

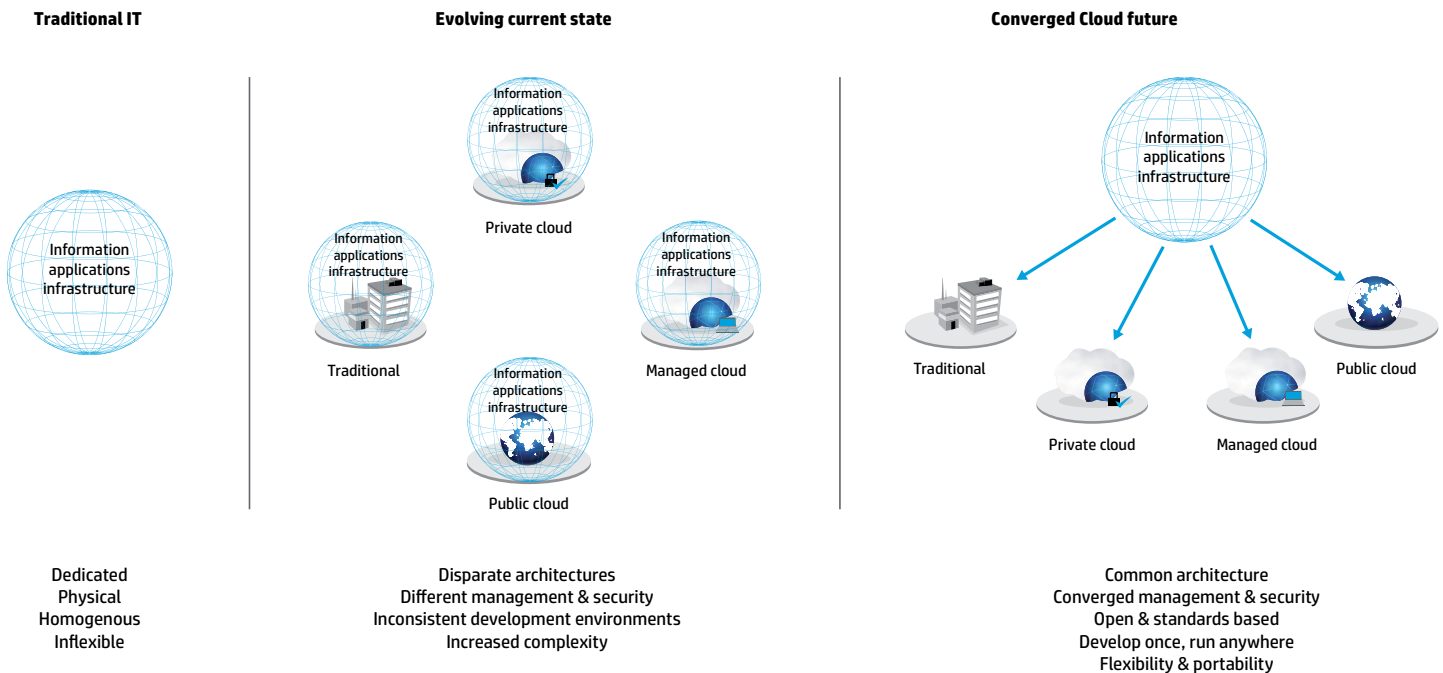
Brochure

# Master your cloud from planning to delivery

HP Converged Cloud Consulting Services



**Figure 1. Evolution to HP Converged Cloud**



## Promise of converged cloud

Cloud computing radically changes the way infrastructure, applications, and information are sourced and consumed through highly scalable and elastic technology-enabled services on a pay-per-use basis. Today, mature organizations are moving beyond basic investigation towards cloud adaption for revenue growth and competitive advantage. HP believes organizations may need to implement a hybrid delivery strategy that can leverage cloud services as part of their IT delivery and consumption strategy.

