



# ***The New Style of IT***

Stig Alstedt  
Teknologidirektør  
HP Norge

© Copyright 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.











# Endringstakten øker (fortsatt)

Alt skjer *mye* raskere enn før

## Vekst

**AOL brukte 9 år på å nå 1 million brukere**

**Facebook brukte 9 måneder**

**Draw Something brukte 9 dager**

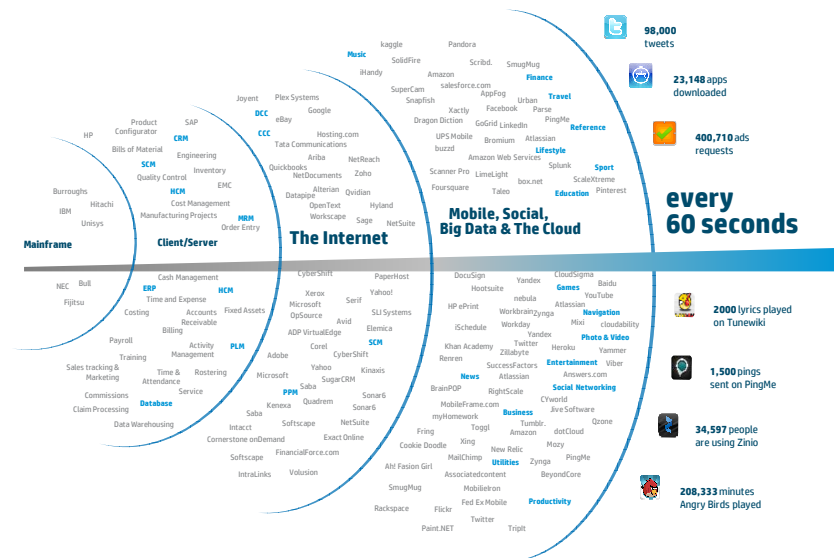
## Kapasitet

**500 mill foto, 200 mill tweets daglig**

**1 mrd Facebook posts hver dag**

**100t video per minutt**

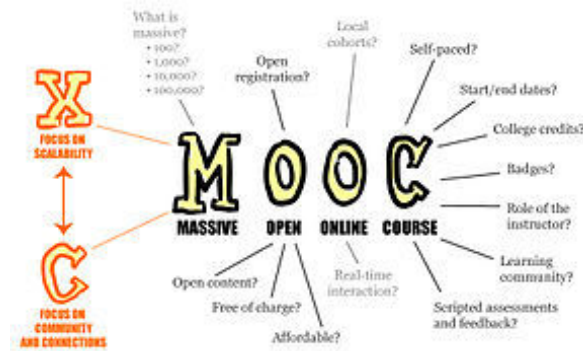
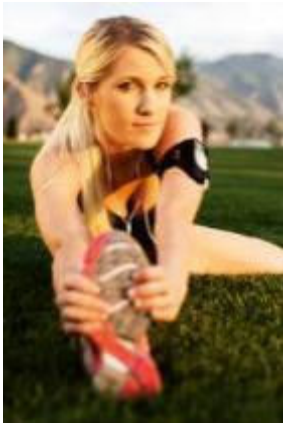
**“IT” står nå for 2% av verdens energiforbruk**





# Endring skjer over alt

*Alt* blir digitalt





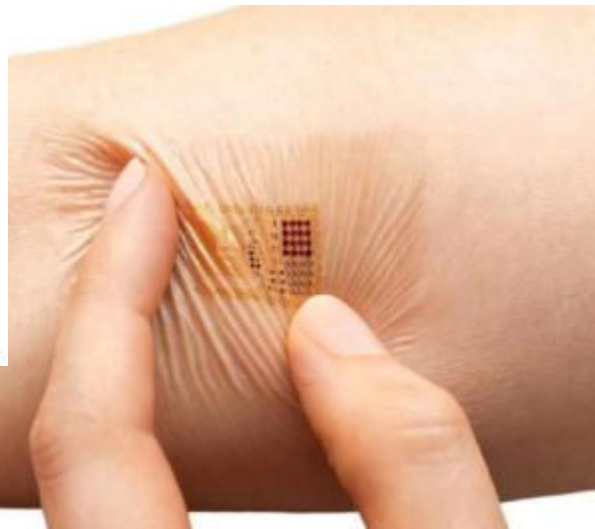
# Endring skjer over alt

*Alt* blir digitalt



Digital Tattoo Interface

Her cell phone is ringing, but the display is turned off. She lightly pushes a small dot on the skin on her left forearm to suddenly reveal a two by four inch tattoo with the image of the cell phone's digital display, directly in the skin of her arm. She answers the call by pushing a tattooed button on her arm. While she's talking, the tattoo comes to life as a digital video of the caller. When she finishes, the tattoo disappears.







