hp business continuity solutions

build business agility
business agility: the ability to swiftly and easily accommodate – even anticipate – change to benefit the enterprise

business continuity solutions

HP Business Continuity Solutions consist of products and services from HP and its partners, engineered to help you build business agility quickly. This guide for senior IT executives describes how the enterprise improves business agility by deploying continuous, highly available, and secure solutions.

This is one of a suite of guides that describe the benefits HP solutions offer your company, and illustrate successes other companies have achieved through their collaboration with HP.

Other guides in the series describe benefits from IT consolidation, on demand solutions, enterprise integration, and management solutions as well as the complete portfolio of HP Adaptive Infrastructure and Management Solutions.
business continuity solutions because your business runs on IT

the journey to adaptive enterprise is a business imperative

In today’s business environment, change is the norm. The path to your business goals is seldom marked, and never direct. Success in this world demands agility and resilience, and relies on an adaptive enterprise. An adaptive enterprise tightens integration and synchronization between IT resources and business processes while delivering a level of interoperability that supports the requirements for a new infrastructure ecosystem. An adaptive enterprise deploys virtualized resources as services in response to business process requirements. It scales or redeploy resources quickly and efficiently as the business requires, in a single department or across the entire enterprise.
a confident step, an attainable goal

Continuous, secure operations are both a milestone and a destination. To adapt effectively to change in the business environment, the infrastructure itself must deliver services continuously, secure against attack and threat.

But continuous, secure operations are more than a step toward somewhere else: they are a destination of their own. It is time to begin the journey toward an infrastructure that can serve as a dependable foundation for your business today, and the engine of quick, smooth adaptation to business requirements in an unpredictable future.
Businesses are as different as the challenges they face. Your path to continuous, highly-available operations depends on the frequency, range and severity of the threats that stand in your way:

**frequency** – “Everyday” lapses in continuity – like those due to system maintenance – sap IT resources, employee morale, customer patience and shareholder value. Each interruption may do little damage alone, but the cumulative loss is profound.

**range** – Distributed operations may be capable of withstanding local damage, yet remain vulnerable to even mild degradation in communications networks, as from denial-of-service attacks.

**severity** – Rare and often concentrated, “nightmare” threats – natural and human catastrophes – can extinguish a business, yet are the most difficult to predict, and require the broadest range of countermeasures.

Businesses build cultures of business continuity by planning, then overcoming everyday threats and obstacles, until continuity becomes a way of doing business. Never complete, the process cycles through analysis, building, integration, management and evolution. With every turn, your business becomes more secure, efficient and agile in its response to both challenge and opportunity. Continuity applies throughout your business, to mission-critical data, applications and databases, systems and networks, sites and people.

**it will take you as far as you need to go**

Business continuity is not an isolated destination. Even your first steps will bring you toward a broader, more integrated operational vision. And efficiencies will only improve as employees move together toward common objectives.

As you go, the path will get easier. Protecting and organizing information systems helps you pick up speed – moving ahead with new sophistication and efficiency. Your systems will become not just safer, but easier to use and manage – for employees, partners and customers.

No destination is final, but the journey toward continuous operations brings its own practical, measurable rewards along the way. And with every step, your business grows more resilient, more agile and better prepared to take advantage of the next business change.
point of departure

What business can claim to be secure against the threats, large and small, that populate today’s markets? Yet what business has the resources for an absolute defense against them?

The journey to continuity starts from the challenges of today’s business environment. Customer expectations and competitive pressures are driving businesses to higher levels of efficiency, in an economy that has grown harsh and unpredictable.

These pressures create immediate, compelling demands on IT departments to reduce management costs and ramp up service levels. Against this urgent backdrop, continuity goals may seem distant: when tight budgets pit today’s costs against tomorrow’s threats, tomorrow can come up short.

