Adaptive Enterprise
Business and IT synchronized to capitalize on change

Solutions for the adaptive enterprise.
How well does your business capitalize on change?
For CIOs in today’s fast-changing business climate, there’s a new reality: You’re no longer running an IT function; you’re driving a business. To succeed, you must balance multiple conflicting objectives—maximize return, mitigate risk, improve performance and increase agility. All of this has to be accomplished in the midst of an unprecedented amount of change.
Can you leverage change?

Around the world, enterprises wrestle with change. To stay competitive, organizations need to make large-scale changes in a minimal amount of time:

• A car manufacturer needs to move from two model introductions per year to six.
• An entertainment company needs to distribute movies across new devices and networks.
• A retailer requires real-time supply chain insights to solve emerging inventory problems.
• A communications provider needs to deliver hundreds of new, personalized, content-rich services.
• A brokerage house requires systems that can change as fast as the waves of regulatory requirements.
• An insurance company needs to streamline its claims processing workflow using digital imaging technologies to capture, share and store information.

How quickly can your business identify and respond to change? And can you leverage change and turn it to your advantage? The answer lies in becoming an Adaptive Enterprise. With an Adaptive Enterprise, business and IT are synchronized to capitalize on change. It breaks away from the inflexible, silo-like architectures of the past to deliver more value to the business. IT becomes a business enabler and not an obstacle to change.

Meet today’s challenges

In this time of unprecedented change, CIOs face unrelenting pressure to do more with less. You must constantly balance a set of conflicting objectives: maximize return on IT investment, mitigate risk to the business, improve systems and business performance, and increase your company’s agility.

An Adaptive Enterprise addresses these challenges. It helps you achieve a tight coupling between business and IT—so you can quickly and easily respond to change. An Adaptive Enterprise enables you to:

Maximize return

Improve business results. Grow revenue and earning. Increase cash flow. Reduce the cost of operations—short and long term.

Mitigate risk

Ensure the security and continuity of internal and external business operations. Minimize exposure to external risk factors—such as security threats and availability issues. Improve business operations performance across your enterprise—from end to end.

Increase agility

Enable your business organization and operations to adapt to changing business needs and capitalize on emerging opportunities.
Achieve the benefits

International Securities Exchange. Kimberly-Clark. Avaya. These are among the many world-class enterprises that are working with HP to achieve the benefits of an Adaptive Enterprise.

Here’s a look at how these companies have brought the vision to life.
Wall Street without walls.

International Securities Exchange, the world’s largest equity options exchange, conducts all trading electronically. As a result, they require unprecedented computing power. As their partner, HP Services designed a standards-based solution that ensures instantaneous processing and automatic recovery from virtually any failure. Since 2000, ISE has expanded capacity by several hundred percent, and now can handle hundreds of thousands of transactions per second. So much for walls. www.hp.com/adapt
According to Danny Friel, Senior Vice President of Technology and Chief Information Officer of the International Securities Exchange (ISE), “HP has been a terrific partner to the ISE. HP worked closely with the ISE in modeling our trading applications on different hardware and network configurations to optimize performance and developing a technology roadmap that provides an upgrade path for the key components of ISE’s technical architecture.”

Gary Katz, Chief Operating Officer of the New York-based exchange, agrees. “HP is involved in many different areas of the ISE—both as a strategic partner as well as an advisor,” Katz notes. “They have been involved with us that way from the very beginning, and we continue to rely on them for helping us maintain our position as the leader in the options industry.”
Kimberly-Clark Corporation works actively to expand its business presence in key countries and regions in order to increase revenues, profits and shareholder returns. To achieve this goal, acquisitions and expansion programs must integrate into the company’s global enterprise in a quick, cost-effective manner. Standardization is a key to success.

HP works closely with Kimberly-Clark to help the company achieve its standardization goals. HP consistently provides Kimberly-Clark with quality products, support, resources and global programs to meet the company’s business objectives. HP helps Kimberly-Clark maintain strict worldwide hardware standards and processes that are leveraged throughout the company.

Standardization—one of the pillars of the Adaptive Enterprise—helps Kimberly-Clark quickly integrate and assimilate new acquisitions, accelerate expansion into new markets and enhance its competitive position.
Keeping up with new customers.

