



Advanced Server Management from HP Increases Operational Efficiency, Reduces Costs

New HP ProLiant G7 servers deliver full return on investment in as little as two months

PALO ALTO, Calif., May 11, 2010 – HP today announced advancements to its server management software suite, significantly improving system operations and efficiency throughout the server life cycle and paying for itself in as little as two months.

HP also introduced two new HP ProLiant G7 server platforms that deliver a full return on investment (ROI) in two months.⁽¹⁾ The [HP ProLiant DL360 G7](#) and [HP ProLiant DL 380 G7](#) rack-optimized servers deliver up to a 20:1 consolidation ratio, reducing floor space and improving data center capacity.⁽¹⁾

These additions, as well as the HP ProLiant DL165 G7, DL385 G7 and SL165z G7 [announced last month](#), enable clients to not only recoup their initial ROI, but continue to free up operational dollars that can then be reinvested in other IT innovation projects.

Offered as an essential building block for a [Converged Infrastructure](#), HP servers offer advanced management and energy efficiency, delivering up to 27 times performance per watt improvements.⁽¹⁾ With a Converged Infrastructure, customers can eliminate silos by integrating technology assets that deliver operational flexibility as business needs change.

Best-in-class management tools improve productivity

[HP Insight Control software](#) provides a single, integrated management solution for both physical and virtual servers and now includes the latest version of [Integrated Lights-Out Advanced \(iLO 3\)](#).

The iLO 3 remote console is eight times faster than the previous version, increasing administrator productivity and directly addressing one of the largest operational cost centers for most enterprises.⁽²⁾ With simplified server setup, power and thermal optimization, as well as embedded system-health monitoring to lower administration costs, iLO 3 provides clients with the following time and cost-saving features:

- Increased performance – real-time control via a simple, unified console that enables clients to perform remote server management tasks faster, at any time and from anywhere in the world. Virtual Folders and Virtual Media Servers

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speed software installation and remote access by hosting commonly used files and configurations locally.

- Improved user experience and collaboration tools – simplified, intuitive management interface provides video recording and playback of issue discovery. iLO 3 also enables up to six users to collaborate remotely from anywhere in the world to trouble-shoot issues.
- Enhanced security – protects business data through strong, hardware-backed encryption that does not compromise performance.

“We support businesses that run 24 by 7, so remote server management capabilities like those now available in HP Insight Control with iLO 3 enable HTS to be hands on when issues arise, regardless of where our engineering resources are,” said Arlin Sorensen, chief executive officer of Heartland Technology Solutions, an HP partner. “More efficient tools allow our team to reduce time and money spent on server administration and maintenance so our clients can invest those resources in new technologies that can help their businesses grow.”

Energy efficiency built into every server

HP ProLiant servers integrate [HP Thermal Logic](#) technologies to reduce power consumption by as much as 96 percent.⁽³⁾ Industry-leading power savings are achieved through the combination of the following HP innovations and energy-saving features:

- [HP Sea of Sensors](#) – optimizes system cooling and increases efficiency by automatically tracking thermal activity through a collection of up to 32 smart sensors placed strategically throughout the server.
- [HP Dynamic Power Capping technology in HP Insight Control](#) – improves data center utilization, reclaims over-provisioned energy and triples data center capacity by enabling IT managers to accurately monitor and control the power used by each server.⁽⁴⁾
- [HP Power Advisor](#) – enables clients to improve energy efficiency by more accurately configuring systems based on real-time power guidance for their specific workloads and thus not overprovisioning servers or data centers.

These energy-efficiency innovations in the two new HP ProLiant DL 360 and DL 380 G7 platforms, combined with the new Intel® Xeon® 5600 Series processors, deliver a 27 times performance-per-watt increase.⁽¹⁾

Better performance and lower costs via a balanced architecture

HP ProLiant G7 server innovations combined with HP Thermal Logic technologies can help clients reduce the number of physical servers and software licenses by up to 95 percent, reducing data center costs and reversing server sprawl.⁽¹⁾ Savings can then be used to fund new IT projects.

HP ProLiant servers are architected to deliver the right balance of I/O (input/output) for the compute and memory capacity of the server. The HP ProLiant DL360 G7 server delivers double the networking bandwidth compared to the G6 version, providing better economics for clients needing additional I/O capabilities without



an additional option card. Both the HP ProLiant DL360 G7 and DL380 G7 servers offer up to 192 GB max DDR3 memory, contain 18 DIMM sockets, provide four network ports and support memory speeds up to 1,333 MHz. This balanced systems architecture enables clients to maximize server performance for virtualization, business intelligence and database workloads.

Pricing and availability⁽⁵⁾

HP ProLiant G7 DL 300 series servers are pre-enabled with the iLO 3 Standard version. Clients can purchase iLO 3 Advanced standalone starting at \$399 or with HP Insight Control starting at \$449 for the most robust set of server life cycle management capabilities.

The new HP ProLiant DL360 G7 and DL380 G7 platforms are available worldwide today. Prices for the new HP ProLiant DL360 G7 servers start at \$2,279; HP ProLiant DL380 G7 servers start at \$2,229 and vary based on specific configurations.

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

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- (1) Based on HP internal testing comparing hardware on HP ProLiant DL380G4 to DL380G7.
- (2) Based on HP internal testing comparing to iLO 2.
- (3) Based on HP internal testing: 96 percent reduction in energy and cooling; 23 G4 servers @ 394 watts – 1 DL385G7 server @ 323 watts; 8,739 watts eliminated; $8739 \div 9062 = 96.4$ percent @ 100 percent load.
- (4) Source: HP white paper: "HP Dynamic Power Capping TCO and Best Practices," November 2008.
- (5) Estimated U.S. street prices. Actual prices may vary.

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