Continuity solutions that focus only on the most severe, least predictable threats may draw IT’s attention toward long-term investments with uncertain returns. No matter how attractive, some of these measures will simply be out of reach in today’s business environment. So paradoxically, fixation on disasters may delay effective but smaller-scale continuity improvements.

a path forward

These delays are unnecessary. There is little to be gained from putting off the journey, and a compelling case for getting it under way:

• The cumulative effect of mild but frequent and widespread interruptions and threats is a significant present cost to your business.

• Preparation and planning are inexpensive, and bring immediate, substantial direct benefits.

• The path to continuity delivers important correlated benefits, with quick, measurable returns.

• Business continuity is not a massive “all-or-none” program but a precisely scalable set of solutions.

• Businesses benefit most from an approach that identifies and prioritizes genuine needs and then tailors the solution to meet those prioritized requirements.

• Even the most severe threats may be addressed through a combination of approaches rather than a narrowly focused single measure.

other journeys

The customer stories in this guide review journeys other companies have taken with HP. Each is different, reflecting the experience of a company with unique resources, constraints and goals. None will be an exact fit for your company, but each reveals a problem, an approach, and a solution. And each shows the quality of results you’ll enjoy when you work with HP to build your company’s adaptive enterprise.
**HP NonStop® at the New York Stock Exchange**

By the late 90s, the New York Stock Exchange was processing transactions involving one billion shares per day. By the end of 2002, however, that number was projected to be around 1.4 billion. With nearly 99 percent of its orders processed electronically, the Exchange clearly needed to expand its systems—without a significant disruption in operations.

The Exchange takes great pride in its reputation as the centerpiece of the world’s financial markets, and many of the reasons for that status—virtually flawless transaction, communication and record-keeping services—rely on HP servers. An interruption of regular operations, in order to upgrade, was out of the question.

Information technology for the NYSE is handled by its subsidiary, the Securities Industry Automation Corporation (SIAC). HP has worked with SIAC for 22 years to provide the NYSE with servers solutions. In this case, SIAC and HP recommended upgrading from the HP NonStop Himalaya K-series servers to the S-series. The Exchange’s message handling capacity would increase from 600 to 2,000 messages per second, which would translate to the seven billion shares per day transacted target.

But most importantly, the upgrade was completely transparent. Despite significant differences in architecture between the K- and S-series servers, the transition was accomplished without even compiling any code—the new servers were started up with the exact same object programs that were on the old ones.

In addition to meeting the objectives laid out at the beginning—upgrading without disruption and a seven billion shares per day transaction capacity—the HP NonStop servers also provide the NYSE with 99.999% reliability and fault tolerance, which means a piece might break, but the overall system remains operational. And increasing capacity in the future will be simple because of the linear scalability of HP processors, up to a theoretical limit of 4,000 processors.

With HP NonStop technology, the NYSE is able to keep pace with the rapid growth of trading volume, confident that it can continue to be the dependable leader of world markets.
planning and preparation for your journey

Generally, in business continuity discussions, disasters get the lion’s share of attention. However, you are statistically much more likely to find your infrastructure beset by a variety of small but significant risks such as hacking, software errors, human error, hardware faults and the like. Therefore, the greatest benefits, and the clearest returns on your investment, will come from planning first for these hazards. Small, careful initial planning steps make your organization risk-aware, and train it to prevent and respond to everyday threats.

HP is a world leader in transforming business cultures to harness their power. Use our experience to help you get started. HP can help assess your capacity to prevent, withstand and recover from threats of any frequency, range and severity. Whether the destination is near, based on your current operational model, or represents a far-reaching re-engineering of your business, carefully planned journeys are the most rewarding.
hp’s planning process

HP’s planning process provides for continuous adaptation of IT infrastructure to the business environment it supports. Consider the value that HP brings your business throughout the cycle of solution development:

**analysis**

HP gap analysis and recommendations deliver a clear-eyed understanding of current and likely future threats. Whether you need a quantitative analysis of specific business impacts or a general diagnosis of your organization’s readiness, HP has the right mix of tools to address realistic threats within realistic budgets.

