



New HP on-site service helps customers optimize blade technology for better business outcomes

PALO ALTO, Calif., May 11, 2007 – HP today announced the HP Proactive BladeSystem Service that delivers blade-specific technical consulting with an on-site expert, and offers a range of services and best practices for blade ecosystems. The proactive service helps customers optimize the use of BladeSystem technology in the environment to reduce cost, maintenance time, power consumption and accelerate growth.

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The HP Proactive BladeSystem Service helps IT managers optimize how they deploy and manage blade technology for specific application and business needs, and for projects such as consolidation or virtualization in the data center. In addition, the service includes HP expertise and best practices for data center needs such as power and cooling, ITIL (IT Infrastructure Library) process improvements, and security.

“Customers have embraced HP’s BladeSystem c-Class architecture for next-generation data centers that can drive business growth and lower costs,” said Brian Brouillette, Vice President, HP Services. “Now they can realize even greater benefits from blade technology with an on-site expert who can share HP’s leadership best practices and experience.”

The HP BladeSystem expert account support manager works closely with the IT department to evaluate its blade technologies and toolsets, and develops a customized plan for the customer’s unique business requirements. Recommendations include changes, processes, toolsets, and best practice techniques to help customers optimize HP BladeSystem technology as they manage adapt and grow.

Available through HP channel partners and HP direct sales, the service covers HP BladeSystem blade servers, HP StorageWorks blades, enclosed network and SAN devices, and HP management software.

“Avnet’s channel partners are looking to us to help them grow and differentiate their businesses by selling services,” said Rick Alvarez, vice president and general manager of Avnet Technology Solutions’ HP business unit. “HP’s Proactive BladeSystem Service is a great addition to the portfolio of solutions we offer. It empowers our partners to solve challenges their customers face as they expand their use of blades, and that contributes to increased customer satisfaction and repeat solution sales.”

The HP Proactive BladeSystem service is a cornerstone in HP’s end-to-end portfolio of

services and solutions for BladeSystem environments ranging from solution planning and financing; architecture design consulting and implementation; startup and installation, hardware, software and network integration; to ongoing management and support available 24x7 and around the globe.

The HP Proactive BladeSystem Service is available immediately worldwide through HP and channel partners.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$94.1 billion for the four fiscal quarters ended Jan. 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

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