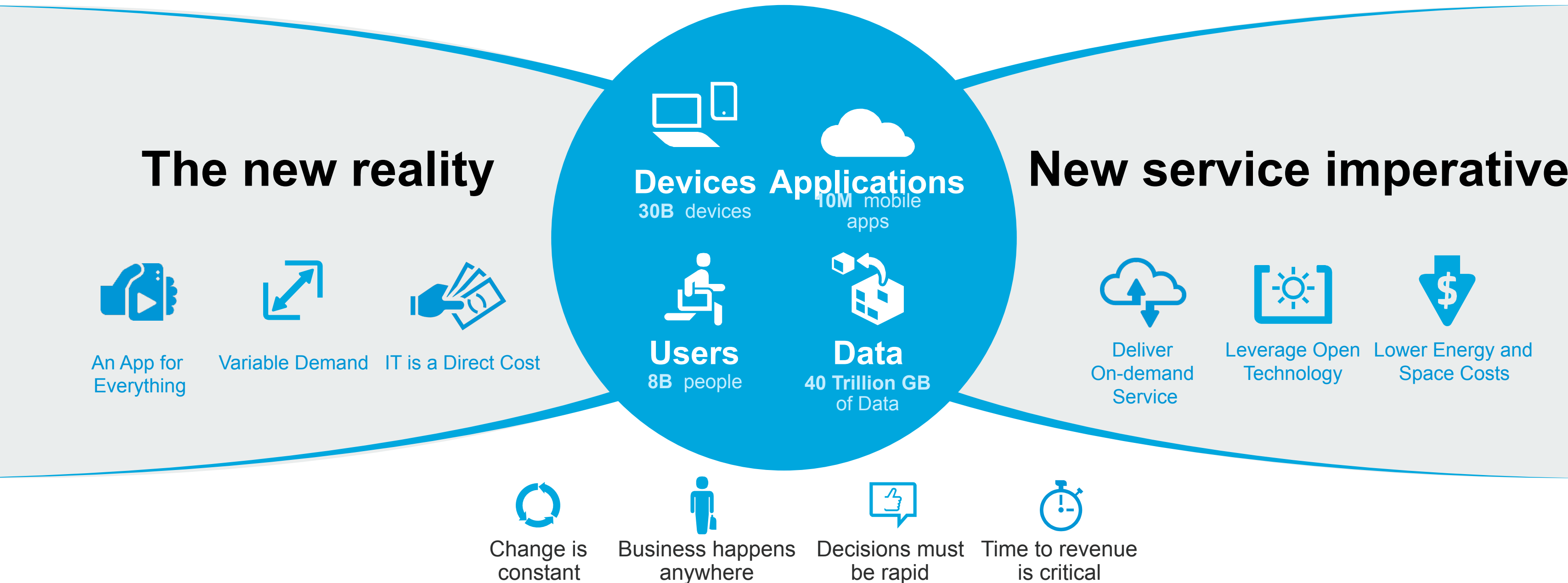**Antonio Neri**
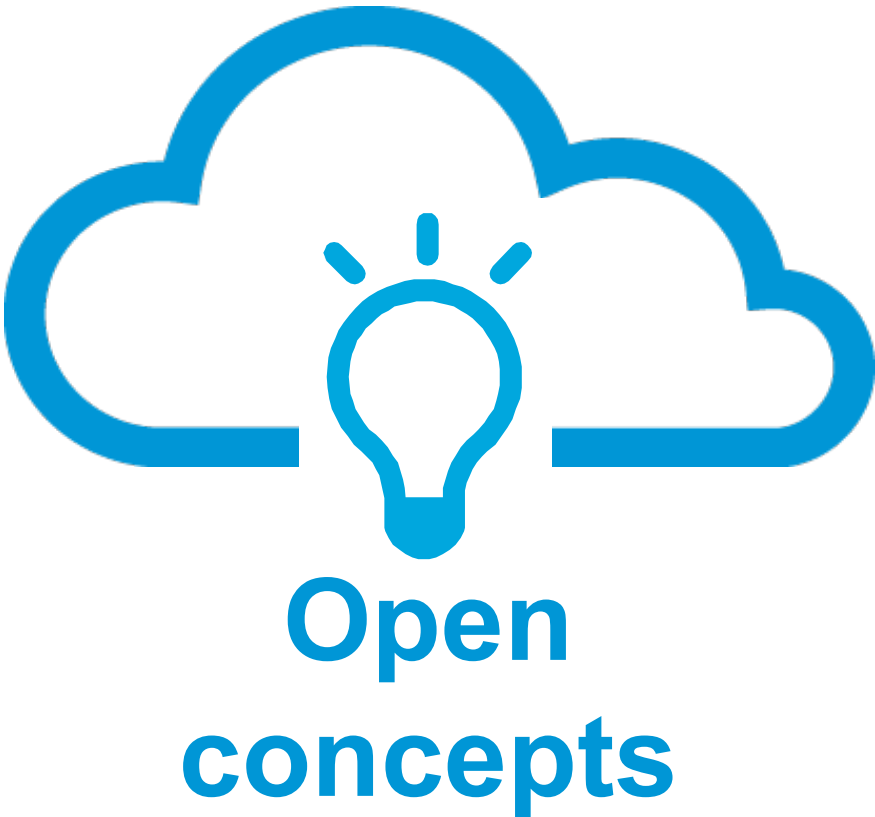Sr. Vice President and General Manager, HP Enterprise Group

