



**HP Enterprise Technology &
Solutions Summit
For HP presales & HP Channel
Partners Certified Professionals**

**London
2 - 5 November 2010**



Event Objectives

The Enterprise Technology & Solutions Summit, to be held at Sofitel London Heathrow on November 2nd – 5th 2010, is the first stop of a series of 3 events organized by the HP ESSN Presales team in calendar year 2010. This new series of events is the continuation of the ETS initiative launched in May 2006.

The Enterprise Technology & Solutions Summit is a highly technical event incorporating for the first time a set of solutions session, with a focus on Cloud, TCO/ROI, Converged Infrastructure strategy, Solutions for SAP, Oracle, MS, SWD solutions (virtualization, consolidation), information management:

- Sessions will be delivered by members of the HP ESSN presales organization
- The whole HP ESSN portfolio will be covered, focusing on Value Business
- Demos, Labs and Hands-on sessions will be provided
- Audience will be composed of:
 - HP ESSN presales & HP Services employees
 - HP Channel Partners Certified Professionals

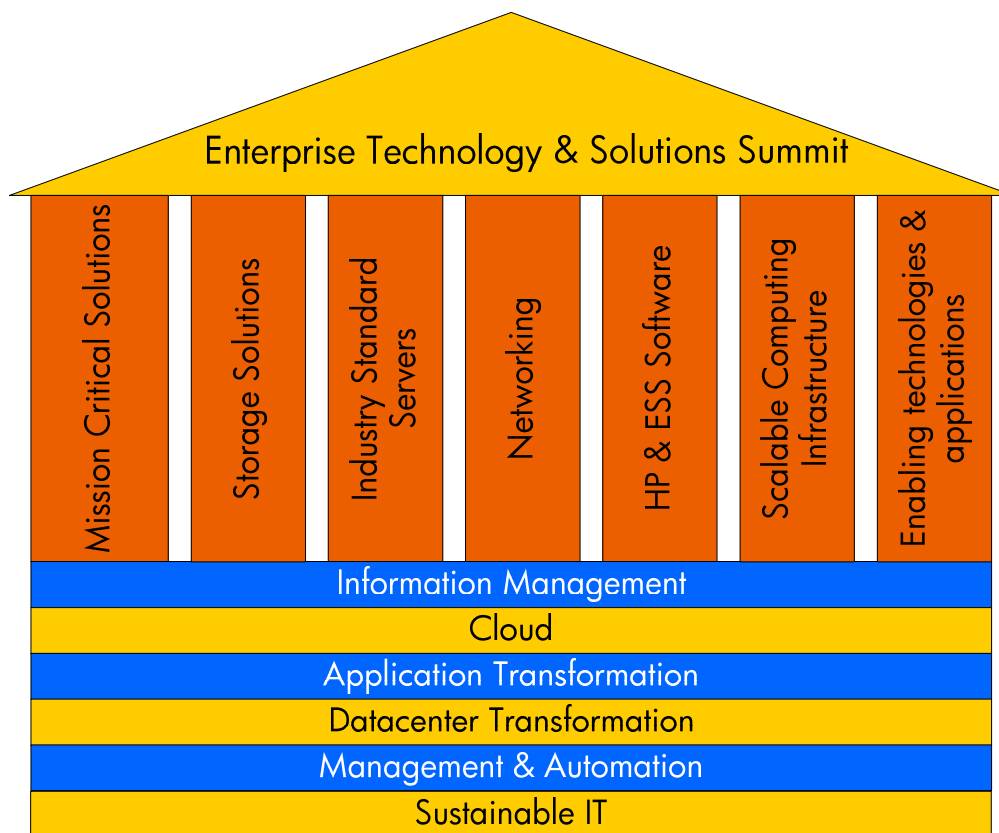
Our objectives for this event will be to:

- Provide you with a technical update on the whole HP ESSN portfolio
- Transfer an in-depth knowledge on your focus area
- Allow you to meet with your peers and become a full part of the HP ESSN technical ecosystem
- Allow you to replicate this content in your respective countries as required



Event Format

This event will be a multi-track event, aligned on Adaptive Infrastructure enablers and HP key IT initiatives, running in parallel and incorporating sessions from our various business groups as described below:



Each track will be composed of:

- Breakout sessions
- Lab or demo sessions

A total of 120 technological and solution sessions will be provided.

In addition:

- 1 keynote session will be delivered by ESSN top management (Channel Partners HP Certified Professionals)
- A selection of keynote and breakout sessions will be delivered by our sponsors, selected among the best in the industry
- You will have the opportunity to visit the WW presales suite where you will have the opportunity to attend presentations of a selection of some of the most useful presales tools such as Sales Builder for Windows, AIMM, Office Based Presales, Solution Demo Portal, Blade System Matrix/TCO, and collaboration tools.

