



HP and its Channel Partners: Redefining Storage Simplicity

Companies currently waste much of their budget on inefficient storage, leaving administrators to struggle with managing dozens of disparate storage architectures. This creates a rigid, sprawling, disjointed infrastructure that is expensive to maintain and often forces difficult choices between functionality and affordability.

To address this, HP has announced a comprehensive refresh of its HP Converged Storage portfolio first introduced in 2011. HP Converged Storage addresses the legacy storage limitations exposed by the growth of human information, the rise of infrastructure convergence, and the emergence of new IT-as-a-Service models. With an HP Converged Storage solution, companies can:

- Get their storage up and running up to 40% faster
- Reduce administration time by up to 90%
- Lower power and cooling costs by up to 50%

At HP Discover 2012 in Frankfurt HP made the most significant set of new storage product and portfolio introductions in the company's history, giving HP channel partners new opportunities to competitively address the needs of more customers across one of the fastest growing market segments. HP channel partners can now offer these leading technologies to customers to help them improve return on investment in the areas of information, infrastructure and individuals with products that redefine storage simplicity.

Effortless Tier1 storage with midrange affordability

One of the most eagerly anticipated additions to the HP Converged Storage portfolio is the expansion of the HP 3PAR StoreServ Storage portfolio—formerly HP 3PAR Storage—with the addition of HP 3PAR StoreServ 7000 Storage. This new platform brings Tier 1 storage to the midrange at one-third of the price of previous HP 3PAR entry-level models.

As midmarket organizations adopt new application and service delivery models such as virtualization and cloud computing, their need for high-end storage availability and performance with simple management at a midrange price point has never been greater. HP 3PAR StoreServ 7000 Storage is the industry's only midrange, quad-controller platform offering Tier 1 storage availability and quality of service features with unsurpassed simplicity at an affordable midrange price.

Supporting both block and file data services, the system is available with hard disk drives (HDD) and solid state disks (SSD) or as an all-SSD configuration capable of performing more than 300,000 input/output operations per second, which is three times that of the closest competitive offering. HP is also developing an SSD-optimized hardware model based on the HP 3PAR Operating System.

What this means for HP Channel partners

HP 3PAR StoreServ 7200 and 7400 Storage models provide the most powerful midrange virtualized platform for small- and mid-sized businesses and enterprises, allowing HP Channel partners to offer the only industry-leading, enterprise-class Tier 1 storage platform available at a midrange price point.

This means that an HP channel partner can confidently help customers to move to a single storage platform that has the investment protection to meet their needs today and well into the future, so that companies can grow with freedom in any direction by simply upgrading controllers, processors, disks, ports, or systems for virtually limitless scale. HP channel partners will benefit from established HP sales programs such as the Get Thin

Guarantee and Get Virtual Guarantee, enabling them to open up discussions with their clients about the value and savings that only HP can deliver.

HP 3PAR StoreServ 7000 is part of the ServiceOne program, providing partners the opportunity to sell HP branded services, sell and deliver HP branded services and sell and deliver their own partner branded services for additional revenue opportunities. Qualified partners can:

- Improve depth of customer relationships by acting as the services delivery partner in the account on behalf of HP.
- Mitigate risk with tools, training, and the full support of HP to ensure high quality service delivery
- Expand opportunities and agility with the ability to mix HP Services and partner-branded services to maximize their services portfolio.

Federated deduplication for data mobility without rehydration

Earlier this year, the introduction of HP StoreOnce Catalyst software gave enterprise companies the ability to deduplicate data on their application or backup servers before transferring it to a centralized HP StoreOnce Backup system. This innovation has improved backup throughput for speeds up to 100 TB/hour and allowed StoreOnce Backup users to manage backups centrally from a single backup application. HP doubled its market share in disk-based backup in the past 12 months according to IDC. ⁽¹⁾

Now, HP has extended this capability to the entire HP StoreOnce Backup portfolio, including two new entry-level models—the HP StoreOnce 2000 and 4000 Backup systems. These new models deliver up to two times faster native performance, and with HP StoreOnce Catalyst, up to three times faster performance over previous generations at up to 35 percent lower cost than the closest competitor. Furthermore, HP StoreOnce has been shown to deliver three times faster restore performance than Data Domain. ⁽²⁾

The addition of these new models to the HP StoreOnce Backup portfolio delivers information protection to small and midsize businesses as well as Tier 1 enterprises via the same solution stack. Highly efficient data movement and high-performance deduplication reduce data protection costs in both remote sites and data centers.

