



[HP vows to change global IT with converged infrastructure strategy](#)

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SINGAPORE – Hewlett Packard Co. (HP) announced Friday it is determined to change the global IT market landscape with its new networking portfolio which is a cornerstone of the HP Converged Infrastructure strategy.

Jay Mellman, senior director for HP networking division, told the press during the NetEvents forum in Singapore that HP's goal is to help companies achieve a converged infrastructure model which promises to change server-based data centers to be managed fully remotely.

"The HP Networking is built on open standards that can work with other technologies or run well in a heterogeneous IT environment," Mellman said, adding the converged infrastructure model is an expansion of the HP ProCurve solutions and 3Com Corporation's network switching, routing and security solutions.

Mellman said there is still no exact market value for HP's converged infrastructure model but described it as a giant move by HP, stressing that it crosses the multi-billion-dollar market for servers, networking, storage and other IT solutions.

"All of HP's engineering teams, other technical people, sales teams, our channel partners are being trained on how to leverage on HP in the direction of the enterprise infrastructure," Mellman said. "This is the breadth and depth to this move."

The new portfolio consists of four product families that address specific client requirements from the branch to data center. "The solutions are supported by HP Services and sold through HP and the 40,000 specialized channel partners," added Mellman.

He also said the target market for the new networking portfolio includes not only large companies but also small firms but only in a different form.

Amol Mitra, director for marketing, HP Asia Pacific and Japan, said the real value on networking is to address the issues on what should be virtualized in a company and for the creation of greener IT such as cooling concerns and other critical issues.

Having worked with IDC, HP reported about 65% of the budget of businesses are stuck in maintenance and the IT vendor's goal now is to convert that spending and effort into innovation savings.