HP can help deliver these promises by leading organizations on a pragmatic journey to the cloud and hybrid delivery. We can help organizations understand the implications of the technology aspects of your strategy and also identify the people and process elements. Our approach is called the converged cloud, which provides unconstrained access to IT resources that organizations require to fulfill their objectives. HP Converged Cloud provides access to infrastructure anywhere, applications anywhere, and information anywhere.

At HP, our experts help you understand all aspects of the cloud models, analyze your current state, plan for the future, and help you design and build your cloud solution—starting with your specific needs and questions such as:

- How do we cloud-enable existing data centers?

- How do we transition existing applications to the cloud and take advantage of its benefits?
- How do we ensure that organizational compliance and data security are maintained?
- Will my organization, people, and processes adapt cloud type model?

## Steps and of planning and building converged clouds

### Planning for converged cloud

At the very start of your cloud project it is important to have a well-understood strategy, objective analysis, and detailed plan at hand before embarking on a pure technology implementation. Cloud computing impacts your organization, business model, and processes. It is not just another technology. Also, planning ensures early business alignment that is critical for your service description, catalog design, security requirements, and business operations. Without understanding your current state, cost/benefits of cloud adaption and optimum future service delivery strategy (public, private cloud, and traditional models), it becomes very difficult to architect, design, and implement the solution that meets your requirements.

1. HP Converged Cloud Workshop—Quickly mobilize teams, understand cloud success factors
2. HP Cloud Future State Service—Define future state and optimum delivery model (cloud and traditional)
3. HP Cloud Gap Analysis—Assess your current state, identify gaps between current and future state, and develop detailed master project plan
4. HP Cloud Business Case Service—Develop detailed business plan and/or business case
5. HP Cloud Workload Analysis Service—Analyze workloads and categorize for different delivery models

## Gain a holistic view of the cloud

### HP Converged Cloud Workshop

Through the workshop, we help you gain clarity on converged cloud concepts, identify the cloud initiatives that can work for your business and subsequently draw actionable steps. During the one to two-day workshop, senior HP consultants use highly visual displays to share what they have learned from their vast experience in an interactive session with you. This facilitates faster decision making and cross-team collaboration for cloud-based solutions. Topics discussed during the workshop include cloud concepts and architecture, the transformation journey, the cloud service family, cloud economics, cloud infrastructure and facilities, applications and information, security and availability, governance and organization, and the cloud roadmap.

## Define the future and choose the optimum operations model

### HP Converged Cloud Future State Definition Service

In today's fast-paced business environment, there is little time to determine which service delivery model such as private, public, managed cloud, traditional IT model outsourcing, returns the greatest business value to your organization. The Cloud Future State Definition Service helps organizations shorten what might otherwise be a lengthy, technology-focused research exercise and refocus on the business decision. Using our stakeholder-based methodology, the service facilitates a business-of-IT discussion, with the technology and architecture discussion featured as a supporting theme. The Cloud Future State Definition Service benefits an enterprise by:

- Defining high-level future state solution, benefits, architecture based on future business model



- Developing a plan for a future, optimum delivery model specific to your organization
- Estimating the required effort, priorities leveraging HP's unique IT service transformation approach

