

HP IT Transformation: Enterprise Data Warehouse

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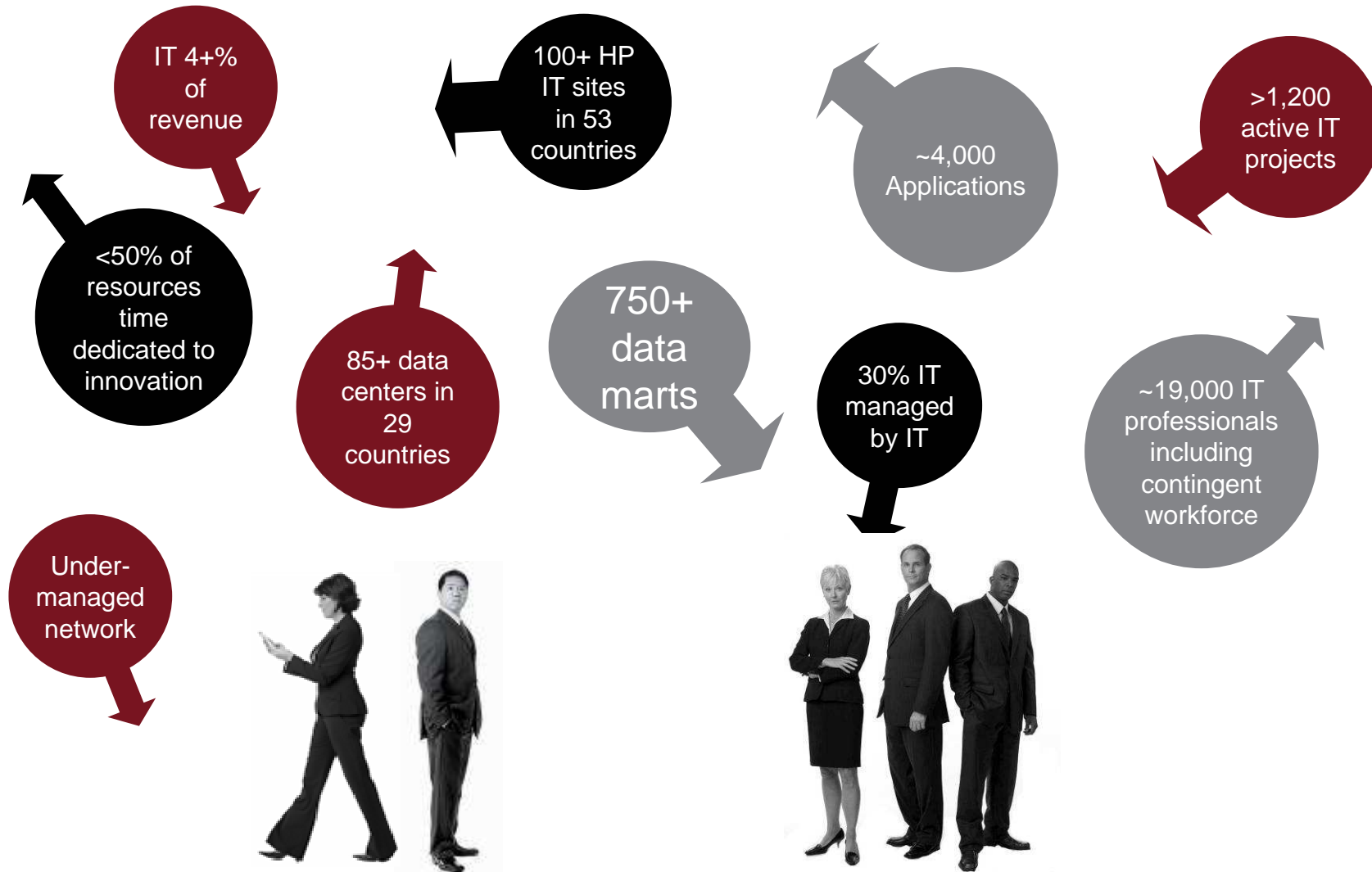


Profile of the HP organization

- > 100 B\$ Company
- 179 countries
- 16.000 customer facing individuals
- 800 M service calls per year
- Shipments:
 - 3 printers per second
 - 2 PC's per second
 - 1 server per 11 seconds
- Ambition: “*being the world's leading IT technology company*”



