



HP Unveils First ProLiant MicroServer for Small Businesses

PALO ALTO, Calif., Sept. 8, 2010 – HP today introduced its first [HP ProLiant MicroServer](#) designed to enable small companies to confidently grow their businesses while taking advantage of the reliability, performance and security of a server.

At the center of HP's new ["Just Right IT"](#) portfolio for micro and small businesses, the HP ProLiant MicroServer delivers affordability, energy and space-saving features. Designed for companies with less than ten employees, the HP ProLiant MicroServer enables them to share and secure critical business information. Ideal when needing to stay connected – whether in the office or on the road, the server simplifies how users access data differently than on desktop or notebook PCs.

The HP ProLiant MicroServer's compact, quiet and sleek design is about half the size and 50 percent quieter than most entry-level servers. It also offers lower power consumption for energy-conscious businesses.⁽¹⁾

HP's ability to deliver innovations on top of industry standards has driven customer confidence in the HP ProLiant server. This is demonstrated by HP's No. 1 position in the x86 server market with 39.2 percent factory revenue share, according to IDC's Worldwide Quarterly Server Tracker.⁽²⁾

Based on current buying trends and the continued advancement of technology, approximately 1.7 million small businesses will purchase their first server in the next five years, according to AMI Partners, a global strategy consulting firm.

"Small businesses have traditionally relied on interconnected PCs to share files and resources, which doesn't help them keep pace with a competitive environment," said Jim Ganthier, vice president, Marketing, Industry Standard Servers, HP. "Leveraging over 20 years in server leadership and innovation, HP is introducing a no-compromise, compact server designed to fit into office environments with a versatile appearance and quiet operations."

Cost-effective starter server designed to increase productivity and efficiency

The HP ProLiant MicroServer increases control over who has access to sensitive company information by centralizing data on a server-based network. Key benefits include:

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- Faster access to shared files, applications and increased system performance with expandable, pluggable drives, flexible backup options, the latest processors and chipsets
- Enhanced security and control over access to confidential business information
- Lower costs through improved sharing of equipment, including fax machines, printers and applications
- Reduced power usage with a more efficient power supply that is up to 150 watts lower than other entry-level servers⁽³⁾
- Accommodates business growth with a modular 10-inch design that allows it to be positioned on the floor or desk. The server features glowing HP logo status indicators, perforated vent patterns and a locking door to secure removable hard drives.

Pricing and availability

The HP ProLiant MicroServer is now available worldwide from HP channel partners or direct from HP. The server provides opportunities for channel partners to expand into a new market by selling server-based solutions designed for micro-businesses.

Pricing starts at the U.S. list price of \$329.00, inclusive of a one-year product warranty covering parts replacement.⁽⁴⁾

HP offers additional support, financing and installation services ensuring next-day response to help maintain system uptime.

More information on HP ProLiant servers is available at <http://www.hp.com/go/proliant>.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

- (1) Based on HP internal testing and published specifications comparing the HP ProLiant MicroServer dBA acoustic level to comparable entry-level servers.
- (2) According to IDC 2Q10 Worldwide Quarterly Server Tracker, released August 24, 2010.
- (3) Based on HP internal testing and published specifications comparing the HP ProLiant MicroServer power supply with greater than 85 percent efficiency and up to 150 watts lower than most entry level servers
- (4) Estimated U.S list price. Actual prices may vary.



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