



HP Storage Partner Information Sheet

Expand Your Selling Opportunities

HP StoreVirtual VSA, HP 3PAR StoreServ and HP XP support for SAP LVM, HP StoreFront Analytics Pack for VMware vCenter Operations Manager

Give your customers a simple, economic al, and flexible alternative

Many small to midsized (SMB) customers have IT infrastructures that are struggling to keep pace with shifts happening both within and around their businesses. Customers want economical, scalable primary storage and reliable, high-performance data protection solutions but purchasing dedicated physical appliances is not always an option. Software-Defined Storage solutions from HP give your customers an alternative to dedicated appliances with software that lets them:

- Leverage existing infrastructure for 80% lower storage costs
- Lower energy costs by 60% through eliminating hardware redundancy
- Reduce footprint by 50% by converging servers and storage

Partner with the leader in Software-Defined Storage

Software-Defined Storage is a key enabler for a converged infrastructure by allowing business applications and underlying storage services to share hardware resources. Converging applications and storage on the same platform improves utilization rates of compute power and storage with high efficiency of power, cooling, and data center footprint. Software-defined storage is a game-changing technology shift that offers unprecedented levels of opportunity for those selling in to virtualized environments where cost is a concern, including customers with remote and branch offices and smaller virtualization deployments.

As a leader in storage for the Software-Defined Data Center, HP has offered the industry's first and most robust Virtual Storage Appliance (VSA) six years running, HP StoreVirtual VSA. Building on this leadership, HP recently announced a Software-Defined Storage solution for dramatically lowering the cost of protecting data at smaller sites without dedicated hardware, HP StoreOnce VSA. Extending this leadership in Software-Defined Storage, HP is announcing new functionality aimed at lowering costs while increasing agility and capacity utilization via enhancements to HP StoreVirtual VSA and other storage platforms for the Software-Defined Data Center to help your customers maximize virtual infrastructure return on investment (ROI).

NEW! HP StoreVirtual VSA supports Adaptive Optimization

HP StoreVirtual VSA meets primary storage needs with self-tuning and automated tiering that provides dynamic real-time response to changes in workloads while intelligently throttling data movement to prevent against thrash and unnecessary migration. New support for Adaptive Optimization and auto-tiering raises the bar on the performance and cost equation for StoreVirtual VSA, enhancing its appeal for use cases such as Virtual Desktop Infrastructure (VDI). With this solution, your customers can create tiers from any type of storage (SAS, SATA, SSD—either internal or external), scale by adding disks to servers, and repurposing storage that is already deployed. For larger environments that require a high-capacity solution, StoreVirtual VSA licensing has increased to 40TB. New licensing options include 3 bundles to help you sell Software-Defined Storage more quickly and letting you offer customers the flexibility to choose which capacity fits their current environment and cost structure. Give your customers the flexibility to start small and grow as their needs change over time without vendor lock-in! It's a solution that's:

AGILE

Create an instant Converged Infrastructure with flexibility and data mobility

EFFICIENT

Lower annual data center and remote office costs

SCALABLE

Grow on-demand to meet new virtualization challenges

HIGHLY AVAILABLE

Support all users—even in remote and branch offices—with superior data high availability

NEW! HP Software-Defined Storage for SAP environments

HP 3PAR StoreServ Storage and HP XP Storage support for SAP NetWeaver Landscape Virtualization Manager (LVM) enables your customers using Windows, Linux, and HP-UX to simplify and automate SAP landscape management tasks such as system refresh, copy, and clone. Support for SAP LVM adds to the already compelling value of HP 3PAR StoreServ Storage and XP 9500 Storage for the Software-Defined Data Center, making it easier for you to sell the value of HP storage to your customers that run SAP in their environments.

NEW! Increased visibility into Software-Defined Storage from VMware vCenter

The HP StoreFront Analytics Pack for VMware vCenter Operations Manager (vCOPS) provides your customers with real-time data on their HP 3PAR StoreServ Storage system health, performance, capacity utilization, and system activity directly from the VMware vCOPS dashboard. This helps your customers get the most out of the storage that underlies their virtual data center, including simplifying VMware management, minimizing the need to purchase additional capacity to support application growth, and increasing resource efficiency.

What this means for you as an HP Channel Partner:

Meet the needs of more customers

By offering virtual storage for any server or hypervisor, HP StoreVirtual Storage—whether delivered as a physical appliance or a VSA—gives you opportunity to competitively sell into existing client and server virtualized environments as well as alongside the server sale. Expand your revenues through initial low-cost deployment with an upgrade path into more or different StoreVirtual Storage solutions optimized for virtual environments. New support for Adaptive Optimization and auto-tiering for HP StoreVirtual VSA enhances its appeal in VDI environments and new SAP support plus further management integration between HP 3PAR StoreServ Storage and VMware helps you competitively sell storage into more environments, from SMB to enterprise.

Sell more services

If you are a service provider, new enhancements to Software-Defined Storage from HP also allow you to offer more services to your customers. By combining HP StoreVirtual VSA with HP StoreOnce VSA, you can deliver shared, highly available storage as well as Backup-as-a-Service (BaaS) to customers not yet prepared to invest in dedicated infrastructure, helping you expand your revenue stream in service offerings.

Start the conversation with your customers today about storage for the Software-Defined Data Center, HP StoreVirtual VSA, and HP StoreOnce VSA to differentiate yourself in the market.

Visit www.hp.com/go/tryvsa.com to get your customers started on their free 60-day trial.