

HP SDN App Store

Are you ready?

SDN is Now



Live Oct 1st

7pm EST

Jacob Rapp, Global Marketing Leader, HP
Networking

Software-defined Networking is here

SDN is Now



Security



Cloud



Big Data



Mobility



Innovation

Software-defined Networking

2014+



**Solving the problems of
the New Style of IT**

2011



**HP Ships 30 Million SDN-Enabled Ports
& SDN Controller**

2007



HP & Stanford collaborate and demo OpenFlow

... Innovation becomes the norm

HP Networking Strategy and Value

Network simplicity is competitive power

Agility



Trusted



Maximizes value



Software-defined networking everywhere

Cloud — **Data center** — **Campus** — **Branch** — **Mobile**

