HP Industry Standard Servers
Energy-efficient, high-performing server solutions and blade systems

Overview

HP Industry Standard Servers (ISS) deliver premium performance to enterprise and midsize customers, helping maximize technology investments in an economy demanding careful spending and cost cutting. Organizations can choose from an extensive selection of HP ProLiant servers featuring dual- and quad-core Intel® Xeon® and AMD Opteron™ processors, as well as HP BladeSystem enclosures in rack or tower form factors.

HP ProLiant servers have become the industry standard, with HP holding the No. 1 position in x86 servers in both factory revenue and units shipped for 50 consecutive quarters, according to IDC.[1] The award-winning HP BladeSystem c-Class blade architecture has propelled HP into the No. 1 position in the worldwide blade server market with 51.5 percent unit shipment share and 54.8 percent total factory revenue share in the fourth calendar quarter of 2008, according to IDC.[2]

HP offers a suite of flexible, low-cost solutions that enable customers with diverse computing needs to control spending in an uncertain economy while maximizing return on investment and preparing for future expansion.

- Energy efficiency and performance are critical for increasing companies' competitive advantage in the marketplace as well as reducing energy costs. HP provides affordable, power-efficient servers specifically designed for enhanced performance. These include:

    o [HP ProLiant BL2x220c](#), the world's first server blade to combine two servers in a single blade enclosure, allows customers to achieve top application performance and experience massive computing power, while cutting data center infrastructure costs

    o [HP ProLiant BL260c G5](#), the world's most affordable, power efficient 2P server blade, offers up to 64 percent better performance/watt at a nearly 20 percent lower cost than any other 2P server blade in the market

    o [HP ProLiant ML110 G5](#), a value-packed server with technology suitable for small to medium-size businesses, provides a low-cost solution that can grow along with a business while ensuring dependable performance and adaptability

    o [HP ProLiant ML350 G5](#), one of the most flexible tower servers in the world, is designed with reliability, expandability and performance features such as a modular chassis and enhanced memory configuration

    o [HP Thermal Logic](#) technologies combine energy-efficient design with accurate

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

measurement and control to reduce total energy use by as much as 25 percent and extend the life of the data center. Through combining with other HP technologies such as [HP ProLiant servers](#), [Dynamic Power Capping](#) or [Insight Software](#), customers can achieve up to 25 percent reduction of power and cooling costs through [power-efficient components](#) inside every blade and add-on technologies

- With virtualization technology offering customers the ability to lower costs without sacrificing performance, HP has also made it a priority to ease customers' virtualization deployments. Through servers designed specifically to host virtual machines or advanced interconnect and data center technologies, customers can realize the consolidation and cost-saving benefits of server virtualization. Key products include:

  o [HP ProLiant DL385 G5p](#) and [HP ProLiant BL495c](#), virtualization servers offer customers technology designed specifically to host virtual machines, which accelerates virtual server speed to eliminate performance bottlenecks

  o [HP ProLiant DL380 G5](#), the world's best-selling server, is versatile enough to meet the infrastructure needs of small businesses up to large enterprises, and features integrated virtualization technology enabling fast, straightforward virtual deployments

  o [HP Virtual Connect Flex-10](#) is the industry's first interconnect technology that can allocate the bandwidth of a 10Gb Ethernet network port across four network interface card connections. HP Virtual Connect Flex-10 offers customers tremendous savings for networking virtual servers, including up to 55 percent reduction in network equipment costs and up to 240 watts of power per [HP BladeSystem](#) enclosure[3]

More information on HP Industry Standard Servers is available at [www.hp.com/go/proliant](#) and [www.hp.com/go/bladesystem](#).

[1] Combined with Compaq market share data.
[2] IDC, Q408 Worldwide Quarterly Server Tracker, February 2009.
[3] Comparison based on using two Virtual Connect Flex-10 modules with BL495c blade servers with each Flex-10 NIC configured for six FlexNICs, compared to six standard embedded Ethernet switches.

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