

Hewlett Packard Securities Analyst Meeting 2015

#hpesam2015



Hewlett Packard
Enterprise

Software

Robert Youngjohns

Executive Vice President and General Manager

Executive summary

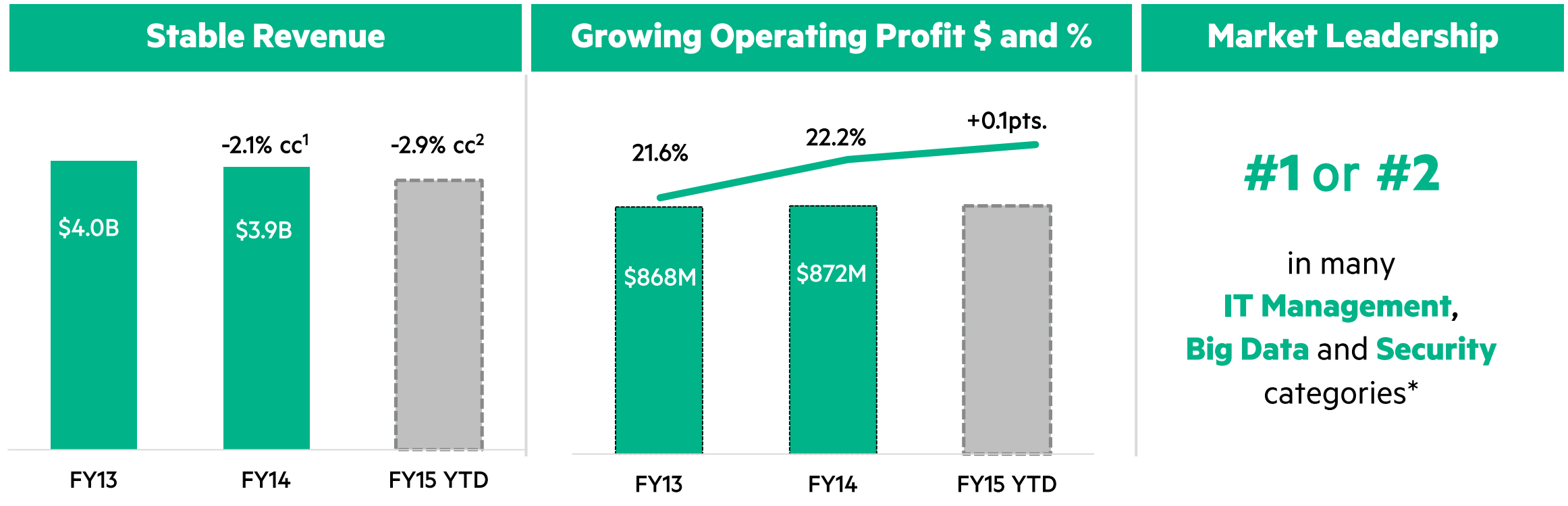
Software is delivering consistent revenues with **high margins** and **strong cash flow**

We are investing in **high growth products** and managing our mature businesses efficiently

We are shifting our **GTM model** to drive **long-term growth**

Our solutions are **essential** to the four **Transformation Areas**

Software performance metrics



- Improving operating efficiency
- Growing operating profit accretive to HPE
- Low capital requirements/high Cash Flow

A recognized leader across multiple markets

Big Data - Platform



“HP has a clear product road map and appears to be well positioned for the future.”
 “HP’s sophistication and extensibility enable it to address a wide range of use cases.”

