



## Expand Your Sales by Exposing the Gamble

### Offer your customers a proven alternative to betting their business on status quo storage

On December 9<sup>th</sup>, 2013, HP will deliver a strong message at HP Discover in Barcelona: Continuing to invest in legacy technology that is incapable of addressing modern IT requirements is a gamble that no business can afford to make.

Virtualization initiatives, new cloud computing imperatives, unchecked data growth, more devices and access methods to manage—these are just a handful of the forces pushing legacy storage platforms past their limits.

The future is now. Legacy storage is out, and as an HP partner you are in the ideal position to help your customers bring in the new, including:

- An **all-new lineup of HP StoreOnce Backup systems** based on next-generation hardware that takes the industry's fastest backup and recovery platform to the next level.
- A new **StoreOnce Get Protected Guarantee** program that combines a free backup assessment with a 95% capacity reduction guarantee<sup>1</sup> to help you open more doors and can close more deals.
- New **HP 3PAR StoreServ Storage scalability increases paired with up to 50% lower cost of all-flash performance<sup>2</sup>**, equipping you to ride the solid state storage wave as market demand continues to rise and to aggressively pursue deals where cost has previously been a barrier to flash storage investment.

It's never been a better time to be an HP partner. Over the past two years, HP has sustained an unprecedented rate of innovation across the HP Converged Storage portfolio, resulting in eight consecutive quarters of double-digit growth. With HP StoreOnce Backup and HP 3PAR StoreServ Storage, you can offer your customers the optimal balance between industry-leading technologies and field-hardened solutions—all backed by the trusted brand, extensive resources, and unique guarantee programs that only the world's largest IT company can offer.

## Backup and recovery that has your back

By protecting their data with multiple disparate backup and recovery technologies with poor performance and insufficient scalability, your customers are taking unnecessary business risks each and every day, and they know it. In a recent ESG report on IT spending, 39% of storage professionals said that data backup and recovery is a business challenge and 27% said it is a top IT priority.<sup>3</sup> These results show how, as the volume, variety, and velocity of data continues to accelerate, backup and recovery solutions are not adapting fast enough—which creates opportunity for you to win new deals by helping businesses modernize backup and recovery with an alternative that blows away the competition.

Traditional backup and recovery solutions consists of disparate point solutions that aren't sustainable in the long term—such as offering one product line designed for datacenters and another for remote offices. Not only do incompatible solutions require different deduplication engines that are limited to specific use cases, but they are restricted in performance and capacity scalability.

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<sup>1</sup> As compared to a fully-hydrated backup. Subject to compliance with the Get Protected Guarantee Terms and Conditions, which will be provided by an HP Sales or authorized Channel Partner representative.

<sup>2</sup> Price based on comparison between a HP 3PAR StoreServ 7450 with 48 400GB MLC SSD drives running 3PAR operating system 312 MU2 and a HP 3PAR StoreServ 7450 with 40 480GB MLC SSD drives running 3PAR operating system 3.1.3

<sup>3</sup> ESG Research Report, *2013 IT Spending Intentions Survey*

An entirely new lineup of HP StoreOnce Backup models allow you to competitively retain margin in a business that is growing over 50% year-over-year by offering industry-leading features and a differentiated vision for deduplication. HP continues to deliver industry-leading backup and restore performance on top of the most flexible deduplication technology on the market. With StoreOnce Backup, you can increase penetration into existing accounts and make new headway by driving a competitive offer that includes:

- Minimizing the chance of revenue loss for your customers through **leading backup and restore performance** that's 4.5x and 10x faster than the competition, respectively
- Increasing margins through **driving upsell** with the new HP StoreOnce Security Pack
- Offering **lower TCO** based on a price/performance advantage of **50-75% in \$/TB per hour** over the competition paired with greater backup density and scalability for **2.2x more data consolidation**
- Selling application-integrated solutions into more environments with **expanded StoreOnce Catalyst support** for Oracle RMAN and Bridgehead Software
- Helping customers **eliminate costly failed backups** via autonomic restart and integrity checking
- Delivering **assured ROI by guaranteeing 95% reduction in backup capacity**

With HP StoreOnce Backup, you can become the single backup provider across the organization by offering a more efficient alternative that features ONE federated deduplication technology and ONE platform for delivering flexible disaster recovery centrally, regionally, or remotely. Meet ANY backup need across ALL customer segments and deployment models.

### Your key to opening more doors and closing more deals

Inefficiency is a major pain point with legacy backup and recovery solutions that are still utilizing first-generation deduplication technology. The HP StoreOnce Get Protected Guarantee ([North America](#)/[Latin America](#)/[EMEA](#)/[APJ](#)) lets you use this pain point to your advantage, allowing you to open more doors with a **free assessment** that identifies opportunities for your customers to improve their data protection strategies. Use this to augment your existing tactic of offering a **free trial** of HP StoreOnce VSA software, which cuts the cost of small-site backup by as much as 65 percent.

Whether the issue is cost or inefficiency or both, every backup environment has opportunities for improvement, and the Get Protected Guarantee is not only an ideal door opener, but a tool you can use to close more deals by making investment in HP StoreOnce a no-risk proposition. With this program, you can guarantee your customers the ability to **reduce capacity requirements by 95% with any HP StoreOnce Backup solution.**

With the Get Protected Guarantee, you can offer bulletproof TCO while placing the competition on the defensive by highlighting their inability to stand behind their efficiency claims. This ready-made program will also help you accelerate the sales cycle by handing you well-defined terms and conditions that you can place directly in the hands of customers and prospects.

