



Fact Sheet

HP Introduces HP Capacity on Demand

HP Capacity on Demand aligns storage costs with enterprise needs to maximize return on investment

Overview

With today's uncertain market conditions, operational agility and business intelligence are prerequisites for survival. Enterprises of all sizes are increasingly relying on big data for the intelligence and agility they need to stay ahead of the curve. With an increasing amount of data growth, being ready to serve sudden peaks in demand for storage continues to be a challenge, but in a dynamic environment where every dollar counts, investing in excess storage capacity "just in case" is no longer an option.

To provide enterprises instant scalability in storage capacity, HP is introducing Capacity on Demand through HP Financial Services, the company's leasing and financing subsidiary.⁽¹⁾ Designed to help clients maximize the benefits of the HP Converged Storage portfolio, the HP Capacity on Demand program simplifies how storage is purchased and delivered.

Scalable capacity for evolving business requirements

Providing a powerful way to avoid the risk of unpredictable storage demand, the program is designed around a monthly payment structure that is based on consumed capacity.⁽²⁾ Each time a client reaches its storage allotment, an order is placed for additional capacity. Until the additional capacity is available at the client's site, they are able to use capacity in their Burst Buffer, which holds spare storage capacity of up to 30 percent of the client's baseline storage. Once the additional capacity is installed, this Burst Buffer is replenished for future use. This process ensures that clients do not run out of capacity.

The scalability and flexibility provided by the HP Capacity on Demand program and the capacity management process allows clients to:

- Optimize storage planning, procurement and deployment
- Acquire storage capacity as it's needed
- Tightly align storage costs with storage consumption
- Avoid data center disruption associated with unplanned capacity shortages
- Start small and scale storage in line with data growth—without risk

HP Capacity on Demand is available with all HP Converged Storage platforms including HP 3PAR StoreServ Storage, HP StoreAll Storage and HP StoreOnce Backup. It is available to

commercial and public sector clients in the United States, Canada and the Europe, Middle East and Africa region.

HP Financial Services

HP Financial Services is the leasing and life cycle asset management services subsidiary of HP. It is the second-largest captive IT leasing company in the world and offers a full range of life cycle asset management and financial solutions for businesses. HP Financial Services develops financial solutions that can enhance clients' ability to implement IT infrastructures that meet their needs today—and into the future.

Additional information about HP Financial Services is available at www.hp.com/hpfinancialservices.

- (1) Financing available through Hewlett-Packard Financial Services Company and its subsidiaries (HPFSC) to qualified commercial and public sector customers in the United States, Canada, Mexico, Brazil and select countries in EMEA (i.e., United Kingdom, Ireland, France, Germany, Italy, Spain, Portugal, Austria, Netherlands, Belgium, Sweden, Finland, Norway, Denmark, Switzerland, Russia, Czech Republic, Poland, Slovenia, Slovakia, Romania, Hungary, Turkey, R.S.A, UAE) and is subject to credit approval and execution of standard HPFSC documentation. Offer valid on minimum transactions of \$100K/ €75K (or local equivalent). Other charges, including without limitation, taxes, fees and shipping charges, may apply. Not all HP products are eligible. Not all customers may qualify. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.
- (2) Capacity on Demand offering is structured as a lease contract with a 3-5 year term and includes: Baseline storage hardware and software; Burst Buffer hardware and software assets; Installation services for Baseline storage and Burst Buffer hardware; HP Care Pack for Baseline storage and Burst Buffer hardware. HP Care Support Services agreed at time of lease signing. HP Care Support Services are provided by Hewlett-Packard Company (HP). Capacity monitoring tools and resources may vary depending on customer needs. Capacity monitoring tools and resources are provided by HP.

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