



World's Largest Shipping Company Signs \$150 Million-plus Data Center Services Agreement with HP

HP to create private cloud infrastructure to support global growth of Denmark's Maersk Line

PALO ALTO, Calif., Nov. 23, 2011 – Hewlett-Packard Denmark today announced Maersk Line, the largest global shipping company, has signed a \$150 million-plus infrastructure services agreement that will support the shipper's global growth strategy.

Under the five-year agreement, HP will help Maersk Line become an [Instant-On Enterprise](#) by using HP's cloud-enabled data centers and HP Workplace Services to optimize its technology infrastructure.

"Maersk Line operates in a competitive global industry that demands innovation to create the agile technology infrastructure we need to be a leader among our peers," said Adam Gade, chief information officer, Maersk Line. "HP's global scope combined with its proven expertise in standardizing technology across large enterprises will help us deliver greater value to our business and support our ability to remain the world's most reliable container shipping company."

HP will create a private cloud computing environment for distributed and local applications using [HP Cloud Computing Solutions](#). This secure environment creates a flexible, agile technology infrastructure that allows Maersk Line to stay ahead of changing business needs and strengthen its ability to compete globally.

In addition, HP will take over the Service Desk function at Maersk Line and deliver [Workplace Services](#) to maintain the company's computing devices, such as desktop and notebook PCs, for almost 38,000 users in more than 100 countries. As part of the agreement, HP will offer employment to all Maersk Line staff within these areas.

HP will provide support and monitoring for Maersk Line using its flexible and scalable delivery model from global locations that use standardized processes for cost-effective support.

"As a global leader in its industry, Maersk Line is driving significant change in its markets and needs a reliable technology foundation to

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support these efforts,” said Mike Nefkens, senior vice president and general manager, Enterprise Services – Europe, Middle East and Africa, HP. “To help achieve the company’s global strategy, HP will apply its cloud computing expertise and experience in managing complex technology environments enabling internal IT leaders to expand support.”

HP currently supplies Maersk Line other technology and support services as well as hardware, such as servers, storage, networking equipment and PCs.

HP is working with Maersk Line on its [Instant-On Enterprise](#) journey, helping the company provide improved service to its customers. The Instant-On Enterprise embeds technology in everything it does to serve customers, employees, partners and citizens with whatever they need, instantly.

Customers can learn more about how organizations can get started on Instant-On Enterprise journeys by attending HP’s premier client event, [HP DISCOVER](#), Nov. 29 - Dec. 1 in Vienna, Austria.

About Maersk Line

Maersk Line, the global containerized division of the A.P. Moller – Maersk Group, is dedicated to delivering the highest level of customer-focused and reliable ocean transportation services. Our vision, built from a strong heritage of uprightness, constant care, and innovation, has guided our business operations since the first Maersk Line vessel sailed in 1904. By remaining committed to that vision we have expanded our business to become the world’s largest ocean carrier. And we are consistently recognized as the most reliable container shipping company. Visit <http://www.maerskline.com> for more information.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.



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