NonStop Partners on Intel® Itanium® 2-based HP NonStop Servers

Club NSAA
(NonStop Advanced Architecture)
August 18th, 2005
Agenda

Club NSAA
Revenue Program
Incentive Program
ISV Web Based Reports
Contacts
What is Club NSAA?

- It is the ISV Validation Program for Itanium based NonStop Servers.
- Objectives
  - Program is designed to allow all ISVs to have early access to NonStop Itanium-based hardware and software in order to validate ISV applications
  - Availability to customers who need specific partner solutions at product launch
  - Program offers exclusive sales and marketing opportunities and events to Club NSAA partners
Club NSAA Benefits

- Exclusive events for Club NSAA members e.g. Partner Summits in May/October 2005
  - Itanium café, panel discussions, etc
- NonStop Sales Calls – Industry Solution Showcase (starting August 2005)
- Direct access to the Solution to Market (STM) Program to launch worldwide Solutions to the NonStop sales force
- NEW! Listing on Itanium ISV Web-based reports for HP sales and customers launched April 2005 http://h20299.www2.hp.com/customertool
Club NSAA Sample Member List

724
ACI
Ascert
Attalla
Attunity
AtosEuronext Corp.
Baker Street Software
BEA
BlackWood Systems
BHMI
Bowden Systems
CAIL
Canan Software
Carr Scott Software
CBOSS
comfORTE
Computer Associates
Computer Security Products
Cornerstone Software
Cross-El Software
Crystal Point
CS Software Concepts
Data Direct
Detaya Corp
Digital Presence Pty Ltd
DMB Consulting
Edisolve
eFunds
Elysoft2000
Emperex
ESQ Business Services
ETI-NET
ezTips
Fourth Dimension Software
Gemini Communications
Genus Software
Golden Gate Software
GreenHouse Software
Gresham Software
HP Japan
HP Internal
IBM
Idelji Corporation
IDX Systems Corp
Infitel A/S
Insession
Insider Technologies
Integrated Research
Interact Incorporated
ITI Shadowbase (Gravic)
Integrated Telecom Solutions
KLD
LogicaCMG
Menlo Business Systsem
MessageWay Solutions
Netweave Integrated Solutions, Inc.
Network Concepts
Network Technologies
Nexbridge, Inc
NuWave Technologies
Opsol Integrators
Q&E Intelligent Integrated
Radiant Logic
River Rock
Scadent Solutions
SimDesk Technologies, Inc.
SummaEst
Sungard Securities
Symmetryx
Syscom Computer Engineering
TANDsoft Consultants
Tape Laboratories
TATA Consultancy Services Limited
Transaction Innovation Corp
Tributary Systems Inc.
TriCom, Inc
Verizon Information Technologies
Warren Mason, Inc
Wily Technologies
XYPRO Technology Corp
## Club NSAA
### Current Validation Schedule and Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Revenue Program (92)</th>
<th>Incentive Program (211)</th>
<th>Total (303)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ready at FCS+*</td>
<td>77</td>
<td>83</td>
<td>160</td>
</tr>
<tr>
<td>Need to be Scheduled or Moved Up</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Unsigned</td>
<td>14</td>
<td>125</td>
<td>139</td>
</tr>
</tbody>
</table>

*Incentive Program partners can also validate to be ready FCS + 2 months or FCS + 6 months as they are not linked to an EAP date*
Revenue Program
Repayment Program
Overview

• The Revenue program within Club NSAA is focused specifically on a high priority list of NonStop solution partners.
  − The first group of partners on the priority list was identified as required by Customers participating in the EAP2 and EAP3 validation process.
  − The next group of partners being added to the priority list are based on customer deals in the pipeline. All of these partners are being contacted and encouraged/incented to participate in the partner validation process.
  − As the Itanium revenue pipeline grows, additional partners will be added to the list and encouraged to participate in the Club NSAA validation process.
Revenue Program
Process for Itanium Readiness

• If not already participating, contact ISV and encourage participation in Club NSAA Program
  – # customers in EAP can be an incentive
  – Offer assistance in specialized cases
  – Find Alternative solution
  – Escalate

• Process paperwork
  – NDAs, remote access; schedule time on systems
  – Test at HP facilities or own system
  – Once validated, offer “seal of readiness”
  – Participate in collateral, pr, webinars, etc.
Revenue Program
Account Team Responsibility

• Obtain full ISV software list
  – Solutions and completer applications
• Identify priority products
• Identify deal/application and timeframe when needed
• Send customer software list to Sheri.Wagener@hp.com
  – ISV
  – Application
  – Contact information
  – Primary Account team contact information
Revenue Program Tracking

- Software requirements, by customer, are entered into a master spread sheet
- ISV and product is listed and marked for each customer requirement (an intersection)
- Migration status tracked and monitored
  - FCS, Need to be Scheduled, Not Signed up
Incentive Program
Incentive Program
Overview

• The Incentive program within Club NSAA is focused on a target list of NonStop partners who have a current product or solution offering and are not on the Revenue Program list.
  – The Incentive program list was created by several weeks of in-depth research by Terry Schlenz and Mary Ahrens back in November 2004
  – Selection Process was:
    • Current DSPP member list (400+)
    • Filtered out partners who had no software products or solutions (200+)
    • Solicited the field, product management and many other groups who work with partners to identify solutions that were part of customer deals or new partners that would not show up in DSPP
    • Final scrubbing in February 2005 – duplicates etc created final list
  – Partners can and will be added moving forward based on feedback, request and demand.
  – All of these partners are being contacted and encouraged/incented to participate in the partner validation process and/or provide information for new web based reports.
Incentive Program
Current Recruitment Efforts