HP’s business continuity workshops and training programs bring your team and HP’s together with a common terminology, methodology and approach to your journey. More than just a training exercise, the workshop raises your organization’s awareness of and sensitivity to the threats it faces. This awareness alone improves preparedness, as your employees’ “eyes on the street” become sharper at detecting internal and external threats, and the business culture moves toward rapid adaptation, threat neutralization and nonstop operation.

**design**

Building an itinerary starts with your goals. What do agility and continuity mean for your business? How do these goals translate into reliable, measurable business results? With HP, you’ll develop an overall strategy with clear, specific objectives to guard against threats and recover from interruptions in every infrastructure component, in every business function.

Strategy flows smoothly into design, as business goals are translated into precise objectives for recovery level and time, and recovery objectives are realized as business processes, infrastructure blueprints and technology selections.

As with analysis, HP recognizes the dependence of the design phase on employee involvement: no top-down or outside-in program can really protect your business. Through a unique series of continuity plan rehearsals and reviews, your continuity plan will be built into your organization from the inside out simultaneously building your nonstop infrastructure, and a nonstop business culture.

**build**

HP is unique among infrastructure providers in offering a full range of solutions for an adaptive resilient architecture at any scale. From ProLiant Windows and Novell environments, through clustered AlphaSserver environments, mission-critical HP/UX and Linux systems to NonStop servers for the ultimate in data and transaction integrity, HP can build, implement or integrate solutions to meet any need. HP storage offers automated, zero-downtime backup for HP disk arrays for completely background, non-disruptive storage solutions.

But more than world-class hardware and software, HP’s open approach to solutions gives you complete flexibility in managing your data center upgrade. HP’s experts can help you design, build or integrate, staff and equip your facility, offering a single point of accountability and total project management if it fits your requirements. Clients who prefer other management solutions will find HP’s unique approach to partnering fits any preference. Longstanding working relationships with key systems integrators, independent third-party hardware and software providers and customers assures that the path you choose is the path you follow.

**integrate**

“Green field” solutions are practically unknown in today’s business environment. Almost every solution needs to integrate legacy computing environments, databases and other software. Often, legacy integration forms the bulk of the task. Far too often “legacy inertia” results in a failed or compromised solution. HP, the leader in integrating and managing heterogeneous solutions, has the resources, experience and motivation to assure the success of your mixed environment.

**manage**

HP offers a full range of management solutions for your continuous infrastructure, from OpenView Management Software through HP Serviceguard software for mission-critical applications. HP Business Continuity Services can take on any part of solution management, with a full range of computing and storage services, up to office recovery, asset-protection and mission-critical services.

**evolve**

Every destination is another journey’s origin. As your business builds efficiency, expertise and capacity on the path to resilient operation, new opportunities will fall within your grasp. Count on HP to help you recognize and secure them.
security — Any plan for business continuity must address information security. Unauthorized access, change or denial of access to business data all present special challenges to planning and protection. Unique among business threats, outside attacks on information security are seldom localized, and damage severity directly correlates to its range. Worse, critical business data often involve confidential information about customers or partners. As a result, the threat to reputation and goodwill and legal liability drive information security to the top of the planning agenda.

HP understands that, like continuity, security is not a technology but a way of business. Whether your organization is concentrated in a few locations or spread throughout the world, HP can help organize your IT infrastructure and your business to protect business-critical data from the full range of external and internal threats arrayed against it.

Mobilizing every employee for the security vanguard is a first and vital step toward a secure infrastructure, and a unique HP strength. HP’s employee portals and other business-to-employee solutions have proven themselves in the front lines of HP’s own information security programs, and are an integral part of the solutions we offer our customers.

continuity and recovery planning — The central tool of traditional business continuity approaches, continuity and recovery planning, has lost none of its relevance today. Costs of business downtime grow every year. HP understands your need to put people and processes in place to enable a quick recovery from any interruption, with key operations intact and on the road to full operations. And HP understands the need to balance this requirement against the absolutes of today’s business environment.

