

Big Data

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HP Exec: We're Investing \$1 Billion In Big Data This Year

By [Kevin McLaughlin](#)

March 06, 2013 4:20 PM ET

Hewlett-Packard (NYSE:[HPQ](#)) has vowed to increase its overall R&D investment as part of its recovery plan, and big data software is one area that's going to receive a significant boost.

HP is planning to spend in the neighborhood of \$1 billion this year on R&D and marketing for its big data software portfolio, HP Software chief George Kadifa told *CRN* in an interview prior to HP's Global Partner Conference last month.

Around \$800 million of that figure is earmarked for Vertica and Autonomy, with the remainder going to joint projects between HP Software and the storage team in HP's Enterprise Group, according to Kadifa.

"We believe that's a huge number, especially compared to our competition in the marketplace," Kadifa told *CRN*. "That's in addition to the \$11 billion we spent on [acquiring] Autonomy and Vertica."

[Related: [Can Big Data Actually Be The Thing That Saves HP?](#)]

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