Too many directions, not enough connections



The new simplified HP IT mission

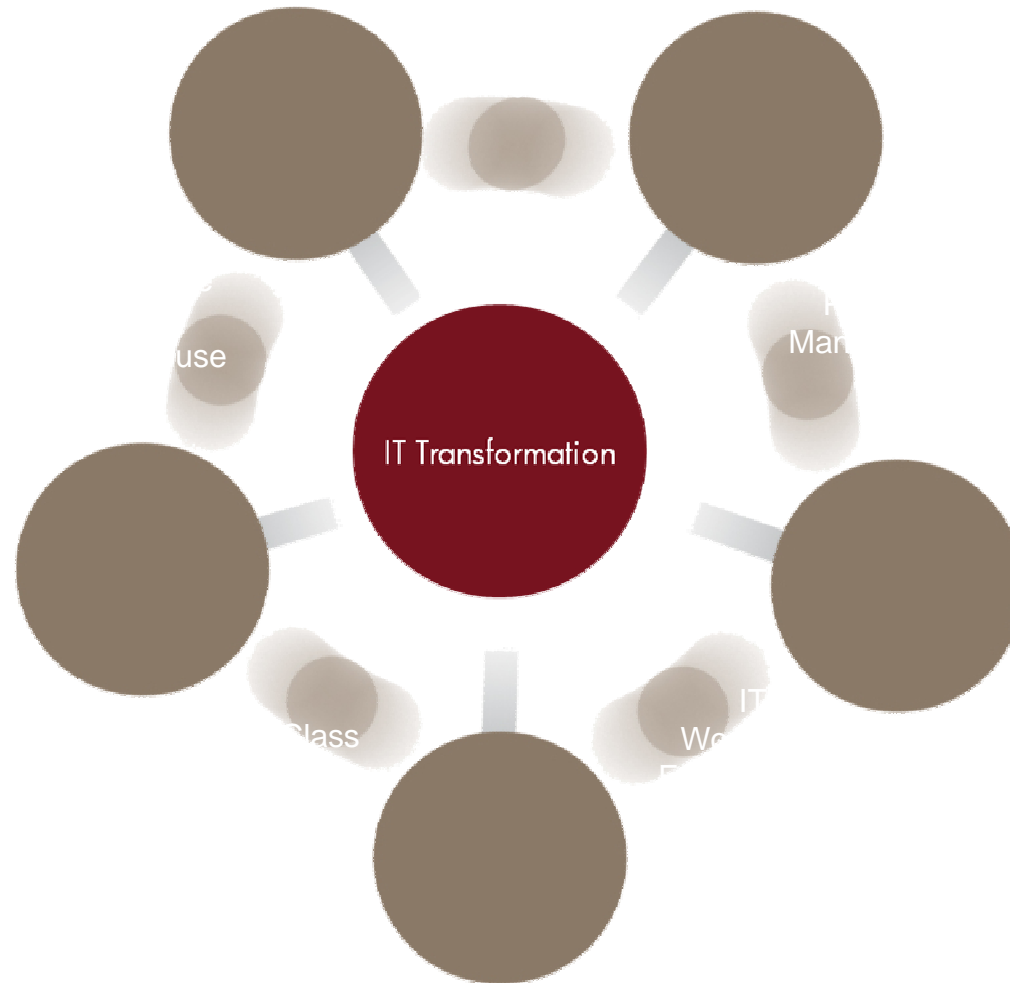
Provide **good information** to enable better business decisions

Significantly **reduce the cost** of IT while **delivering more** to the business

