

HP and Microsoft form \$250m Cloud Alliance

World's largest technology provider and world leading software vendor simplify technology environments with solutions built on the industry's most integrated technology stack

HP and Microsoft this week announced a three-year agreement to invest \$250 million to significantly simplify technology environments for businesses of all sizes. The companies plan to deliver new solutions that will do the following:

- Be built on a next-generation infrastructure-to-application model
- Advance cloud computing by speeding application implementation
- Eliminate complexities of IT management and automate existing manual processes to lower the overall costs

The agreement represents the industry's most comprehensive technology stack integration to date — from infrastructure to application, and is intended to substantially improve the customer experience for developing, deploying and managing IT environments.

HP and Microsoft will collaborate on an engineering road map for data management machines; converged, pre-packaged application solutions; comprehensive virtualisation offerings and integrated management tools. These dynamic IT solutions will provide the following:

Increased business efficiency responding to changing business requirements by seamlessly converging server, storage, network and application resources in a highly automated, self-managed environment.

Improved application performance, reliability and availability for some of the industry's top business applications including Microsoft Exchange Server and Microsoft SQL Server, by creating a deeply optimised "machine" environment consisting of pre-integrated server, storage, networking and application packages.

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Enhanced operations through integrated, interoperable virtualisation and management tools that allow technology environments to be automatically provisioned, managed and continuously self-tuned, whilst delivering power and performance optimisation.

Investment protection and low total cost of ownership enabling customers to deploy systems with confidence. Solutions are built on industry standards and designed to utilise existing data center investments, all managed through a common framework. This approach is designed to enable customers to integrate private or public cloud computing models as their business requires.

The new infrastructure-to-application model from HP and Microsoft will be delivered as integrated offerings for large, heterogeneous data center environments as well as through solutions designed for small and midsize businesses. Solutions are available immediately, with new offerings being introduced throughout the next three years. For more information call 01844 279199 or email contact@prolinx.co.uk.

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