



Press Release  
June 30, 2010

- Cloud

## HP to Help SFR Provide Cloud-based IT Infrastructure to Business Customers in France

PALO ALTO, Calif. -- HP today announced that it is helping SFR, a leading French telecom operator, to generate new revenue by extending the advantages of cloud computing to its business customers.

HP and SFR have built a complete cloud services platform designed to enable SFR to offer IT infrastructure as a service (IaaS) with utility-based pricing to French companies.

The [HP Cloud Services Enablement \(CSE\) portfolio for Communications Service Providers \(CSP\)](#) tightly integrates HP software, hardware and services to simplify and speed cloud services deployments. For IaaS, the compute services offering includes [HP Aggregation Platform for SaaS](#), [HP Cloud Service Automation](#) and [HP BladeSystem Matrix](#).

With the HP CSE portfolio, SFR business customers can take advantage of a wide selection of services on demand, guaranteed quality network bandwidth and access to state-of-the-art IT technology. Business benefits for SFR customers include predictable operating costs, less capital investment and decreased risk in new technology adoption.

By simplifying the launch of private-public cloud hybrids, HP is enabling SFR to accelerate growth in its enterprise business that already serves 150,000 companies. SFR selected the HP CSE portfolio primarily for one of its key capabilities: rapid time to market.

In addition to its business customers, SFR serves 30 million consumers.

“Cloud services represent a major opportunity for both SFR and our business customers,” said Paul Corbel, general manager, Business Team, SFR. “HP’s cloud expertise and proven technology will help SFR become the trusted provider for a wide range of ‘as a service’ offerings.”

The HP offering, which is tightly integrated with SFR software enablers, is hosted within SFR data centers.

By leveraging the capabilities of the HP portfolio, SFR can evolve its offerings beyond IaaS to include additional cloud-based services, such as communications as a service (CaaS) and platform as a service (PaaS).

”SFR is providing French companies with cost-effective IT infrastructure and, at the same time, building an attractive business with cloud services enablement from HP,” said Erwan Menard, vice president and general manager, Communications and Media Solutions, HP. “SFR is demonstrating the powerful multiplier effect customers enjoy when advanced HP hardware, software and services are integrated into a complete solution.”

The HP solution at SFR consists of four components:

1. [HP Aggregation Platform for SaaS](#) streamlines the on-boarding and operation of key services that are presented to business customers via the SFR Customer Portal. Coupled with the underlying cloud services technologies, HP Aggregation Platform for SaaS manages IaaS provisioning, reporting, service usage management, and customer charging and identity access, among others.
2. [HP Cloud Service Automation \(CSA\)](#) provides SFR with software that can improve efficiency, lower costs and reduce time delays as SFR deploys and manages cloud-based services. HP CSA manages self services for users and designers and automates administrative and business services.
3. [HP BladeSystem Matrix](#) enables SFR to get to market quickly by integrating compute, storage and network resources under a unified management structure. HP BladeSystem Matrix is the industry’s only solution for one-touch self-service provisioning of infrastructure, delivering services to the business in minutes versus months. It deploys services built on virtual or physical machines that SFR can offer to business customers. In subsequent phases, SFR plans to expand significantly the number of virtual machines.

The initial deployment at SFR includes HP BladeSystem Matrix with c7000 enclosures that are populated with blades. Storage resources for internal computing support include [HP StorageWorks Enterprise Virtual Array 6400](#) (EVA6400) across the environment.

4. [HP Cloud Consulting Services](#) provides consulting expertise to integrate the different HP technologies, help SFR get to market quickly with the IaaS offering, and lay the foundation for future cloud services offerings. The services include overall solution design, implementation and project management.

More information about the portfolio is available at [www.hp.com/go/CSE4CSP](http://www.hp.com/go/CSE4CSP).

About HP

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