

The HP Helion Network: an emerging global cloud ecosystem



The HP Helion Network offers these unique commercial models and operating modes. **1) Ecosystems as a business network:** HP meets the demands of customers through an ecosystem of exceptional partners. **2) Collaborative opportunities:** The Helion Network is a collaboration of innovative services providers, software providers, and value-added resellers (VARs) designed to provide cloud consumption options for enterprise as well as small- to medium-sized business (SMB) markets. **3) Open and secure network:** HP Helion Network enables an open, secure, and agile hybrid IT environment that helps avoid vendor lock-in and facilitates workload portability between on- and off-premises environments.

Emerging support for cloud ecosystems

Research done by 451 Research in its HP Cloud Analysis report¹ makes it clear: enterprises are moving away from traditional on-premises IT networks and the interest in cloud platforms is global. Moreover, open source alternatives for all application types are expected to increase globally in the next two years. The combined forces of change in applications and the momentum of the cloud will favor the market for converged and hybrid cloud systems. This move will help improve flexibility, manage risk, and provide cost benefits for the enterprise.

HP's business network ecosystem

A business network can be thought of as an ecosystem of service providers working together to build and deliver value for each member's customers. Throughout history, cost savings, functional improvements, and innovation have emerged from networks in many industries. Rail networks evolved from several "short lines" whose private and government owners worked together to create transcontinental routes that provided efficient trade and travel between the Eastern and Western United States, while also standardizing timekeeping. Similarly, global telecommunications emerged from small, local wired phone systems into today's worldwide fiber-optic cable and wireless networks. These advances have uncoupled talking, emailing, and Web services from their physical locations.

Now, the Internet is beginning to decouple server-based systems from enterprise locations ("network disaggregation"), and many IT functions are moving to the cloud. In the next step of this evolution, cloud systems will expand into cloud ecosystems, when large cloud aggregators like HP offer a range of services, applications, and marketing.

"The world is rapidly changing. The revenue telcos used to receive from selling phone and voice services, data connections, and metering of data is now being provided by service providers and super techs—often

for free using cloud platforms. Telecoms are now looking for new avenues of revenue, new services and new ways to get into the market," states Sisher Wahie, HP Cloud Delivery Manager.

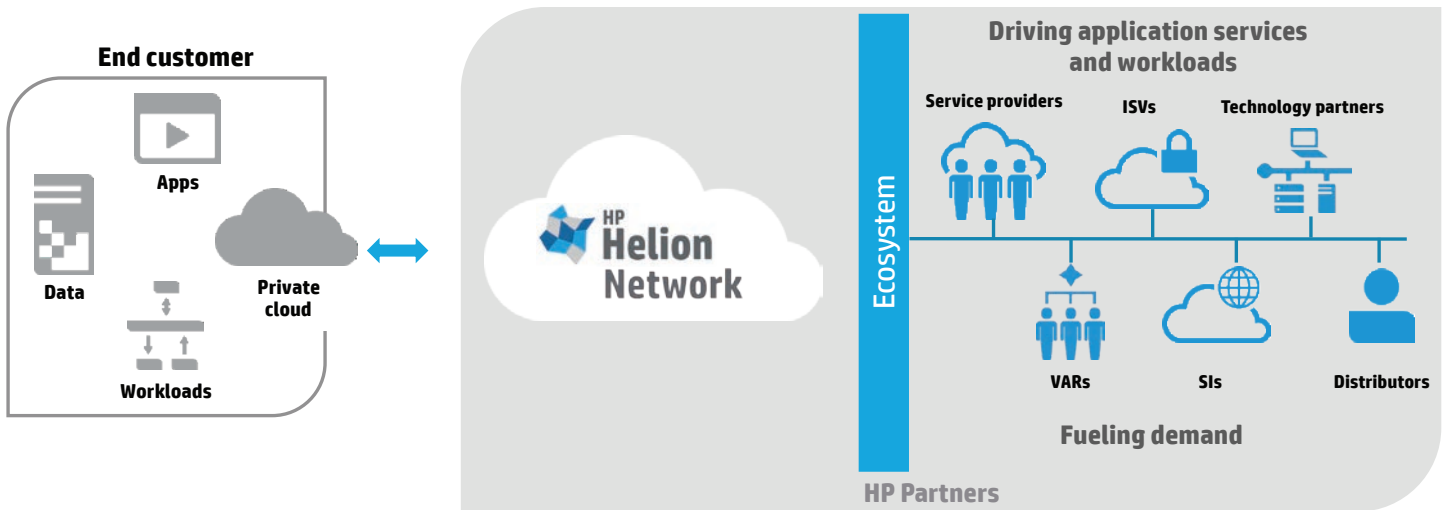
The HP Helion Network, named for Helium—the second-lightest element, is HP's cloud ecosystem, providing a network of service providers (SPs), independent software vendors (ISVs), VARs, and other partners.

HP Helion Network—collaborative opportunities

"The HP Helion Network will differ from other industry initiatives," says Steve Dietch, Vice President of HP Worldwide Cloud for Enterprise Group. "It will have unique commercial and operating models, creating a global ecosystem of open standards-based cloud platforms. It will also offer vendor hardware independence and collaborative go-to-market opportunities. HP will inject technology based on the OpenStack® platform and operational leadership. All of these differentiators are focused on leveraging the strengths of HP Helion Network members and creating a 'movement' that will help accelerate technical and commercial model innovation. The HP Helion Network is not a typical partner program but an intimate collaboration between members that will share a common focus on increasing enterprise hybrid cloud adoption."

¹"HP Cloud Analysis" report created for HP, 451 Research, December 2014.

HP Helion Network scenario: Global network of service providers offering enterprise customers open standards–based cloud services, geographic reach, and the means to meet in-country and cross-border requirements.



