobile and big data solutions that uncover social media opportunities and reveal the trends that drive your business.
- Transform potential security vulnerabilities into opportunities for refinement and innovation—all while protecting your competitive advantage—with around-the-clock security solutions and services.

Reasons to believe

- The Machine
- HP and Dreamworks customer vignette

INSIGHT TO POWER INNOVATION



Reason to Believe: The Machine

The Machine—the latest innovation from HP Labs—leaves old computing models in the past, revolutionizing IT with new operating systems, universal memory, and superfast data transfers.

There's a data explosion on the horizon. Soon, it'll be too much for legacy computing systems—too much to communicate, collect, process, store, and analyze. Technology can't just hope to handle what happens next with the flood of data. It has to create a new solution that helps computing come out on top.

HP Lab's latest innovation—The Machine—establishes a brand new type of computer architecture that moves beyond current designs. Imagine replacing an entire data center's worth of equipment with a single, refrigerator-size machine. It's computing, completely rethought.

Processing will be powered by special-purpose cores that outperform current systems on performance and efficiency—in a smaller package. Connectivity comes in advanced photonics which help improve data communication, dramatically lowering data storage costs and energy usage. And universal memory—enabled by memristors—helps improve computing efficiency and speed so that solving critical business problems is just the first step in redefining what you can do with computing.

HP is fundamentally shifting where the digital world can take us. The Machine is a brand-new type of computer architecture that leads on speed, power, connectivity, security, and—most importantly—possibilities.

That's world-class technology that's on your side.

INSIGHT TO POWER INNOVATION



Reason to Believe: HP and Dreamworks customer vignette

HP helps DreamWorks succeed on the big screen—in a big way—with cloud solutions that unleash and amplify the creativity of contributors around the world.

Movies are all about fun—but it takes scores of hardworking people, thousands of contract approvals, and hundreds of terabytes of data to create them. It's how all the pieces come together in the end that makes all the difference.

DreamWorks Animation SKG has always been known for creative excellence, with movies that push the boundaries of what animation can do. But in the back office, manually intensive processes limited creative innovation and collaboration.

DreamWorks deployed a revolutionary digital content-management solution powered by HP Managed Print Services and HP Cloud Services, transforming its paper-driven processes into digital workflows. Legacy hardcopies turned into a searchable database of cloud-stored content to deliver

the right information to the right people at the right time. Creators could create without the lag times and interruptions caused by the old manual processes, drove stronger productivity, decreased contract-approval cycle time, and accelerated revenue generation. With its critical files lodged safely in the cloud—driving productivity, shrinking contract-approval cycle time, and accelerating revenue generation—DreamWorks could focus on the core challenge of creating mind-blowing animation.

Every DreamWorks movie contains more than 130,000 frames, and each frame contains more than one hundred layers. And every file passes through at least ten creative departments. It's HP Cloud computing that helps DreamWorks pull off such large-scale creative collaborations, supporting half a billion files, more than 200 terabytes of data, more than 60 million render hours, and more than 15,000 cores computing—for each of ten films underway at any given time. You'd think it was the stuff of movies.

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THANK YOU