



Creating Powerful Solutions. **Together.**



Running in Parallel HP and IBM Data Management Alliance

IBM Data Management software

IBM now offers the combined strength of IBM Informix solutions with DB2 Universal Database software on HP-UX, ideal for applications requiring parallel processing such as data processing and data mining, as well as transaction based processing needs. IBM Data Management understands the strategic importance that the IBM Informix solutions bring to the HP alliance and will be continuing to enhance and support these products on the HP platforms going forward.

One of the many advantages HP has in the data management space is the strength and depth of its strategic partnerships. HP data management solutions include both horizontal applications and industry. Specific, vertical applications combining

consulting services, hardware platforms, operating environments, storage solutions, data warehouse infrastructure, data mining, software applications, and support into complete, powerful solutions.

HP's relationship with IBM Data Management spans more than two decades, with mutual global Fortune 1000 customers asking for IBM software solutions and depending upon the reliability, high availability and scalability of the HP-UX enterprise hardware. IBM Data Management products have been available on the HP-UX platform since 1980.

Offering choices

HP gives IBM Data Management customers many choices in terms of servers. By offering a wide range of UNIX and Intel-based servers, HP is able to build well-optimized and very scalable environments to meet customers' expanding needs, including highly available systems. HP offers an excellent degree of UNIX flexibility and reliability, and HP has a very broad experience in implementing open solutions across heterogeneous enterprise environments. Both HP and IBM Data Management are key players in the enterprise business intelligence marketplace, making up an increasingly requested off-mainframe business intelligence solution.

Increasing roles

Although the HP and IBM Data Management alliance has been successful, the two companies have no intent of resting on their laurels. HP and IBM are working together to

ensure that future e-business opportunities, including the burgeoning market of Internet applications and devices, is one in which HP and IBM will play a growing and deepening role. The two companies have dedicated substantial resources to bring customers the integrated, comprehensive, and focused solutions they need. Areas of collaboration include executive meetings, technology development, marketing activities, services and support.

Why choose IBM Data Management on HP-UX?

In today's competitive landscape of price wars and new innovation entrants to the market place, why choose IBM Data management products for HP-UX? As a foundation, both HP and IBM place ultimate emphasis – and organizational resources – on the customer experience. Upon that foundation, IBM Data Management solutions' scalability, functionality, reliability, and pricing make them an ideal choice for customers running heterogeneous environments. IBM's high performance mechanisms support large databases and offer greater scalability in Massively Parallel Processors (MPP's) or clustered servers than any other solution on the market today.

Data Management for HP-UX delivers great scalability throughout the Data Management database product family.

HP and IBM have been recognized separately for offering superior products and performance, and both companies are committed to extending the leadership. Significant ongoing

investments in engineering and tuning, in addition to joint technical planning, are a foundation of the alliance and an extension of HP's commitment to price/performance leadership in the UNIX market.

IBM Data Management benefits at a glance:

- Enables fast, secure access to legacy data throughout intranets, extranets, or the Internet.
- Integrates new Web-based applications with existing core business applications.
- Maintain enough capacity for the explosive growth in business made possible by the global reach of the Internet.
- Deploys e-business solutions quickly with limited in-house Web experience.
- Enables building of new Internet applications and extension of existing applications such as data warehousing, data mining, OLTP and OLAP to the Web.
- Deploys e-business solutions in a distributed environment.
- Energizes mobile users with reliable, up-to-date data.
- Will continue to be available on key HP platforms.

"The leadership of the data management group, and specifically Janet Perna and her management team, have been outstanding at creating a positive environment that not only supports partnering, but puts forth partnering as a fundamental strategic premise and a foundation for success. We are very heartened by the entire team's consistent pledge of an open platform environment and have every reason to believe, because it makes sound business sense, that this policy will continue."

Nigel Ball, Vice President and General Manager, Hewlett-Packard - E-Services Partner Division
Hewlett-Packard Company

HP's track record:

- For the fifth consecutive year it has secured the No. 1 position in worldwide midrange UNIX® server revenues, HP is number one in Western Europe Unix server revenues according to 2001 figures released by market research firm IDC.¹
- HP is one of the prominent industry leaders in single-systems comprehensive line of UNIX, Linux and Microsoft Windows servers.
- During 2001 HP has rocketed to the number two position on the TOP500 list, with 30% in terms of installed systems. The TOP500 list is categorized as the world's 500 most powerful installed computer systems. <http://www.top500.org>

"IBM is committed to providing customers with the broadest platform support in the industry in an effort to meet their e-infrastructure requirements. Today, IBM's data management portfolio of products support more than 22 operating systems, including HP-UX, Linux and Windows. Customers can be assured that IBM and Hewlett-Packard Company will continue to work closely together to ensure that the combination of our products are optimized to deliver advanced performance capabilities."

Janet Perna, General Manager
IBM Data Management Solutions



For more information about HP products, contact your HP sales representative or visit our website at www.hp.com

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Planning for the future

- HP is architecting the future with IA-64 technology, developed jointly with Intel Corporation.
- HP offers a parallel path of PA-RISC and IA-64 based Unix Servers.
- HP upgradeable systems are "IA-64 ready".
- HP is planning a smooth transition to ensure investment protection for its customers.
- IBM Data Management offers tools for Informix heritage customers migrating to DB2 on HP-UX.
- To ensure minimal disruption in future migrations to DB2, IBM Data Management will be integrating Informix technology into DB2 UDB.
- IBM Data Management's Gold program offers customers security/flexibility in determining their database choice if they are unsure about migration to DB2.

¹According to IDC's Quarterly Server Tracker, Q4CY2001, published March 8, 2002. IDC uses price points to differentiate servers into entry-level (which is up to \$100,000), midrange (which is \$100,000-\$1 million) and high-end (which is \$1 million and above).



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