Balance requires a logical, pragmatic look at your business requirements, identifying key processes and establishing recovery objectives for each. Wherever you start your journey, HP specialists will use proven methodologies to help you develop appropriate levels of protection and redundancy, first to minimize your exposure, and then to minimize the impact should the threat be realized.

high availability technologies — As your business moves across the continuum towards higher availability needs, your tolerance for any downtime decreases. At the point where no downtime can be tolerated, you will need to invest the most in support partnerships to keep your IT environment available. This means you can reduce costs through improved availability and higher service levels. Operational costs can improve because HP experts are often able to perform tasks more quickly than internal IT staff. And your staff’s effectiveness is increased, because they are now free to focus on issues other than availability, and because HP is able to transfer our skills and knowledge to them.
start where you are

Your starting point is wherever you are today: the current state of your infrastructure planning, security procedures, business continuity plans and progress toward continuous operations. Perhaps defining that starting point is a major undertaking in itself. No matter. HP has the resources to help from any point of departure, whatever your recovery-time and recovery-point objectives. They include assessment and planning tools to get you underway and experience to design and build, through technical assistance and support to put the finishing touches on a balanced in-house/outsourced nonstop computing solution.

Here are some of the places your journey may take you:

data continuity – Together with your employees, your data are your business. Most plans place the security, protection, recovery and ultimately continuity of their data as the first stop on the journey.

application and database continuity – Real-time businesses require real-time IT. And every business today has some critical, real-time processes that demand nonstop service.

system and network continuity – IT managers think about servers, storage and networks so other managers can think of business processes, information and communications. The right IT elements help you make the connection.

data center, office and facility backup – In the face of a full-scale disaster, you’ll need a smooth transfer to secondary facilities, and a clear path back. The right plan and partner turn a disaster into a detour instead of a dead end.

business continuity and on demand solutions – On Demand Solutions serve adaptability and continuity goals with equal efficiency. Your IT resources are optimized to keep your business continuous. As you approach your destination, step up to first class.
under way with data continuity

Once they have provided for the physical safety of their personnel, most organizations see security, protection and recovery of key business data as their first step toward continuous operation.

IT departments approach the goal of data recovery and continuity with a range of solutions, chosen according to their overall continuity and cost objectives. Steps range from routine, preventive data backup and mirroring through highly disaster-tolerant solutions involving remote replication and clustering.

data protection solutions – From the desktop to the enterprise, data continuity begins with replication, backup and archive procedures that protect business information without compromising business efficiency. Technology is effective when it supports these procedures continuously, and invisibly. Effective data protection uses highly-available, fault-tolerant disk storage solutions, often backed by tape libraries for automated protection that balances performance with economy.

But the realities of today’s business, and tomorrow’s, require more. Data protection solutions must be scalable to adapt to even sudden growth or change, virtualized to deliver full utilization across heterogeneous storage elements, and managed and controlled to meet continuity targets all the way to zero-downtime backup and instant recovery.
flexible recovery options at Mitsubishi Chemical America

Mitsubishi Chemical America, Inc., commonly known as MCA, is a wholly-owned subsidiary of Mitsubishi Chemical Corporation, a leading global chemical company headquartered in Tokyo, Japan.

MCA's Information Technology Service Center (ITSC) provides IT related services to not only Mitsubishi Chemical America, but all the U.S. subsidiaries of the Mitsubishi Chemical group. Hideo “Harry” Fukasawa, Director of Information Technology explained, “The ITSC provides services to over 2400 employees. These services include our mission-critical enterprise resource planning system, SAP, together with the email and network monitoring applications.”

“We looked at the alternatives for disaster recovery plans,” noted Fukasawa. “The first option was to establish totally redundant systems in another data center location. The second was to activate some sort of disaster recovery center where one contracts with another company to provide the services in their own data center. Finally we considered some programs to recover the servers onsite. We ended up selecting HP because it provided a highly flexible and comprehensive solution at a more competitive price.”