Note: session booking tool will be available few weeks prior to the event and will allow you to select the sessions of your choice in advance, and to guarantee you a seat for these sessions.



Track description (subject to changes)

| Track | Content headlines |
|--------------------------|--|
| Storage Solutions | <p>Solutions</p> <ul style="list-style-type: none">- SWD<ul style="list-style-type: none">o Exchange 2010: Re-thinking the Tiered Storage modelo Transforming enterprise communication with messaging solutions from HP based on Exchange 2010o Client Virtualisation, Virtual desktop etc. Will it ever reach reality?o Dealing with Digital Landfillo Client Virtualization Reference Architectures Overviewo Data Reduction and Capacity Optimisation - where, when and how?o When and how to build your De-Duplication caseo 3PAR solutions- Industry<ul style="list-style-type: none">o HP StorageWorks Virtualization For SAP <p>Technology</p> <ul style="list-style-type: none">- HP Software<ul style="list-style-type: none">o SRM – Heterogeneous Storage Resource Management using Storage Essentials – Product Overview- ISS / SCI<ul style="list-style-type: none">o Scale out data storage solutions in high performance computing environments- SWD<ul style="list-style-type: none">o NetApp competitiveo X9000 Workshopo Low cost storage solutions and case scenarios for the SMB market; DAS & NAS & P2000o SWD Storage Strategy & Roadmap Overview, Storage Industry Directionso Storage solutions for Microsoft Exchange 2010: Migration and green-field deploymentso HP StorageWorks P4000 SAN Solutions: Updates and futureo All you need to know about HP StoreOnce and deduplication |
| Sustainable IT | <p>Solutions</p> <ul style="list-style-type: none">- ISS / SCI<ul style="list-style-type: none">o Creating a Performance Optimized Datacenter Solution |



| | |
|-------------------|--|
| Networking | Solutions <ul style="list-style-type: none">- ISB<ul style="list-style-type: none">o Virtual Connect for HP Flex Fabric - build your Converged Infrastructure today- Networking<ul style="list-style-type: none">o FCoE with HP Networkingo Data Centre and CI design with HPN productso HPN Portfolio |
| | Technology <ul style="list-style-type: none">- Networking<ul style="list-style-type: none">o IRF and Flex Fabric |

| | |
|-----------------------------------|--|
| Mission Critical Solutions | Solutions <ul style="list-style-type: none">- BCS<ul style="list-style-type: none">o Running SAP on DB2o Large scale Integrity based Oracle data warehouse solutionso Superdome 2 |
| | Technology <ul style="list-style-type: none">- BCS<ul style="list-style-type: none">o HP-UX containers - PA-RISC Migration made easyo OpenVMSo Migration from Solaris Zones to HP-UX SRP- Industry<ul style="list-style-type: none">o Oracle 11gR2 on HP-UX High Availability Update |



| | |
|---------------------------------|---|
| Cloud | Solutions <ul style="list-style-type: none">- Industry<ul style="list-style-type: none">o BladeSystem Matrix for shared services and private cloud Oracle use cases- BCS<ul style="list-style-type: none">o HP BladeSystem Matrix for Integrity Blades- Solution Portfolio Win team<ul style="list-style-type: none">o Recommended IT infrastructure design for Cloud Deploymentso Live cloud stack demos available at EMEA Cloud Demo Center |
| | Technology <ul style="list-style-type: none">- BCS<ul style="list-style-type: none">o HP BladeSystem Matrix for Integrity Blades hands-on lab- SWD<ul style="list-style-type: none">o CLOUD 3PAR solutions continued |
| Industry Standard Server | Solutions <ul style="list-style-type: none">- ISB<ul style="list-style-type: none">o Understanding the IBM blade portfolio and beating IBM with HP BladeSystemo Understanding the Dell blade portfolio and beating Dell with HP BladeSystem- ISS / SCI<ul style="list-style-type: none">o An introduction to High Performance Computing - Solutions overview and players |



