



Channel Partner Support

See how HP channel partners are working with HP to usher in the first blade Server portfolio designed for midsize customers and other locations with small IT sites

Bell Microproducts

"The new c3000 definitely enhances both awareness of the BladeSystem c-Class technology and our sales marketing efforts, as well as many of our partners' work with the Mid-Market segment. The c3000 has proven to be an invaluable resource for helping our internal sales organizations and pre-sales technicians become familiar with the BladeSystem c-Class as it addresses topics such as power and cooling, virtualization and ease of management. In addition, the c3000 provides our sales team and technicians with the information to drive the correct messaging with regards to positioning this product with end customers with confined data centers or remote offices. Bell Micro feels that the c3000 will continue to be an asset as HP BladeSystem technology addresses the needs of the Mid-Market segment, and we are excited to start executing the rest of our planned activities and initiatives utilizing the c3000."

- Jay Berry, Marketing Manager, Bell Microproducts

CDW

"I can see why HP has become the clear leader in the Blades market, the new c3000 is clearly ahead of anything else available today. It's an obvious choice when compared to buying rack servers as it will save money on acquisition costs, electricity bills, operational costs and on top of all, the c3000 is quieter and saves more space. I really believe the cable reduction and space savings alone make the c3000 a valuable part of our server infrastructure and because it runs on low or high voltage power, its perfect for either our datacenters or our branch offices."

- Dave Drake, HP Presales System Engineer, CDW

CompuCom

"In testing the BladeSystem c3000 in our labs, we see tremendous opportunity for our clients. The versatility from virtualization to data protection and storage to servers in an all-in-one design is going to be a great platform for our small site clients. All of the innovation that sets the c7000 apart is included but with an even simpler design that can be deployed just about anywhere, without a lot of onsite expertise."

- Link Simpson, Vice President Enterprise Solutions, CompuCom Systems

Dasher Technologies

"The new BladeSystem c3000 will really open the eyes of our small and midsize customers. The first thing that strikes them is the versatility and all the storage and server blade options they can put inside one box. The all-in-one design makes it simple plus it

has the same innovations from the bigger BladeSystem which makes it really useful. The compatibility across the portfolio also means they can grow into the c7000 without a hiccup.”

– John Viglicca, VP of Client Solutions, Dasher Technologies

ePlus Technology, Inc.

“I’m running into more and more customers who are moving to blades, and many of them are not filling up the 16 slots in the c7000 enclosure. The new c3000 is a perfect fit for these customers and for small office or branch locations.

– Wayne Hasenei, Pre-Sales Engineer, ePlus Technology, Inc.

Gekkotek, Inc.

“Sometimes building the right IT solution at a small site presents bigger challenges than a large datacenter. They have big expectations for customization but with restrictions in time, budget, power and staff. For the kind of end-to-end solutions Gekkotek delivers to our customers, the new BladeSystem c3000 is the perfect combination of versatility and simplicity to meet the unique business requirements of thousands of small sites.”

– Valerie Reamer, President, Gekkotek, Inc.

Heartland Technologies

“I am really excited about the BladeSystem c3000. This is the solution we’ve been waiting for, for a long time because it takes that enterprise class technology down to a size and cost that we can sell to our SMB clients. No longer are we going to be limited in the places we can sell the c7000, which was a little bit large for some of our clients. The c3000 gives us that same opportunity to deliver an enterprise class solution on blades at an SMB price.”

– Arlin Sorenson, President and CEO, Heartland Technologies

Ingram Micro

“The new HP BladeSystem c3000 enables our customers to offer a blade solution specifically targeted at the SMB environment. Sharing many of the same features as its c7000 big brother, the versatile enclosure integrates the ability for both server and storage blades to run simultaneously side by side. This product hits the mark for those “less than 5 server” environments, and it does so with the renowned ProLiant performance, reliability, and interchangeable components.”

– Andy Keller, Director, HP Vendor Management, Ingram Micro

Nth Generation Computing, Inc

“As a reseller, we have seen a phenomenal adoption of the HP BladeSystem in big datacenters. But for a lot of our customers with small sites or branch offices, today’s blades are overkill. 16 blades per box are too much. Many small sites only need 4 or 5 servers and they don’t have special power and cooling or a dedicated staff. The new BladeSystem c3000 hits this sweet spot. It plugs in a standard 110 outlet, cools itself, and is half the size and half the cost. The best thing is it’s not only compatible with the bigger c7000; it has all the same powerful features. This is the year that nth generation will take the benefit of blades to the masses.”

– Leigh Carpenter, Senior Consultant, Nth Generation



S&T System Integration & Technology Distribution AG

Bladed technology is hot and we finally have more to offer our customers who support smaller and growing businesses and want a blade-based solution. The new HP BladeSystem c3000 enclosure is the right size for smaller and growing companies with big business computing needs. When my customers invest in technology, they can get it all in one box...management, energy efficiency, storage and powerful compute capabilities from a brand we both trust."

- Mag. Peter Hofmann, Group Business Unit Manager, Enterprise Systems, S&T System Integration & Technology Distribution AG

Sarcom

"What makes the new BladeSystem great for a branch office or retail outlet is you don't need experts at every location. It fits under the counter in a back office, plug it in the wall and let the home office take care of it remotely. If I do need to service one of those, again, I flip the handle, I pull it out, I put another in, lock it in, and we're off to the races."

"It's fascinating to me that you can start with an absolutely empty enclosure and build it like an erector set into anything you want. The flexibility to have a storage blade, a tape blade and networking flexibility makes it very easy to customize a solution to our customers needs."

-Tom Miller, Director, Enterprise Systems & Storage, Sarcom

SCC

"Customers count on SCC to help them meet their IT needs, so they can focus on their own business. The new c3000 enclosure gives us an exciting opportunity to go to new markets with a compelling value proposition from HP. It's an intelligent infrastructure that isn't "overbuilt" for our small and growing customers who need a smaller, yet still powerful, server infrastructure."

- Andy Wright, Vendor Director, SCC

SYNNEX

"HP continues to be a leader in the industry when it comes to Blade Technology, and the new c3000 will broaden HP's Blade portfolio. The c3000 is going to allow resellers to approach those end customers that weren't yet large enough to utilize the c7000 Blade Solution. The c3000 Blade Solution is well suited for the SMB segment of the market and will allow the smaller computer environments to reap the benefits that server consolidation presents."

-Dave Dennis, Senior Vice President, HP Product Management at SYNNEX Corporation

Vital Support Systems

"With the introduction of the HP BladeSystem c3000 enclosure, HP just enabled us to grow our business further with a product that will open limitless doors. Our customers have been concerned with power and cooling, and also with management. HP BladeSystem offers enormous benefits for both - with their Thermal Logic technology and their industry leading management capabilities. Smaller customers can now take advantage of these superior technologies offered as part of HP BladeSystem."

-- Jeff Sparling, CEO, Vital Support Systems

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