“They constructed a plan that offered us both an onsite recovery service and use of the HP disaster recovery data center if onsite recovery was not possible,” explained Fukasawa. “This flexibility was a real plus for us. Having a well documented, detailed recovery plan is critical to our success both at rehearsals and in disaster situations.”

“Our contract entitles us to go through disaster recovery rehearsals,” noted Fukasawa. “We are able to use the HP disaster recovery data center for up to one week per year for our rehearsal.

The ITSC staff went to HP’s disaster recovery data center and loaded up their back-up tapes. “HP had everything we needed there and helped us get up and running,” commented Fukasawa. “Should a disaster strike and we suffer a total loss of our data center we now know that with HP Business Recovery Services we can be operational on our mission-critical systems, with the key users, in a 24 hour period.”

He continued, “Better yet, if our own data center is not a total loss, HP will deliver onsite recovery services and will expedite replacement of complete servers. HP can ship the servers straight off the front of their production line, plus they will provide some onsite consulting to get us operational again.”
board the express: application and database continuity

Real-time businesses such as airlines, exchanges, brokerage firms, hospitals, telecommunication network operators, banks and every Web-based business, require continuity of operations. What’s more, any business may include real-time operations, for which revenue, brand image, market valuation, regulatory compliance and contractual responsibilities may hinge on uninterrupted transaction capability and data support.

Even “batch-oriented” businesses or functions may include some processes such as e-mail or call center that must remain operational through any business interruption.

Application and database continuity is well along the route toward continuous operations. This leg of the journey begins with careful analysis to set continuity objectives.

critical processes and applications – Which of your business processes must remain available, no matter what? Stock transactions, emergency calling services, funds transfers, customer support? A solution that stays up to support your critical processes while the rest of your business recovers is an invaluable asset. Applications deployed on continuous-by-design reference architectures, or using mixed in-house/outsourced continuity solutions, deliver continuity where it counts, and help take the panic out of recovery operations.

critical databases – Databases underlying multiple business processes have demanding recovery-time and recovery-point objectives. These objectives can best be met using specialized reference configurations developed jointly by infrastructure and database providers. These solutions combine high availability, data integrity, flexibility and scalability and, because they are purpose-built solutions, even reduce database administration costs.
applications continuity at Gevity HR

Gevity HR, headquartered in Bradenton, Florida, is one of the largest HR outsourcing providers in the United States, with over 40 branch offices located across the country. Key locations include Atlanta, Dallas, New York and San Francisco. Clients include small- to medium-sized companies with 10 through 1000+ employees. In 2001, with almost 8,000 small business clients, Gevity HR processed approximately 5 million payroll checks, handled more than 2 million phone calls and processed over 2.5 million e-mail and fax transactions.

“High availability is a ‘must-have’ for Gevity HR,” observed Lisa Harris, Gevity HR’s Senior Vice President and Chief Information Officer. “One of the most important things is we can NEVER be down. If our applications are down, we can’t deliver payroll and therefore we have no business and no customers! HP Serviceguard and Oracle’s Internet computing architecture allows us to automatically drop to another HP high-availability server. We need that security.”

As an added layer of protection, Gevity HR has a mix of HP Personalized System Support (PSS) and Critical System Support (CSS) across all its servers providing both proactive and reactive support services including the deployment of the High Availability Observatory (HAO) monitoring software. “The fact that HP and Oracle have a strong relationship means that when we do have a problem, and we’re not quite sure if it’s a hardware problem or a software problem, both companies work together and as a result we get really good customer service response,” said Harris.

