

## HP's Latest Strategy Takes to the Cloud

Written by Marco Attard  
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HP CEO Léo Apotheker outlines the company's strategy for the future, in his first major speech since taking control-- with the announcement of the company's shift towards cloud-based ambitions.

The company is set to open what it calls "the industry's first open cloud marketplace", combining the consumer app store with an enterprise application and services catalog.

It also has data center plans for developers and business customers-- where they build and host internet-based applications within both public and private clouds.

WebOS will also feature heavily-- HP wants to sell 100m webOS-enabled devices a year; including PCs, tablets, smartphones and printers, aiming for both consumer and business markets.

Finally for the business side HP will make use of its latest acquisition, analytics platform developer Vertica-- a "big data" appliance combining HP computing power with real-time analytics. Similar to Oracle's data-storage appliance, the solution will offer a number of delivery options-- appliance, software and cloud.

HP remains the world's biggest PC seller, and a leading printer, commercial computing system and technology service supplier-- even as it faces stiff challenges from the likes of IBM, Oracle and Cisco.

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