



HP and Microsoft Expand Partnership: Packaged Applications

Simplifying deployment, optimizing performance and improving manageability of Microsoft Exchange and Microsoft SQL Server

Overview

HP and Microsoft have [extended their 25-year partnership](#) to dramatically simplify technology environments. Over the next three years, the companies will invest \$250 million in new solutions built on a next-generation infrastructure-to-application model. These solutions will advance cloud computing by speeding application implementation, eliminating management complexities and automating manual processes to lower the overall cost of IT.

The collaboration will result in optimized solutions based on the integration Microsoft Exchange and Microsoft SQL Server applications with HP server, storage and networking infrastructure to deliver data management and email “machines.” Machines are converged, pre-packaged, pre-configured infrastructure-to-application solutions for data warehouse, business intelligence, as well as online-transaction processing and messaging. This is particularly relevant in the market of essential business applications, in which Microsoft SQL Server holds 45.5 percent of the world’s 2008 database deployments.⁽¹⁾ HP leads the industry with 36.5 percent share of third quarter 2009 worldwide server shipments.⁽²⁾

Complementing these integrated solutions are [customized service offerings](#) that aid in best-practice design, implementation and maintenance globally. As a result, customers can operate their businesses more efficiently and at a lower total cost of ownership than ever before.

HP and Microsoft also are jointly developing a next-generation architecture specifically for Microsoft Exchange deployments. The companies will co-create optimized email machines that can be deployed in scale-up and scale-out configurations.

Customer benefits of the Exchange Building Block solutions are planned to include:

- Lowest cost per seat for Exchange infrastructure and simplified scalability;
- Integrated availability and disaster recovery functionality to provide the highest

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levels of reliability;

- Automated deployment and management of traditional or hosted Exchange Server deployments; and
- Up to 30 percent lower cost and 66 percent power reduction.⁽³⁾

HP also announced the [Microsoft Exchange 2010 Upgrade/Migration Service](#), a per-seat, fixed price “factory” model with services distributed globally that significantly speed deployment while reducing risk and cost.

HP and Microsoft will also offer unique converged application platform solutions that simplify deployment, optimize performance and improve manageability of Microsoft SQL server implementations.

Customer benefits of these data management machines are planned to include:

- Enhanced business decision process with pervasive access to intelligence across an entire organization;
- Optimized performance and maximum scalability achieved through deep integration;
- Push-button simplicity delivered through solutions that are pre-integrated, optimized and configured for specific workloads. As a result, customers can reduce time of deployment by up to 50 percent and time of SQL provisioning by up to 80 percent;⁽⁴⁾ and
- Enhanced monitoring, forecasting and provisioning of services through integrated management technologies.

(1) Source: IDC's Server Workloads Forecast and Analysis Study, 2008-2013 (IDC #219746), October 2009

(2) Source: IDC's Worldwide Quarterly Server Tracker, Q309.

(3) Source: Internal HP analysis developed by HP StorageWorks Division.

(4) Source: Internal HP analysis

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