In addition to running HAO, Gevity HR is one of the first customers to be running HP’s next-generation remote systems monitoring and diagnostic solution called HP Instant Support Enterprise Edition (ISEE). The company has deployed it to monitor the 14 HP-UX servers at one time. “It’s a perfect fit for us because it’s designed for servers that are in production 7x24,” explained Janet Fichter, UNIX Administrator for Gevity HR. “Any time a hardware event is detected by ISEE the event report is routed to a hub server, which HP is constantly monitoring. Upon receipt of an event report, HP can immediately run diagnostic tools to help resolve the problem.”

“We’ve already had some good experiences where ISEE detected a possible problem. In one case, a failed primary root disk was detected and I was notified by HP engineers immediately,” noted Fichter. “We were able to resolve the issue in a very short timeframe and in a controlled manner. While the detection of a problem doesn’t always avoid system downtime, it does give us the flexibility to plan the downtime and avoid catastrophic unplanned downtime. We have an uptime goal of 99.999% and ISEE helps to minimize unplanned downtime and related impacts to our business.”
system and network continuity: making connections

Business progress depends on computing, information and communications. The individual requirements of servers, storage and networks only get in the way. But connecting end-users and IT services transparently requires careful infrastructure planning by IT management. And the demands of continuous, secure business operations require infrastructure elements with continuity designed in.

clusters – High-availability, disaster-tolerant server solutions typically involve clustering to eliminate single points of failure. When clustered, nodes are geographically separate, one node can take over from another in response to a local disaster. Clusters are essential elements of many high-availability solutions, although they cannot deliver business continuity on their own. When used with cluster-aware applications and deployed in carefully-orchestrated recovery and failback programs, clusters deliver their full potential in a continuity solution.

networks – Networks, by nature distributed, are the weak links in many continuity plans. With effective continuity solutions that include consolidation and virtualization of IT resources, however, exposures are reduced dramatically. Key network connections disappear inside the fabric of the data center. Those that remain outside are designed for high capacity, redundancy and intrusion-protection throughout their span and are managed in synchrony with the resources they connect.

disaster-tolerant solutions – Many businesses protect key information by creating real-time online copies of business-critical data at multiple locations. In addition to keeping backup data fully and automatically up to date, these solutions eliminate the need for an offsite data vault, since remote-site archiving accomplishes this function.

Disaster tolerance, on the other hand, takes high availability to its ultimate state. High availability clustered environments eliminate all single points of failure in a local system. By extending this capability over a distance one can eliminate the final single point of failure for the entire IT infrastructure, the loss of the primary data center itself.

If disaster-tolerant technologies and services are not desired core competencies for your organization, you may choose to build a data continuity solution that integrates your own assets and skills with those of an experienced partner. This can improve the efficiency and quality of planning, implementation and management, moving you closer to your business continuity goals.
safe passage: protecting the data center, offices and facilities

Everyday business interruptions are limited in range and severity. However, no responsible business continuity plan omits response to and recovery from catastrophes that can incapacitate a data center, a critical facility or an entire region.

data center recovery – Preparing for a disaster that renders your data center inoperable requires backup technologies, processes and people, fully-prepared and ready to step in on a moment’s notice. A smooth transition requires a secondary infrastructure that replicates your mission-critical platforms, and includes remote data replication, transparent failover and reroutable networks. Most of all, however, a smooth transition requires meticulous planning. Advance collaboration and rehearsal with skilled availability experts helps assure that nothing is overlooked in protecting your mission-critical operations.

office/facility recovery – Depending on your business model, critical office-based processes may include call centers, order-entry departments and trading floors. Regardless of IT availability, you are not “back in business” until these operations are up and running. Fixed office recovery centers, well-distributed around the world, allow recovery even after major disasters. Fully-equipped mobile office facilities maintain business continuity with minimum disruption to your staff.