***Konvergens***



# Converged Infrastructure

## Converged infrastructure

From Wikipedia, the free encyclopedia



**Converged infrastructure** packages multiple information technology (IT) components into a single, optimized computing solution. Components of a converged infrastructure solution include servers, data storage devices, networking equipment and software for IT infrastructure management, automation and orchestration.

Converged infrastructure is used by IT organizations to centralize the management of IT resources, consolidate systems, increase resource utilization rates, and lower costs. These objectives are enabled by the creation of pools of computers, storage and networking resources that can be shared by multiple applications and managed in a collective manner using policy driven processes.

IT vendors and industry analysts use various terms to describe the concept of a converged infrastructure. These include converged system, unified computing, fabric-based computing, and dynamic infrastructure.

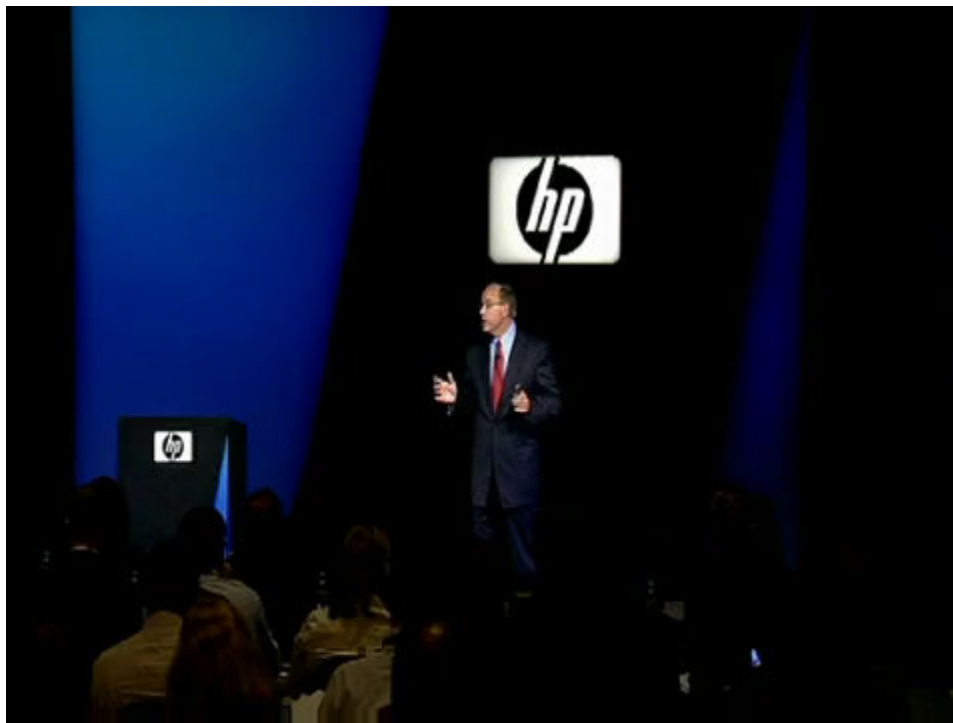
### Contents [\[hide\]](#)

- 1 The evolution of data centers
- 2 Benefits of converged infrastructure
- 3 Converged infrastructure and cloud computing
- 4 References
- 5 External links





## De gamle er eldst



HP VP Dave Donatelli i opptak fra HPs Security Analysts Meeting, 2009.