New consumption models are driving changes in service delivery

The new reality

An App for Everything

Variable Demand

IT is a Direct Cost

New service imperative

Deliver On-demand Service

Leverage Open Technology

Lower Energy and Space Costs

Devices
30B devices

Applications
10M mobile apps

Users
8B people

Data
40 Trillion GB of Data

Change is constant

Business happens anywhere

Decisions must be rapid

Time to revenue is critical

Service Providers' desired business outcomes

Cost reduction

Operational efficiency and scale

Growth

Consistent customer SLAs

Time to market for new services

Flexibility

Open Infrastructure design principles

Open concepts

↗	**Hyperscale**	*Not* traditional architecture
❯	**Open design**	*Not* proprietary
⚙	**Basic features**	*Not* enterprise
📊	**Software resiliency**	*Not* hardware based
👤	**Grassroots**	*Not* vendor driven
API	**Open APIs**	*Not* custom integration

Vision: Innovation through collaboration

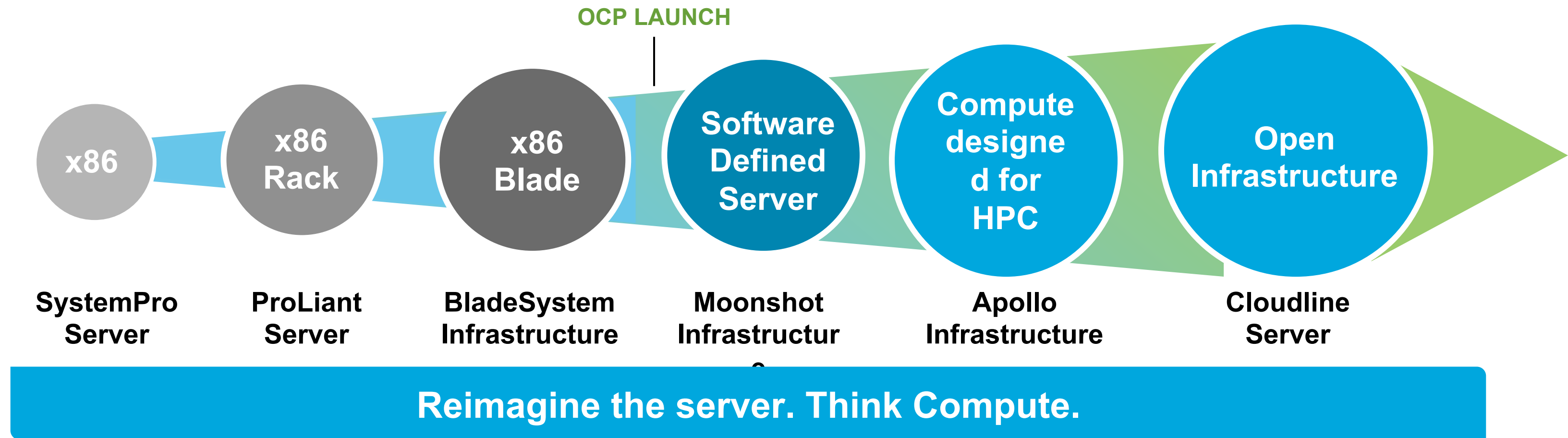Open Infrastructure for Business Model Innovation
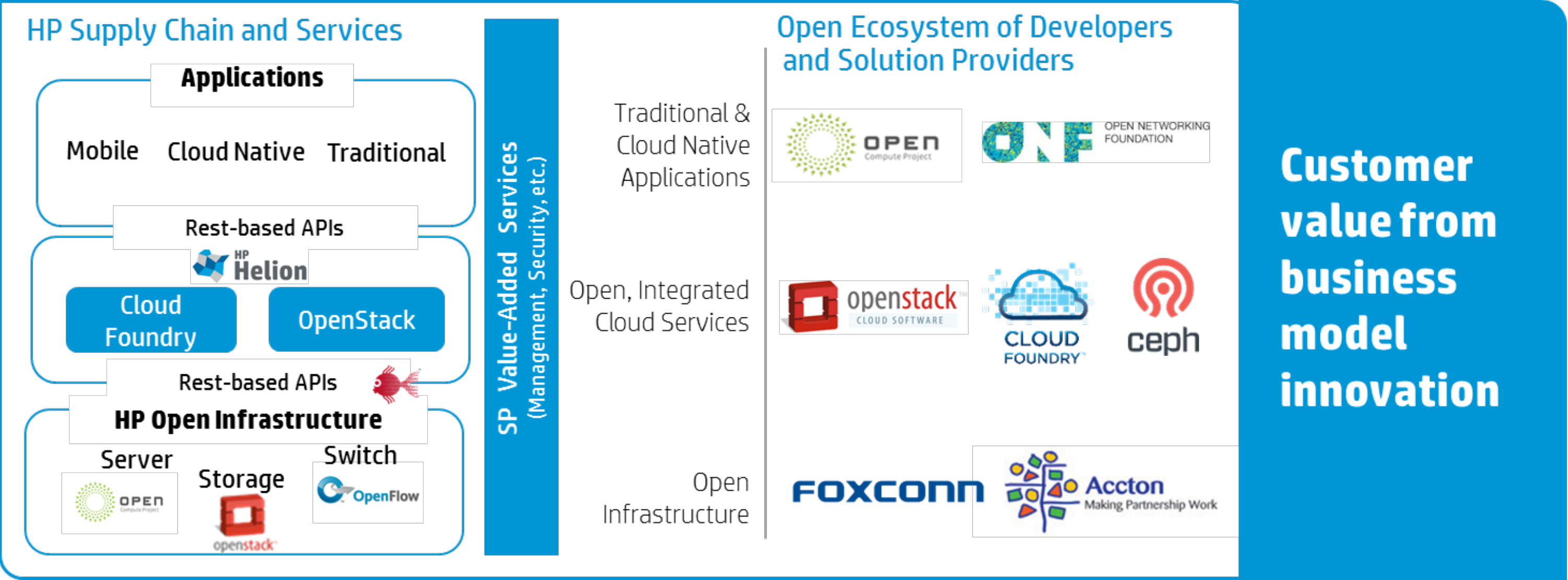
Broad portfolio of Open technologies including OCP specifications

KEYNOTE

History of HP Server innovations

HP Firsts! Technology to business model innovation

OCP LAUNCH

x86

x86 Rack

x86 Blade

Software Defined Server

Compute designed for HPC

Open Infrastructure

SystemPro Server

ProLiant Server

BladeSystem Infrastructure

Moonshot Infrastructure

Apollo Infrastructure

CloudLine Server

Reimagine the server. Think Compute.