Mission-critical, always ready, rapid-response backup – to meet recovery-time and recovery-point objectives for your IT and office processes – helps your business treat a business interruption as a detour, not the end of the road.

business continuity and on demand solutions: next leg of the journey

On Demand Solutions provide capacity that is installed and ready for instant deployment to meet any business requirement. Installed at a secondary data center to absorb demand spikes or sudden scale-up requirements, it is also available for use in the event of a disaster. Furthermore, the capacity provisioned on-demand will be intelligently allocated according to pre-set policies to meet your business needs. This approach creates a uniquely flexible solution for cost-effective business continuity: business continuity on demand.

On Demand Solutions prepare you for whatever lies ahead on your journey. Use them to provide capacity for disaster response, giving your business a cost-effective, adaptive infrastructure ready to meet unexpected requirements.
partnering with hp for your journey

So complex and demanding a journey needs a guide – one with skill and experience helping companies like yours build infrastructures to enable their enterprises to be more adaptive. Consider some of the strengths HP brings to the relationship:

• **comprehensive technology** – From handheld computing solutions through enterprise servers and storage, HP covers the full range and depth of technology. Choose HP and build a solution to match your business, never a “force fit” from a narrow specialty.

• **end-to-end services** – Covering continuity and security analysis, planning, finance, design, implementation, training, mission-critical support, hot-site availability, management: everything, including full IT outsourcing. Choose HP, and select support services in any combination to match your requirements and skills.

• **open partnerships** – Business continuity solutions are at the core of your business future. Whatever help you need, the journey, and its destination, are yours. Choose HP as sole provider, team lead, team member or technology supplier and expect a smoothly-executed project where you remain firmly in charge.
• **a reliable map** – Your business is evolving and, consequently, your IT infrastructure needs are evolving. Therefore, you want to partner with a company that looks forward to the future and has a clear roadmap to follow with you. Choose HP, where every solution is validated according to our technology roadmaps, with the accumulated foresight of HP Labs, R&D centers and the international standards committees that HP supports, serves and leads.

• **business process experience and innovation** – Technology alone is never enough. In the journey toward business continuity, it’s not even near the top of the list. Choose HP, and work with experienced business specialists. Let HP Labs’ business process innovations, along with HP’s years of experience using its own solutions, work for you.

Years of experience guiding pioneering companies on their journeys has made HP the unqualified leader in refining IT infrastructures to secure, protect and deliver greater business value. If your company is serious about cutting costs, increasing flexibility, reducing complexity, optimizing assets, and extending your reach, and making your enterprise more adaptive, HP is your best choice.

Your expertise is knowing your business: what it takes to meet your customers’ highest expectations and consistently come out ahead of your competition. HP’s expertise is knowing how to help you assess, design, build, integrate, manage, and evolve your IT infrastructure toward goals that work for your business and your future.

HP leads in delivering infrastructure for greater continuity, resiliency, agility and business value.

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**destination:**
**hp adaptive enterprise**

As you move toward a fully adaptive enterprise, you will synchronize IT with business to manage change and extend the reach of your enterprise. In doing so, you will realize important corollary benefits:

- Reduced acquisition costs and risks, from simplified infrastructures using standard designs and protocols.
- Reduced operating costs, as virtualization drives up utilization rates and fewer, more expert staff deliver better value. Better returns on IT investment, from greater business returns on lower investments.
- Dramatically improved availability, from the systematic elimination of everyday vulnerabilities, threats and compromises.
- Increased employee awareness of security issues and higher standards for organizational performance.
- Increased flexibility and ability of your infrastructure.

This is where the journey leads, and it’s one worth taking. An enterprise that becomes agile through thoughtful planning and careful preparation is one that is ready to endure crises, seize opportunities, and lead markets.
speeding your arrival

What will the journey toward end-to-end continuity mean to your company? Greater benefits in increased service levels, more agile business processes, and improved efficiencies throughout your enterprise. Start now.

begin with a single step

HP Business Continuity solutions can help you become an adaptive enterprise by building continuous, secure IT infrastructure, business operations and company culture. For full details and case studies, please visit our Web site at www.hp.com/go/businesscontinuity.

To take the first step, contact your HP representative.