



HP and Microsoft Introduce Infrastructure Consulting Services for Data Warehouses

Aflac, Las Vegas Sands Hotel, Stein Mart adopt Joint Data Warehouse Solution

Overview

HP and Microsoft Corp. announced new infrastructure consulting services for data warehouses. The services – some of the first offerings delivered through the companies' \$250 million multiyear [agreement](#) announced in January – help customers increase service levels and reduce costs by consolidating data management infrastructure and migrating to SQL Server 2008 R2.

HP Infrastructure Consulting Services for Microsoft SQL Server

The services optimize, virtualize and reduce complexity of data warehouses and include:

- SQL Server Consolidation and Virtualization services to improve agility and reduce the cost of data management by streamlining multiple databases into a single SQL Server 2008 instance.
- Migration to SQL Server to reduce IT costs and enable new business intelligence initiatives
- SQL Server Performance Tuning services to improve results, cut costs, and scale SQL systems by implementing analysis, trouble-shooting and monitoring tools.
- Reference Architectures for SQL Server 2008 Deployment to reduce resources for designing, purchasing and deploying the IT blueprints for online transaction processing (OLTP) and data warehouse infrastructures.
- SQL Server Fast Track Data Warehouse services to speed access to business value by designing cost-effective systems for data warehouse workloads.

Supplemental insurance provider Aflac, U.S.-based retailer Stein Mart and Las Vegas Sands Corp., a global developer of destination properties, have chosen HP and Microsoft for their data warehouse solutions.

“As Aflac continues to grow, availability of data and IT responsiveness is critical,” said Eric Hunter, senior manager, Business Intelligence and Marketing, Aflac. “We implemented a new Fast Track data warehouse solution, which includes Microsoft

Editorial Contacts

Beth Bilal, HP
+1 707 709 8906
beth.bilal@hp.com

Microsoft Rapid Response Team
Waggener Edstrom Worldwide for Microsoft
+1 503 443 7070
rrt@waggeneredstrom.com

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



SQL Server and HP ProLiant servers, to enhance data management and response times as well as position our company for growth. We expect HP and Microsoft's joint solutions will continue to help us reach our business objectives."

"Stein Mart needed faster data reporting and new analysis capabilities to help us grow the business," said Mario Nardoni, director of information technology, Stein Mart. "Because of our collaboration with HP and Microsoft, Stein Mart now runs weekly sales reports in three hours instead of 14 hours, and has reduced monthly hardware technology costs by 80 percent. We're looking forward to the new services from HP and Microsoft to further help us reduce complexity and cost."

"We wanted to improve the use of customer data for a new resort property in Singapore and were looking for an enterprise data platform that would leave room to grow," said Jordan Zommick, executive director of Enterprise Architecture, Las Vegas Sands Corp. "We chose a Microsoft data warehouse solution on an HP technology platform, which gave us a faster deployment and better access to integrated customer data. We expect HP and Microsoft's joint solutions and services will continue to help us turn data into information and information into advantage."

More information about the HP and Microsoft agreement is available at www.hp.com/go/microsoft/infra2apps.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About HP

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