

Accelerating Innovation with Self- Service HPC

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GLOBAL PRODUCT DATA INTEROPERABILITY **S U M M I T** 2014



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Bio

Global Product Data Interoperability Summit | 2014

- Thomas Goepel is the Director Product Management for the High Performance Computing Cloud Solutions Portfolio in HP. In this role, he is responsible for product management and the strategy of cloud solutions for High Performance Computing spanning from Traditional IT to Private Cloud, Managed Cloud and Public Cloud.
- He has over 22 years of experience working in the electronics industry, the last 21 of which at Hewlett-Packard Company, where he has held various engineering, marketing and consulting positions in R&D, sales and services. He has technical and project management experience in the areas of Storage, Mission Critical Computing, High Performance Computing, Industry Standard Servers, IT Service Management, and IT and Datacenter Consolidation.
- Thomas worked in several large national and international projects as systems and solutions architect and project manager. He was involved in several IT Consolidation projects and the design of complete data centers. He holds the Masters of Science degree in Electrical Engineering (Dipl.-Ing. Univ.) from the Technical University of Munich, Germany.

Why the increased need for HPC?

Is HPC the 'killer app' for innovation and competitive growth?



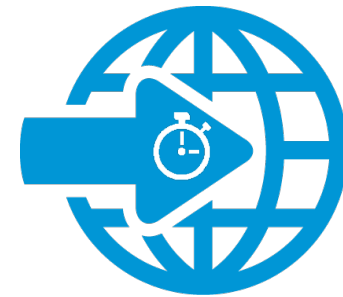
Increased
globalization



Increased
competition



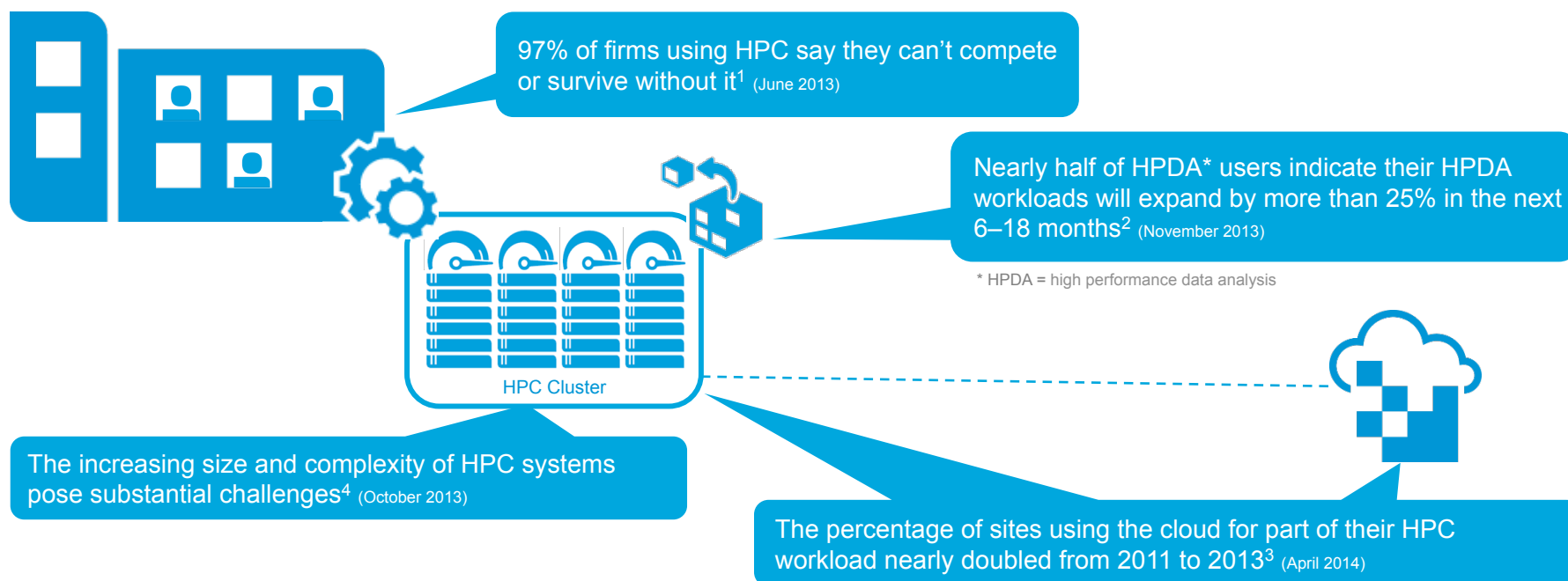
Increased data
volumes



Need to
go-to-market,
faster

Enterprises are increasingly dependent on HPC

HPC is the 'killer app' for innovation, competitive differentiation, and growth



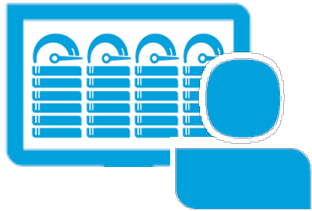
¹ "10 Things CIOs Should Know About High-Performance Computing," IDC, June 2013