- Contract with LPS (Laser Print Group) which allows to conduct 1:1 recruitment calls with each partner
  - Partner is contacted and survey is completed
  - Club NSAA process begins e.g. survey is reviewed, training completed etc. partner gets “Club NSAA” graphic and is eligible for listed benefits.
  - When validation is completed, partner sends in self certification letter to DSPP (posted on new web based reports) and gets an “NSAA Ready” graphic

- Current Status
  - LPS is contacting partners for permission to publish on new web based reports
    - 43/73 confirmed in 10 days
  - Unsigned partners are being contacted (28 this week alone)
    - 140 partners left at an estimated 30 per week contact rate
Incentive Program
Upcoming Key Recruitment Events

- NonStop Partner Summit October in San Jose
  - A special "Itanium® Cafe" that allows partners to test code on the latest compilers in a secure desktop environment.
  - A special networking session that will help partners identify and make the most of the business opportunities available.
  - A high-impact business track which will include a session on how to take partner solutions to market with HP NonStop Business Development and Sales
  - The popular NonStop Executive Q&A Panel
ISV Web Based Reports

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The information contained herein is subject to change without notice
NEW! Web-based ISV Reports

- These new ISV Reports are the single repository for information on all HP platforms including NonStop

- New! HP Integrity Server Solutions Itanium® 2-based Partners and Applications Report
  - Audience: External e.g. Customers
  - [http://h20299.www2.hp.com/customertool](http://h20299.www2.hp.com/customertool)
External Customer Report

“Login Screen”

HP Integrity server solutions
Titanium® 2-based partners and applications

Sign In
Welcome to the customer tool for 3V availability. Please sign in below or register if you are a first-time user.

* = required

E-mail address

Password

New users
Are you a first-time user? Complete this simple registration.

Register

Questions or Comments?
External Customer Report
“Search Screen”

HP Integrity server solutions
Itanium® 2-based partners and applications

HP Integrity servers, based on Itanium® 2 processors, provide industry-leading performance, scalability, flexibility, and mission-critical reliability. HP's strong partnerships with Independent Software Vendors (ISVs) allow us to offer a broad range of Integrity-based solutions to meet the needs of customers across multiple industries, and horizontal applications.

To find out the application you need is available for HP Integrity servers, you can search by the company, application, or solution category areas.

Choose one of the search options below to find the Itanium-supported application that best suits your requirements.

1. Company Name
   Click on the first letter in the company name or type the name in the box and hit search.
   123 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

2. Application Name
   Click on the first letter in the application name or type the name in the box and hit search.
   123 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3. Solution Category
   Select the desired solution category from the pull-down list and hit search.

This search displays a listing of software products that are currently available and is provided for informational and planning purposes only. This does not represent an all-inclusive list of partners.
External Customer Report
“Industry Search”

HP Integrity server solutions
Itanium® 2-based partners and applications

Industry - Network and service providers
There is availability for the following platforms: HP-UX, Linux, NonStop, and OpenVMS

<table>
<thead>
<tr>
<th>Partner</th>
<th>Application</th>
<th>Availability for NonStop H05.03 and later</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Presence Pty Ltd</td>
<td>ComNet</td>
<td>TNS/E (Jul 2005)</td>
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External Customer Report
“Application Search”

HP Integrity server solutions
Itanium® 2-based partners and applications

There is availability for the following platforms: HP-UX, Linux, NonStop, OpenVMS, and Windows.

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<th>Partner</th>
<th>Availability for NonStop H11.03 and later</th>
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</thead>
<tbody>
<tr>
<td>ACP Professional Services</td>
<td>ACP Worldwide</td>
<td>(Available)</td>
</tr>
<tr>
<td>AlertPlus</td>
<td>Computer Security Products Inc. (CA)</td>
<td>2.10 (Planned)</td>
</tr>
<tr>
<td>ASAP Reporter</td>
<td>TANOSsoft Consultants Inc. (CA)</td>
<td>2.4 (Jul 2005)</td>
</tr>
<tr>
<td>Attunity Connect for NonStop</td>
<td>Attunity Inc.</td>
<td>3.4 (Available)</td>
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<tr>
<td>AudioInt</td>
<td>Computer Security Products Inc. (CA)</td>
<td>8.00 (Jul 2005)</td>
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<tr>
<td>AutoASAP</td>
<td>TANOSsoft Consultants Inc. (CA)</td>
<td>4.00 (Jul 2005)</td>
</tr>
<tr>
<td>Automated Operator</td>
<td>BEG Business Services Inc. (US)</td>
<td>(OS05)</td>
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</table>

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External Customer Report
“Partner Search”

HP Integrity server solutions
Itanium® 2-based partners and applications

There is availability for the following platforms: HP-UX, Linux, NonStop, OpenVMS, and Windows

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<tr>
<td>ACC Worldwide</td>
<td>ACO Professional Services</td>
<td>(Available)</td>
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<td>ACO Worldwide</td>
<td>BASE24_CONN</td>
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<td>Ascend LLC</td>
<td>RELATE</td>
<td>2.5 G (Available)</td>
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<td>Ascend, LLC</td>
<td>VersaTest</td>
<td>4.1.2 (Available)</td>
</tr>
<tr>
<td>Attunity Inc.</td>
<td>Attunity Connect for NonStop</td>
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