



New HP Servers Increase Performance, Uptime to Help SMBs Drive Growth

As the industry leader in serving small and medium-size businesses (SMBs), HP knows that these customers are focused on running and growing their businesses, while often operating with limited budgets and a highly leveraged staff. SMBs need server technology that will allow them to focus on their core businesses and eliminate tedious, manual tasks that rob them of the energy that could be put into driving business innovation. This can be achieved without having to compromise on performance and functionality, while still gaining increased simplicity and maximizing uptime.

Drawing from more than 20 years of experience and knowledge gained from the largest installed base and partner community in the industry, HP has built that intelligence into its latest servers. New HP ProLiant Generation 8 (Gen8) servers with HP ProActive Insight architecture—a combination of integrated hardware and software—enable SMBs to speed deployment, drastically reduce management and maintenance, and gain confidence through proactive monitoring and support.

HP ProLiant Gen8 servers work smarter through dynamically and proactively meeting the increasing data and application demands of a growing business. The HP Integrated Lights-Out (iLO) Management Engine, standard across the HP ProLiant Gen8 portfolio, tracks health, power usage and system diagnostics with HP ActiveHealth and can deliver that intelligence to internal staff or online to a trusted SMB partner. This means less time spent on the server infrastructure and more on the business, helping to reduce disruptions that SMBs simply can't afford.

Breakthrough HP ProLiant Gen8 technology with increased performance

SMBs can fully exploit new business opportunities and meet their customers' growing demands with the latest generation of HP ProLiant 300e-Series rack-and-tower servers as well as an HP ProLiant blade server offering. Optimized for everyday business needs, these systems drastically reduce required administrator time, lower power and cooling demands, and accelerate application performance, thereby improving business success.

New HP server offerings ideal for SMBs include:

- HP ProLiant ML350e Gen8, an expandable two-processor (2P) tower that delivers enterprise-level performance to smaller office environments.
- HP ProLiant DL360e Gen8, a rack-optimized one-rack-unit (1U) server that delivers improved serviceability.
- HP ProLiant DL380e Gen8, a rack-optimized two-rack-unit (2U) design that provides improved compute and storage capacity for business applications.
- HP ProLiant BL420c Gen8, a blade server offering breakthrough economics with high availability and performance, making it ideal for midmarket customers.

Availability

HP ProLiant Gen8 servers and the HP ProLiant MicroServer are available through HP and worldwide channel partners. HP offers flexible financing options through [HP Financial Services](#), the leasing and lifecycle asset-management services division of HP, providing HP ProLiant leasing, offers and bundles to meet SMBs' business needs.

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