Lower risk to the enterprise with better control of the infrastructure

Be a **showcase** for enterprise customers

HP top 5 IT initiatives



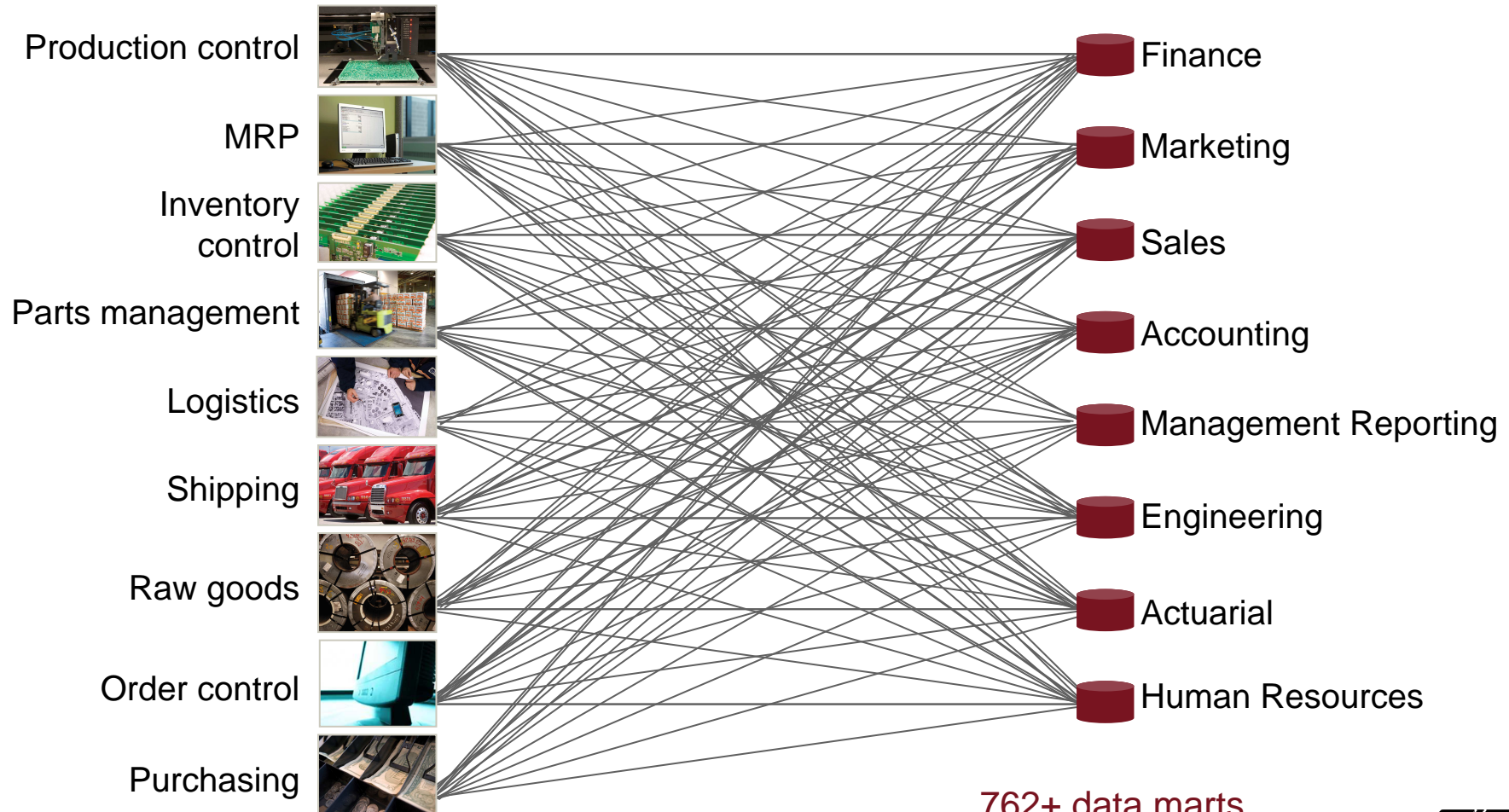
Program Snapshot

	2005	2008
Data Centers	85+ in 29 countries	6 global data centers in 3 locations
Data Marts	762+	1 enterprise data warehouse
Applications	3,600	~1,500
HP IT Sites	100+ in 53 countries	~25 core sites
IT Professionals	~19,000 including large contingent workforce	~8,000 including small contingent workforce
Innovation	<50% of resources time dedicated	80% of resources time dedicated

Enterprise Data Warehouse

Provide the business with answers to
“any question”
“any time”
across all data subject areas and
geographies through a secure environment

