



HP Intel CME Cloud Computing Workshop

Building a Vision – Planning for Success

Evolving from telecom to cloud service provider

In the current difficult business climate, organizations are understandably focusing on streamlining business processes, optimizing efficiency, and controlling costs.

These business imperatives are increasing the pressure on service providers' technology infrastructures. The ability to quickly deploy new services and improve existing ones is key to a service provider remaining competitive. Their service offerings must allow customers to grow while reacting rapidly to new market opportunities.

To better respond to these needs, a new category of service is emerging: *cloud services*.

Cloud services are global, highly scalable, elastic, and flexible services delivered over the Internet on an as-needed, pay-per-use basis. This is the new cloud computing paradigm, in which everything is a service.

In cloud computing, everything is a service

To ensure a smooth transition to cloud computing, service providers must select the best possible platform on which to build their cloud services. Major selection criteria include availability, scalability, security, and overall cost.

HP and Intel are jointly organizing a cloud computing workshop to help IT directors, managers, and architects of service providers in this decision-making process.

HP's and Intel's cloud computing workshop

HP already offers a range of cloud computing workshops aimed at customers with varying degrees of cloud expertise and maturity.

One of these workshops is specifically targeted at service providers with a good understanding of cloud computing concepts.

The workshop, jointly presented by HP and Intel, highlights the technical aspects of HP's cloud computing solution and investigates how to select the most appropriate cloud computing platform.

It also showcases the major components of HP's cloud computing solution and demonstrates its key features and benefits.

The workshop facilitates discussions on the following topics:

- Implementing an IT service portfolio based on cloud principles
- Connecting service providers' existing portals, help desks, and billing systems to cloud services
- Integrating cloud computing principles into service life cycles. For example, managing data center planning and operations
- Anticipating the potential benefits of a proof-of-concept



Workshop agenda

Hosted by the HP Intel Communications, Media, and Entertainment (CME) Solution Center, the cloud computing workshop is telecommunications oriented.

The workshop lasts a day and a half and covers four to six topics of the participant's choice. These topics are integrated into a comprehensive agenda presented by experts from HP's infrastructure, software, services, and sales divisions.

Technical subjects on the agenda include the following:

- HP's cloud computing strategy and reference architecture for cloud computing
- The Infrastructure as a Service (IaaS) and Platform as a Service (PaaS) cloud computing models, including HP products and solutions that incorporate IaaS/PaaS services
- HP's Aggregation Platform for SaaS product, a software solution that facilitates aggregating Software as a Service (SaaS) cloud computing services and offering them to telecom operators' customers
- Intel's vision for cloud computing. How Intel technologies complement HP cloud computing solutions by improving performance and energy efficiency with Intel® Xeon® processors, strengthening security through accelerated encryption, and improving trust in cloud-based virtualization environments
- Additional technical topics covering storage, server virtualization, and management technologies

The workshop also includes a tour of the HP Intel CME Solution Center, a Next Generation Datacenter combining the latest HP servers, storage, connectivity, and infrastructure.

HP and Intel key hardware components

HP Blade System c7000 enclosure

The BladeSystem c7000 enclosure provides all the power, cooling, and I/O infrastructure needed to support modular server, interconnect, and storage components today and throughout the next several years.

Intel® Xeon® Processor 7500 Series

Exceptional scalable performance with advanced reliability for your most data-demanding applications and intelligent performance that automatically adapts to the diverse needs of a virtualized environment.



The HP Intel Solution Centers provide complete telecom infrastructures for demonstrating the Communications, Media, and Entertainment Solution Portfolio to HP customers and partners. The centers are located in the three regions: Grenoble, France for EMEA; Plano, Texas, USA for Americas; and Shanghai, China for APJ. These unrivalled technical facilities offer our customers and partners the unique opportunity to evaluate new services in real-world environments, test new technologies, and select the solutions most likely to succeed.

Technology for better business outcomes

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For more information, visit <http://www.hpintelco.net>

HP Intel CME Cloud Computing Workshop, July 2010

Workshop Agenda - Day 1	
09:30	The day's objectives
09:45	The customer's expectations
10:15	HP's strategy for cloud computing and cloud-based services
11:00	HP's reference architecture for cloud computing
12:00	Intel's vision for cloud computing
12:30	Lunch with an HP executive
13:30	Tour of the HP Intel CME Solution Center
14:00	Topic 1
15:30	Topic 2
17:15	Topic 3
18:00	Wrap up and next steps
19:00	Dinner

Figure: A typical cloud computing workshop agenda

HP Intel CME Solution Center's team and facilities

The HP Intel CME Solution Center is a secure, real-world, working laboratory. Its resources are available to customers and partners to help them test and validate network- and service-provider solutions before their official release, reducing their time-to-market.

Thanks to the unique collaboration between HP, Intel, and specialist third-party companies—combining Intel® Xeon® processors with HP hardware, software, solutions, and services—customers can validate new technologies and facilitate the deployment of innovative solutions.

Cloud service providers are always welcome to take part in these programs by visiting our premises, where technical experts and consultants from HP and Intel are on hand to advise on strategy, investigate needs, and resolve problems.