



Expanding Your Selling Opportunities New HP Converged Storage Products for Small and Midsize Customers

Today, HP announced several new and highly economical storage solutions designed to help SMBs out of storage "tight spots".

Based on modern architectures that overcome the limitations of legacy storage, these new offerings give HP channel partners new opportunities to offer differentiated solutions that fit into the HP Converged Storage portfolio. These new platforms present a unique opportunity for HP channel partners to sell solutions built on next-generation technologies from HP to help small and mid-sized customers save money and time on application and file storage and increase virtualization return on investment.

File and application storage made easy to sell

Many small to midsize customers have IT infrastructures that are struggling to keep pace with shifts happening both within and around their businesses. For example, according to Gartner, unstructured data will continue to grow some 80% over the course of the next five years, which will continue to create a huge IT challenge. For small and midsize customers, limited resources and budgets make coping with this massive and seemingly relentless onslaught of data growth particularly daunting. This is further compounded by siloed, underutilized and insecure infrastructures.

The all new HP StoreEasy Storage platform makes managing file and application storage easy through the integration of HP ProLiant Gen8 hardware and Microsoft Windows Storage Server 2012. It's the ideal solution for SMBs facing runaway growth of unstructured data.

HP StoreEasy Storage is a single, consolidated platform that delivers efficient, secure and highly available application and file storage made easy. Built for SMBs and large enterprises with remote and branch offices, this platform can support up to 25,000 concurrent users in multiple locations. The portfolio includes two purpose-built file-serving appliances as well as a network attached storage (NAS) gateway to meet a variety of client deployment needs.

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- **Efficient** – saves money and time
- **Secure** – data is always protected
- **Highly available** – uninterrupted access to file and application data

HP StoreEasy Storage is designed to be easy to sell, with appliances delivered pre-configured for unmatched "out-of-the box" experience.

Scale-out storage built for virtualization and priced to open doors

At the same time, small and midmarket customers are finding themselves in another unexpected storage tight spot when it comes to another IT infrastructure hot zone—virtualization. As virtualization becomes more of a mainstay, and as more small and midmarket companies turn to virtualization to cut costs and increase efficiency, they are finding that the siloed, legacy storage systems they have always counted on don't offer the flexibility required to support it reliably. As a result, their virtualization projects are returning disappointing results, less than anticipated ROI, and are producing unnecessary and unexpected complexities. The cure is to address this from the storage layer up, but who has the budget for that?

New HP StoreVirtual 4130 and 4330 Storage models deliver the flexibility that SMBs need to adapt to the demands that virtualization brings to their IT environments, now with increased performance and quadruple the density of previous models.

HP LeftHand Operating System 10.0 Software, formerly SAN/iQ software, gives HP StoreVirtual VSA up to 2X better performance and the new StoreVirtual 4000 Storage models new intelligent management features and extended connectivity options over previous models

HP StoreVirtual Storage is the third generation platform featuring the LeftHand OS, offering simple, scalable, and highly available solutions to support virtualization growth. HP StoreVirtual is unique in that it is a leading example of software-defined storage: storage any way you like it. StoreVirtual is available as a virtual storage appliance as well as a better-together scale-out appliance deployed on HP Converged Infrastructure.

The two new HP StoreVirtual Storage models - the HP StoreVirtual 4130 and 4330 - are based on HP ProLiant Gen8 hardware, the most intelligent server platform on the market. As a result, clients benefit from reliability and availability enhancements that are optimized for SMB and remote office virtualization projects.

With the latest HP LeftHand Operating System 10.0 software, HP StoreVirtual Storage is optimized for SMBs and remote office environments, providing multiple hypervisors and physical deployment options, software support for all server types, and high-availability across multiple locations.

- **Simple** – eases storage management in the virtual datacenter
- **Scalable** – adapts to business demands
- **Highly Available** – worry-free storage for centralized datacenter and remote/branch offices

Because HP StoreVirtual Storage offers flexibility of deployment, you can deliver solutions the way your customers want - a virtual storage appliance on any server running VMware or Microsoft HyperV or a better-together appliance. Like the HP StoreVirtual VSA, the new StoreVirtual 4130 and 4330 models feature pricing structures designed to open new doors and expand your opportunities.

What this means for you as an HP Channel Partner

Meet the needs of more customers:

- Since HP StoreVirtual Storage offers virtual (via the HP StoreVirtual VSA) and low-cost rack (via the new 4130 and 4330 models) deployment options, you can sell to more customers and continue to draw on these relationships over time as they scale out their systems to accommodate new growth.
- HP StoreEasy Storage gives you the ideal product offering for aggressively pursuing the rapidly growing number of SMBs that are battling unprecedented growth in unstructured data. This extremely simple file

and application storage solution allows these companies to go back to focusing on their business, not their IT.

Win more deals with industry-leading pricing and all-inclusive features:

- The all-inclusive pricing structure offered by HP StoreVirtual Storage, included features like thin provisioning and asynchronous replication put you in a position to competitively sell across multiple customer segments.
- Tight integration between HP StoreEasy Storage and Windows Storage Server 2012 provides built-in features like deduplication and encryption that help you deliver customers more value for their money.

Make more money with services:

HP StoreVirtual Storage is a part of the HP ServiceOne program, which helps partners pursue new business opportunities by combining HP and partner-branded services while leveraging HP tools and back-end support under your 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.