



# **HP Enterprise Technology Summit**

**Boeblingen  
30<sup>th</sup> November – 4<sup>th</sup> December  
2009**

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## Event Objectives

The Enterprise Technology Summit, to be held at Hewlett-Packard Boeblingen (building B01) on November 30<sup>th</sup> – December 4<sup>th</sup> 2009, is the 4<sup>th</sup> stop of a series of 4 events organized by the ESS Presales Competence Center in calendar year 2009. This new series of events is the continuation of the ETS initiative launched in May 2006.

The Enterprise Technology Summit is a highly technical event:

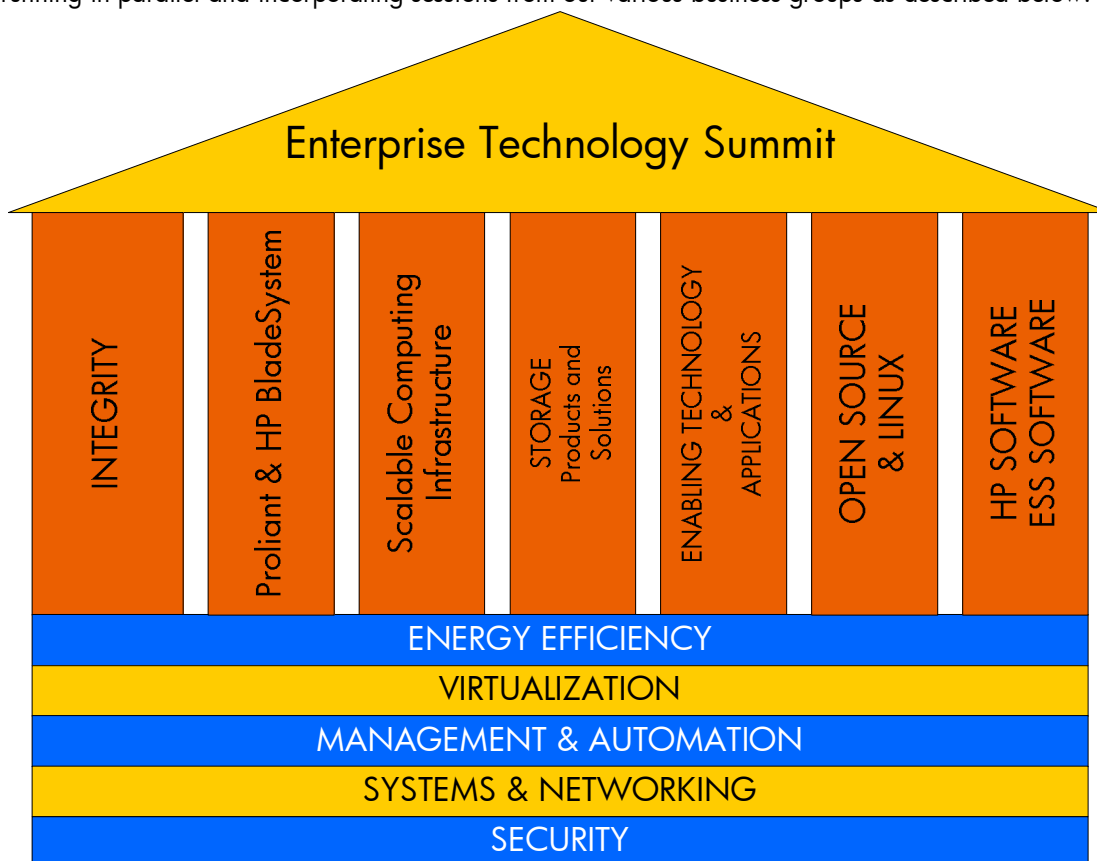
- Sessions will be delivered by members of the ESS Competence Center.
- The whole ESS portfolio will be covered, focusing on Value Business
- Demos, Labs and Hands-on sessions will be provided
- Audience will be composed of :
  - HP ESS presales & HP Services employees
  - Channel Certified Professionals

Our objectives for this event will be to:

- Provide you with a technical update on the whole ESS portfolio
- Transfer an in-depth knowledge on your focus area
- Allow you to meet with your peers and become a full part of the ESS 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 about 100 technical sessions will be provided.