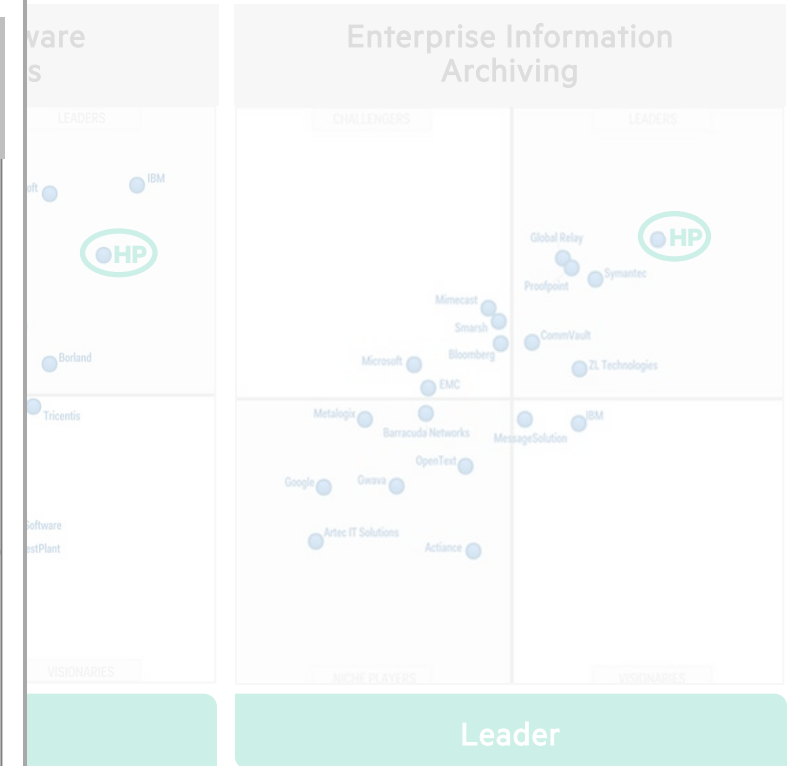
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Big Data - Platform



Leader

Big Data - Solutions



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Big Data - Platform

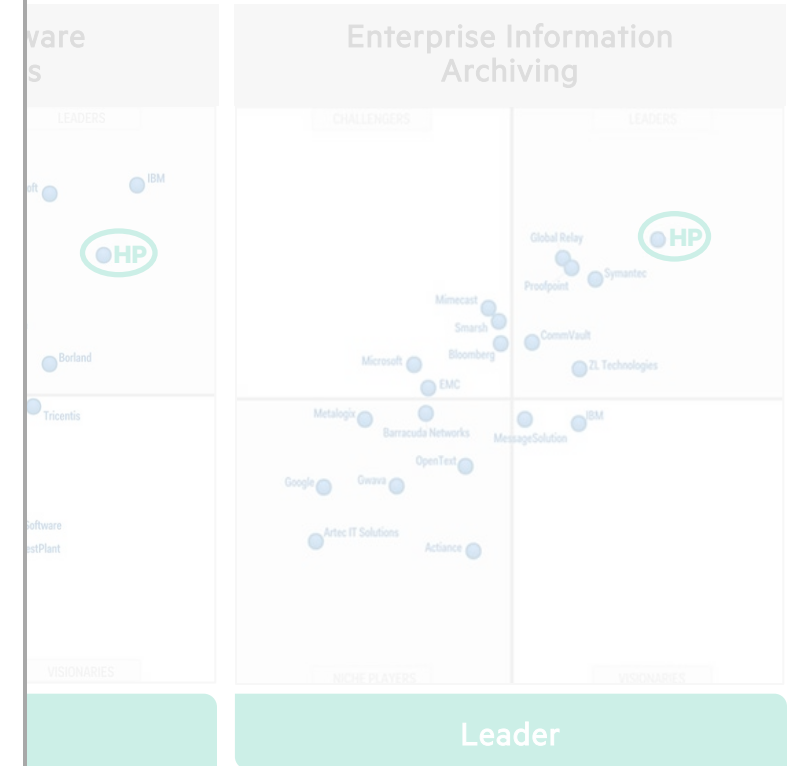


“HP has a clear product road map and appears to be well positioned to take advantage of the market.”
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Security



Big Data - Solutions



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ADM



Leader

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Big Data - Solutions



Leader

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Big Data - Platform



“HP has a clear product road map and appears to be well positioned to address the growing demand for enterprise search solutions.”

“HP’s sophistication and extensibility enable it to address the needs of a wide range of users and use cases.”