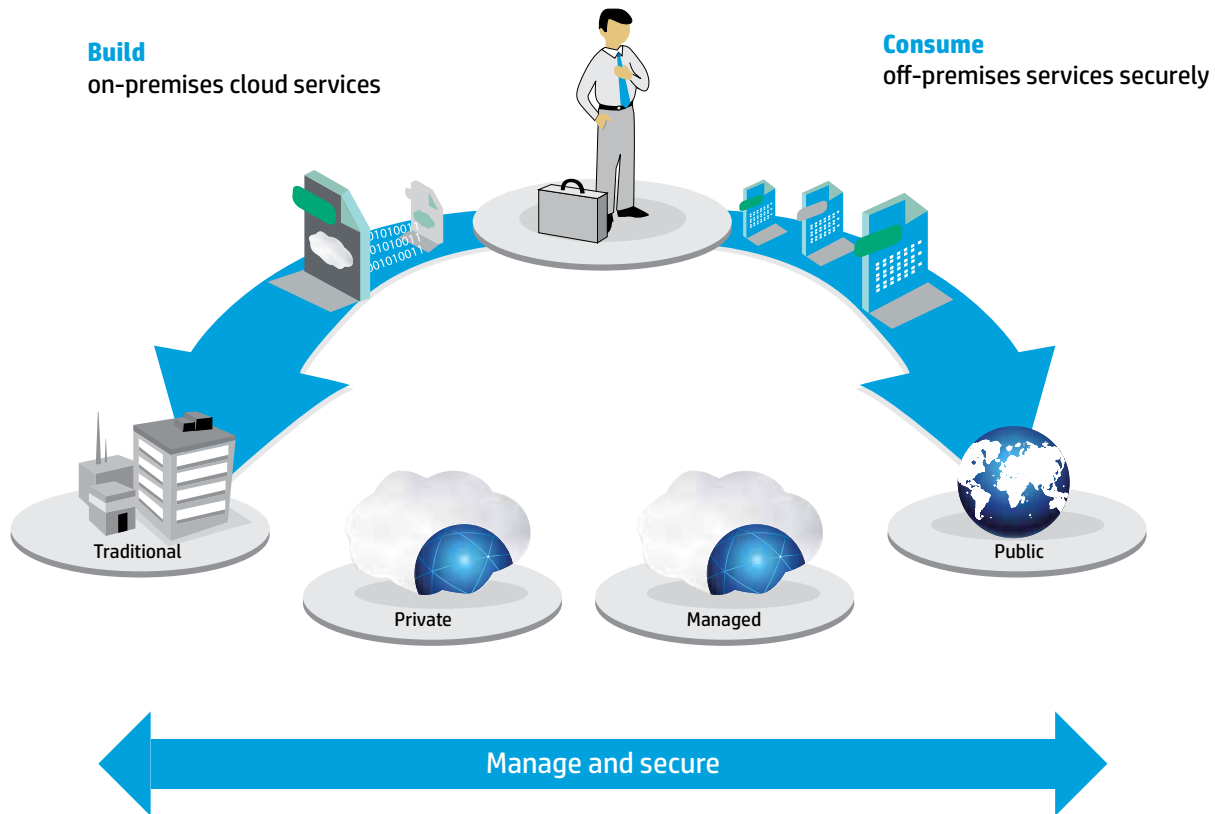
## Assess your current state against future model and build the detailed project plan

### HP Cloud Gap Analysis Service

After you have decided on the optimum operational and future state model, HP Cloud Gap Analysis Service helps you undertake current-state analysis, gap analysis, and program planning by leveraging the HP Cloud Transformation Planning tool. With the help of this automated analysis and planning tool, HP experts provide a speedy and extensive staffing model, strategic planning report, and a set of project briefs with descriptions. You get both the gap analysis and a comprehensive roadmap of projects with timeliness and milestones filling your readiness gap. Organization's cloud readiness is analyzed across technical infrastructure, service management, service portfolio, governance, processes, culture, and staff. With HP Cloud Gap Analysis Service you

- Don't miss any important activity that needs to be scoped
- Identify project interdependencies
- Prioritize projects, organize your teams
- Start execution knowing your next steps, dependencies, and risks

**Figure 2.** “Services Anywhere” with hybrid delivery



## Make the right choice based on a financial model

### HP Cloud Business Case Development Service

In this era of economic pressures and uncertainties CFOs are asking for information that goes beyond what can be calculated via a typical spreadsheet or the ROI calculators available on the Web today. For cloud computing, financial modeling and comparisons become even more important because investment decisions go beyond technology procurement or technology project decisions. Typical questions financial analysis or business planning can answer include:

- Should we build our own private cloud or source it externally from a public cloud provider?
- How much will our organization save by purchasing technology as a service in 3 years?
- Will it be more cost effective to source my CRM or database services from an outsourcer or public cloud provider?