In addition:

- 1 keynote session will be delivered by ESS top management
- 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
<b>Systems &amp; Networking</b>	<ul style="list-style-type: none"> <li>- Servers - BCS               <ul style="list-style-type: none"> <li>o New tools to win business on cell-based Integrity servers: Large Scale consolidation with DL785 G6</li> <li>o Including an HP Integrity NonStop Server in your enterprise SOA project</li> <li>o Virtualisation technologies and the HP Integrity NonStop server</li> <li>o <b>Hands-on Lab:</b> Flex10 and Integrity blades</li> </ul> </li>   <li>- Servers - ISS               <ul style="list-style-type: none"> <li>o Next generation HP BladeSystem</li> <li>o Converged Network strategy - Bladesystem interconnect future and direction</li> <li>o BladeSystem Firmware update made easy</li> <li>o <b>Demo-led session:</b> <ul style="list-style-type: none"> <li>▪ Understanding the IBM blade portfolio and beating IBM with HP BladeSystem</li> <li>▪ Understanding the Dell blade portfolio and beating Dell with HP BladeSystem</li> </ul> </li> <li>o <b>Hands-on Lab:</b> Deep-dive in Virtual Connect and virtualization</li> </ul> </li>   <li>- Servers ESS               <ul style="list-style-type: none"> <li>o Developing a Winning Strategy Against Sun – using HP’s overall business strategy as a competitive tool</li> <li>o Developing a Winning Strategy Against IBM – using HP’s overall business strategy as a competitive tool</li> <li>o IBM Software market, a major business opportunity to sell HP Servers</li> <li>o Understanding the Cisco UCS portfolio and beating Cisco with HP BladeSystem</li> <li>o HP Blade Workstations WS460c G6</li> </ul> </li>   <li>- Servers – ProCurve               <ul style="list-style-type: none"> <li>o Cisco Procurve interoperability</li> </ul> </li>   <li>- SCI / HPC               <ul style="list-style-type: none"> <li>o SCI Proliant Scalable line portfolio update</li> <li>o Scale out data storage solutions for High Performance Computing</li> </ul> </li>   <li>- StorageWorks               <ul style="list-style-type: none"> <li>o SWD Strategy Update: roadmap and future directions</li> <li>o HP versus NetApp / Dell: competitive overview</li> <li>o EMC Competitive (high-end focus)</li> <li>o All you need to know about the EVA</li> <li>o Best practices for HP StorageWorks Continuous Access and HP EVA Cluster Extension for the EVA4400 in an Exchange 2007 environment</li> <li>o MSA Storage Update</li> <li>o Blade System Storage Update</li> <li>o Fibre Channel vs. iSCSI vs. SAS vs. FCoE - what fits where?</li> <li>o Extreme Data Storage: Update and Demo</li> <li>o Entry level NAS solutions: X1000 &amp; X3000 and Storage Mirroring</li> <li>o IBRIX - All you need to know</li> <li>o XP Hardware and firmware update</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>o XP Software update</li> <li>o HP Storage Works Enterprise Library</li> <li>o ROI and value-based storage selling</li> </ul> <ul style="list-style-type: none"> <li>- Sponsors           <ul style="list-style-type: none"> <li>o Intel Mainstream Volume Servers: Roadmap, Technologies and End User Values</li> <li>o Intel High End MP servers: Roadmap and Technologies</li> <li>o Qlogic: All the good things – tips, tricks and architectures for a stress free SAN experience with QLogic management tools</li> </ul> </li> </ul>
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<b>Facilities &amp; Services</b>	<ul style="list-style-type: none"> <li>- Servers - Power &amp; Cooling           <ul style="list-style-type: none"> <li>o The importance of Datacentre Environmental Visualisation</li> <li>o HP Rack &amp; Power Latest Infrastructure Products and Solutions</li> </ul> </li> </ul>
