



HP Accelerates Partner Opportunities with Next-generation Data Protection, Federated Deduplication

HP Storage recently introduced innovations designed to revolutionize the way that organizations protect and store information at the massive scale demanded by virtual and cloud data centers. These innovations give HP channel partners new opportunities to offer differentiated solutions that address one of the fastest-growing market segments.

The massive scale of virtual and cloud data centers means that the volume of data within almost every organization is growing exponentially—and legacy backup systems can't keep pace. According to recent research by the Enterprise Strategy Group (ESG), an estimated 40 percent of customers are looking to replace current backup solutions to address their data growth issues. ⁽¹⁾ This creates a tremendous opportunity for HP channel partners to offer solutions built on next-generation data protection and federated deduplication technologies from HP.

HP StoreOnce Backup with StoreOnce Catalyst

The industry's only federated deduplication solution, HP StoreOnce technology from [HP Labs](#), the company's central research arm, enables data to be moved around the infrastructure without the need to add back in, or "rehydrate", the duplicate data. With HP StoreOnce, HP channel partners can help customers:

- Get two-thirds of their night back—every night. World-record 100 terabyte (TB)/hr performance delivers three times faster backup⁽²⁾ and five times faster recovery⁽³⁾ than the closest competing solution.
- Deduplicate backups anywhere and replicate them everywhere. Help customers reduce infrastructure costs and improve backup with deduplication at application source, backup server and target, plus flexible multisite replication.
- Eliminate complexity by centralizing control. Integration between HP and independent software vendor (ISV) applications—including HP Data Protector 7 and Symantec NetBackup—provides a single point of control for deduplication, backup and disaster recovery.

HP Data Protector 7 powered by Autonomy IDOL 10

HP Data Protector 7 powered by Autonomy Intelligent Data Operating Layer (IDOL) 10 empowers organizations to manage small to massive volumes of data with advanced backup and recovery capabilities. The HP Data Protector governance tools are the first to perform contextual search on backup data, as well as find and recover information based on the meaning and concepts contained within the data. This unique approach includes comprehensive support for virtual environments as well as on-premise and off-premise data protection—delivered through a fully integrated, highly secure, cloud-based backup service from Autonomy, an HP Company.

HP Data Protector 7 automatically understands the context and meaning of unstructured information—such as social media interactions, video, images, audio and email—to help organizations identify and prioritize how that information is protected. HP channel partners can help customers reduce business risk by enabling them to protect data with granular recovery of enterprise application information—in both physical and virtual environments, and no matter where that information is generated or stored.

Become the singular backup provider of choice

With the industry-leading performance and flexibility of next-generation data protection and federated deduplication solutions from HP, HP channel partners can meet customers' data-protection needs in a way that the competition simply can't match.

HP Data Protector 7 adds further depth to this offering with complete edge-to-data center information protection across hardware and software that can also increase overall deal value. Additional benefits of being an HP channel partner include:

- Extending target market by offering flexible universal backup for any deployment across physical, virtual and cloud infrastructures.
- Increasing consultative project engagements by presenting a complete vision for deduplication and offering holistic, comprehensive solutions. Own the agenda and elevate customer conversations to protect margins.
- Selling more services with less financial risk as a member of the HP ServiceONE Partner Support program, part of HP ServiceONE. Pursue new business opportunities by combining HP and partner-branded services while leveraging HP tools and back-end support under the Partner brand. Only HP allows qualified partners to sell—or sell and deliver—HP-branded services, or sell partner-branded services—all backed by HP.
- Accelerating growth through exclusive access to new deals. The 100 Percent StoreOnce Initiative in the United States funnels all high-profit HP StoreOnce Backup orders from new storage accounts and repeat customers through authorized HP Storage partners.⁽⁴⁾

HP is committed to delivering complete data protection and backup solutions for the next era of IT. With these next-generation data protection and federated deduplication offerings from HP, HP channel partners are in the best position to establish themselves as a customer's singular backup provider of choice.

(1) "Data Protection Modernization," Enterprise Strategy Group, April 2012.

(2) Based on HP internal comparative analysis of publicly available data from major competitors.

(3) Based on HP comparisons of publicly available data and expert observations that, for most competitors, restore is approximately 50 percent of ingest performance, as cited by the Evaluator Group.

(4) Any end-user account that HP has not sold storage to in the last three years. Deals registration is required to drive alignment. This strategic policy change becomes effective immediately for all new opportunities, whether identified by HP or by the channel partner. Implicit in this policy is the assurance that every registered Storage New Business Opportunity (NBO) is now guaranteed to stay in the channel. Exceptions are HP Global Accounts, opportunities where storage cannot be unbundled from the overall HP Solution, or select opportunities where HP is contractually obligated to fulfill direct, such as the public sector.

© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.