



HP Business Continuity Solutions

Your best plan for business without disruption

Call it risk aversion. Zero tolerance. Or even “One strike, you’re out.” In today’s turbulent business environment, the costs of downtime have increased tremendously—in loss of revenue, negative publicity, customer satisfaction, and even stock value.

According to a recent survey from Contingency Planning Research, nearly half of all companies report each hour of downtime costs them \$50,000. For one in four companies, the cost of each minute of downtime ranges from \$250,000 to more than \$1 million. As recent events have shown us, one major event can put your company out of business—for good.

That means the technology infrastructure that supports your company must be able to meet the increasing demands for continuous operation, 24 x 7. And it must be ready for anything—including day-to-day glitches, recurring application problems, new regulatory requirements, a merger or acquisition, or even a full-scale disaster.

Many enterprises have realized that an investment in a business continuity solution can yield business benefits to your daily operations. A well-architected solution can help you reduce the impact of planned or unplanned downtime, optimize utilization of your infrastructure, and maintain control of your information assets.

Business continuity is the answer

Simply put, business continuity is a way of doing business in order to stay in business—no matter what comes your way. It’s not just a specific technology, product, or service. It’s a combination of these coupled with our proven methodologies—that helps ensure your critical business operations are continuously available to meet the needs of your customers, your employees, and your partners.

Business continuity is not a one-size-fits-all proposition. At HP we recognize that continuity levels are a balance between budget and availability. We can provide every level of business continuity you need—from recovery in days, to hours, to continuous operations with virtually zero downtime.

HP is the right partner to help you achieve this level of continuity—easily and cost-effectively. And we’re ready to show you how.

Surviving disaster at ground zero

While most large organizations have plans for disaster tolerance, few have put them to the test like Commerzbank. With its North American branch located less than 100 yards from the World Trade Center in New York City, the company put its plan into action on September 11, 2001. Because Commerzbank relies on wide-area IT clustering, data backup, and server systems from HP, the bank was able to continue functioning with virtually zero downtime because its critical banking applications continued to run at the company’s primary and secondary sites.



HP: solutions for an uncertain world

Flexible, powerful solutions from the most trusted name in the business

Only HP has the people, processes, and technologies to provide a collaborative approach and adaptive infrastructure solutions to give you the agility you need to meet your total business continuity requirements—at your pace, on your path, and at your budget. In fact, no one has more experience than we do in helping companies identify, assess, manage, and mitigate the risk and impact of business disruption.

HP Business Continuity solutions offer a holistic, comprehensive approach that provides flexibility and scalability to meet your most pressing issues, and lays a foundation for success that will enable you to attain any level of enterprise-wide continuity you require—today and for the long term.

With HP Business Continuity solutions, you can:

- Identify and mitigate key business risks and exposures using leading technologies, services, and industry best practices
- Ensure cost-effective business stability and flexibility, no matter what occurs

- Reduce complexity to provide a timely recovery in the event of disruption
- Protect brand recognition and customer loyalty by proactively mitigating disaster

HP Business Continuity solutions provide you continuity at the data, application, server, network, data center, office, and facility.

In fact, only HP offers:

- **Total choice**—Unlike offerings from point-based providers, HP offers a comprehensive, collaborative approach that gives you the flexibility to select the options that suit your specific needs, whether managed by yourself or by HP, small scale or large. All from a single, accountable source, so you have one relationship to manage—and one point of responsibility to get your needs met *fast*.
- **Proven expertise**—HP has been a leader in business continuity solutions for 25 years. In fact, up to January 2003, HP Serviceguard has sold more than 70,000 system licenses to protect critical applications from a wide variety of failures. We're also ranked #1 by Gartner in multiple areas of business continuity solutions, such as high availability for an SAP environment.* Our NonStop servers set the standard for fault-tolerant and disaster-tolerant environments for leading financial institutions and telecommunications

* *Enterprise Guide to Gartner's High-Availability System Model for SAP*, December 20, 2001, and Gartner ASEM study, August, 2002.



companies. We have over 50 recovery facilities in 36 countries and have helped customers recover successfully from over 5,000 disasters. Only HP has all the necessary ingredients to provide you with bulletproof business continuity. And we know our solutions work, because we depend on them internally at HP.

- **Best-of-breed partners**—HP teams with the best systems integrators and application and services providers to ensure you get the single best solution for your specific objectives.