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<b>Cloud</b>	<ul style="list-style-type: none"> <li>- SCI/Power mgmt and rack           <ul style="list-style-type: none"> <li>o How to use Performance Optimized Datacenter (POD) to deploy Cloud Computing solutions?</li> </ul> </li> <li>- SCI/HPC           <ul style="list-style-type: none"> <li>o High performance scale out solutions for HPC using high speed interconnects (Infiniband and 10GbE) on HP BladeSystem and ProLiant Scalable Line</li> </ul> </li> </ul>
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<b>Management &amp; Automation</b>	<ul style="list-style-type: none"> <li>- Servers - BCS           <ul style="list-style-type: none"> <li>o HP-UX 11iV3 update 5 (release 0909))</li> <li>o Migration from Legacy HP platforms to HP-UX or Linux + success stories</li> <li>o Migration of applications from PA-RISC to Integrity using ARIES, MITR and XPADE including best practices</li> </ul> </li> <li>- Servers – ESS / AI           <ul style="list-style-type: none"> <li>o BladeSystem Matrix, Insight Dynamics VSE with Insight Orchestration: what's new</li> <li>o <b>Hands-on Lab:</b> <ul style="list-style-type: none"> <li>▪ BladeSystem Matrix - Insight Dynamic-VSE</li> <li>▪ BladeSystem Matrix - Insight Orchestration (soon to be named Insight Dynamics Infrastructure Orchestration)</li> </ul> </li> </ul> </li> <li>- OSLO           <ul style="list-style-type: none"> <li>o HP Management solutions under Linux (Insight Control Environment for Linux, Cluster Management Utility) + live demos</li> <li>o Transitioning from ServiceGuard Linux to other alternatives</li> </ul> </li> <li>- StorageWorks           <ul style="list-style-type: none"> <li>o Capacity &amp; Performance management in heterogeneous SAN environments with Storage Essentials</li> <li>o VLS/D2D Product update and Positioning</li> <li>o HP Data Protector software 6.11 update</li> <li>o <b>Demo-led session:</b> EVA Command View in action - demo of EVA management and features</li> </ul> </li> <li>- Industry           <ul style="list-style-type: none"> <li>o High Availability and disaster tolerance solutions for Windows Integrity environments</li> <li>o HP StorageWorks for SAP</li> <li>o SAP on Solaris x64 on HP ProLiant</li> </ul> </li> </ul>
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<b>Virtualization</b>	<ul style="list-style-type: none"> <li>- Servers – BCS           <ul style="list-style-type: none"> <li>o Increasing application availability with new Serviceguard features and HP VM 4.1</li> <li>o Parallels Virtuozzo Containers - The leading OS virtualization solution for Windows and Linux on ProLiant and Integrity servers</li> <li>o <b>Hands-on lab:</b> HP Integrity Virtual Machines</li> </ul> </li> <li>- Servers – ISS           <ul style="list-style-type: none"> <li>o Virtual Connect/Virtual Connect Enterprise Manager update</li> <li>o HP virtualization solutions update</li> <li>o Virtual Desktop Infrastructure (VDI) and Client Virtualization with HP</li> <li>o <b>Hands-on Labs:</b> <ul style="list-style-type: none"> <li>▪ Configuring a ProLiant based fault tolerant solution using VMware Vsphere4</li> <li>▪ Setup of a Virtual Desktop Infrastructure</li> </ul> </li> </ul> </li> <li>- Servers – Procurve           <ul style="list-style-type: none"> <li>o Enable Virtual machine moves with HP ProCurve Data center Connection Manager</li> </ul> </li> <li>- OSLO           <ul style="list-style-type: none"> <li>o Creating and managing virtual machines with HP integrated Citrix XenServer and HP ProLiant Virtual Console</li> <li>o <b>Hands-on Labs:</b> Creating and managing virtual machines with HP Integrated XenServer Citrix</li> </ul> </li> <li>- StorageWorks           <ul style="list-style-type: none"> <li>o Hyper-V and Storage (Be Happ-Y with Hyper-V)</li> <li>o SAN Virtualization Services Platform (SVSP) Advanced Topics</li> <li>o HP LeftHand P4000 SANs in virtualized environments</li> <li>o HP LeftHand P4000 SAN Solution: How to plan an environment? What is next?