² "Pulse Survey Results on HPDA: A 2013 Market Profile," IDC, November 2013

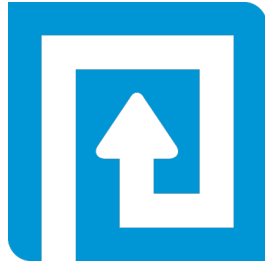
³ "Worldwide HPC Public Cloud Computing 2014–2017 Forecast," IDC, April 2014

⁴ "New IDC Worldwide HPC End-User Study Identifies Latest Trends in High-Performance Computing Usage and Spending," IDC Press Release, 25 October 2013

Challenges of accessing the full promise of HPC



Skills shortage



Complexity



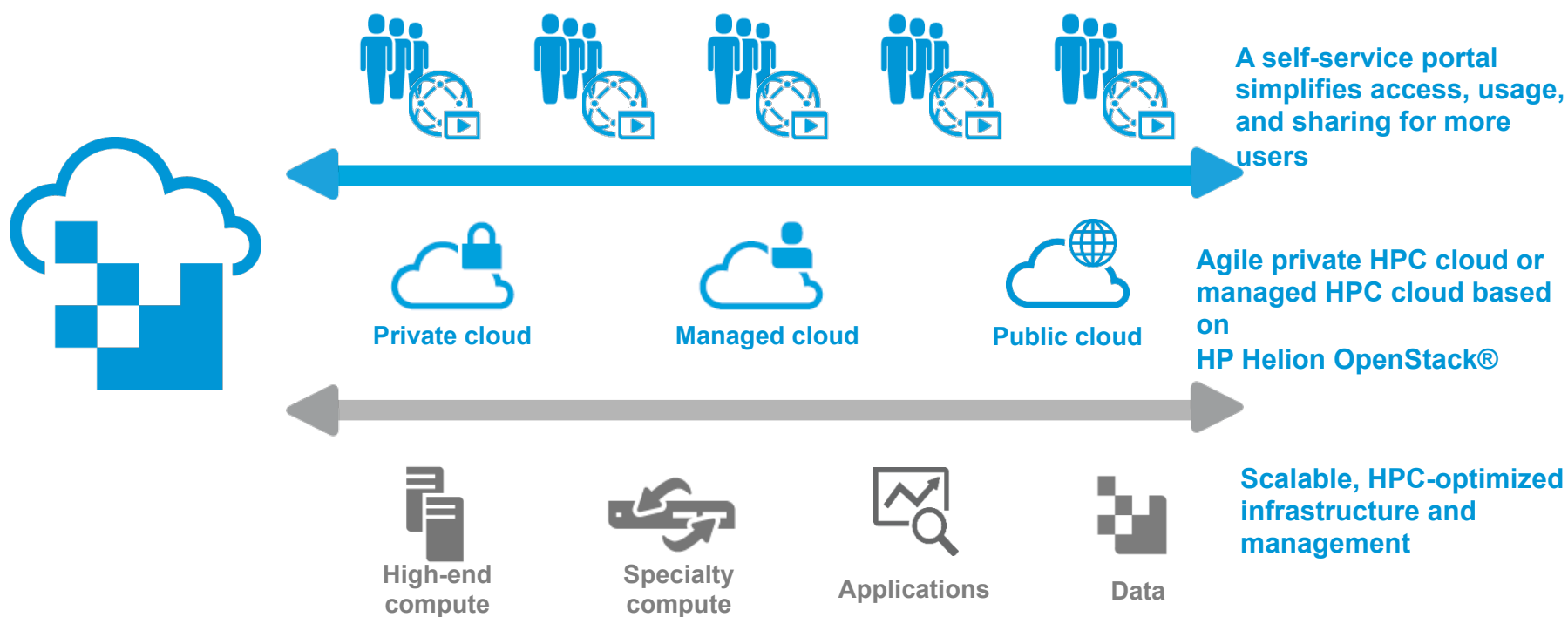