Kimberly-Clark Corporation is home to some of the world’s most trusted brands—like HUGGIES® and KLEENEX®. With operations in 43 countries, the company needed to simplify its operations. HP helped them implement a standardized IT environment that streamlined the move into new markets and sped the integration of disparate technology into their operations. Today, Kimberly-Clark enjoys a 41% lower TCO of IT, and is able to stay ahead of its customers. www.hp.com/adapt

Solutions for the adaptive enterprise.
The spinoff that acted like a startup

Avaya, a global leader in communication software, systems and services, spun off from Lucent with a legacy IT infrastructure that, while efficient, wasn’t nimble enough to be a competitive advantage. HP partnered with Avaya to implement IT Service Management and HP OpenView, effectively re-deploying existing technology assets. Today, IT spending is down 30 percent. Millions have been saved by finding unused capacity. And Avaya answers whenever opportunity calls.

Solutions for the adaptive enterprise
Avaya has a diverse and dispersed computing environment. By partnering with HP, Avaya was able to create a standardized and integrated network monitoring platform. Like Avaya, HP is committed to using industry best practices like IT Information Library (ITIL). Avaya implemented HP’s ITIL-based IT Service Management (ITSM) solution, enabling the company to support more than 2,000 networked devices in multiple locations and to expand beyond real-time network monitoring into the broader aspect of service management.

“ITSM gives us a holistic view of our remotely managed IT resources, providing us with the ability to immediately assess, advise and act on specific events that could affect our entire infrastructure. HP’s modular product and service portfolio provides scalable Management for the Adaptive Enterprise solutions that give us the tools and services we need to execute on our architectural roadmap. A roadmap that is designed to power the growth of our business.”

– Mark Whatman, Principal IT Architect
Avaya, Inc.
“HP offers real solutions to the real problems that organizations face today. Our solutions address both industry-specific and cross-industry needs. Yet they all deliver the benefits of an Adaptive Enterprise—simplicity, agility and value—by enabling the synchronization of business and IT.”

Carly Fiorina, HP Chairman and CEO
Becoming an Adaptive Enterprise

Imagine adding partners to your supply chain in hours instead of weeks or months, or doubling the pace of product introductions without sacrificing quality, or shifting your investment dollars from infrastructure maintenance to innovation. These are examples of the gains achieved by an Adaptive Enterprise. So how do you get there?

You need to begin with a good set of plans. That’s the idea behind the Darwin Architecture for the Adaptive Enterprise. HP created this architecture to give enterprises a blueprint for building an adaptable IT environment that delivers more value to the business.

The Darwin Architecture provides the design rules and principles you need to bring the vision to life. It begins with what you already have in place and builds upward from there. It recognizes that each customer has unique needs and each is starting from a different foundation.

Design principles

Adaptive Enterprises are built, not bought. It is a transformational process. HP works with companies to help prioritize their business needs and build upon their existing infrastructure to become more adaptive. There are many approaches to this process, but in every case there are four principles that HP consistently applies to guide the design of an Adaptive Enterprise:

Simplification
An Adaptive Enterprise simplifies complex IT environments. It consolidates applications and infrastructures, automates processes, and virtualizes resources. It breaks down vertical silos, eliminates redundant elements and reduces customization. Simplification enables you to ease management burdens and respond faster to change.

Standardization
Standard processes, technologies and interfaces are at the heart of an Adaptive Enterprise. Common enterprise architectures and business processes reduce costs and make it easier to change. Standardization allows you to integrate new technology more easily and spend less time and money on training.

Modularity
An Adaptive Enterprise breaks down monolithic infrastructures into modular components that can easily be redeployed based on changing business needs. IT assets are virtualized to increase utilization and enable IT supply to shift quickly to meet changes in business demand.

Integration
Through integration, an Adaptive Enterprise establishes a tight link between business and IT. Business processes, applications and infrastructure components are connected to synchronize business and IT. Integration helps you make sure that IT delivers the resources to keep your critical applications and services running at peak performance.

An evolutionary process

Ultimately, becoming an Adaptive Enterprise is an evolutionary process. You can start by establishing a more stable IT infrastructure, then work to become more efficient, then become adaptive by aligning key processes and synchronizing business and IT.

