



HP StoreOnce, the Next Generation in Data Deduplication Software

Automation of data deduplication across a single unified architecture drives simplicity and efficiency

LAS VEGAS, June 22, 2010 – HP today announced HP StoreOnce, a new generation of data deduplication software that can be deployed at multiple points in a converged infrastructure, reducing the number of times data has to be deduplicated and enabling clients to more efficiently manage and control data growth.

Traditional data deduplication is inefficient as it requires multiple products and processes depending on application, workload, network protocol and data type. Often, data is duplicated and deduplicated multiple times during its life cycle.

HP is the first company to eliminate this complexity with a single, unified architecture for deduplication called HP StoreOnce. Built on patented innovation and features designed by HP Labs, the company's central research arm, this new architecture maximizes deduplication performance, while minimizing hardware requirements.

HP StoreOnce allows the same software to be used on backup clients, virtual appliances, inline appliances and scale-out storage systems, which means that clients need only one solution for all their deduplication needs. HP StoreOnce provides a significantly more efficient method for managing and protecting data while maximizing utilization of storage capacity than competing data deduplication offerings.⁽¹⁾

By eliminating the complexity of multiple deduplication processes and products, HP StoreOnce provides improved productivity and data management efficiency. It also is higher performing than competitive offerings, showing up to 20 percent improvement in performance for inline data deduplication.⁽¹⁾ As a result, clients can spend up to 95 percent less on storage capacity, which can be reinvested in new IT projects to drive organization innovation.⁽²⁾

Client benefits of HP StoreOnce software include:

- Twice the price/performance over competitive offerings.⁽¹⁾ This is accomplished through "smart data and index layout," an innovation from HP Labs that reduces disk fragmentation and increases input/output (I/O)

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efficiency.

- Simplified management and automation of data protection processes with the ability to manage multiple locations and easily replicate data from remote offices to data centers.
- Greater efficiency due to innovations such as “sparse indexing,” an HP Labs innovation that reduces memory and disk I/O requirements for all types of workloads.
- Investment protection with HP StoreOnce providing high-performance deduplication on backup appliances today and integrated into virtual appliances, tape backup and scale-out systems for the future.

“ARAMARK requires a complete, easy-to-manage deduplication solution that delivers high scalability, performance and improved data protection across the entire infrastructure,” said Ron Cekala, director of Information Technology Systems Administration at ARAMARK, a leading professional services provider. “HP’s cutting-edge StoreOnce deduplication offers a consolidated hardware and software solution that provides the high availability as well as management efficiency required to improve the delivery of services to our customers.”

Store once and be done

HP StoreOnce software is new in all [HP StorageWorks D2D backup systems](#). These systems span the HP StorageWorks D2D2500, ideal for small business and enterprise remote offices, through the new [HP StorageWorks D2D4312](#), designed for midsize data centers.

The new D2D4312 delivers high-performance disk-based backup and restore capabilities and scales up to 48 terabytes. This enables clients to consolidate backup of multiple servers in a single process. Optional multisite replication functionality automates backups to a centralized location in the data center. As a result, clients with multisite deployments can save nearly \$2 million compared to using pure tape backup and offsite archival solutions.⁽³⁾

Additionally, HP D2D solutions combined with [HP Data Protector](#) backup and recovery software can deliver up to 70 percent savings in licensing and support compared to other solutions.

Client benefits of the D2D backup systems include:

- Improved deduplication performance by minimizing disk fragmentation. This also provides consistent backup and recovery speeds.
- Ability to scale and grow as the organization demands with a modular architecture that supports data center backup as well as consolidated backup of remote offices. The solution also offers centralized and remote management with [HP Integrated Lights-Out](#) (iLO) for anytime, anywhere access.
- Enhanced flexibility with support for iSCSI, Fibre Channel, network attached storage or offline storage interfaces enabling clients to easily deploy the HP D2D solutions into existing backup processes.



Pricing and availability

HP StorageWorks D2D4312 Backup Systems are currently available worldwide with a U.S. starting price of \$94,999.^(1,4) Existing D2D clients with a maintenance contract can obtain HP StoreOnce deduplication through a software download.

Additional information about HP's deduplication strategy and offerings is available at www.hp.com/go/storeonce.

About HP

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- (1) 2X price-performance claim based on performance comparison to competitive systems using FC VTL interfaces as well as April 2010 pricing comparison between HP D2D4312 and EMC DD690.
- (2) Based on average deduplication ratio of 20:1. Deduplication ratio could be as high as 50:1 under optimal circumstances.
- (3) \$1.84 million savings based on deployment of HP D2D4312 ROI calculations as replacement technology for pure tape backup and offsite archival.
- (4) Estimated U.S. street prices. Actual prices may vary.

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