Limited
scalability



High cost

Self-Service HPC

Fast, easy access to scalable HPC resources for an expanded user base

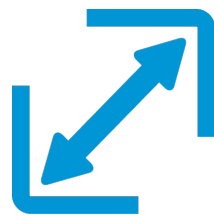


Key criteria for meeting your innovation goals

Easy to use, scale, and manage—high-performance computing



Intuitive self-service for ease of use



Scalable performance



Secure, role-based LDAP access

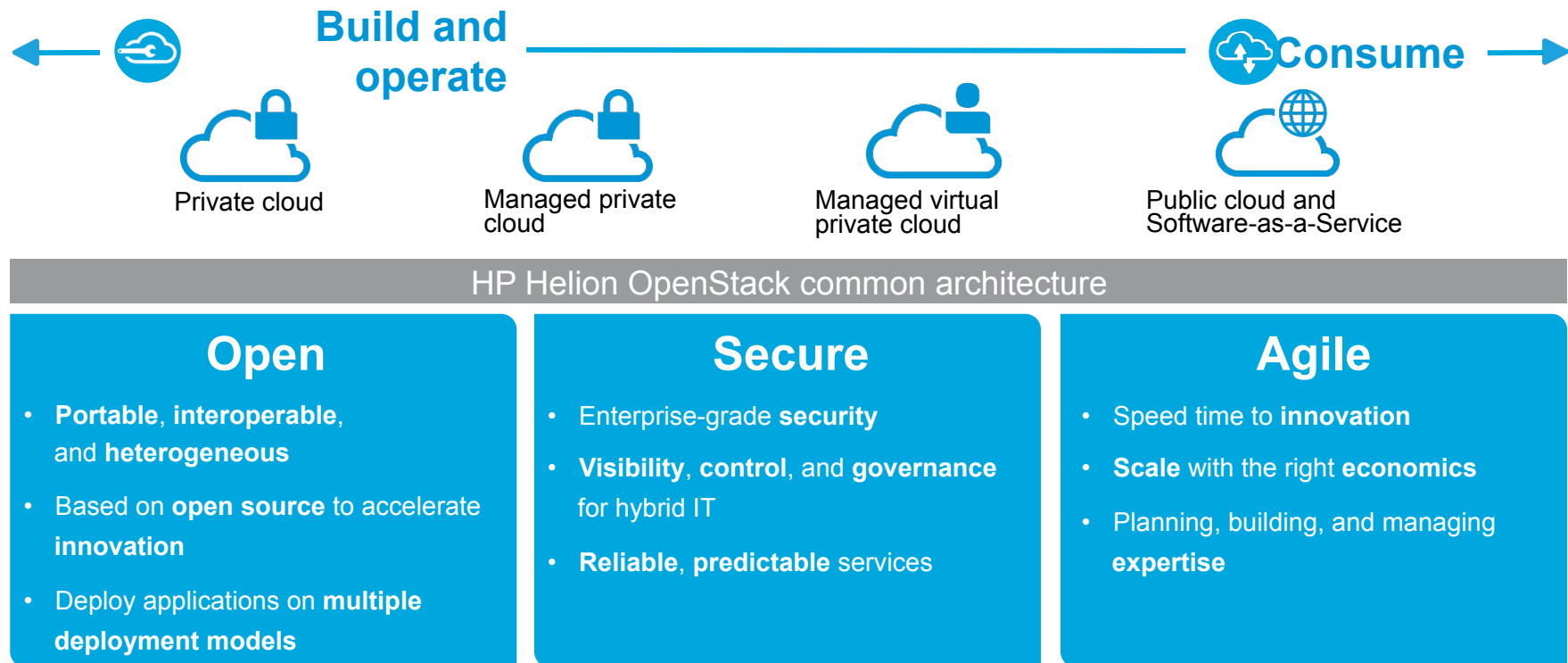


Easy to manage



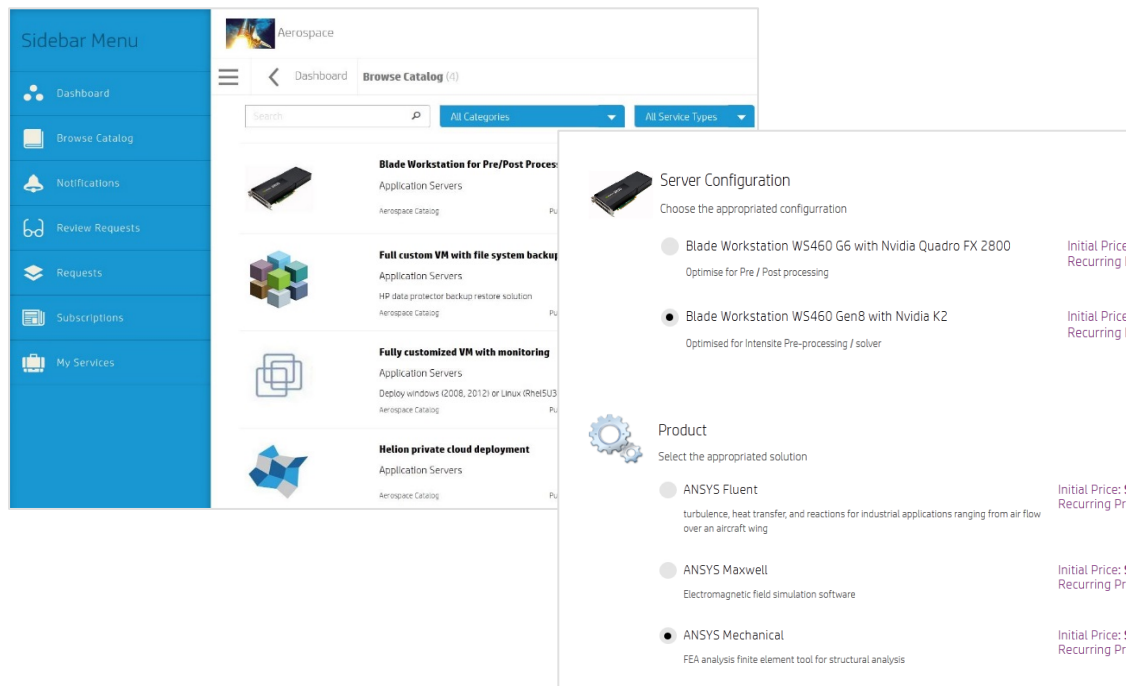