Compelling benefits

An Adaptive Enterprise strategy moves your organization beyond the inflexible, complex IT architectures of the past to deliver more of what you need today—simplicity, agility and value.

Gain simplicity
The Adaptive Enterprise sheds cost and complexity by standardizing the IT environment and business processes. Fewer applications and data centers. More tightly synchronized business processes. Streamlined management. An optimized imaging and printing infrastructure. All of this helps you lower costs and facilitate change.

Increase agility
When business and IT are tightly synchronized, you can anticipate, respond to and capitalize on change. With an Adaptive Enterprise, your IT supply automatically responds to meet changing business demand—in real time.

Unlock value
An Adaptive Enterprise helps you attain more business value from IT. Improve utilization of your existing assets. Assimilate new technology in less time. Improve the flow of business services. Create competitive advantage. And have more dollars set aside for innovation vs. maintenance of your IT infrastructure.
We work collaboratively
At HP, we work with your team and our technology and service partners to architect and build an Adaptive Enterprise that is tailored to the needs of your business. We help you move forward in phases. Throughout the process, we share information, insights and best practices.

We have a heterogeneous view
We offer flexibility at every level of the IT stack—from applications to databases, middleware and messaging, operating systems and processors. Through HP Services and HP OpenView software, we actively support and manage thousands of multi-vendor, multi-platform and multi-source customer environments. We work with you to leverage your existing IT assets, resisting costly proprietary upgrades and “rip and replace” maneuvers.

We embrace standards
Over-customization and proprietary architectures can bring IT to its knees. That’s why the HP approach combines the use of industry-standard architectures, modular components and consistent business and IT processes. We embrace standards across the IT environment—from x86 and Itanium® processors to Windows®, UNIX® and Linux operating systems, to .NET and J2EE for web services, to diverse storage, server, management and application standards.

We innovate
Innovation is HP’s hallmark. We innovate based on standards. This innovation starts in our R&D labs, where we invest more than $4 billion annually with $2.5 billion focused on enterprise technologies and services. And it extends across our solutions, business models and industry partnerships, resulting in more than 11 patents per day. A focus on innovation helped make HP the leader in printing and digital imaging products and the infrastructure that supports them in an adaptive manner. We HP on your team, you have access to the innovations you need to maintain your competitive edge.

We partner with global leaders
Collaboration with leading partners facilitates the delivery of solutions that provide the highest level of integration and optimization for the Adaptive Enterprise. HP has deep relationships with global partners such as Accenture, BEA Systems, BearingPoint, Capgemini, Cisco Systems, Deloitte, Intel®, Microsoft, Oracle®, SAP, Siebel Systems and many others. HP works closely with these partners to test and optimize their applications on the full set of HP platforms—so your investments are fully supported and turned for top performance.

We live the vision
At HP, we don’t just talk about the Adaptive Enterprise. We are actively in the midst of our own journey. An Adaptive Enterprise strategy helped HP emerge from the biggest tech merger in history as a stronger, more competitive company. We strive to put our personal insights and experiences to work for our customers.
Let’s get started

Not sure where to start? You can begin the Adaptive Enterprise journey with an HP Agility Assessment. This service provides an analysis of your people, processes and technologies. It helps you assess the agility of your IT infrastructure and benchmark your company against the best in your industry and other industries.

Through the Agility Assessment Service, HP works with you to identify your greatest opportunities for gains and to establish clear priorities for where to begin your journey and how to move forward.

To learn more about the Agility Assessment Service, visit www.hp.com/services/agility. Or contact your HP sales representative to talk about your specific needs and goals.
www.hp.com/go/adaptive

Make your journey to an Adaptive Enterprise a financial reality

HP recognizes the real-world budget challenges facing customers as they look to become an Adaptive Enterprise. HP provides more than the industry’s strongest portfolio of products, services, people, tools, methodologies and world-class partnerships. We also provide world-class financial services to make the move to an Adaptive Enterprise financially workable. HP Financial Services offers a full range of IT transition, acquisition, management and disposition services to help customers most effectively manage their IT infrastructure and their balance sheet at the same time.

Leasing with HP Financial Services helps you capitalize on change, making it the smartest way to invest in IT.

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5982-3185EN, Rev. 1, 12/2004