HP Cloud Business Case Service helps organizations develop a detailed business plan as cloud service provider, and develop business case for cloud service consumer that include cash flow, ROI analysis. With the service you can:

- Get faster buy-in from your CFO and business stakeholders
- Understand cost and benefits of cloud adaption before making any major investment

- Develop and test alternative scenarios to see impact of different business and technology choices

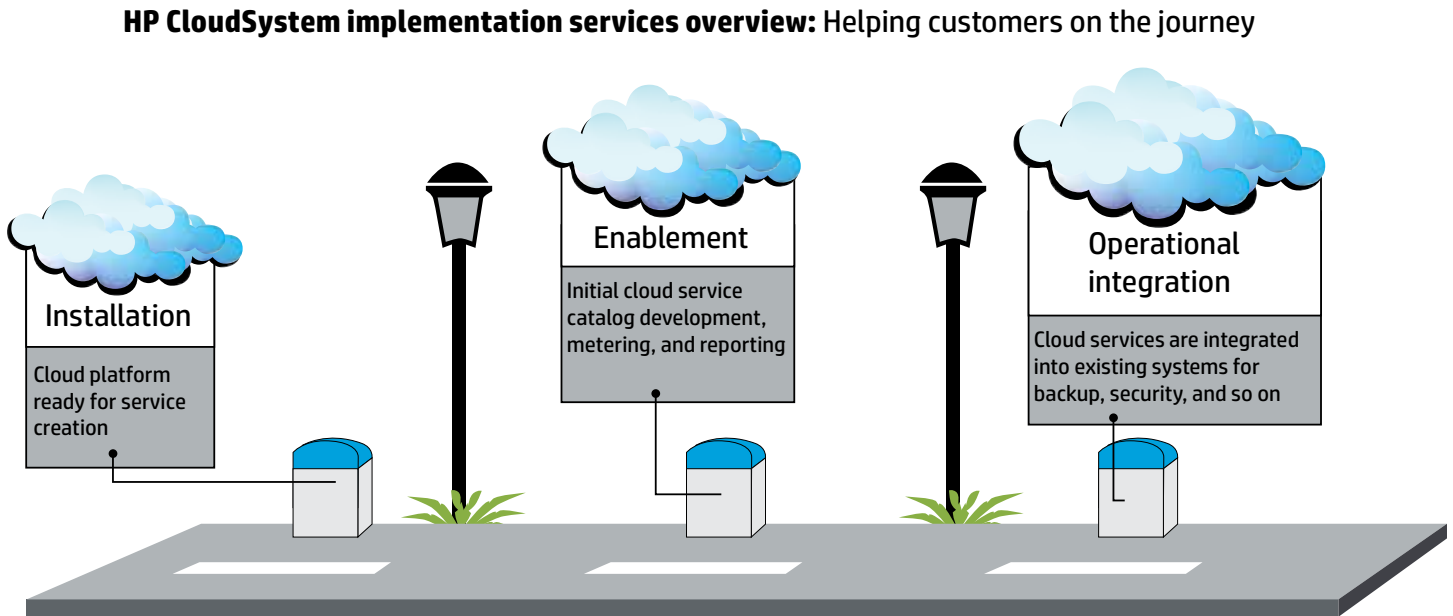
## Profile your applications and workloads

### HP Cloud Workload Analysis Service

This service analyzes the enterprise's complement of workloads to determine the best fit within the hybrid delivery model. The goal is to analyze application characteristics to ascertain whether they can be appropriately consolidated onto shared compute resources while assisting customers with the best combination of workloads for different environments. In addition to the resource usage footprint, the workload analysis service looks at four key service hosting attributes including:

- Operational requirements such as functionality, ability to customize, and time to service
- Financial hosting costs, such as capital and operational cost models, transfer in and transfer out costs, migration in and migration out costs, and cost of downtime
- Technical service requirements, including security assessment, service-level agreements, availability, continuity, and regulatory requirements.
- Organizational impact, including control and transparency, change and upgrade policies, governance, and so on