Open standards critical for fast-changing cloud networks

HP is a founding member of the OpenStack Foundation, which promotes the development, distribution, and adoption of the OpenStack cloud operating system. The OpenStack Foundation, a professional community of nearly 20,000 individual members from 144 countries, is the common ground for further cloud standardization, overseeing the release management process.

OpenStack software has early adoption by lead cloud users and is likely to grow into the “cloud standard” because of its flexibility, openness, cost-efficiency, and a better level of control over the appropriate cloud environments. HP is a leading contributor to OpenStack technology in the Kilo release.

The HP Helion Network will leverage Service Provider Grade HP Helion OpenStack and HP Cloud Service Automation (CSA) as part of the common architectural foundation.

OpenStack is based on open source standards and is hardware agnostic. This provides interoperability for ISVs, VARs, SPs, and other partners, thus helping to avoid vendor lock-in. This allows HP Helion Network partners to more easily provide a wide range of applications to their customers.

The changing traditional data center model

Enterprise IT is experiencing a transformational shift that can unleash IT to help dramatically improve speed and agility, deliver breakthrough customer experiences, and create new opportunities for revenue and competitive advantage.

Applications will migrate from traditional enterprise apps to more cloud-compatible workloads (such as cloud native and highly distributed applications), and workloads will increasingly move to third-party clouds.

As enterprises pursue off-premises venues for their applications, they still require orchestration and management solutions. In its HP Cloud Analysis report,² 451 Research indicates that while spending on technology is expected to decrease for traditional networks/platforms, 80 percent of respondents say they will increase spending over the next two years for a third platform, moving away from PC and client/server to a software-driven foundation. ISVs, VARs, SPs, and others will need to evolve new business models to add value, profit from these changes, and remain competitive.

What industry changes mean for the cloud

The enterprise move to the cloud is driven by many factors: flexibility and choice, data protection and sovereignty, avoiding vendor lock-in, delivery of next-generation applications, increased efficiencies, and more transparent and lower costs. Meeting these needs requires a combination of cloud types or a “hybrid” cloud that may include the familiar traditional networks, secure private cloud, stress-free managed cloud, and convenient public cloud. In January 2014, 451 Research defined hybrid cloud in this way: “It is simply a delivery model. It consists of two or more distinct cloud infrastructures that remain unique entities, all coordinated by standardized or proprietary technology, and interoperate to deliver seamless business functions.” Hybrid clouds may include legacy systems, modern architectures running on dedicated resources or private clouds in an enterprise data center, resources at a co-location facility, hosted private clouds, managed services, virtual private clouds, public clouds, and so on.

Hybrid cloud adoption is growing as enterprises seek the benefits of both private and public clouds capabilities, such as guaranteeing integration at the data, application, and process level. According to the RightScale State of the Cloud Report (2015),³ 55 percent of enterprises are planning to use hybrid clouds. By 2015, enterprises expect 25 percent of applications to be leveraging a hybrid model, according to 451 Research as published in its “The OpenStack Pulse 2014” report.⁴

²“HP Cloud Analysis” report created for HP, 451 Research, December 2014.

³“RightScale 2015 State of the Cloud Report,” RightScale, 2015, rightscales.com/lp/2015-state-of-the-cloud-report.

⁴“The OpenStack Pulse 2014,” 451 Research, August 2014, <https://451research.com/report-long?icid=3144>.

The HP Helion Network ecosystem

The HP Helion Network is a global, open ecosystem that brings together SPs, ISVs, VARs, and other partners to accelerate innovation and deliver competitive, open standards-based cloud services based on HP Helion technology. This network provides the framework for an open, secure, and agile hybrid IT environment that helps avoid vendor lock-in and facilitates workload portability between on- and off-premises environments. The HP Helion Network also enables access to an expanded set of open standards-based cloud services (as shown in the graphic):

Cloud service providers need better tools to meet changing enterprise cloud service needs. The HP Helion Network provides SPs with more routes to market and broadens their geographic reach. HP can also help SPs reduce development costs and improve time to market using testing and development tools provided as part of the network. In addition, SPs can offer services outside their footprint via other SPs in the HP Helion Network.

ISVs and developers need to evolve their delivery and business models to adapt to the shift away from traditional on-premises IT environments to third platform technologies, like the cloud. The HP Helion Network helps give ISVs global reach, rapid innovation, and numerous routes to market through resellers via access to other HP Helion Network service providers and Cloud28+, a European customer-facing catalog that matches cloud buyers and sellers.

VARs will need to differentiate their services as growing hybrid cloud adoption increases competition in the enterprise market. The HP Helion Network expands the portfolio of services and applications that resellers can offer customers transitioning to the cloud.

The HP Helion Network—proof of concept installations

HP is currently working with selected global partners on proof of concept installations to further define the elements of the HP Helion Network and integrate services that will benefit enterprise IT, ISVs, VARs, SPs, and other partners as part of the cloud ecosystem.

Learn more at
<http://www8.hp.com/us/en/cloud/helion-network-overview.html>



Sign up for updates
hp.com/go/getupdated



Share with colleagues



Rate this document

© Copyright 2015 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

The OpenStack word mark and the Square O Design, together or apart, are trademarks or registered trademarks marks of OpenStack Foundation, in the United States and other countries and are used with the OpenStack Foundation's permission. HP is not affiliated with, endorsed by, or sponsored by the OpenStack Foundation or the OpenStack community.

Details and features of the HP Helion Network program are subject to change from time to time. HP and charter members are expected to sign a definitive agreement that will set forth the binding terms of the HP Helion Network and charter membership.

The Helion Network will be launched in phases, and not all phases are available at this time. Details and features of the Helion Network program are subject to change from time to time without notice.

