HP Unveils New ProLiant Gen9 Servers to Help Customers Address Evolving Data Center Demands

Customer Quotes

"One of our biggest server challenges is getting our systems up and running in the least amount of time. As a global provider of business and entertainment gaming-solutions, we need make sure our systems are set up for our customers as fast as possible. Internally, we have very tight testing schedules on a wide variety of platforms and time is money so any reduction in steps and time for provisioning directly affects the bottom line.

We're excited about the software advantages of these new HP ProLiant Gen9 servers with UEFI and Intelligent Provisioning. We were able to configure our servers using UEFI in less steps than legacy BIOS and we were able to upgrade firmware automatically before installing the OS with Intelligent Provisioning. As a result, we effectively reduced server deployment time by 30%. In our line of work we deploy hundreds of servers a year; HP is saving us valuable time and resources that can go towards innovation."

- Mike Owens, Manager, IT Lab Services, Bally Technologies

"As a fast growing provider of cloud –based mission critical and line of business applications, providing the reliability, security and compliance that our customers require is key – and we have to do that with the speed they expect. Working with HP as our compute partner we have increased our speed of service delivery 30% year over year, and our customers now do over $1 billion US dollars' worth of business with the applications they run with Eshgro.

With HP, we have moved from the old model of taking months to plan and scale for our customer's requirements to delivering the infrastructure and services they need instantly. Most importantly, working with HP has helped us to expand the size of our business by 8X in just the last 5 years, resulting in 86% of our turnover now being contract based recurring revenue – because we can meet our customers' demands more quickly and effectively than our competitors. We are looking forward to leveraging the Gen9 platform to drive our success forward and help us deliver even more efficiently in helping our customers to succeed."

- Anton Loeffen, CEO, Eshgro

"At Interactive Intelligence, as an OEM provider of HP ProLiant servers in our Communications product suite, managing downtime can be one of our customer's biggest challenges. When we standardized on the HP ProLiant DL360 and DL380 Gen8 servers for our communications appliances, we saw a 50% drop in nascent service calls in our production facility.

As we move to the new generation of servers, we're excited about HP ProLiant Gen9 servers' ability to minimize downtime even further. With HP SUM we can use both software and firmware to create customized baselines, select only what we need to update, and pull reports. This helps us ensure the servers we provide have the latest versions installed and ultimately prevent the costs associated with unplanned downtime due to out of date firmware. We can also leverage the HP UEFI feature set to control the hardware from the OS and to enable Secure Boot features."

- Alan Lanteigne, Manager, Channel Ready Solutions, Interactive Intelligence, Inc.

"As a provider of IT solutions and services to small and medium businesses in Northern Ireland, we deploy a lot of private clouds and server farms that rarely go beyond 3-5 servers per site, so the ability to do more with less is critical to our ability to deliver a competitive advantage to our customers.

We were blown away by the performance we have seen on the new HP ProLiant Gen9 Servers while running hyper-v and the increased focus on modularity of these next generation servers is great. From the raid controller to the LOM, everything is more configurable and that is the way it should be. HP ProLiant Gen9 servers enable us to deliver a competitive advantage to not only our customers but to ourselves as well."

- Nigel Mulholland, Managing Director, Nitec Solutions Ltd

"We used to talk about technology being a business enabler. What we say today is that technology is a business driver. When I think of what IT does for Redstone going forward, it changes how we do lending. Non-traditional players, like Google, are trying to create their own wallets and disintermediating the industry. As opposed to having somebody else come in here and change our business model, we want to change it first.

We think Gen9 is a very exciting move forward for compute. By bringing in the networking components and putting them right in the server, by creating a higher-performance box in the same exact footprint, by focusing on simplified management with tools like OneView, and by driving down unit cost as it relates to watts, as it relates to footprint, HP is enabling us to take everyday resources that would otherwise be used in supporting the machine and repurpose them towards enabling through innovation and ultimately driving revenue."

- Harry Gunsallus, EVP and CIO, Redstone Federal Credit Union

"As a rapidly growing online gaming company, we have had to quickly scale our infrastructure to meet our increasing need for compute. Our previous infrastructure was difficult to manage and was lacking in both the performance and the capacity we require to keep pace with our games and applications. Because of this, our biggest IT challenge is minimizing the time and resources currently focused on supporting our infrastructure that could be otherwise used to drive business results. HP ProLiant Gen9 enables us to do just that.