**Figure 3.** HP CloudSystem Enablement Services



## Meet your service needs today while planning for tomorrow

### HP Cloud Design Service

The most critical limitation to the business value potential of the cloud is poor infrastructure design—one that does not reflect strategic intent. HP Cloud Design Service takes a structured, proven approach to designing and deploying scalable, cloud-based infrastructures that smoothly evolve from your virtualization, automation, and data center designs. In addition, by using HP Reference Model for Cloud, our design principles enable your cloud infrastructure to support a hybrid sourcing model that includes private and public cloud options.

You can take advantage of what we've learned from designing some of the most demanding cloud environments for organizations globally, across industries—including public sector, financial services, and network services. By using HP Cloud Design Service, you can:

- **Address all important elements needed to offer a cloud service:** The HP Reference Architecture for the cloud acts as a common framework for all cloud engagements and accommodates different go-to-market plans, technologies, software stacks and cloud service needs.
- **Shorten “time to delivery” and mitigate risks:** We provide a detailed design blueprint, bill of materials, and implementation plan that take into account the people, process, technology, cost, and workload migration aspects. In addition, we interpret IT Infrastructure Library version 3 best practices to determine which processes are common among cloud services and which need to be implemented individually.
- **Use existing HP and non-HP technology investments:** We provide heterogeneous and highly repeatable design principles as well as objective recommendations. These enable smooth integration of HP Converged Infrastructure technologies, HP software, and third-party products into your overall cloud infrastructure design.



## Protect your data and cloud investments as well as enable compliance

### HP Cloud Protection Services

Organizations need to define additional security controls required to protect information assets migrated to Infrastructure as a service (IaaS), Platform as a service (PaaS), or Software as a service (SaaS) cloud environments, to ascertain that IT risk framework is extended into cloud computing model and design. Current investments in security need to be maintained while complying with industry regulations without impacting performance and availability. HP Cloud Protection Services provide additional security content and capability for HP Converged Cloud Workshop, Roadmap, and Design Services while defining and building specific security controls for HP CloudSystem, VMware, and Microsoft® virtualization environments. HP consultants analyze discreet HP CloudSystem components (server, storage, and network) for infrastructure layer hardening of CloudSystem components. Importantly, HP takes a holistic people, process, and technology approach to cloud security leveraging HP Cloud Protection Reference Architecture. This architecture enables structured and comprehensive security discussions with various internal stakeholders by covering cloud security from different viewpoints—including business, functional, technical and implementation. In addition, HP offers comprehensive security consulting services, technologies, and software assurance solutions (HP Fortify, ArcSight, and TippingPoint) enabling cloud protection.

## Accelerate your time to market

### HP CloudSystem Enablement Services

HP offers predefined, prescoped, standardized, time bound set of short-term consulting, integration, implementation type services that help organizations build their first, enterprise-level or service

provider-level HP CloudSystem-based cloud solutions so that they can offer IaaS, SaaS, and PaaS to their customers. These enablement services accelerate time to market towards building consumption-ready cloud services. The scope of the Enablement Service can be extended or modified towards a more custom service with predefined options, highly recommended value added services.

### HP CloudSystem Matrix Enablement Service

If you just need IaaS delivered as a private cloud, you'll be perfectly well served by the self-contained, easily deployable private cloud of HP CloudSystem Matrix. This Service also helps organizations quickly and affordably test and offer their first private cloud compute services on HP CloudSystem Matrix. HP CloudSystem Matrix Enablement Service provides planning and service definition, cloud service library implementation with up to four compute IaaS instance types, usage metering and reporting implementation, and CloudSystem implementation including CSA for Matrix integration.

### HP CloudSystem Enterprise Enablement Service

HP CloudSystem Enterprise Enablement Service helps you quickly implement IaaS or PaaS through development of a hybrid delivery cloud strategy, integration of CloudSystem Enterprise into your environment and development of a service catalog with customized services leveraging HP Cloud Maps. HP CloudSystem Enterprise Enablement Service provides a service capability that helps you develop your operational hybrid cloud solution.

