

## Portfolio Positioning Questions

**Q1.** When should customers purchase these servers vs. other HP servers?

**A1.** With HP, customers have ultimate choice to pick the architecture that best fits their business needs. HP supports both and doesn't make a customer choose one to the detriment of the other. If the customer requires HP-UX or OpenVMS or the ultimate performance and scalability for 64-bit Linux and Windows then an HP Integrity server with Itanium is a logical choice. If leading 32-bit performance with built in 64-bit compatibility for Linux and Windows is required then a HP ProLiant server with Opteron is a good choice.

The HP sales force and HP reseller partners can advise customers on the best purchase for their requirements. In addition, white papers and presentations will be available which go into detail on the benefits of each server model.

Itanium processors are optimized architectures for true "ground up" 64-bit computing and offer superior performance in 64-bit environments. The 64-bit capability of the Opteron processor enables 64-bit computing by facilitating the 32-bit to 64-bit transition and increasing the addressable memory limitations of previous x86 architectures. This means improved performance for customers with a large investment in 32-bit systems.

Customers who do not wish to transition to 64-bit computing now, but plan to do so in the future, can deploy these HP ProLiant servers with confidence. In the future, once their full-scale transition begins, HP Integrity servers containing Intel Itanium processors will provide an architecture optimized for 64-bit computing.

Of course, customers needing the functionality of highly robust operating environments of HP-UX, OpenVMS or NonStop Kernel or who are ready to transition to 64-bit technology immediately, can purchase HP Integrity and NonStop servers for maximum performance now.

**Q2.** Isn't AMD Opteron a direct competitor to Intel Xeon and Intel Itanium processor technology?

**A2.** The Opteron processor architecture and the Intel processor architectures have different feature benefits for our customers, depending upon their usages environment and applications. Producing HP ProLiant servers using the Opteron technology is merely an extension of our existing ProLiant portfolio offering additional choice for our customers.

**Q3.** Is HP moving away from Intel Xeon and/or Intel Itanium processor technology?

**A3.** Absolutely not. The decision to produce HP ProLiant servers with Opteron processors is an extension of our x86-based ProLiant server portfolio in response to customer demand. We have no plans to change our Intel-based server roadmap, and remain fully committed to our partnership with Intel.

Itanium remains the future of 64-bit computing and offers superior performance to any other standard architecture today and into the distant future. It will remain the foundation for both our Integrity and NonStop line. The EPIC architecture performance leadership will continue to grow over time to provide the performance and reliability required for business critical solutions. Itanium architecture is a critical element of both HP and Intel strategy to win the high end RISC market segment.

**Q4.** How will this impact the HP Integrity server family sales?

**A4.** Although we expect some impact on current server lines, overall we expect significant, growth by customers in new segments. Itanium and Opteron are complementary and address different server markets and different customer needs. HP's adoption of Opteron allows HP to participate in a portion of the x86 market where previously we had no solution.

The 64-bit capability of the Opteron processor enables 64-bit computing by facilitating the 32-bit to 64-bit transition. Industry-standard customers who do not wish to transition to 64-bit computing now, but plan to do so in the future, can deploy these HP ProLiant servers with confidence. In the future, once their full-scale transition begins, HP Integrity servers containing Intel Itanium processors provide an architecture optimized for 64-bit computing.

HP's portfolio is uniquely positioned to take advantage these new enhancements to x86. The extension of x86 will accelerate 64-bit development and adoption and drive greater volume of both Itanium-based and servers with x86 extensions. Additionally, 64-bit enhancements to x86 are predicted to strengthen traditional application deployments historically

served by x86 servers. Likewise, the improved performance for 32-bit customers will drive growth and enhance competition.

Of course, many customers are transitioning to 64-bit technology immediately, and these customers can purchase HP Integrity servers for maximum 64-bit performance now. Future enhancements to Itanium will continue to advance 64-bit performance and reliability and provide a more complete line-up of capabilities for deployments across the data center. Increasingly, Itanium will deliver unique and significant performance and price advantages for many 64-bit workloads and markets.

**Q5.** Are these new HP ProLiant servers different from the existing ProLiant server line?

**A5.** Each new server is designed to fit within a specific ProLiant server family, and deliver a very similar feature set to that family. Customers have high expectations for HP ProLiant servers, and our success in meeting these expectations is evidenced by our continued leadership in the industry standard server market. The new ProLiant DL145, DL585 and BLXXp servers deliver outstanding performance, reliability, and management, and will continue the successful legacy of the HP ProLiant server line.

**Q6.** Will HP deliver additional ProLiant servers that use AMD Opteron technology?

**A6.** Our expectation is that we will expand the product line as customer demand forms.