New HP Data Protector Software Drives Down Information Management Costs

Recent survey reveals more than half of enterprise organizations plan to increase investment in information backup and recovery solutions this year

PALO ALTO, Calif., March 10, 2009 – HP today announced enhancements to HP Data Protector software that offers complete protection for virtual environments and flexible data reduction options, at up to 70 percent less than alternatives. This software lowers the cost of protecting data by reducing the amount of data backed-up, using storage capacity optimization options such as virtual full and deduplication.

According to a commissioned study conducted by Forrester Consulting on behalf of HP, more than half of organizations plan to increase their focus on, and budget related to, backup and recovery in 2009.

HP Data Protector has been enhanced to help customers address their main priorities in data security, regulatory compliance, consolidation and virtualization.

The new advancements to HP Data Protector, coupled with HP Software's zero percent financing option, gives customers a flexible sourcing option to address their most critical pain points today, while preparing for success upon the return of the economy.

"We have been using HP Data Protector for many years to help us reduce costs and meet our compliance demands," said Devin York, senior manager, financial systems, Continental Airlines. "We are thrilled with the new features in the enhanced HP Data Protector, and expect further results in terms of cost reduction and reduced business risk."

HP Data Protector delivers new capabilities to support customers' backup and recovery challenges, allowing them to:

- Decrease the risk of information loss with complete protection for VMware Infrastructure environments. HP Data Protector supports eight different methods of VMware Infrastructure protection including integration with the VMware Consolidated Backup framework for scalable, non-disruptive backup of virtual machines. This allows customers to choose specific recovery point/recovery time objectives for their information with one product and one user interface. As a result, backup administrators can focus on high-value responsibilities without specific expertise in VMware virtualization. With this new feature, HP Data Protector addresses a key priority for organizations in 2009: virtualization. As many as 96 percent of enterprises indicated that server virtualization will have an impact on their backup strategy.

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"HP Data Protector continues to be the perfect solution for us with new features we need today, such as integration for VMware Infrastructure and VMware Consolidated Backup, as well as capabilities that we will need in the future, like deduplication," said Jim Thomas, director of information technology operations, Pella Corporation. "We expect to further lower our total cost of ownership with the new HP Data Protector."

- <u>Lower IT costs with the most flexible data reduction options on the market.</u> The process of removing duplicate copies of information, referred to as deduplication-- continues to be a critical need for organizations. As many as 71 percent of companies HP surveyed said deduplication technologies will be critical to their organization in reducing the overall cost of data storage in 2009. HP Data Protector offers flexible options for optimizing storage capacity, allowing customers to reduce their data footprint by choosing the data reduction and deduplication methods that best meet their needs.

- <u>Reduce business risks associated with data security and compliance.</u> HP Data Protector now offers centralized encryption key management. This was identified by 84 percent of organizations as a critical data protection feature.

- <u>Deliver faster backup and recovery time to value.</u> Organizations are still focused on solving basic backup challenges. HP research indicates 63 percent of all IT decision makers are focused on simply improving success rates of their data backup and recovery initiatives. HP Data Protection Services provide customers with upfront consulting on best practices to ensure improved information compliance, as well as rapid implementation of the software. In addition, customers can lower their storage optimization costs with these services.

"Right now organizations need new ways to find short-term cost reductions while laying the groundwork to grow stronger," said Jonathan Martin, vice president and general manager, Information Management Software and Solutions, HP. "For our 22,000 customers around the world, HP Data Protector is the only solution that gives CIOs a cost-effective enterprise safety net for managing information, while at the same time addressing concerns around virtualization, data reduction and data security."

HP today also introduced two new [HP StorageWorks Enterprise Virtual Arrays (EVA6400/8400)](#) and the enhanced [HP StorageWorks SAN Virtualization Services Platform](#) (SVSP) that extend the value of HP Data Protector.

By providing seamless integration between the new HP EVA, HP SVSP and HP Data Protector, customers benefit from the strengths of both HP hardware and software for the complete solution for VMware Infrastructure data protection in the industry. Customers benefit from optimized backup of data replicated on virtual storage, with no impact to their production environments.

More information about how HP Data Protector is changing the economics of IT is available at www.hp.com/go/imhub.

About the survey

Forrester Consulting conducted a survey of 152 IT decision makers working for U.S. enterprise corporations with more than 1,000 employees. The complete study, "2009 Data Protection Budgets, Priorities and Technology Adoption" is available at www.hp.com/go/hubmediacenter.

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