</li> <li>o <b>PolyServe place holder</b></li> <li>o Disaster Tolerant Solutions for VMware - VMware storage connectivity</li> <li>o Best practice information and competitive overview on HP's disk based backup products</li> <li>o <b>Demo-led session:</b> SVSP in action- demo of SVSP features</li> <li>o <b>Hands-on Lab:</b> Managing HP LeftHand P4000 SANs</li> </ul> </li> <li>- Industry           <ul style="list-style-type: none"> <li>o Oracle and virtualized storage</li> <li>o Oracle support and status with virtualization solution</li> <li>o Virtualization for SAP by HP</li> </ul> </li> <li>- Sponsors           <ul style="list-style-type: none"> <li>o Citrix: Virtual Desktops and Virtual Applications: When, where and how to implement each</li> <li>o Citrix: Best Practices for moving Virtual Desktop deployments from pilot to production</li> <li>o Red Hat: RHEV - Next Generation Open Virtualization by Red Hat using KVM</li> </ul> </li> </ul>
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<b>Data Center Transformation</b>	<ul style="list-style-type: none"> <li>- Servers – AI           <ul style="list-style-type: none"> <li>o Integrating next generation datacenter with HP Insight Orchestration</li> </ul> </li> <li>- Servers - Power &amp; Cooling           <ul style="list-style-type: none"> <li>o How to use POD to deploy Cloud Computing solutions?</li> </ul> </li> <li>- StorageWorks           <ul style="list-style-type: none"> <li>o Positioning Unified Storage Architecture in the Datacenter</li> </ul> </li> <li>- Industry</li> </ul>
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	<ul style="list-style-type: none"> <li>o High Availability Options and technology update with Oracle RAC</li> <li>o Update HP-SAP Solutions for the Midmarket and SAPS – Meter</li> <li>- Presales tools           <ul style="list-style-type: none"> <li>o Remote Live Demo Showcase (AISS 2009)</li> <li>o Creating a business case for HP BladeSystem Matrix</li> <li>o Adaptive Infrastructure , sales and presales tool</li> </ul> </li> </ul>
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<b>Application transformation</b>	<ul style="list-style-type: none"> <li>- Servers – BCS           <ul style="list-style-type: none"> <li>o Deploying JEE applications with JBoss on Integrity and ProLiant servers with Red Hat virtualization + demo</li> </ul> </li> <li>- Servers - ISS           <ul style="list-style-type: none"> <li>o Virtualizing WebSphere 7.0 with VMware ESX Server on HP ProLiant BL460c server, including performance considerations</li> </ul> </li> <li>- TCO           <ul style="list-style-type: none"> <li>o Value selling – How can a TCO/ROI Analysis demonstrate VALUE to your customer</li> </ul> </li> <li>- Industry - Oracle           <ul style="list-style-type: none"> <li>o What you always wanted to know about engaging Oracle/HP</li> </ul> </li> <li>Sponsors           <ul style="list-style-type: none"> <li>o Oracle 11gR2 Technology Update and first Experience</li> </ul> </li> </ul>
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<b>Information explosion</b>	<ul style="list-style-type: none"> <li>- Industry - Microsoft:           <ul style="list-style-type: none"> <li>o Overview of Microsoft Unified Communications</li> <li>o Implementing Microsoft DW/BI solutions on HP Platforms, incl. 15TB BI live demo</li> </ul> </li> <li>- Industry - Oracle:           <ul style="list-style-type: none"> <li>o Storage Best Practices for Oracle</li> </ul> </li> <li>- Sponsors           <ul style="list-style-type: none"> <li>o Put your Data Warehouse on a Fast Track with HP and Microsoft</li> </ul> </li> </ul>
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**Agenda (preliminary - timing subject to changes)**

