



Business Intelligence Solutions for SMBs from HP and Microsoft

New offerings deliver immediate value with optimized performance

PALO ALTO, Calif., June 21, 2011 – Originally announced in January 2011 as part of a \$250 million extended partnership agreement, HP and Microsoft today unveiled the first self-service business intelligence (BI) and data warehouse appliances to specifically address the needs of small and midsize businesses (SMBs).

Using an organization's intelligence and data to develop strategy as well as generate data quality and governance is crucial to compete effectively in the marketplace. Until now, mining data to gain business insight has been too complex for many small and midmarket organizations, and it's been too costly to integrate all elements from the data warehouse through to BI analytical tools.

Jointly engineered by HP and Microsoft to be compatible through familiar technologies and platforms from Microsoft, the appliances introduce BI to clients who have not been able to implement these types of solutions.

Part of HP's new [HP AppSystem](#) portfolio based on Converged Infrastructure announced June 6, 2011, [HP Business Decision Appliance](#) and [HP Business Data Warehouse Appliance](#) provide SMBs a simple way to turn insight from analysis into critical business decisions.

By teaming the two appliances, the solution delivers high-performance throughput and capacity for data marts and small-scale data warehouses. Its simplicity for reporting and sharing data, along with reduced technology layers and ease of management, means that any organization can gain value from the power of BI.

A turnkey competitive advantage for SMBs

HP Business Decision Appliance, optimized for SQL Server 2008 R2 and SharePoint 2010, speeds analysis from months to days. Coengineered by HP and Microsoft, this appliance includes three years of support. The software comes preinstalled and preconfigured from the factory for rapid

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deployment, and to decrease operational expenses for a competitive advantage.

SMBs will benefit from the:

- Easy setup and configuration with the Quick Deployment Tool that decreases the time required for user input and interaction. Users can open the box, deploy the complete solution in about an hour and be ready to accept data from day one.
- Improved manageability with an integrated hardware and software infrastructure, including Microsoft® SQL Server 2008 R2, PowerPivot for SharePoint and Microsoft SharePoint 2010, as a single technology stack. This integration enables clients to transform large quantities of data with incredible speed into information that can be easily shared to improve decision making.
- Reduced complexity with a management dashboard specifically developed to assist with administrative and maintenance tasks, including back-up and restoration of original factory settings.

Helping SMBs generate revenue and customer loyalty

A companion to the HP Business Decision Appliance is the HP Business Data Warehouse Appliance built on the [HP ProLiant DL370 G6 server](#) and optimized for Microsoft SQL Server 2008 R2. It is an ideal first-time data mart or small data warehouse solution for SMBs with up to five terabytes of data.⁽¹⁾ The appliance allows organizations to leverage the power of real time data analysis to generate new opportunities by collecting BI.

By teaming the two appliances, the solution delivers high-performance throughput and capacity for data marts and small-scale data warehouses. Its simplicity for reporting and sharing data, along with reduced technology layers and ease of management, means that any organization can gain value from the power of BI. Support services from HP ensure a single point of contact, as well as fast and accurate problem resolution.

The HP Business Data Warehouse Appliance offers SMBs:

- Reduced deployment time from months to days with integrated Microsoft software, HP industry-standard technology and HP's three-year



solution support, as well as a wide range of optional consulting services and support.

— Enhanced manageability with preinstalled and preconfigured software, data-loading wizards and data warehouse performance reporting functionality in a single platform right out of the box.

Availability

The HP Business Decision Appliance and HP Business Data Warehouse Appliance solutions are currently available worldwide.

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(1) Recommended capacity based on 3.5x compression.

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