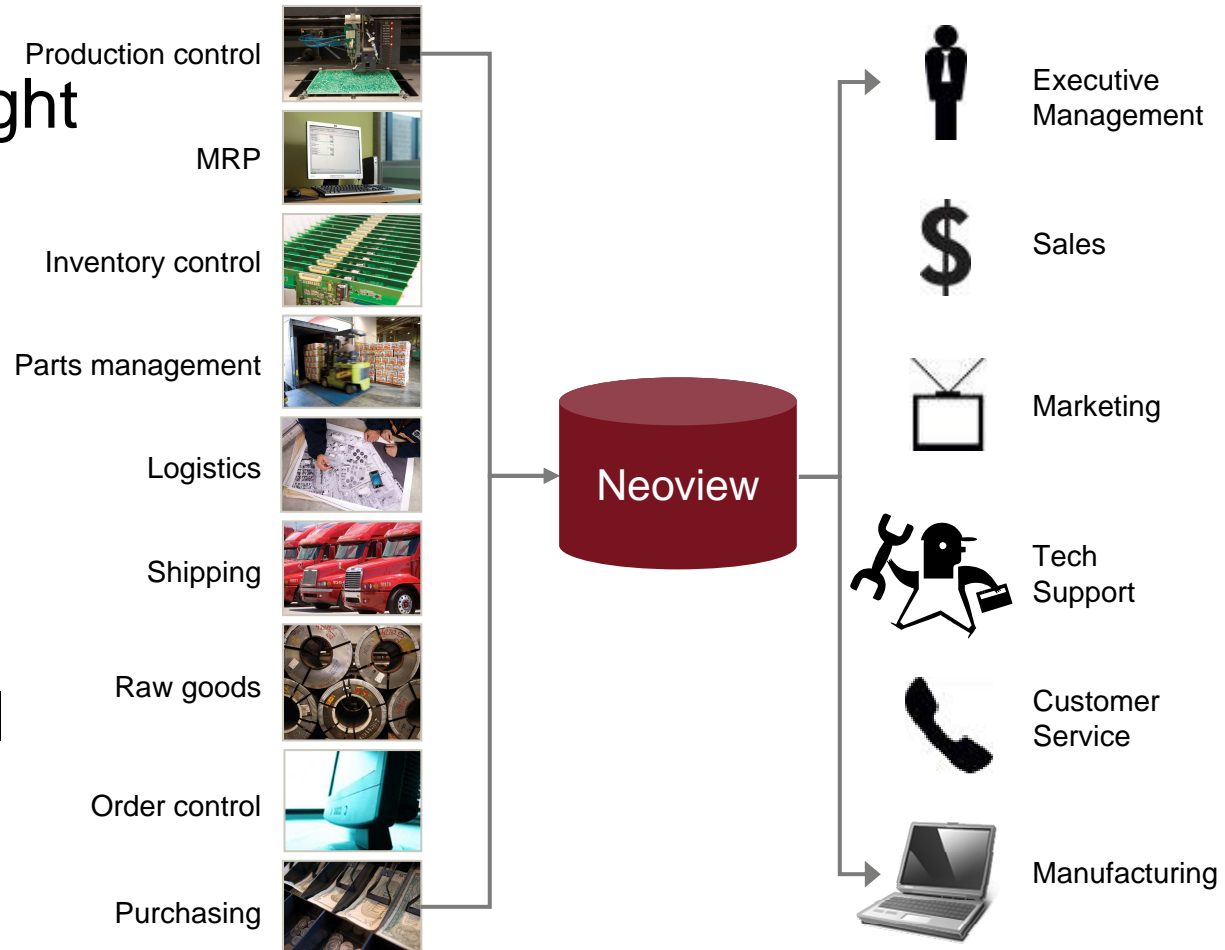
Legacy Applications + Data Marts = Chaos



762+ data marts

Enterprise Data Warehouse: Holistic view for better decision-making

- Single instance of all data, straight from source
- Standardized data model
- Ensure data integrity
- Global access: internal/external
- Flexible and scalable



Why Enterprise Data Warehouse?