HP internal audience: the event will start on Monday, November 30th 2009 with advanced roadmap and competitive sessions dedicated to HP internal audience only. It will officially end on Thursday, December 3<sup>rd</sup> 2009 with the evening event. HP Presales can nevertheless stay until Friday (sessions repeat for HPCP)

HP Certified Professional Partners: the event will start on Tuesday, December 1<sup>st</sup> in the morning and will end on Friday, December 4<sup>th</sup> with a half-day offering repeated sessions from the rest of the event and officially dedicated to HP Certified Professional Partners.

**Day 1  
HP Presales only**

**Monday  
November, 30<sup>th</sup>**

Start	End	
10:00	10:30	Delegates' arrival
10:30	11:30	HP Internal only Single-track Plenary sessions round #1
11:30	12:30	HP Internal only Single-track Plenary sessions round #2
12:30	13:15	Light buffet lunch
13:15	14:00	VW Presales Keynote
14:00	15:15	HP Internal only Single-track Plenary sessions round #3
15:15	15:25	Break
15:25	16:40	HP Internal only Single-track Plenary sessions round #4
16:40	16:55	Break
16:55	17:55	HP Internal only Multi-track Breakout/demo sessions round #1
18:00	19:00	HP Internal only Multi-track Breakout/demo sessions round #2

**Day 2  
HP Channel Partners and HP Presales**

**Tuesday  
December, 1<sup>st</sup>**

Start	End	
8:00	9:00	Delegates' arrival
9:00	9:15	Welcome session
9:15	10:00	HP Keynote session #1
10:00	10:45	Partner's Keynote # 1
10:45	11:00	Break
11:00	12:00	Multi-track Breakout/demo/lab sessions round #1
12:00	13:00	Lunch
13:00	14:00	Multi-track Breakout/demo/lab sessions round #2
14:10	15:10	Partner's breakouts round #1
15:10	15:30	Break
15:30	16:30	Multi-track Breakout/demo/lab sessions round #3
16:40	17:40	Multi-track Breakout/demo/lab sessions round #4
17:45	18:00	Wrap-up session
19:30	22:00	Welcome Evening

## Day 3 HP Channel Partners and HP Presales

Wednesday  
December, 2<sup>nd</sup>

Start	End	
8:30	9:30	Multi-track Breakout/demo/lab sessions round #5
9:40	10:40	Multi-track Breakout/demo/lab sessions round #6
10:40	11:00	Break
11:00	12:00	Partner's breakouts round #2
12:10	13:10	Multi-track Breakout/demo/lab sessions round #7
13:10	14:00	Lunch
14:00	15:00	Multi-track Breakout/demo/lab sessions round #8
15:10	16:10	Multi-track Breakout/demo/lab sessions round #9
16:10	16:30	Break
16:30	17:30	Multi-track Breakout/demo/lab sessions round #10
17:40	18:40	Multi-track Breakout/demo/lab sessions round #11
Free evening		

## Day 4 HP Channel Partners and HP Presales

Thursday  
December, 3<sup>rd</sup>

Start	End	
9:00	10:00	Multi-track Breakout/demo/lab sessions round #12
10:10	11:10	Multi-track Breakout/demo/lab sessions round #13
11:10	11:30	Break
11:30	12:15	Partner's Keynote #2
12:15	13:15	Lunch
13:15	14:15	Multi-track Breakout/demo/lab sessions round #14
14:25	15:25	Multi-track Breakout/demo/lab sessions round #15
15:25	15:45	Break
15:45	16:45	Multi-track Breakout/demo/lab sessions round #16
16:55	17:55	Multi-track Breakout/demo/lab sessions round #17
18:00	18:20	Wrap up with passport draw and presales suite draw
19:30	23:00	Evening event

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**Day 5**  
**HP Channel Partners only**

**Friday**  
**December, 4<sup>th</sup>**

Start	End	
8:15	9:15	Partner only repeated Multi-track Breakout/demo/ lab sessions round #18
9:25	10:25	Partner only repeated Multi-track Breakout/demo/ lab sessions round #19
10:25	10:40	Break
10:40	11:40	Partner only repeated Multi-track Breakout/demo/ lab sessions round #20
11:50	12:50	Partner only repeated Multi-track Breakout/demo/ lab sessions round #21
13:00	13:15	Final Wrap up
13:15	13:30	Grab-and-go lunch /delegates' departure

Please note that shuttles will be provided between HP Customer Visit Center and evening events venues.