## Private cloud in 30 days

With HP CloudStart, you won't have to wait—After HP CloudSystem Matrix is installed and configured, HP CloudSystem Matrix Enablement Service, extended with value added services can get you a starter private cloud solution in less than 30 days. This is a fixed scope, predefined packaging including hardware software and services, which mimics public cloud service functionality within the security of your data center. As an end user, you can:

- Request a compute service from a number of predefined choices and prices
- Have the service provided immediately from a portal
- Scale or cancel the service easily

## HP CloudSystem Service Provider Enablement Service

The service helps service providers develop service provider strategy and capabilities for applications and networks so that they can start offering public cloud services to their customers through customizable HP Application Aggregation portal. The Enablement Service also helps implement bursting capabilities to support user requirements for service providers with complete integration, with the billing system, and service provider portal.

HP also offers:

- Application Transformation to Cloud Consulting Services—modernize or port each application to service-oriented architecture and cloud from traditional application development environments.
- HP Cloud Solution Financing: This offer bundles all CloudSystem components—hardware, software and services—into a single lease & finance agreement
- HP Education Services: Offers comprehensive cloud curriculum, one-day cloud simulation and staff training on partner and HP cloud technologies
- HP Datacenter Care: With flexible, personalized, and integrated support options deploy, operate and evolve your data center and private cloud solution on the journey to converged cloud

## Master your own cloud working with HP consultants because:

- Cloud is not just about technology—Delivering technology as a service opens new opportunity and challenges that can only be addressed through holistic people, process, and technology approach. HP cloud consultants with business and technology skills bring years of experience in some of the most relevant domains including enterprise architecture, “shared services” type organizational models, service management, governance, program, and change management. Getting started with HP Converged Cloud Workshop saves you days or even months by enabling the much-needed business-IT alignment and faster decision making.
- Cloud computing is evolving—Accessing best practices and global knowledge base of HP cloud community helps you mitigate any project risks around changing scope due to evolving cloud computing model and technologies. Apart from the tools used



during the project delivery, intellectual property and innovative models put your mind at ease by speeding up the planning, analysis, and design process. HP Cloud Capability Model, HP Cloud Roadmap Planning Tool, and HP Cloud Reference Architecture are just a few of these.

- Practical cloud experience counts—Over the years, HP has executed hundreds of complex and global virtualization and cloud projects for network service providers, banks, and public sector organizations. Choose a partner who understands what it takes to execute a hybrid cloud strategy with service catalog, service tracking, billing, service integration, service security, and operation.
- Faster time to market matters for your private cloud—If your business users are bypassing IT organization and getting public cloud services in minutes then you cannot afford to wait for months to see how your internal private cloud works. You can get started with HP CloudStart.

## Global citizenship at HP

At HP, global citizenship is our commitment to hold ourselves to high standards of integrity, contribution, and accountability in balancing our business goals with our impact on society and the planet. To learn more, visit [hp.com/hpinfo/globalcitizenship](http://hp.com/hpinfo/globalcitizenship), and for information about the HP Eco Solutions program, go to [hp.com/ecosolutions](http://hp.com/ecosolutions).



## Technology with a human touch

In a world where everything has to be “always on,” it’s crucial to have complete command over your technology environment. You need a trusted advisor who understands where your business should go and the technology decisions you need to make to get there. Combining technology intelligence and know-how with business intelligence, our service professionals have been helping organizations across the globe meet their evolving needs. They can do the same for you.

It’s about real partnership. Our consultants and support experts can work with you to transform IT, converge infrastructure, and keep technology running.

Connect with our service experts to explore ways to do more with your technology investments; visit [hp.com/go/tsconnect/](http://hp.com/go/tsconnect/).

### Take the first step toward defining your cloud future

To learn more, visit [hp.com/services/cloud](http://hp.com/services/cloud).

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