What this means for HP Channel partners

These enhancements to the HP StoreOnce Backup portfolio will enable HP partners to become the single backup provider to their customer's entire data center or IT infrastructure, addressing multiple market segments.

Shrinking backup windows, the looming fear of extended downtime, and the threat of data loss resulting from explosive data growth are forcing organizations with remote and branch offices (ROBOs) to re-evaluate their data protection and disaster recovery needs. With the HP StoreOnce Backup portfolio, HP channel partners have the ability to tailor solutions to their customers' unique situations, not to a backup vendor's product limitations. An HP channel partner is able to offer flexible disaster recovery options with any-to-any data movement without rehydrating backup data.

HP StoreOnce delivers industry-leading performance with up to 3x and 5x faster backup and restore than the closest competitive solution and delivers high availability features that the competition simply cannot offer, enabling HP channel partners to competitively retain margin. Unlike isolated and incompatible backup silos, HP is delivering on a differentiated vision for federated deduplication, wherein homogeneous systems exist and communicate with each other. By using HP StoreOnce Backup across software and hardware at remote sites and in the datacenter, customers can simplify administration and move data from edge to core without having to run deduplication processes at multiple points in the information chain. This allows partners to demonstrate savings in terms of actual operational hours handed back to their customers that add up to real savings, setting the standard for a differentiated vision for deduplication and data protection.

HP StoreOnce Backup is also part of the HP ServiceOne program, providing partners the opportunity to sell HP branded services, sell and deliver HP branded services, and sell and deliver their own partner branded services.

Hyperscale storage helps big data customers tame and mine their content explosion

Big Data is real. Customers will spend \$16.9 billion on Big Data by 2015. Storage for Big Data is growing at over 60% per year. That's the good news. The bad news for customers is that traditional approaches will not work for mid-tier or enterprise customers.

HP StoreAll Storage brings real-time intelligence to big data customers with a hyper-scalable, intelligent platform that simplifies archiving, accelerates analysis, and consolidates object and file-based data in a single platform. Scaling to over 16 petabytes and over 1000 nodes in a single system. It is the most scalable solution in the industry and uniquely enables consolidation of object and file storage concurrently out of the same storage nodes to improve efficiency. With its scale-out architecture and all-inclusive software model, customers can start small and pay-as-they-grow.

It also provides immediate access to data with an embedded metadata database—HP StoreAll Express Query—created by HP Labs and able to perform searches across hundreds of millions of files, thousands of times faster than traditional file system scan methods.

Improving client return on information, individuals, and infrastructure

The new and updated products that HP has introduced into the HP Converged Storage portfolio open up new opportunities for channel partners to competitively address the needs of more customers across more of the fastest growing market segments. These leading technologies are backed by customer oriented sales programs that eliminate sales inhibitors and accelerate time to revenue for partners. The latest set of HP Converged Storage innovations give HP channel partners a new set of opportunities to show more clients how simplifying the storage infrastructure can increase responsiveness and improve return on investment in three key areas:

- **Return on information**—by enabling intelligent search and data tiering capabilities to deliver actionable intelligence directly to the user or through analytic applications.
- **Return on infrastructure**—by improving asset utilization through massive consolidation, federated data mobility, and efficiency technologies to cut capacity needs in half.
- **Return on individuals**—by providing common data services and centralized management across storage systems to reduce administration time and complexity.

Additional information about the new HP Converged Storage solutions is available at:
www.hp.com/go/storage/nextera

(1) "Worldwide Purpose-Built Backup Appliance 2012–2016 Forecast and 2011 Vendor Shares," IDC, Robert Amatruda, April 2012

(2) Based on HP internal comparative analysis of HP StoreOnce 4420 vs. EMC Data Domain 640.

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