### The HP ServiceOne advantage

Backup infrastructure changes are the perfect opportunity to improve profitability and revenue with consulting engagements around assessment and design in addition to helping implement hardware and software. As part of the HP ServiceOne program, qualified partners can use HP StoreOnce to increase margins through the flexibility to offer your own branded services with the full backing of HP.

With HP ServiceOne, you can:

- Reduce financial risks through using **HP ServiceOne Partner Support Services** to give you the proper tools, HP intellectual capital, training, and infrastructure to deliver high-quality services on HP products under your own brand.

- Expand opportunities and agility with the **ability to deliver HP Services and your own partner-branded services** to maximize your service portfolio. No other vendor offers such a flexible service engagement model.
- Offer new services based on HP StoreOnce.

HP has service offerings to help you succeed in selling next-generation backup and recovery solutions:

- The **HP StoreOnce Data Replication Solution Service** helps configure the best possible performance of the replication environment. The service provides implementation and verification of HP StoreOnce Catalyst software, plus integration with the supported backup application feature of HP StoreOnce.  
[Learn more](#)
- The **HP StoreOnce Catalyst Solution Service** helps configure the best possible performance for HP StoreOnce Catalyst software environments.  
[Learn more](#)
- The **HP StoreOnce Backup System Health Check Service** provides a proactive review of the HP StoreOnce Backup system or other HP D2D systems, including a review of operational, capacity, and performance data.  
[Learn more](#)

### The fast track to reaching more customers, winning more deals, and making more money

Since 2010, HP has taken 3PAR technology from annualized revenues of \$190 million to over \$1 billion, and sees every opportunity to continue the momentum in the future. The **HP 3PAR StoreServ 7400 is now the fastest-growing product in the history of HP's Enterprise Group** and was recently named by DCIG as the **2014 Best-in-Class** pick among midrange arrays.<sup>4</sup> This is a clear signal that the HP 3PAR StoreServ Storage platform is propelling HP and our partners into new markets and challenging the status quo storage vendors in a big way by bringing true Tier-1 features to a new level of affordability.

Partners like you are essential to what has been deemed the “rockstar” success of 3PAR StoreServ and we want you to continue sharing in the profits of this meteoric sales trajectory. To help you do this, **3PAR StoreServ is once again transforming midrange storage economics by cutting the cost of all-flash performance in half.** The HP 3PAR StoreServ 7450 array has more than doubled in capacity headroom—which is now at a maximum of 220 TB—while simultaneously offering up to 50% lower cost per terabyte with support for a new class of SSDs and **new Adaptive Sparing** software, an HP 3PAR flash innovation that provides the ability to optimize flash overprovisioning by reducing the capacity reserved for meeting enterprise endurance levels. The new drives are available in 480-GB and 920-GB options and are less than half the cost of current-generation multi-layer cell (MLC) SSDs.

The ability to halve the cost of deploying a flash-optimized array with all-flash capacity puts you in the ideal seat to meet the rapidly expanding demand for accelerated application performance, reduced datacenter footprint, and lower power consumption offered by flash storage. And only 3PAR StoreServ delivers on these promises without adding another storage silo to manage.

Organizations have also stalled on their virtualization journey because the “IO Blender” and unpredictable performance have them unwilling to virtualize their more critical applications. With **enhanced HP 3PAR Priority Optimization, Quality-of-Service (QoS) software** that assures predictable and consistent service levels by application or tenant, you can re-ignite your customer’s journey by providing them with the ability to gain the benefits of virtualization while assuring critical service levels are met. No other company in the industry can offer this capability across a range of tiered and all-flash arrays.

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<sup>4</sup> <http://h20195.www2.hp.com/V2/GetPDF.aspx%2F4AAA4-9391ENW.pdf>

Non-volatile memory technologies are undeniably the wave of the future, with experts predicting that they will completely displace traditional disk technologies within the next five years.<sup>5</sup> Now you can sell flash-optimized architecture into a wider variety of situations and win deals where cost has previously been a barrier to flash investment. HP 3PAR StoreServ is your fast track to:

- **Reaching more customers**—with the industry’s first Tier-1 storage platform to span SMB to enterprise and eliminate traditional “mid-tier tradeoffs” for customers.
- **Winning more deals**—with competitive enterprise-class features that enable you to position more aggressively and win in midmarket accounts.
- **Making more money**—from sale, to complete delivery, to data migration with HP Peer Motion the opportunities are practically limitless. Abundant software options like Priority Optimization QoS software and feature-rich, simply packaged software suites give you massive upsell opportunities for increased profitable revenue and deal size.

### Changing nothing risks everything

Don’t let your customers continue to gamble their business on storage that was never designed to handle the IT demands they are facing today. By working to help your customers and prospects eliminate risks that they routinely write off as the cost of doing business in the age of massive data growth, you can help alleviate the worries that keep IT professionals awake at night, gaining their trust and confidence along with the opportunity to expand sales, increase revenue, and broaden your footprint. As an HP partner, you have the most innovative portfolio of storage products in HP’s history at your disposal, paired with unique guarantees and differentiated service offerings. This puts you in a position to deliver your customers and prospects with clear and proven alternatives to continuing to bet the business on status quo storage while unlocking unrestricted revenue potential.

Visit the HP Partner Portal to learn more.

[North America](#)

[Latin America](#)

[EMEA](#)

[APJ](#)

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<sup>5</sup> [http://www.theregister.co.uk/2013/11/15/the\\_allflash\\_data\\_centre](http://www.theregister.co.uk/2013/11/15/the_allflash_data_centre)