Current Gold level OCP member with **goal of achieving Platinum** through contribution
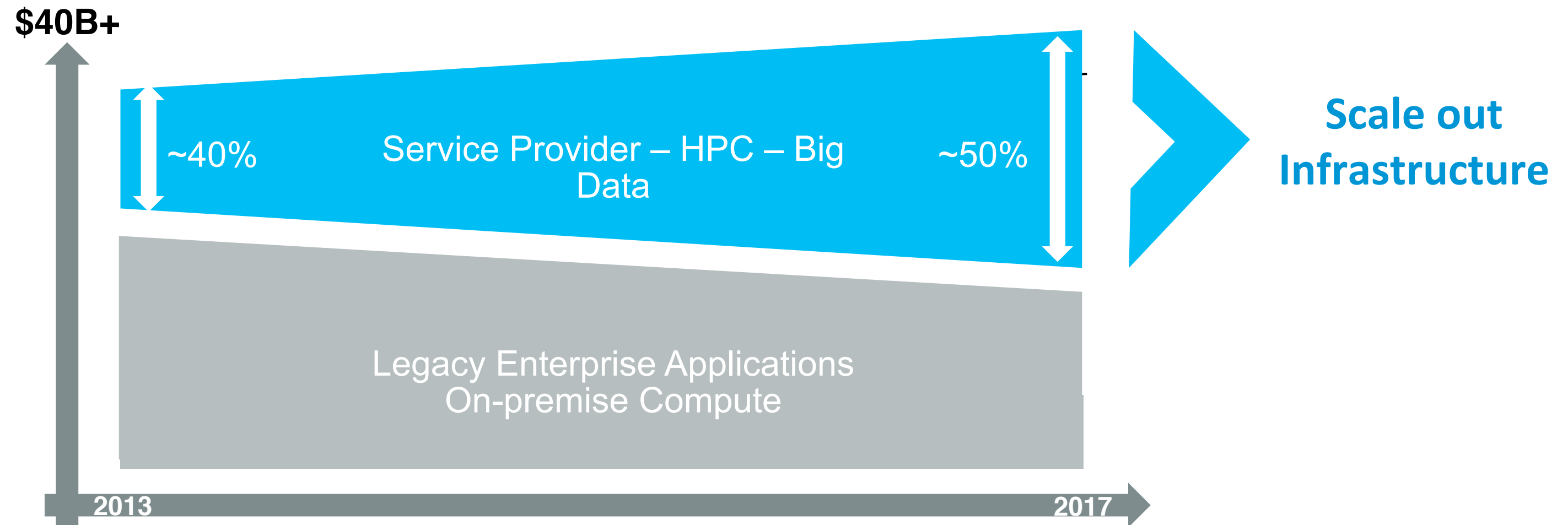
Alain Andreoli
Sr. Vice President and General Manager, HP Servers

Foo-Ming Fu
Sr. Vice President and General Manager, Foxconn Technology Group

Open Infrastructure Innovation is driving growth

Scale out Compute growing faster than the market – driving all-new architectures

$40B+

~40%

Service Provider – HPC – Big Data

~50%

Scale out Infrastructure

Legacy Enterprise Applications
On-premise Compute

2013

2017

Open Infrastructure dimensions

Open design

Purpose-built for cloud workloads

Density optimized

Packaging Density to reduce Data Center TCO at scale

Extreme scale IT drives new architectures

Extreme scale

Scalability for meeting Cloud Computing challenges

Cost focus

Supply Chain to acquire and service at the lowest cost

Delivering breakthrough efficiency at scale in distributed computing environments

HP and Foxconn Joint Venture - business innovation to deliver value

Proven global leadership in infrastructure for cloud service providers

HP & Foxconn combined Leadership:
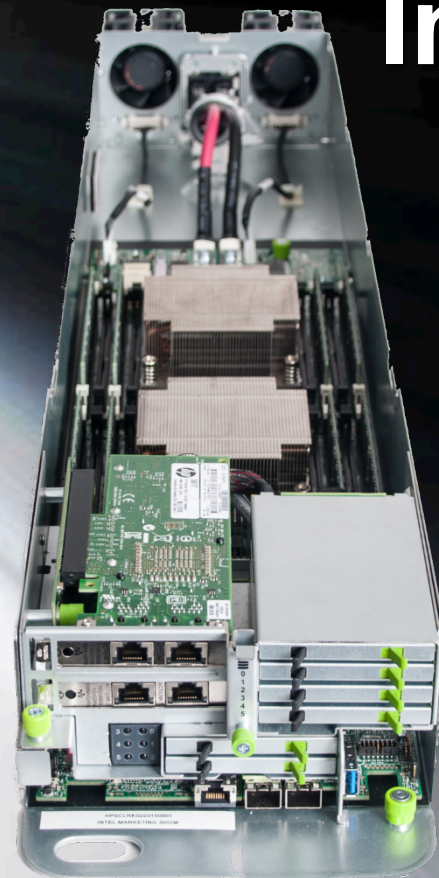
1+1 = 11 The trusted partner

- Cloud solutions designed for hyperscale workloads
- Global delivery at scale
- Global Sales, Service and Support
- Combined global supply chain capabilities of HP and Foxconn

Introducing…

KEYNOTE

Introducing...

