



## HP Improves Economics of Storage Infrastructures with New Virtualization Solutions

PALO ALTO, Calif., March 10, 2009 – HP today announced new storage virtualization solutions that change the economics of customers' infrastructures by reducing costs and better leveraging existing technology investments.

The new StorageWorks Enterprise Virtual Array 6400 and 8400 (EVA6400/8400) and the enhanced SAN Virtualization Services Platform 2.1 (SVSP 2.1) further expand HP's storage virtualization portfolio. These solutions allow customers to get more out of their infrastructures by reducing the need to purchase additional storage capacity. Instead, customers re-allocate resources to key areas that will grow their business in a challenging economy. They also simplify storage management across both virtual and physical environments.

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### Reduced storage costs, simplified management, seamless integration

Today's IT managers must balance explosive data growth, increased data center complexity and the latest application requirements, while maximizing their storage investments. Storage virtualization helps companies drive utilization rates higher by leveraging all available storage regardless of the physical location of the disks in the enterprise.

The new EVA6400/8400 is a highly reliable, easy-to-use and cost-effective storage solution designed for enterprise customers. This virtualized storage system is optimized for performance as well as capacity, and automatically grows or shrinks as applications demand. Integrated data protection software offerings provide real-time data replication, migration and quick-restore services between multiple arrays without disrupting service.

With more than 120,000 virtualized storage arrays shipped during the last decade, HP continues to deliver solutions that simplify management and data protection services. With its advanced, easy-to-use management software, the new HP EVA6400/8400 saves customers up to 50 percent in storage administrative costs when compared to competitive storage arrays.<sup>(1)</sup>

"The HP EVA family allows our doctors, technicians and office staff to access patient electronic medical records, billing information and other data instantaneously, enabling them to deliver the highest quality patient care," said Ed Volkstorf, operations coordinator, Augusta Medical Center. "The HP EVA also delivers cost savings to our bottom line by reducing the amount of time spent on administrative storage tasks and increasing performance of our SAN. This allows my staff to focus on providing outstanding service on other technical issues."

More information about the HP EVA6400 and EVA8400 is available at [www.hp.com/go/eva6484](http://www.hp.com/go/eva6484)

### **Centralized management for virtualized SAN environments**

The new SVSP 2.1 extends the benefits of virtualized storage to multi-vendor SAN environments. This provides access and management of data across different storage platforms resulting in reduced cost and improved efficiency. With its high-performance architecture, the SVSP 2.1 delivers double the performance, increased scalability and greater flexibility, compared to previous versions. Other enhancements include support for all leading operating systems and an expanded list of third-party and HP arrays, including the new HP EVA6400/8400 as well as the new [HP StorageWorks Modular Smart Array 2000fc G2](#).

The SVSP's centralized management capabilities pool storage resources, allowing customers to easily allocate capacity to virtual servers, migrate data between arrays and replicate data to a remote site. This ensures greater protection and increased administrator productivity. The new performance and management enhancements help customers improve efficiency, simplify operations and lower total cost of ownership (TCO) of virtual environments.

"In today's difficult economic environment, companies must extend the value of their existing IT assets and maximize the benefits of any new investments. Companies that are deploying networked storage and server virtualization can achieve both of these goals through deployment of storage virtualization solutions that can triple storage utilization levels and cut future storage acquisition cost by up to 50 percent in many cases," said Richard Villars, vice president of Storage Systems research at IDC. "In a series of conversations with IT managers, we found that the adoption of solutions like HP's SVSP can have an immediate impact by improving application and information availability while shrinking backup times by over 80 percent."

The HP EVA6400/8400 and SVSP 2.1 together lower costs and simplify data management in a multi-vendor SAN environment. This allows customers to redirect time and resources on maintaining business continuity.

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

More information about the HP SVSP 2.1 is available at [www.hp.com/go/svsp](http://www.hp.com/go/svsp)

### **Pricing and availability<sup>(2)</sup>**

The HP StorageWorks EVA6400 and EVA8400 are currently available with U.S. list prices starting at \$24,240 and \$61,456, respectively. The HP StorageWorks SVSP2.1 is currently available with a U.S. list price of \$37,180.

For cost-effective, accelerated and dependable deployment, [HP Factory Express](#) can fully configure orders and securely load data prior to shipment.

[HP Services](#) offers other enhanced service level offerings and optional installation and startup services.



## About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

<sup>(1)</sup> "Edison HP Storage Administrator Workload Survey: HP, EMC, CLARiiON, and NetApp FAS storage arrays," by Craig Norris and Barry Cohen, The Edison Group, February 2009.

<sup>(2)</sup> Estimated U.S. list prices. Actual prices may vary.

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