## Analytikere er enige – Konvergens er uungåelig



**“It’s the next IT cycle:  
Convergence reigns for  
next 10 years”**



**“By 2015: one-third** of all servers will ship as managed resources integrated in a converged infrastructure”



FORRESTER®

**83%** of enterprises will expand and implement a Converged Infrastructure in the **next 12 months**





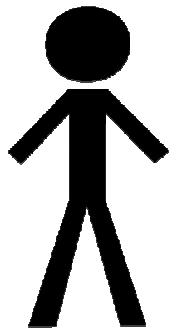
# Maktbalansen





# Maktbalansen

... har endret seg



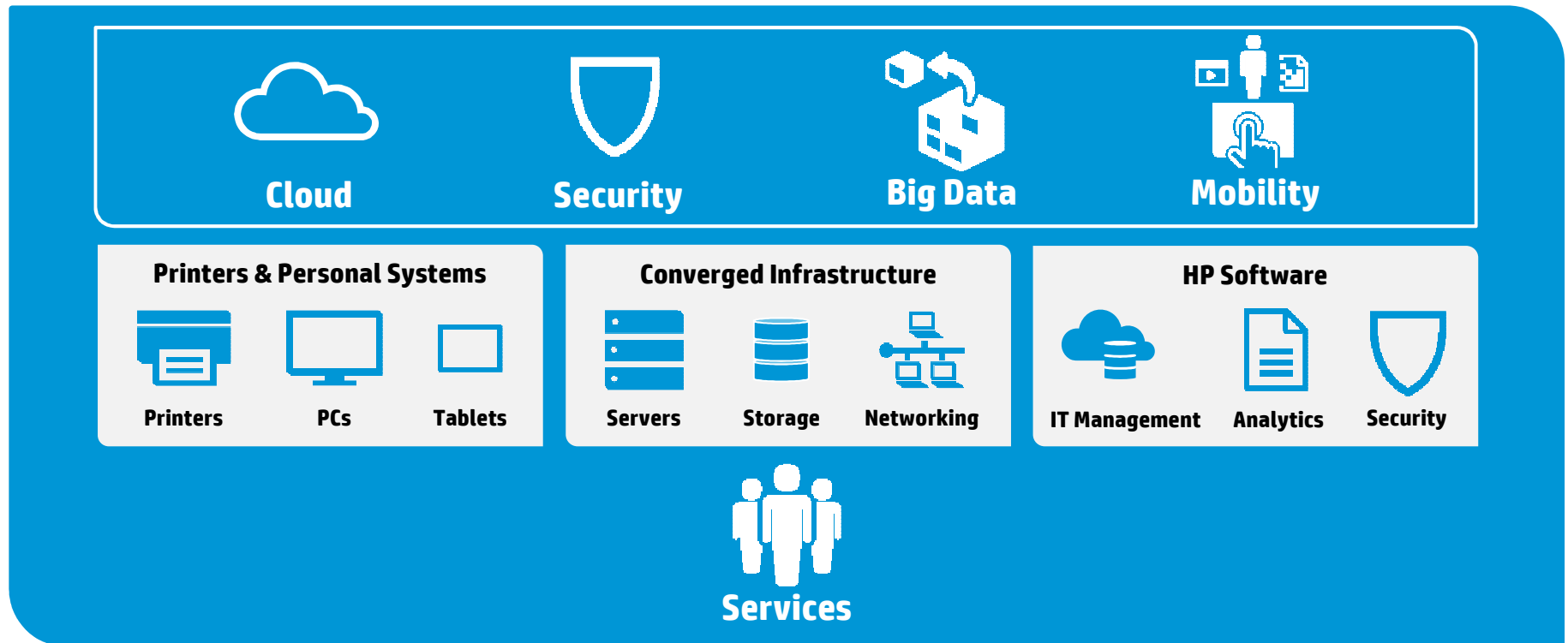
IT



Bruker



# HPs syn på verden: *The New Style of IT*





# HP ConvergedSystem





# Vi introduserer: HP ConvergedSystem for virtualisering

Den raskeste veien til virtualisering med betydelig kostnadsreduksjon



## Enkelt innkjøp

50–1,000+ virtuelle maskiner (VM'er)



