



HP and Oracle alliance

Delivering comprehensive business solutions that drive company-wide adaptability

Turning the tides on change

If you were asked to define the primary challenge your organization faces day in and day out, year upon year, what would it be? Similar to countless companies worldwide, you would probably answer “managing change.” With “change” capable of taking a myriad of forms—mergers, acquisitions, consolidations, integrations, emerging technologies, mobility, security and so many more—how can you be sure your organization is moving along the right track toward business growth and enhanced competitive advantage?

The best way to ensure your long-term success is to work with industry experts who make it their business to put you on the right track—and keep you there—no matter what. And that’s where HP and Oracle® step in.

HP and Oracle – working together for you

To help you not only meet change, but also benefit from it, HP and Oracle provide innovative products and services that enable you to transform inflexible, costly and complex business solutions into an agile, cost-effective and easily managed infrastructure—one that remains always on and ready to deliver the services you need.

Twenty-five years of strategic partnership and 140,000 joint customers across all industries—from single-office companies to global enterprises—have afforded HP and Oracle the experience to deliver total solutions that solve your toughest business challenges. Working together as a collaborative team, HP and Oracle offer you:

- **Technology leadership** – industry-leading performance derived from market-leading products, tested stringently for interoperability
 - Strong executive alignment
 - 13 joint worldwide technology and competency centers
 - Price/performance and performance leadership
 - “Green” solutions reduce the carbon footprint



- **Breadth of portfolio** – the broadest selection of solution platforms and services across market segments and industries
 - HP servers, storage and print portfolio with Oracle portfolio of products
 - Better together – rapid response to business change with tightly integrated solutions using HP technologies with Oracle’s broad and deep software offerings
 - Optimized Oracle solutions for complete HP server and storage portfolios
 - Leading consulting services aimed at transforming customer technology environments to optimize business outcomes
- **Experience** – leading support from HP and Oracle Global Consulting
 - Best support for HP server platforms through Oracle’s robust, integrated software stack
 - HP has 25 years’ experience using and delivering Oracle solutions

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- **Commitment to openness** – HP and Oracle are equally committed to open industry standards
 - Common vision of easy interoperability and pure heterogeneous use of technology
 - Long-time contributors to industry-standard forums and associations
 - Open, industry standards-based products and solutions, rather than proprietary technologies
 - Multi-operating system support including UNIX®, Linux and Microsoft® Windows® servers, storage systems and management software from HP, tested in Oracle environments
- **Collaborative solutions** – HP and Oracle offerings have been optimized through joint programs
 - Joint services and engineering – enabling joint benchmarking, reference architectures, performance tuning and diagnostic tools; encompasses Oracle solutions and HP hardware and software products
 - Institutionalized automated design, sizing and configuration tools – based on customer, HP and Oracle best practices
 - Tight research and development, implementation and support collaboration – for optimizing Oracle software on HP platforms
- **Channel partner strategies** – strongest channel partners and systems integrators
 - Work collaboratively with HP to provide complete solutions that solve all challenges customers face with upgrading or implementing an Oracle environment

A program for every business need

No matter what your business-critical problem—infrastructure, applications, business intelligence, storage—you can count on HP and Oracle to provide the solution you need. When you implement one or more of these complete solutions, you can save money and reduce risk while meeting business challenges:

- **Applications Modernization Initiative (AMI)** – joint HP, Oracle and Intel® program that helps you identify specific applications/workloads that can be moved from legacy systems to open standards-based servers
- **HP Reference Architectures for Oracle** – recommended integrations (hardware, software and services) for deployment of Oracle solutions; represent the most frequently deployed and most successful HP configurations for Oracle
- **Adaptive Infrastructure with Oracle** – uses proven HP technology enablers to help you achieve the full potential of your Oracle environments, while ensuring availability and controlling administrative costs; flexible infrastructure serves you today while preparing you for tomorrow
- **Oracle Data Warehouse and Business Intelligence Suite** – the most comprehensive business intelligence platform available today; enables you to consolidate and optimize your business intelligence platforms, add new data marts as necessary, reallocate resources to meet demand, and more fully utilize hardware assets to reduce operating costs
- **SOA/Oracle Fusion Middleware** – part of the HP service-oriented architecture (SOA) portfolio, this comprehensive and hot-pluggable middleware software helps you extend IT value by automating business processes and integrating disparate data and applications as part of your new SOA

