



FAST-TRACK

your private cloud transformation with
Converged Infrastructure.

Got your head in the Clouds?

Visit VMworld 2010 HP Booth #1008 Theater Sessions

Date/Time Title

MONDAY, 30 AUGUST

- | | |
|-------------|---|
| 4:30 – 5:00 | Converged Management for the Virtualized Data Center: Accelerate and unlock your full potential |
| 5:30 – 6:00 | Accelerating Virtualization Beyond the Server for the US Navy and Marine Corps |
| 6:30 – 7:00 | Have Mission critical Applications? Learn how you can protect them from OS to application level |

TUESDAY, 31 AUGUST

- | | |
|---------------|---|
| 11:00 – 11:30 | HP Cloud Advisor Panel featuring HP Fellows & Chief Technologists |
| 11:30 – 12:00 | Simplify Backup & Recovery for VMware Environments |
| 12:30 – 1:00 | Dallas Cowboys |
| 1:30 – 2:00 | Benefits of Using vStorage and HP P4000 |
| 2:30 – 3:00 | Build a highly available, high-performing cloud infrastructure using the HP StorageWorks XP24000 Disk Array |
| 3:30 – 4:00 | HP Client Virtualization |
| 4:30 – 5:00 | Accelerating Virtualization Beyond the Server at Abril Group |
| 5:30 – 6:00 | Affordable, enterprise-class data protection for virtual server environments |

WEDNESDAY, 1 SEPTEMBER

- | | |
|---------------|---|
| 10:30 – 11:00 | HP Next Generation Desktop Virtualization Services |
| 11:30 – 12:00 | Get More From VMware High Availability and Fault Tolerance |
| 12:30 – 1:00 | Implementing your Cloud with VMware and Insight Dynamics |
| 1:30 – 2:00 | Private Cloud: Moving Beyond Virtualization |
| 2:30 – 3:00 | The Journey to Cloud |
| 3:30 – 4:00 | Mission Critical Services: Keeping Your Virtualized Environment Under Control |
| 4:30 – 5:00 | Virtual Connect – simplifying your Virtualized Infrastructure |
| 5:30 – 6:00 | Cloud Service Automation |

THURSDAY, 2 SEPTEMBER

- | | |
|---------------|--|
| 10:30 – 11:00 | HP Education enables the Cloud |
| 11:30 – 12:00 | How HP Networking's Secure Virtualization Framework helps to accelerate data center virtualization |
| 12:30 – 1:00 | Decisions at the Desktop |
| 1:30 – 2:00 | Accelerating Virtualization Beyond the Server at the Detroit Media Partnership |

Visit the HP NDA room and see HP's exciting new products.



your private cloud transformation with Converged Infrastructure.

Come learn how you can Fast-Track your private cloud transformation AND win a mini-notebook – one given away each hour in our Theater!

Only HP delivers a comprehensive acceleration program for private cloud adoption that includes a scorecard to help guide your progress, a boot camp to prepare your people, innovative technology built on Converged Infrastructure, and pre-integrated private cloud platforms delivered by HP experts that enable you to build a private cloud environment in 30 days. This program accelerates the deployment of private clouds both in enterprise datacenters and hosted by service providers.



Follow VMworld’s virtual roads to attend HP’s Keynote, Breakouts and Sessions to understand how with Converged Infrastructure you can FAST-TRACK your private cloud transformation.

MONDAY, AUGUST 30TH

10:30 – 11:30 Simplifying Scale-out Storage Infrastructure for a Private Cloud: Your internal users need storage on demand, with varying degrees of availability and costs. Learn how to deploy a single resource pool of storage that can seamlessly scale out (performance) or scale up (capacity). Utilize policy driven tiering for multiple storage cost structures to meet internal user budget requirements. Perfect for supporting converged infrastructures and those virtualized, multi-use environments often referred to as “Private Cloud”. Need to lower operational costs by as much as 30%? Incorporate existing iSCSI or FC assets to improve utilization and take advantage of common data services and management across the entire storage pool. Backup the entire pool vs. by array to reduce backup windows. Simplified, seamless, non-disruptive scale-out storage is NOT a myth!

TUESDAY, AUGUST 31ST

3:30 – 4:30 How the Dallas Cowboys kickoff innovation with HP Converged Infrastructure: Business and IT leaders are looking for cost-effective methods to flip the budget ratio of innovation and operations, often quoted as 30/70...and they want you to do it. They want to know that it’s been done before, the deployment is feasible and the results are predictable. Attend this session to learn how ‘America’s Team’, the Dallas Cowboys, partnered with HP and VMware and how a Converged Infrastructure turned 30/70 into 80/20. You’ll learn that integrated virtual and physical management decreases deployment times from days to minutes; how virtualized storage ensures that the ‘game goes on’ through advanced recovery capabilities; and the power of HP Virtual networking technologies to reduce cabling and increase flexibility in the most demanding environments.

WEDNESDAY, SEPTEMBER 1ST

10:30 – 11:30



Keynote with Mark Potter: Today’s CIOs need solutions that accelerate the deployment of service-oriented environments that deliver speed, flexibility and sound economics. They need these solutions to be built on open, innovative and standards-based technology delivering integrated solutions and services developed specifically to solve the complexities of the data center. With HP’s Converged Infrastructure encompassing storage, servers and networking – complete with software and services, customers are able to rapidly deploy a turnkey private cloud environment, optimized for application delivery while providing a clear evolution path towards a comprehensive, global-scale solution. **Don’t miss this opportunity to demonstrate to your CIO how to FAST-TRACK a private cloud transformation.**

THURSDAY, SEPTEMBER 2ND

12:00 – 1:00 Desktop Virtualization - the next big thing: Desktop Virtualization solutions help resolve the most common business challenges associated with traditional, distributed PC environments by centralizing compute resources in the data center where they can be easily secured and managed. Using standard network connections, it also delivers the exceptional, personal client computing experience end users expect. Desktop virtualization has emerged as a key way to achieve greater return on overall client investment by improving reliability, security, manageability and flexibility of a computing infrastructure. Learn how HP’s experience and innovation can lower your risk of deploying the right solution for your end users.