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Big Data - Solutions



Big Data - Solutions



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Big Data - Platform



Leader

Security



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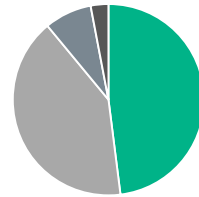
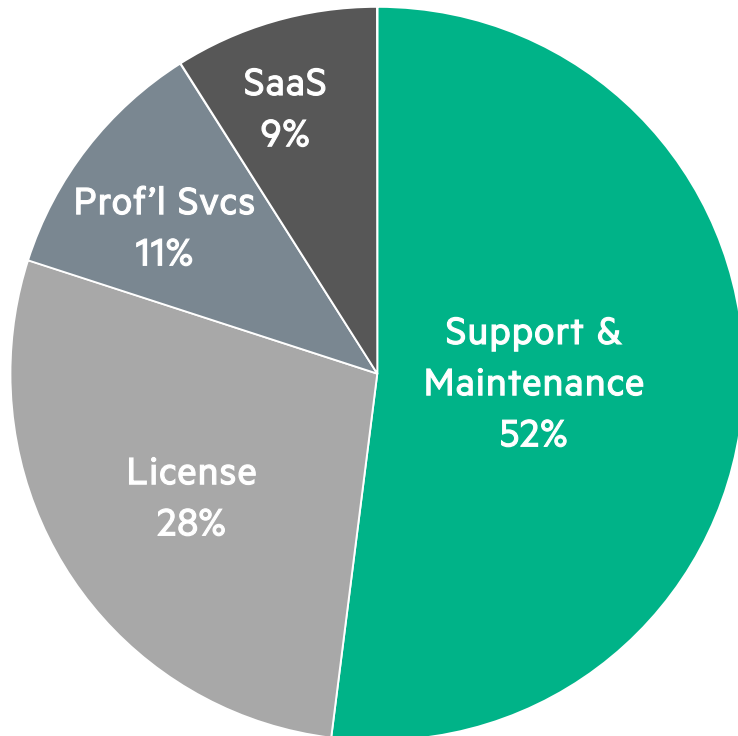
Leader

“HP has a clear product road map and appears frequently on shortlists due to its appeal to a broad number of buying centers and industries.”
 “HP’s sophistication and extensibility enable it to tackle the most demanding use cases...” -- Gartner

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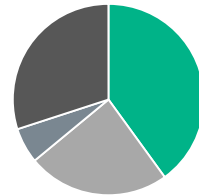
Aligning our business with the changing market

Revenue Mix



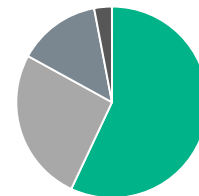
Security
\$0.7B TTM

- Highest growth products
- Traditional License and Support revenue streams



Big Data
\$0.7B TTM

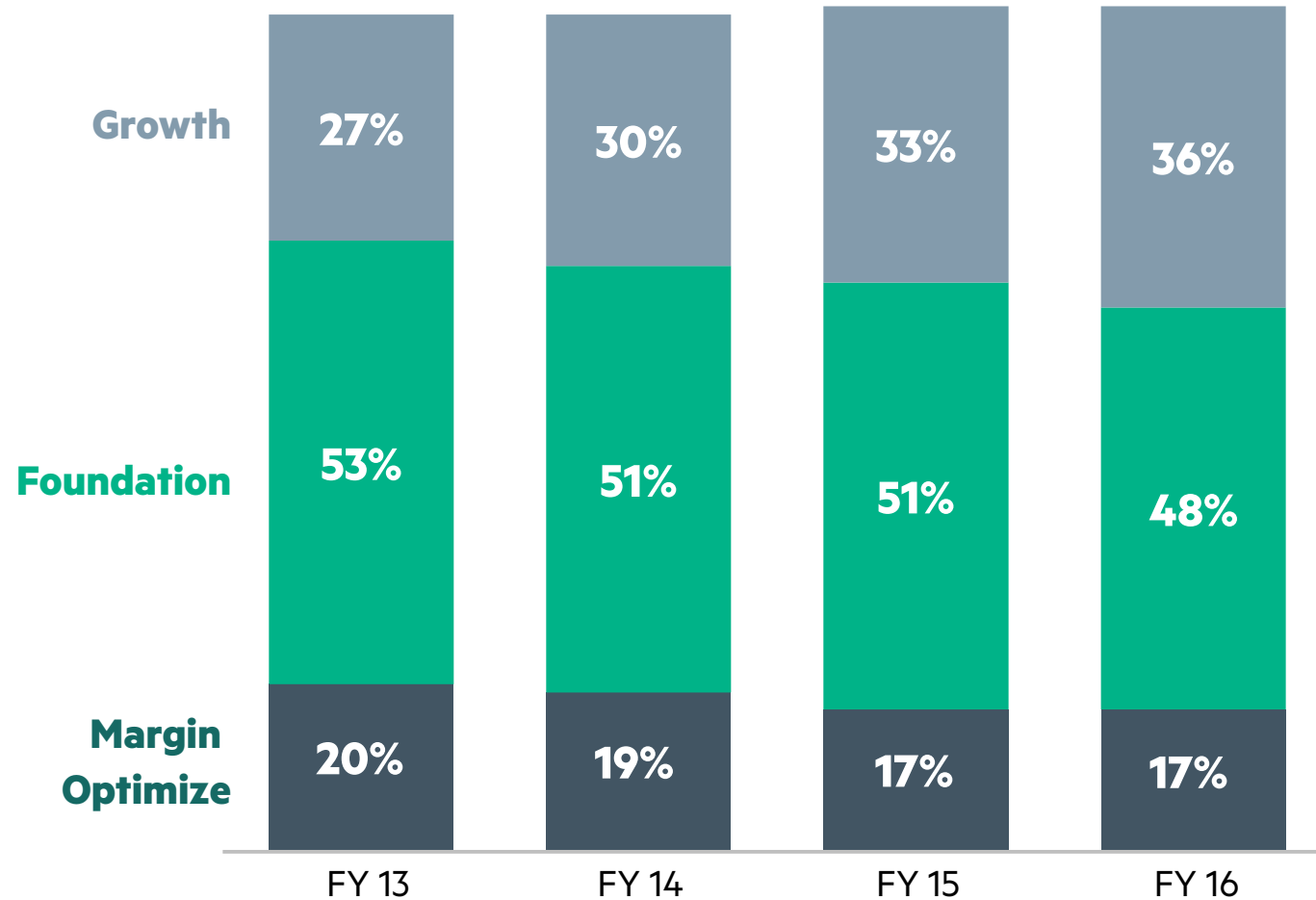
- Strong synergies with EG/ES
- Large SaaS portfolio