Drive strategic analysis and decision-making capability

Simplify the user experience

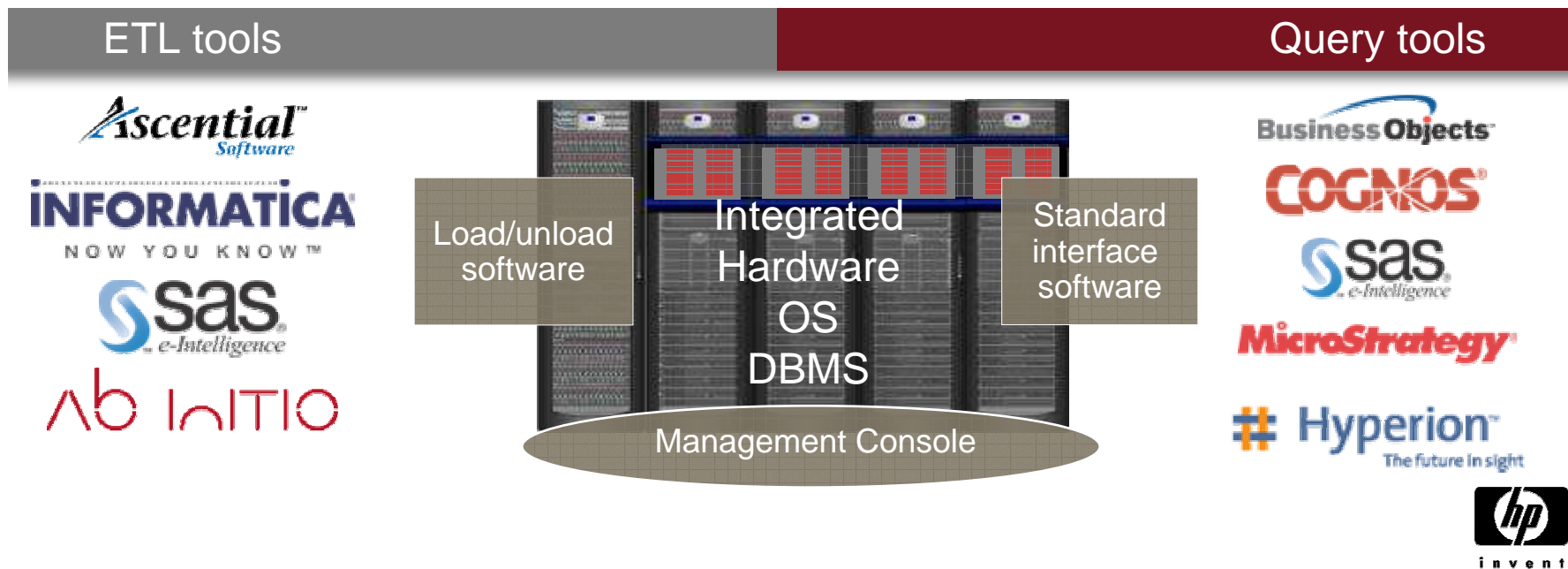
Create a competitive advantage

Reduce complexity



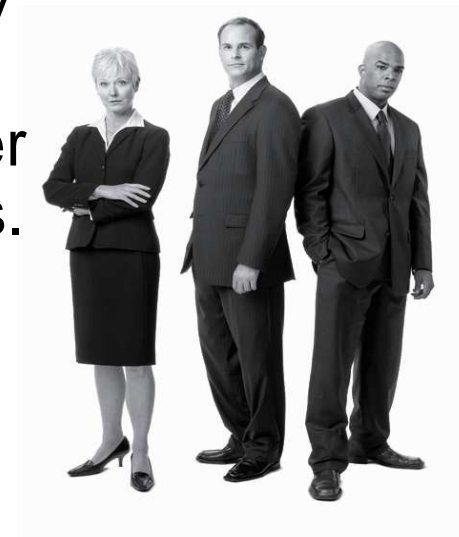
Neoview: Next-generation BI solution

- An integrated hardware/software platform for enterprise data warehousing
 - Massive capacity: supports terabytes of data
 - Outstanding performance: up to 256 processors
- A complete, preconfigured solution that can be rapidly deployed & easily managed and is compatible with existing BI applications and systems
- Built from re-deployable standards-based hardware components



HP IT Steps to Success

- **Engage with the business:** Obtain CEO support for an integrated data source, establish top-down governance, focus on key business strategies
- **Standardize the environment:** Centralize, standardize, and globalize
- **Standardize the data:** Define a standard sourcing strategy; integrate data upstream & not at reporting level
- **Consolidate for greater insight:** Apply BI strategies for asset reduction, a common platform, and tools to deliver “decision-able” source information vs. raw & disparate data



Steps to Success, continued...

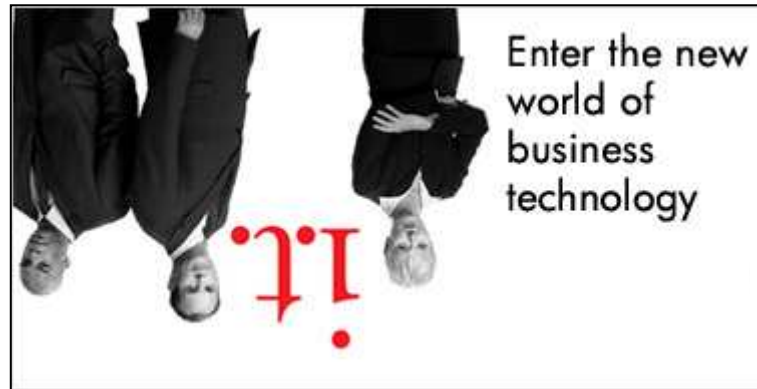
- **Centralize database administration:** Implement common processes and tools, optimize resources, deliver best-in-class global database service
- **Adopt an architecture** that gives you the whole picture: Create a “single version of the truth”
- **Follow the sun** for 24x7x365 support: Re-tool your organization for round-the-clock support; establish change control



Transforming HP IT begins with accountability

- CEO & CIO accountable for all spend
- CIO responsible for strategy
- HP Executive Council responsible for prioritization of what gets done
- IT responsible for how





More information on Neoview?
Attend the workshop!