



NOTE TO THE PRESS

HP AND TELECOM ITALIA TO OFFER END-TO-END CLOUD TRANSFORMATION FOR ITALIAN ENTERPRISES AND GOVERNMENT SECTOR

Agreement enables organizations across Italy to embrace the New Style of IT based on hybrid cloud infrastructure with high security and optimized costs

Barcellona, 3 december 2014

HP and Telecom Italia today announced a commercial agreement which will enable large enterprises and the government sector in Italy to increase efficiency by embracing the New Style of IT. Together, the two companies will offer integrated end-to-end cloud transformation services to drive business growth, agility and competitiveness.

Under the agreement, customers will be able to leverage the assets of both HP and Telecom Italia for end-to-end management of their cloud transformation, from initial assessment and definition of business case to transformation of IT, applications and business processes. Advanced technologies and hybrid cloud infrastructure will provide Italian customers with secure access to platforms and applications on a private cloud or as-a-service basis.

“Traditional IT infrastructures don’t have the capabilities and bandwidth to handle growing levels of information and demand, so organizations need to move to the New Style of IT where cloud delivers round-the-clock connectivity,” says Marten Mickos, Senior Vice President and General Manager, Cloud, HP. “The combined expertise of HP and Telecom Italia will provide organizations with integrated, proven capabilities that can deliver successful cloud transformations. Migrating from traditional monolithic IT architectures to secure, flexible hybrid cloud infrastructures based on HP Helion technology will reduce customer costs and enable anytime, anywhere access to data, applications and tools.”

“The cloud is a critical factor in enabling the digitalization processes necessary for the growth and development of Italy’s national economic system,” says Simone Battiferri, Executive Vice President - Business Market, Telecom Italia. “Thanks to this partnership with HP Telecom Italia broadens its cloud value proposition for companies and government and enriches its Nuvola Italiana’s infrastructure through the adoption of a further, new technology.”

HP will provide a complete assessment of customer needs, support migration to a Virtual Private Cloud environment with innovative, open standards-based technologies, and offer specialist professional and technology consulting services.



Telecom Italia will contribute its proven expertise in managed data center services, and will support customers' journey towards cloud adoption with its project management skills and end-to-end management of the full service stack.

Located throughout the country, Telecom Italia's seven data centers are integrated into the telecommunications networks and sustained by the most advanced technologies, ensuring secure retention of data in-region.

HP and Telecom Italia are also collaborating on the Cloud28+ initiative, which aims to drive cloud adoption, increase European revenue and create new employment opportunities while safeguarding European data.

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About Telecom Italia Group

Today Telecom Italia is Italy's main ICT group. Abroad its main strength is Brazil, where TIM Brasil is a major player.

The company's range of offers - focusing on advanced and integrated solutions for consumers, businesses and institutions - includes: telecommunications, internet, digital content, cloud computing, office and system solutions.

As it has done throughout its industrial history, Telecom Italia is basing its strategy on innovation, and over the three-year period 2014-2016, it will be investing 3.4 billion euros on the development of cloud computing and new generation technologies. The goal is to reach 50% of the Italian population with the new generation fixed ultrabroadband (fiber) and 80% with the mobile network (LTE), by the end of 2016. In Brazil, too, the focus is on developing new generation infrastructures, with an investment of over 11 billion reais by the end of 2016.

www.telecomitalia.com

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.