ADM/ITOM
\$2.1B TTM






- Strong SaaS growth off small base
- Large support base

Focused investment on growth



- Growth products at 33% of portfolio and increasing
- Powered by double or triple digit growth in such products as:
 - Service Anywhere
 - Lifecycle Virtualization Center
 - Systems Management Center/Propel
 - Atalla
 - Analytics Center

Positioned to address a large and growing opportunity

		Software Total Addressable Market	'15 - '18 CAGR	FY15 Market
<p>Total addressable enterprise software market of \$53 Billion* in 2015 expected to grow at an 8% CAGR through 2018</p>		ITOM	+8%	\$21B
		ADM	+8%	\$5B
		Big Data analytics	+11%	\$14B
		Enterprise Security Products	+8%	\$6B
		Cloud Software**	+17%	\$30B

Our plan to execute



Focus

- Continue to **review and rationalize** the portfolio
- Further optimize our **organic R&D** investment



Strategic Alignment

- Align Software **GTM** with ES/EG
- Create new **pricing mechanism** to drive engagement
- More effectively drive the four **Transformation Area roadmaps** to accelerate customer journey



Evolution of Financial and Operating Model

- Evolve **operating model** for SaaS
- **Pivot GTM** to address changing market and new buyers



Transform

to a hybrid
infrastructure



Protect

your digital
enterprise

Enable

workplace
productivity



Empower

a data-driven
organization





Transform to a hybrid infrastructure

Automate, orchestrate and transform delivery of applications, infrastructure and IT services



Protect your digital enterprise

Enable workplace productivity



Empower a data-driven organization



HP IT Operations Management



Cloud Service Automation



Propel

HP Helion



Protect

your digital enterprise

Enable

workplace productivity



Empower

a data-driven organization





Transform

to a hybrid
infrastructure



Protect your digital enterprise

Secure applications and
interactions, detect breaches
and encrypt data at the point
of creation

Enable

workplace
productivity



Empower

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organization





Transform

to a hybrid
infrastructure

Enterprise Security Products



Voltage



Arcsight User
Behavior Analytics

Enable

workplace
productivity



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Empower a data- driven organization

Apply analytics to analyze
and act on 100% of your
data





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HP Big Data



Vertica



IDOL



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Transform

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Protect

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HP Application Delivery Management



Service
Anywhere



AppPulse
Mobile

Empower

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The bottom line...

1

Software is delivering consistent revenues with high margins and strong cash flow

2

We are investing in high growth products and managing our mature businesses efficiently

3

We are shifting our GTM model to drive long-term growth

4

Our solutions are essential to the four Transformation Areas

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