- **HP Storage with Oracle** – industry-leading, high-performance storage solutions with built-in management tools; provides full control over all your resources—system, network and storage—so infrastructure management is simplified, leading to increased productivity and lower storage maintenance costs
- **HP Software Solutions with Oracle** – formalize test-case modeling to reduce, rework and align your business processes with needs to improve the return on your investment; measure, operate and manage business-critical services to deliver the intended business results, while driving down the total cost of ownership
- **HP and Oracle applications** – broad range of business applications—including Oracle E-Business Suite, PeopleSoft Enterprise, JD Edwards EnterpriseOne, Siebel and Oracle Retail solutions—on an open, flexible, standards-based architecture; helps you achieve the highest level of performance and agility with a superior ownership experience
- **HP Consulting Services for Oracle** – deep industry experience, strong technical and consulting alliance; long history of successfully implementing Oracle Database, data warehouses, business intelligence, middleware, security, identity management and business applications (Oracle E-Business Suite, PeopleSoft, JD Edwards and Siebel) solutions worldwide

References and successes

Organizations of all types on all continents have discovered the power of HP and Oracle business solutions. From manufacturing to financial services to telecommunications and healthcare providers, organizations like yours know they can trust HP and Oracle to design and deliver solutions that will take them to the next level of success.

Here's what a few satisfied customers have to say about their joint HP and Oracle solutions:

- *"HP and Oracle provide mission-critical software, infrastructure and storage solutions that support our enterprise infrastructure. We have a scalable environment for both our current and long-term needs."*
Janet Hribar, IS Leader –
Enterprise Technology Services, Best Buy
- *"We make major IT decisions based on many factors. Starting with the value of our HP and Oracle relationships and adding the HP Pay-Per-Use utility computing option and HP Integrity Superdome power, we got everything we wanted. This enables us to 'scale right' as needed with this adaptive infrastructure—and match the power of our production Oracle Database platform with that of our backup system."*
Jim Thomas, Director of IT Operations,
Pella Corporation
- *"I became convinced that HP was committed to Nigeria and Africa over the long term, and HP Integrity servers could give us the performance we need 24x7. HP's relationships with Oracle and Global Technology Services (GTS) LLC were also determining factors. It is clear to me that HP has wonderful relationships with GTS and Oracle."*
Abiola Lawal, Chief Strategy and Planning Officer, Oando Group
- *"HP and Oracle technology have not only enabled us to reduce IT expenditures and automate and streamline business processes, which helps address compliance issues, but we can also quickly respond to customer needs and bring innovative products to market faster."*
Klaus Hackbarth, CIO and Deputy CEO,
Württembergische Gemeinde-Versicherung A.G

Focusing on today, preparing for the future

With the global marketplace changing at an unprecedented rate, your business solutions must resolve the challenges you face today, as well as help you prepare for the future. A comprehensive business solution from HP and Oracle will allow you to accomplish that goal in the following ways.

Accelerate business growth

- Respond quickly to change while improving quality of service and reducing costs
- Increase flexibility through the powerful combination of Oracle and HP technologies and services
- Increase profitability of core business and respond to new market opportunities
- Faster time-to-production with standardized and validated solutions
- Enhance business agility with solutions that offer virtualization and automation
- Provide tighter links between business and IT through application modernization
- Speed information delivery with integrated systems and a single database

Lower costs

- Architect, integrate and manage mixed IT environments, leveraging existing assets and improving return on your investment
- Pay as you grow, with standards-based building blocks
- Utilize pre-tested solutions and optimal resource utilization
- Receive more choices from two important SOA leaders, including end-to-end solutions and services
- Free existing IT staff from manual and costly efforts spent on implementations and upgrades with automated testing
- Reduce cost and maintenance cycles with open, easily available components

Mitigate risks

- Access data faster with higher integrity
- Optimize availability and service levels with architectures designed to scale right—scale up, scale out and back—to meet your unique needs
- Improve quality of service with efficient administration and greater responsiveness
- Mitigate migration risks while reducing operational expenses with “business aligned” quality management
- Eliminate guesswork when trying to identify the best platform for an Oracle deployment by using HP Reference Architectures
- Improve operational efficiency with advanced technology and best practices
- Count on a high-quality and consistent customer experience through award-winning, global customer support

Let's get started

Call your HP sales representative today to learn more about highly adaptable business solutions built on HP platforms and Oracle technologies. Discover how you can accelerate business growth, lower operating costs and mitigate risks by choosing proven, reliable solutions from business partners you can trust—HP and Oracle.

Resources

<http://www.hp.com/go/oracle>
<http://www.oracle.com>

To learn more, visit www.hp.com

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Technology for better business outcomes