| | |
|-------------------------------|---|
| Information Management | <p>Solutions</p> <ul style="list-style-type: none">- Industry<ul style="list-style-type: none">o Leveraging the scalability and performance advantages of SQL/Windows Server on the new HP high-end ProLiant DL980o Information Management – In Memory Computing with HP and SAP – HANAo HP solutions for Microsoft SharePoint 2010 – Reference architectures, best practices and guidelineso HP/Microsoft Fast Track Data Warehouse real world experience- ISB<ul style="list-style-type: none">o Virtualisation on HP's ProLiant and BladeSystem in a Linux Environmento Understanding the Cisco UCS portfolio and beating Cisco with HP BladeSystemo HP BladeSystem roadmap and futureo Blade matrix competition- ISS / SCI<ul style="list-style-type: none">o Reacting to Change - HP Data Centre Environmental Edge and HP Data Centre Power Controlo Make your HP Virtual connect and your Cisco network infrastructure working togethero X9000 update and solution architectures (use case examples)o HP Cloud Service Automation for BladeSystem Matrix- Solution Portfolio Win team<ul style="list-style-type: none">o Competing against CISCO and IBM on building blocks |
| | <p>Technology</p> <ul style="list-style-type: none">- ISB<ul style="list-style-type: none">o Converged Networking, the theory and the practice, Standards and Virtual Connect FlexFabric- ISS / SCI<ul style="list-style-type: none">o High Performance Computing scale-out solutions with HP BladeSystem, scalable servers Update & Roadmaps - New platforms and componentso Realise the future in scale-out computing with the HP Scalable Computing line - Update, roadmap and competitiono Power efficiency from G7 to the data centre rack and rowo Intelligent Power Topology- HP Software<ul style="list-style-type: none">o How to protect Microsoft Office SharePoint Servers and their documents with HP Data Protector |



| | |
|------------------------------------|--|
| Management & Automation | Solutions <ul style="list-style-type: none">- BCS<ul style="list-style-type: none">o HP CLW 3.0 update |
| | Technology <ul style="list-style-type: none">- BCS<ul style="list-style-type: none">o HP CLW 3.0 and Continuous Monitoring and Auditing for SAPo Capacity advisor lab- ISB<ul style="list-style-type: none">o Systems Insight Manager Enrichment: Improve your Converged Infrastructure Effectiveness by an intensive use of your HP SIM server- SWD<ul style="list-style-type: none">o Ease-of-management comes to the high-end - Introduction to NextGen XP managemento How to effectively demo Command View EVA / SVSPo Configuring a P2000 FC/iSCSI combo systemo Disk Based Backup competitive overview and VLS/D2D Best Practice Informationo HP H-series SAN products and router based online data migrationo Product update of HP Storage Works Enterprise Library and Secure Key Managero Configuring a P2000 FC/iSCSI combo system |

| | |
|--|---|
| Non-Stop (NED)* *: independent track, per invitation only. This track will run in parallel of the other sessions. | Solutions <ul style="list-style-type: none">- Consulting Skills (4hrs)<ul style="list-style-type: none">o Working with organizations & customerso Setting Terms of Referenceo Objection handlingo Creating winning proposalso Working with implementation projects- Solution Design (10hrs)<ul style="list-style-type: none">o Identifying business requirementso Solution design methodology & case studyo Understanding 'Availability' & case studyo Designing solutions for high availabilityo Database designo Sizing methods & case study- Business Solutions (4hrs)<ul style="list-style-type: none">o Cost-benefit analysis & case studyo Industry sectors & solutionso Migration strategies |
|--|---|



| | |
|-----------------------|--|
| Virtualization | Solutions <ul style="list-style-type: none">- Industry<ul style="list-style-type: none">o Benefits of MS Hyper-V on HP Matrix solution over Cisco's VBlocko Virtualization – Virtualization for SAP and Accounting in Virtualized Environments based on SAPS – Metero Live Migration and disaster recovery for Hyper-V with HP EVA and CLX |
| | Technology <ul style="list-style-type: none">- BCS<ul style="list-style-type: none">o HP Integrity Virtual Machine 4.2 Updateo HPVM 4.2 Labo DL980, KVM & Red Hat cluster suiteo- Industry<ul style="list-style-type: none">o Oracle in Virtualized Environment supported on HP- ISB<ul style="list-style-type: none">o BladeSystem Matrix, Insight Dynamics with infrastructure orchestration: what's newo Hands-on Workshop: Setup of a Virtual Desktop Infrastructure- ISS / SCI<ul style="list-style-type: none">o Insight Software 6.2 – The life blood of HP Converged Infrastructure- SWD<ul style="list-style-type: none">o Architecture & sizing of Nextgen XPo NextGen XP in the storage cloudo HP StorageWorks SAN Virtualization Services Platform Updateo HP StorageWorks Enterprise Virtual Array Product and Solutions Updateo HP StorageWorks Arrays and VMware vStorage – vStorage overview and HP SWD vStorage updateo Architecting storage environments in Client Virtualization projectso HP StorageWorks P4000 SAN Solution Hands-on Lab |



