March 1. 2017

Addressee's Name Addressee's Title Company Name Mailing Address City, State ZIP

Dear Customer,

Hewlett Packard Enterprise is announcing the version obsolescence of HP Structured Data Manager 7.0x, 7.1x, 7.2x & 7.3x effective as of the date set forth below.

As part of the split of Hewlett Packard into HP Inc. and Hewlett Packard Enterprise in November 2015, we are not allowed to sell HP branded products anymore. Therefore, Hewlett Packard Enterprise is announcing the End of Sale of all HP branded versions of Structured Data Manager effective as of the date set forth below.

This letter is for HP Structured Data Manager support customers worldwide, to inform you of our version obsolescence plans.

End of Sale & End of Support

HPE is committed to providing the highest level of customer care to you while you determine your future strategy for your HP Structured Data Manager products. Please read below for key timelines and support options that are now available to you:

DATE	PROGRAM ACTIVITY
March 1, 2017	HP Structured Data Manager 7.0x, 7.1x, 7.2x & 7.3x obsolescence customer announcement
May 1, 2017	End of Sale (no longer orderable or available for purchase)
Aug 31, 2017	End of Support for HP Structured Data Manager
Aug 31, 2019	7.0x, 7.1x, & 7.2x End of Self-Help Support HP Structured Data Manager 7.0x, 7.1x & 7.2x
June 30, 2018	End of Support HP Structured Data Manager 7.3x End of Self-Help Support HP Structured Data
June 30, 2020	Manager 7.3x

Please note that all HP Structured Data Manager customers with active support contracts are eligible to update to HPE Structured Data Manager 7.4x.

While these HP Structured Data Manager 7.0x, 7.1x, 7.2x & 7.3x versions may continue to meet your immediate needs, HPE recommends that all customers update to HPE Structured Data Manager 7.4x. HPE Structured Data Manager 7.4x is under the standard time based obsolescence process; its end of support dates are available on the Obsolescence & Migration pages of Software Support Online.

Please refer to Appendix A for definition of terms for product obsolescence and Appendix B for the list of affected HP Structured Data Manager 7.0x, 7.1x, 7.2x & 7.3x product numbers.

More information

Should you have any questions about this end of availability communication, or for assistance in understanding the options available to you, please contact your local HPE sales representative or HPE business partner. When providing information, please include your name, country, phone number, company name, product number and your HPE service agreement identifier or HPE system handle.

In addition, for technical assistance and information, please visit Software Support Online: https://hee.com/software/support

HPE once again wishes to thank you for choosing HPE Structured Data Manager.

We appreciate your business and look forward to continuing to serve your business needs in the future.

Sincerely, Hewlett Packard Enterprise



Appendix A: Definitions

This product version obsolescence is covered by version 5 of our Release & Support policy. Definitions of terms are provided by the product version obsolescence guidelines documented at

hpe.com/software/support-lifecycle

Product Support

Product Support is the reactive engagement of regional support resources (Support Center) and division support resources (Lab), in accordance with your purchased support plan, for the resolution of product defects, plus product enhancements for a specific product version. This includes investigation of newly reported defects and if appropriate, development of defect fixes and making these available for customers via patches. The HPE product teams (Lab) will review and either approve or deny requests for defect fixes and enhancements (including additional support for newly-released operating system versions).

While HPE investigates all problems and issues raised for products covered under Product Support, customers may be required to install the most current version or patches as part of the troubleshooting process.

Version Maturity may apply to specific versions of HPE products. Version Maturity means that, for a specific product version, no further enhancements or changes to functionality is planned, nor are any further platform refreshes planned in order to update that product version to support current or future operating systems, operating system versions or hardware platforms.

End of Support Date

End-of-Support Date is the last date Software maintenance, installation and configuration assistance, and other standard support services will be accepted for the specified product release (as specified by Major and Minor version numbering). EOS also means the last date Software Change Requests (SCRs) will be accepted for a specified Version of a Product. After the EOS date, all SCRs will be planned for future versions, as applicable. Current patches for the version of the HP Software reaching EOS will remain available for electronic download for a reasonable period of time.

Self-Help Support

Self-Help Support is an integral component of all HPE Support contracts. Self-Help Support consists of web-based access to the online support Knowledge Base, which contains technical information for HPE products including white papers, existing patches and known problems for a specific product version.

In some instances support for specific HPE product(s) and/or version(s) may run longer than the support for underlying operating system(s), adjacent/integrated application(s) or version(s). In this event, it is HPE's intent to communicate with affected HPE product/product versions customers in a timely manner. However, there are cases where HPE does not receive notification of the End-of-Support for these products (operating system(s) or adjacent/integrated application(s), or version(s)) in advance of the general public. In any case, should the underlying operating system(s), adjacent/integrated application(s) or version(s) become unsupported by its developer, support for the affected HPE product/product versions will immediately be limited to self-solve support available through Software Support Online, and Telephone Support associated with questions concerning a product's/product version's functionality and/or interoperability in line with the said product's/product version's original parameters/requirements at the time of release. Any product updates and/or fixes will be limited to those already available. No additional updates, patches or fixes will be engineered. Should said product/product version operate or integrate with other still supported, underlying operating system(s), adjacent/integrated application(s) or version(s), support for said product/product version on any remaining supported platform(s), supported adjacent/integrated application(s), or supported version(s) will continue unaffected, or through the planned End-of-Support date, if one has been announced.

Dependent Components and Third-Party Products

In some instances support for specific HPE product(s) and/or version(s) may run longer than the support for underlying operating system(s), adjacent/integrated application(s) or version(s). In this event, it is HPE's intent to communicate with affected HPE product/product version customers in a timely manner. However, there are cases where HPE does not receive notification of the End-of-Support for these products (operating system(s) or adjacent/integrated application(s), or version(s)) in advance of the general public. In any case, should the underlying operating system(s), adjacent/integrated application(s) or version(s) become unsupported by its developer, support for the affected HPE product/product versions will immediately be limited to self-solve support available through Software Support Online, and Telephone Support associated with questions concerning a product's/product version's functionality and/or interoperability in line with the said product's/product version's original parameters/requirements at the time of release. Any product updates and/or fixes will be limited to those already available. No additional updates, patches or fixes will be engineered. Should said product/product version operate or integrate with other still supported, underlying operating system(s), adjacent/integrated application(s) or version(s), support for said product/product version on any remaining supported platform(s), supported adjacent/integrated application(s), or

supported version(s) will continue unaffected, or through the planned End-of-Support date, if one has been announced.

Appendix B: Affected Product SKUs

SKU	PRODUCT DESCRIPTION
TF707AAE	HP SDM Platform 7.0 SW E-Media
TF707BAE	HP SDM Platform 7.1 SW E-Media
TF707CAE	HP SDM Platform 7.20 SW E-Media
TF707DAE	HP SDM 7.30 Eng SW E-Media