



## Fact Sheet

# New HP StoreOnce VSA Software-defined Storage Solution for Information Protection

Enables small site backup services for cloud providers and enterprises

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### Overview

Spending on cloud-based backup-as-a-service offerings is expected to grow more than 14 percent worldwide through 2017 for small and midsize business (SMB) customers.<sup>(1)</sup> At the same time, the two most commonly cited business initiatives impacting IT spending were cost reduction and risk management.<sup>(2)</sup> This presents an opportunity for service providers and enterprises to fundamentally change how they address the cost of data protection at small sites and in virtualized environments.

Organizations need an open data protection solution that eliminates the need for dedicated hardware at small sites, works with multiple backup software products, and can be centrally managed using the same tools and processes across all locations and backup methodologies .

The new [HP StoreOnce Virtual Storage Appliance \(VSA\)](#) is a hardware-agnostic, software-defined storage solution deployed as a virtual machine on existing industry-standard server infrastructure. It reduces capital expense by up to 65 percent compared to dedicated backup appliances, and is the industry's most scalable deduplication virtual appliance.<sup>(3)</sup> Because it runs the same software as the physical HP StoreOnce appliances, the HP StoreOnce VSA shares the same advanced data services including cross-family replication, backup application integration for performance and control, and federated deduplication. This allows customers to maintain efficiency across the enterprise. The addition of this new software-defined data protection solution to the [HP Converged Storage](#) portfolio makes HP StoreOnce the only single deduplication technology that can be deployed in four locations – a target appliance, media server, application source and virtual machine.<sup>(4)</sup>

### Increased revenue opportunities with Backup as a Service

Many small businesses are looking to cloud-based IT services to reduce investment in on-premises equipment. Many service providers and channel partners servicing this segment have started delivering hosted backup and disaster recovery services to meet this demand.

The HP StoreOnce VSA enables service providers to deliver data protection services at a lower cost to SMB customers. Deploying HP StoreOnce VSA software at the customer site, and then backing up data to HP StoreOnce VSA at a central location, eliminates the need to purchase, deploy and manage dedicated hardware. This efficient multitenant capability offers new

revenue opportunities to server providers, while leveraging their existing server farm investments.

### **Reduces costs and efficiently consolidates remote backup**

For an enterprise tasked with protecting data at its remote sites, the cost and complexity of managing physical backup hardware spread across a large number of locations can be daunting. HP StoreOnce VSA cuts storage costs and reduces complexity by eliminating the need for dedicated backup hardware in small sites, dropping space requirements up to 50 percent and power costs up to 70 percent, when compared to the nearest competing physical backup system.<sup>(5)</sup>

HP StoreOnce VSA, together with HP StoreOnce Catalyst, eliminates complexity by enabling customers to manage remote backup and replication, as well as local data center backup, from a centralized location. Unlike competing software-based backup solutions, the HP StoreOnce VSA works with a wide array of ISVs and can easily restore data from the local VSA backup or across the network from the disaster recovery site.

The HP StoreOnce Enterprise Manager is a centralized console that enhances the customer experience by monitoring all HP StoreOnce backup appliances, physical and virtual. This enables administrators to view current backup performance, capacity utilization and deduplication ratios, as well as the historical performance of backup and replication jobs via a single interface.

### **Eliminating wasted capacity and bandwidth across multiple backup deployment types**

As the newest member of the HP StoreOnce family, the HP StoreOnce VSA extends HP's federated deduplication vision to virtualized remote offices and service provider environments. With federated deduplication, data is deduplicated once using a single technology, without being rehydrated or uncompactd in as it moves between different HP StoreOnce based systems.<sup>(6)</sup>

HP StoreOnce VSA and HP StoreOnce Catalyst has been integrated with HP Data Protector to provide deduplication at the application source, backup server or target system, enabling organizations to choose where to deduplicate data in the backup process. HP StoreOnce VSA and HP StoreOnce Catalyst is also integrated with independent software vendor (ISV) applications, including Symantec NetBackup and Backup Exec for deduplication on the backup server. Further, this integration provides administrators with consolidated data protection via a single point of control for deduplication, backup and recovery and disaster recovery operations.

Based on innovative technology from HP Labs, the company's central research arm, HP StoreOnce solutions leverage the same algorithm for ubiquitous deduplication across application servers, backup servers, target hardware appliances and VSAs. This reduces management and allows data to be backed up and replicated between deployments in a deduplicated state to lower capacity and network costs.

### **Pricing and availability**

The HP StoreOnce VSA is expected to be available in late July worldwide directly from HP as well as from authorized channel partners with a list price of \$3,500 for 10 TB of capacity.

- (1) AMI-Partners, "SMB Cloud & Storage Partner Opportunity," January 2013.
- (2) Source: ESG Research Report: *2013 IT Spending Intentions Survey*, January 2013
- (3) Based on HP internal comparative analysis of publicly available data from major competitors.
- (4) Taneja Group, June 2013, StoreOnce Boldly Goes Where No Deduplication Has Gone Before.
- (5) Based on HP comparisons of publicly available data on HP StoreOnce VSA and EMC Data Domain 160 data sheets.
- (6) Edison Group, "HP B6200 StoreOnce whitepaper," November 2011.

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