



# HP Reduces Costly Business Disruptions for SMBs with Business Risk Mitigation and Consolidation

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PALO ALTO, Calif., June 21, 2011 – HP today announced new solutions to help small and midsize businesses (SMBs) reduce the risks of business disruptions.

Disasters, hardware failures and security concerns such as viruses loom heavy over SMBs. Without proper resources for multiple data centers or for thorough fail over processes, SMBs are often more vulnerable than larger enterprises to data loss. Just one disaster or hardware failure has the potential to bring down the entire business.

SMBs need a reliable, responsive and secure infrastructure to protect against data loss and unauthorized access. Business continuity solutions can reduce outages by as much as 85 percent, while disaster recovery solutions can reduce backup time by 90 percent and accelerate recovery time by 85 percent, according to a recent IDC report. <sup>(1)</sup>

## HP Business Risk Mitigation

[HP Business Risk Mitigation \(BRM\)](#) is a comprehensive risk management solution that delivers high availability, data protection, security and offsite disaster recovery. The solution allows SMBs to simplify and secure their infrastructure to avoid costly, unanticipated disruptions.

HP BRM, built on [HP Converged Infrastructure](#), is designed to provide a scalable, simplified risk management offering that enables comprehensive data protection for servers, storage, networking, printers, PCs and offsite recovery sites. The solution mitigates the risk of business disruption by focusing on network security, system availability and offsite disaster recovery, allowing SMBs to scale their technology infrastructure to meet specific business needs.

Additional benefits of the HP BRM solution include:

- Reduced business disruptions providing access to systems, critical

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business applications and data.

- Simplified email recovery to comply with Federal e-discovery mandates.
- Expanded business growth with customized configurations that support up to 2,500 users to meet unique infrastructure requirements.

### **HP Branch Office Consolidation**

[HP Branch Office Consolidation \(BOC\)](#) is a turnkey solution and business plan that includes management software as well as hardware to simplify, automate and integrate infrastructure in order to increase efficiency, reduce operational risk and support branch offices.

With this optimized solution, costly IT silos are transformed into comprehensive infrastructures that integrate technical components, automate processes and simplify technology from purchase to retirement. SMBs benefit from a smaller, simpler technology infrastructure, as well the ability to utilize virtualization and automation tools for easier management.

Other benefits of the HP BOC solution include:

- Improved business data efficiency to meet growing demands through high server availability without the cost and complexity of separate, external shared-storage devices.
- Reduced management costs by up to 30 percent with the consolidation of servers to minimize physical assets and maintenance.<sup>(2)</sup>
- Increased wide area network (WAN) speeds with HP A-MSR Router with integrated firewall/VPN.

HP BOC makes it easier for SMBs to conduct business across branch offices with simplified features from HP such as:

- [HP StoreOnce D2D Backup System](#) with built-in, advanced deduplication software that optimizes storage capacity and simplifies day-to-day management of backup and disaster recovery



requirements.

- [HP BladeSystem](#) with [HP Virtual Connect](#) consolidates server and network equipment, providing midmarket businesses superior manageability and offers time, power, and cooling benefits to reduce total cost of ownership.

### Availability

The HP Branch Office Consolidation and Business Risk Mitigation solutions are currently available worldwide.

### 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 at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

- (1) "Business risk and the midsize firm: what can be done to minimize disruptions?" Raymond Boggs, Jean S. Bozman and Randy Perry, IDC, 2010.
- (2) "Improving the way branch offices compete, connect and control costs," Raymond Boggs, Jean S. Bozman and Randy Perry, IDC, 2010.

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