



Fact Sheet

HP StoreEasy Delivers Efficiency, Security and High Availability for Unstructured Data

Turnkey file server consolidation solution simplifies IT administration for SMBs and enterprise remote offices

Overview

The cost of managing unstructured data growth has skyrocketed as organizations struggle with the complexity of this new data type. It is further compounded by siloed, underutilized and unsecure infrastructures that have evolved rather than been planned and are particularly challenging for small and medium-sized businesses (SMBs) as well as enterprises with remote offices and branch offices.

Storage administration expertise is often required to manage application data and file shares, especially when dealing with a collection of the different interfaces found in legacy infrastructures. As a result, storage costs continue to increase, diminishing return on investment (ROI) and productivity.

HP StoreEasy Storage, a new addition to the [HP Converged Storage](#) portfolio, is a single, consolidated platform that delivers efficient, secure and highly available application and file storage. Built for SMBs and large enterprises with remote and branch offices, this platform can support for up to 25,000 concurrent users in multiple locations.

To simplify IT administration, it provides a single management console that takes advantage of the latest advancements offered by [Microsoft Windows Storage Server 2012](#), the latest HP ProLiant Generation 8 (Gen8) hardware and the industry-standard server (ISS) platform's reliability and availability enhancements.

HP StoreEasy Storage offers the HP Hosted BranchCache feature which keeps frequently used content local, reducing network utilization costs and administration time required to move data between headquarters and branch offices.

HP StoreEasy Storage improves clients' total cost of ownership (TCO) with standard functionalities typically found only in high-end systems, such as file and iSCSI access, granular deduplication, secure data encryption and continuous availability. As a Windows-based solution, HP StoreEasy Storage also eliminates clients' learning curve, enables them to maintain productivity levels without disruption based on their existing familiarity with the operating system.

The portfolio includes two purpose-built file-serving appliances and a network attached storage (NAS) gateway to meet a variety of client deployment needs, including:

- HP StoreEasy 1000 Storage—entry-level file consolidation that is ideal for small businesses, branch offices, and workgroups.
- HP StoreEasy 5000 Storage—offers turnkey, active-active high availability for mid-sized environments, is optimized for Microsoft Windows Server 2012 Hyper-V and is well suited for virtualized application environments.
- HP StoreEasy 3000 Storage—a file gateway designed for use with existing disk arrays. It fully supports HP 3PAR Storage and HP StoreVirtual Storage, enabling clients to dynamically shift file and block capacities.

Efficiency that saves time and money

HP StoreEasy Storage also simplifies data center management and reduces cost with block optimized deduplication. This functionality increases capacity utilization on existing systems, reducing storage space requirements and eliminating the need to purchase and manage additional hardware.

HP StoreEasy reduces risk of data security threats by enabling clients to:

- Protect data at rest with embedded file system encryption.
- Secure data transfers by encrypting data in flight.
- Safeguard data on removable drives through Windows BitLocker Drive encryption.
- Eliminate unauthorized access to information with a file classification infrastructure.
- Leverage antivirus and backup capabilities directly on the system.

High availability helps prevent business disruption

HP StoreEasy improves workflow productivity by helping to provide uninterrupted access to application and file data across storage, networking and Windows Server Hyper-V virtualization. Client benefits include:

- Continuously-available storage functionality with transparent failover.
- Reduced downtime due to component failures with active-active cluster.
- Increased network throughput and fault tolerance with NIC teaming and multi-channel.
- Non-disruptive software upgrades through cluster-aware updating.
- Improved file system integrity checking that takes minutes instead of hours.

HP StoreEasy is part of the [HP Converged Storage portfolio](#), which increases datacenter simplicity, agility and efficiency by breaking down boundaries that exist within siloed, legacy storage environments.

Pricing and availability

The HP StoreEasy Storage system will be available on Dec. 10, with pricing starting at \$5,192 for 8TB capacity.⁽¹⁾

HP's premier Europe, Middle East and Africa client event, [HP Discover](#), takes place Dec. 4-6 in Frankfurt, Germany.

(1) Estimated U.S. street prices. Actual prices may vary.

© 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.