## Enkel utrulling

Ordre til drift på kun 20 dager



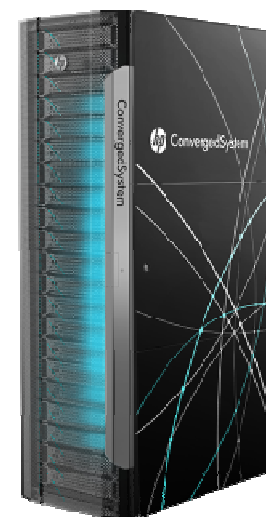
## Enkel drift

Administreres som én enhet

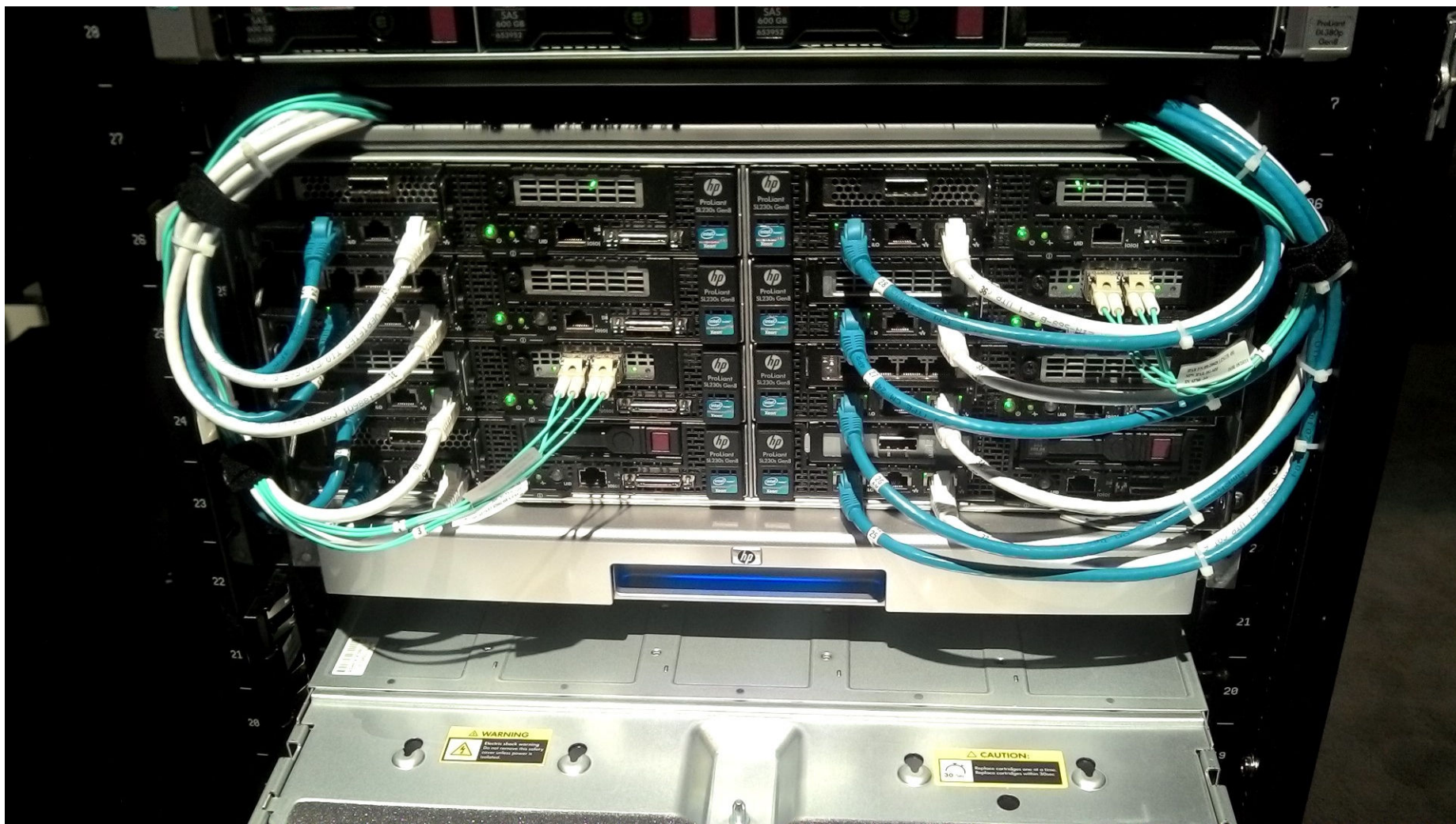


## Enkel support

Ett selskap: HP









**It's All About Software**

# HP OneView





# HP ConvergedSystem portefølje

Ferdigbygget for systemdrift

## Virtualisering

- HP ConvergedSystem for virtualisering
- HP ConvergedSystem for Hosted Desktops

## Cloud

- HP CloudSystem

## Big Data

- HP ConvergedSystem for Vertica
- HP AppSystem for SAP HANA



Utviklet i samarbeid med bransjens tyngste merkenavn







# HP Discover

© Copyright 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.



## Discover events

**Next up:** Las Vegas June 10-12, 2014

[Overview](#) [Why attend?](#) [Events](#) [Registration](#)

## HP Discover Las Vegas 2014 event

**It's time to build a better enterprise. Together.**

[Register now](#)



### Learn more about the event

HP Discover Las Vegas is the must-attend-conference of 2014 featuring hundreds of sessions focused on the hottest topics in the industry today – Big Data, Converged Cloud, Mobility, Security, Risk Management and more.



### Discover on demand

View highlights from previous Discover events to see what makes this event so unique.

[View highlights reel](#)

[HP Discover Barcelona 2013 on demand](#)

[HP Discover Las Vegas 2013 on demand](#)





*thestig@hp.com*  
*@TheStiglAm*