Cost-effective

OpenStack as common Infrastructure Abstraction



Simple interface for easy access and use

Empower your staff for increased productivity and accelerated go-to-market



Application-based resource request and job submission

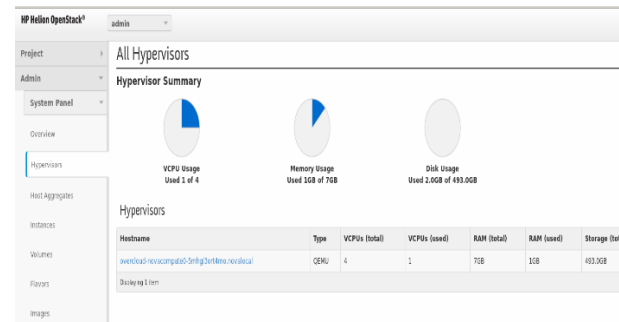
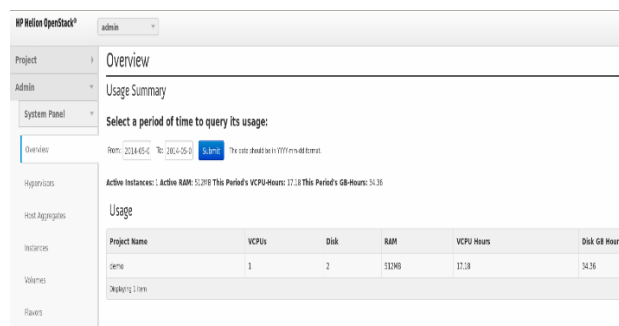
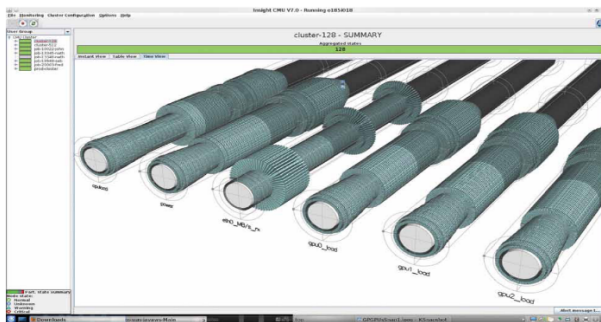
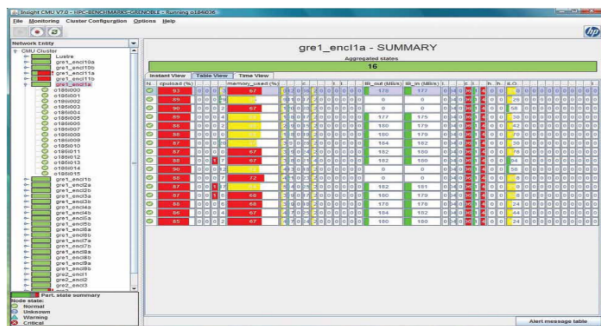
Tailor the portal to each group's needs