Technologies to keep you in business—no matter what

Adding business value

Although business continuity investments are primarily there to protect against adverse events, there are added benefits in productivity and full utilization of your infrastructure. When remote mirroring and clustering are deployed between data centers, the processing

capabilities of both sites can be fully utilized. The clustering solution can move applications between data centers as required for optimal operation. HP-UX Workload Manager can maintain agreed service levels when one data center needs to take over from another; On Demand solutions can bring additional resources online as needed for peak demands; and applications and data can be moved to another data center if the local center needs a major upgrade—all while users and customers are continuing to be served. Finally, you can maintain secure control of your tape media by backing up one data center from the other; your media never leave your sites.

Technology solutions to keep you in business, no matter what

At the heart of our business continuity offering, HP has a full suite of solutions to address all levels of business process criticality, from award-winning server and storage technologies that deliver disaster-tolerant computing to mission-critical HP-UX, NonStop servers, AlphaServers, ProLiant servers, and Linux environments.

Flying fearless

Faced with diminishing space in its corporate data center, Continental Airlines began considering IT consolidation. But after September 11, 2001, the airline saw passenger-per-flight revenues plummet. As a result, management mandated that all IT projects require a payback period of one year or less. By deploying a storage area network using HP servers, storage, and security and management solutions, the airline achieved consolidation with a one-time cost savings of over \$2 million, plus ongoing savings of over \$1 million per year, a 30%–50% increase in application performance, and a payback period of less than 12 months—with an ROI greater than 100%.

Through our integrated solutions, HP provides:

- **Information protection:**

- **Data**—Traditional backup and recovery solutions based on tape libraries provide cost-effective protection. Advanced data protection solutions combine the use of disk copies and high-speed tape to provide rapid backup and recovery.
- **Data replication**—Real-time remote mirroring ensures that your data will survive a full data-center disaster. It can be used with hot or cold site systems or remote clustering to achieve continuity for your specific needs.

- **Database**—We also provide expertise in deploying Oracle 9i Real Applications Clustering (RAC) to protect the database that holds your critical data.

- **Disaster-tolerant computing:** HP experts can work with you to design and implement the supporting infrastructure to ensure your most demanding availability and recovery objectives are met. Examples of these solutions are HP-UX Metrocluster, Continentalclusters, and Metrocluster with Continuous Access XP technologies, which provide high availability and data protection between data centers. This winning combination has resulted in a Gartner #1 ranking for instantaneous data recovery between two data centers located across town—or clear around the world. Our NonStop servers provide high-performance geographic disaster protection over unlimited distances. OpenVMS offers disaster tolerance as an integral element of the environment. Along with our Disaster Tolerant Cluster Services and Reliable Transaction Router middleware, these solutions enable a virtually bulletproof environment to be established.

- **Continuity and consolidation:** We plan and coordinate your IT consolidation efforts with business continuity to ensure your infrastructure is protected from any increased risk.

- **HP Business Continuity and On Demand solutions:** A new utility computing concept where a client can have additional capacity at a second data center to be used for continuity or peak load purposes. A cost-effective way to implement business continuity as part of an adaptive IT infrastructure.



Services to give you peace of mind

An integral part of our Business Continuity solutions is a lifecycle of services that help you create an agile business in a way that makes sense for you.

Whatever level of protection your business needs, HP can help. From years of collective experience, expert consulting, and proven methodologies to recovery and disaster-tolerant services and mission-critical support services, HP can provide the proactive and reactive services necessary to maximize the availability, performance, and security of your IT system—in a way that aligns to your IT strategy and availability goals.

Quality of service and expertise

In fact, our global services organization of 65,000 services professionals are experienced on multi-OS platforms, and many are certified in business continuity from organizations such as the Disaster Recovery Institute and the Business Continuity Institute.

Collaborative, consultative approach

HP services can help you:

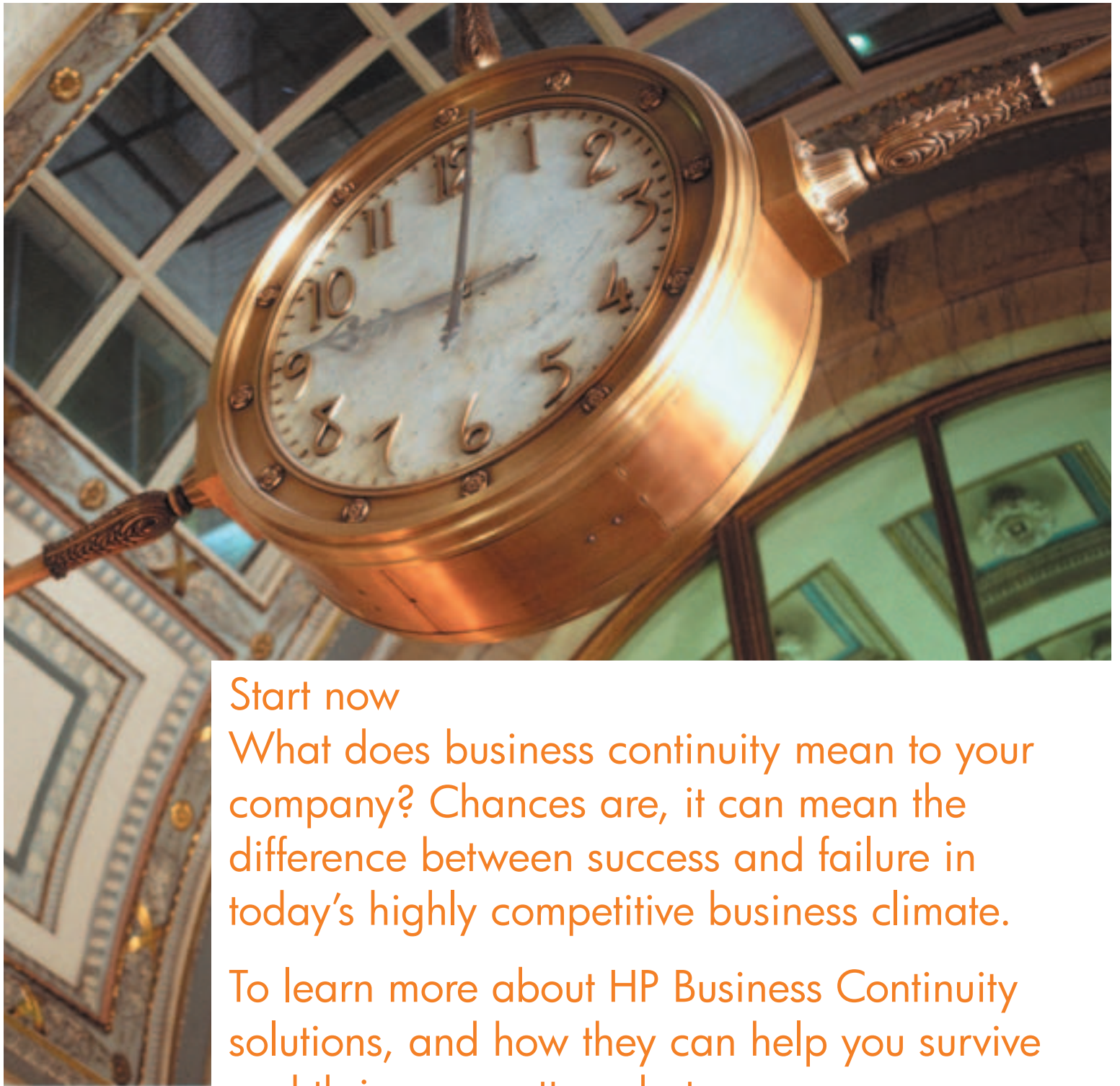
- Determine your best continuity strategies for everything from individual business processes to enterprise-wide systems and networks

- Identify the IT technologies that support the optimal strategies in an economical way
- Develop and implement IT infrastructure and facilities to support critical business operations—at your pace and in your budget
- Provision cost-effective alternate IT equipment and facilities with business recovery services (including warm/hot sites, ship-to-site, and mobile facilities)

Low deposit, big return

That's stress calling: When a multitude of independent operating units of Canadian Imperial Bank of Commerce (CIBC) deployed 21 different messaging systems, the result was unreliable message traffic and out-of-control costs for management, integration, and upgrades.

Enter: HP Messaging-on-Tap, an Internet Utility Computing Service with 99% availability and fixed-minute message delivery based on Microsoft Exchange. Now, over 42,000 CBIC end users enjoy secure e-mail delivery with virtually zero downtime. And the bank enjoys a simplified IT infrastructure, lower total cost of ownership, and predictable upgrade costs on a pay-as-you-go basis.



Start now

What does business continuity mean to your company? Chances are, it can mean the difference between success and failure in today's highly competitive business climate.

To learn more about HP Business Continuity solutions, and how they can help you survive and thrive no matter what comes your way, please visit our Web site at:

www.hp.com/go/businesscontinuity.



To learn more, visit www.hp.com.

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