HP Cloudline CL7100
For Open Rack

HP Cloudline CL7300
For Open Cloud Server

HP Cloudline CL1100

HP Cloudline CL2200

HP Cloudline CL2100

KEYNOTE

John Gromala
Senior Director, HP Hyperscale Server Product Management

Open Infrastructure for Cloud Services

HP Cloudline - open and cost-focused platforms for web scale

Rack scale systems
2H15

Full, rack scale platforms optimized for the **largest cloud datacenters** and built on **open industry standards**

OPEN Compute Project

Dense multinode servers
Future

Innovative, **density optimized platforms** for 2P, 1P and SoC designs to deliver superior efficiency and **lowest per node cost**

Bare iron rack servers
Now

New, lowest cost rack mount servers in the HP portfolio that are **cost optimized for large-scale deployments**

HP Support & Technical Services

KEYNOTE

HP Cloudline: Compute for Cloud Service Providers

Open Design and Cost Focused for Cloud Based Service delivery

Made for **Extreme Scale**

- Deliver at Scale
- Deploy at Scale
- Manage at Scale

Built on **Open Design** Principles

- Open Management Enablement
- Common Industry Firmware/ BIOS
- "Off-the-shelf" Vendor Commodities Support

Delivers **Cost Focused** Infrastructure

- Basic Hardware Features
- Software Resilient Workloads
- Optimized Supply Chain

INDUSTRY LEADING CAPABILITIES FOR CLOUD SERVICES

TRUSTED BRAND   **GLOBAL SUPPLY CHAIN DESIGN**   **OPTIMIZED SERVICES**   **CUSTOM**

BETTER BUSINESS OUTCOMES
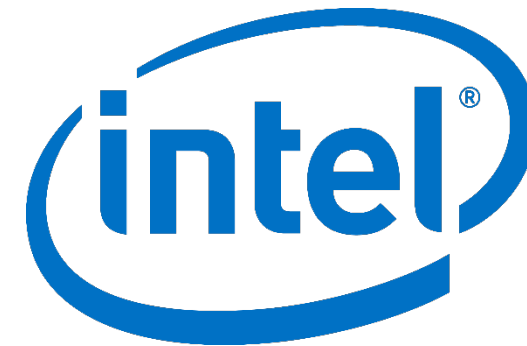
- Reduce Cloud service infrastructure cost
- Maximize Datacenter operations efficiency
- Increase Cloud service agility

HP Cloudline customers and partners……more to come

"This machine can actually provide us with **better management capabilities, more customization** possibilities, and a much **higher price-performance ratio**. We believe HP Cloudline is the best solution for our cloud implementation."

Tan Xiao Sheng
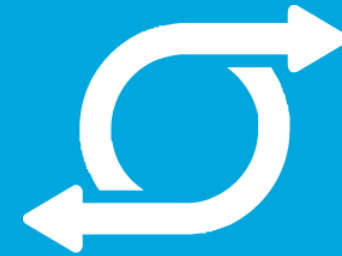Vice President and Chief Privacy Officer, Qihoo 360

Let's drive Open Infrastructure together
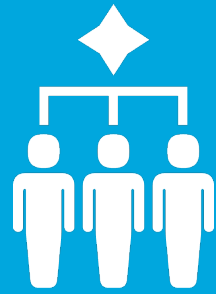
Collaborate

Contribute

Consume

Experience our product showcase. Visit us at Booth B3 in the main exhibit hall

Get more detail about Cloudline at our Expo Hall Keynote - Tomorrow at 12pm

Visit us online at hp.com/go/Cloudline

Share your comments on twitter @hyperscale #HPcloudline

KEYNOTE

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