| | |
|-----------------------------------|--|
| Data Center Transformation | Solutions <ul style="list-style-type: none">- BCS<ul style="list-style-type: none">o BCS First Innovate workshop- Industry<ul style="list-style-type: none">o Data Center Transformation – Converged Infrastructure Solution for the Finance Industry- Networking<ul style="list-style-type: none">o How to secure your data centre and apps- Solution Portfolio Win team<ul style="list-style-type: none">o HP Cloud Reference Architecture and Datacenter Lifecycles |
| | Technology <ul style="list-style-type: none">- Industry<ul style="list-style-type: none">o What's new with Oracle 11gR2 on HP?- ISB<ul style="list-style-type: none">o Integrating next generation datacenters with HP Infrastructure Orchestrationo Hands-on Workshop: BladeSystem Matrix - Insight Dynamics Infrastructure Orchestration |

| | |
|-----------------------------------|---|
| Application transformation | Solutions <ul style="list-style-type: none">- Industry<ul style="list-style-type: none">o Realising the current and future of the highly scalable enterprise data warehouse with HP and Microsofto How to compete with Oracle Exadata (title to be changed) |
| | Technology <ul style="list-style-type: none">- Industry<ul style="list-style-type: none">o Oracle sizing workshop for database, data warehouse and E.business suite |



Agenda (preliminary - timing subject to changes)

HP internal audience: the event will start on Tuesday, November 2nd at 3:45 pm. It will officially end on Friday, November 5th 2010.

HP channel partners Certified Professionals: the event will start on Tuesday, November 2nd at 2:30 pm and will end on Friday, November 5th.

Day 1

**Tuesday
November, 2nd**

| Start | End | |
|-------|-------|--|
| 8:00 | | Registration opens |
| 14:30 | 15:30 | ETSS Kick-Off for HP Channel Partners |
| 15:30 | 15:45 | Break |
| 15:45 | 16:45 | ETSS Welcome & Sponsor session (ALL) |
| 17:00 | 18:00 | Multi track Presales & CP Partner demo/break out/lab sessions #1 |
| 18:10 | 19:10 | Multi track Presales & CP Partner demo/break out/lab sessions #2 |
| 19:15 | 19:30 | Wrap up session |
| 19:30 | | ETS S Welcome Reception |

Day 2

**Wednesday
November, 3rd**

| Start | End | |
|--------------|-------|--|
| 8:00 | | Registration opens |
| 8:15 | 9:15 | Demo/break out/lab sessions #3 |
| 9:25 | 10:25 | Demo/break out/lab sessions #4 |
| 10:25 | 10:55 | Break |
| 10:55 | 11:55 | Sponsor demo/break out/lab sessions #5 |
| 12:05 | 13:05 | Demo/break out/lab sessions #6 |
| 13:05 | 14:05 | Lunch |
| 14:05 | 15:05 | Demo/break out/lab sessions #7 |
| 15:15 | 16:15 | Demo/break out/lab sessions #8 |
| 16:15 | 16:45 | Break |
| 16:45 | 17:45 | Demo/break out/lab sessions #9 |
| 17:55 | 18:55 | Demo/break out/lab sessions #10 |
| Free evening | | |



Day 3
HP Channel Partners and HP Presales

Thursday
November, 4th

| Start | End | |
|-------|-------|--|
| 8:00 | | Registration opens |
| 8:30 | 9:30 | Demo/break out/lab sessions #11 |
| 9:40 | 10:40 | Sponsor demo/break out/lab sessions #12 |
| 10:40 | 11:10 | Break |
| 11:10 | 12:00 | Sponsor Keynote |
| 12:00 | 13:00 | Lunch |
| 13:00 | 14:00 | Demo/break out/lab sessions #13 |
| 14:10 | 15:10 | Demo/break out/lab sessions #14 |
| 15:10 | 15:40 | Break |
| 15:40 | 16:40 | Demo/break out/lab sessions #15 |
| 16:50 | 17:50 | Demo/break out/lab sessions #16 |
| 18:00 | 18:10 | Wrap Up session with passport draw and presales suite draw |
| 19:30 | 23:00 | ETSS Gala Dinner |

Day 4
HP Channel Partners and HP Presales

Friday
November, 5th

| Start | End | |
|-------|-------|---------------------------------|
| 8:00 | | Registration opens |
| 8:15 | 9:15 | Demo/break out/lab sessions #17 |
| 9:25 | 10:25 | Demo/break out/lab sessions #18 |
| 10:25 | 10:55 | Break |
| 10:55 | 11:55 | Demo/break out/lab sessions #19 |
| 12:05 | 13:05 | Demo/break out/lab sessions #20 |
| 13:15 | 13:25 | Closing session |
| 13:25 | 14:25 | Grab and Go Lunch, Departure |