Integration with popular apps like ANSYS

Admins visually automate each service on agile cloud resources

Fine-tuned for open, efficient management

Achieve higher utilization, availability, and priority service levels



Cluster and workload management optimize utilization and service levels

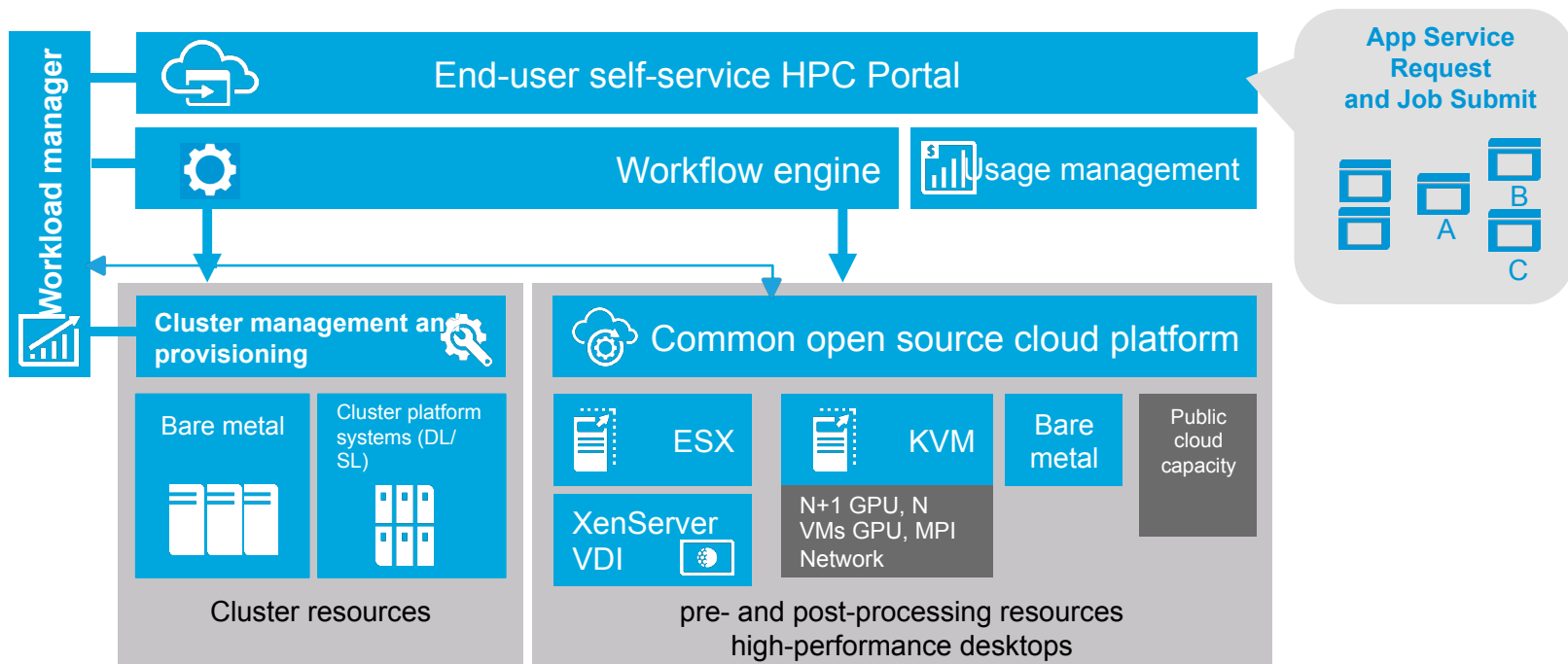
Automated license management maximizes application utilization

Usage reporting manages sharing, limits, or chargeback

Open source, common cloud architecture for services



Modular solution stack, tested and integrated



Accelerating the benefits of HPC

Using Self-Service HPC for driving productivity and growth



Increase staff
access and
usability



Scale
seamlessly



Reduce
costs



Go-to-market
faster

Thank You