Unlike our previous compute, with HP our investment is protected, we have doubled the number of VMs on each server and seen up to 2x increases to performance with HP Smart Array controllers and HP StoreVirtual VSA. Additionally, with remote management tools like HP Insight Online, we have reduced our time spent supporting our infrastructure and minimized our unplanned downtime by 80%. Being able to see the status of our systems from anywhere gives us the peace of mind to focus our resources on driving business by creating our next big game."

- Hoang Minh Chinh, CTO, Sgame

"Technicolor is committed to helping develop and create immersive digital experiences that ignite the imagination. Our eminent position is as a leading edge provider of digital production services to world leaders in animation, visual effects and computer gaming. Our studio talent and infrastructure are 'designed' to work like the "room next door" to world leading creative professionals and studios including DreamWorks Animation; Rockstar Games; EA; Nickelodeon; among others. We are called upon to deploy massive infrastructure in a matter of minutes with the push of a button.

When it comes to our workstation deployment, processing our data, or making blades perform at peak utilization, we have to use the best of the best. Delivering massive infrastructure-as-a-service faster and with more pizazz than anyone in the business. In next gen servers, the HP ProLiant Gen 9 (coupled with HP Helion) is an exciting new offering. It brings to market the promise of satisfying our quest for higher computing capacity at reduced power and cooling costs and with features that will be environmentally efficient. Our industry is the acid test for any servers as they have to handle peak loads on a 24X7 basis."

- Biren Ghose, Country Head, Technicolor India, Technicolor

"At Qualcomm, our biggest IT challenge is keeping our EDA workloads at the highest level of performance for our business unit customers. We need servers that not only run 100 percent CPU and 100 percent memory all the time, but also enable us to increase our density and reduce our data center footprint. With the new HP ProLiant Gen9 servers, we have done exactly this. We've seen up to 15% better performance, while also providing the increase in compute density essential to our success. We're looking to go from 10 to 1 virtual machines on a physical host, to 20 to 1 virtual machines per host. This is huge to Qualcomm, because, by increasing the performance and density of our servers, we can ultimately avoid building data centers and instead focus those resources on driving the business.

We're choosing to partner with HP because at Qualcomm we pursue TVO, total value of ownership. It's not just about the lowest price for a server, we're looking for the highest performing compute, the most reliable infrastructure, the smallest footprint, and the partner who's going to stand by it. HP has always done that for us, and that's why we've chosen HP ProLiant Gen9 servers."

- Matthew Clark, Senior Director, Qualcomm

"In the visual effects industry, being able to render complex imagery quickly is essential. Productivity is closely tied to the ability to review work on fast turnaround and allowing artists the maximum number of iterations before the deadline. At peak production we will render 50-100 TB of data overnight which means we need processing power that can scale flexibly and dependably with our needs.

We're excited about ProLiant Gen9 because we're seeing up to 30% better performance over our previous server generations, for 25% less power. That's a real difference-maker for us."

- Kathy Gruzas, Chief Information Officer, WETA Digital

"Zynstra began working with HP ProLiant Gen9 ahead of launch and immediately took to it, for two reasons. First, the business vision is perfectly aligned with ours and our customers. That means delivering the right IT to meet their specific requirements.

Second, the technology execution is outstanding. Zynstra is a fast growth software business. We need technology that can match our demands for agility and performance. As we've worked through the ProLiant Gen9 range it has done this and more, delivering greater reliable compute capacity at a lower TCO.

Zynstra is already winning business with customers looking to move old Windows Server 2003 infrastructure to a new Hybrid IT environment, delivered on ProLiant Gen9. We and they are confident they have a solution that meets their requirements for a new style of Hybrid IT."

- Nick East, CEO, Zynstra Limited

Partner Quotes

"To be successful in today's business landscape, speed of IT delivery is a pre-requisite; you do not want to play the catch-up game. Ubuntu on HP ProLiant Gen9 Servers unlock this new style of IT, providing business with the IT infrastructure capabilities to scale in and out and allowing them to be agile in their business initiatives."

- John Zannos, VP Business Development, Canonical

"Our latest XenApp and XenDesktop versions are designed to meet the growing need from our customers for a better, more efficient way to securely deliver desktops, apps, data and services to their increasingly mobile workforce while providing an unmatched user experience. Today's announcement of the new HP ProLiant Gen9 servers, coupled with XenApp and XenDesktop promise the scalability, performance and availability our joint customers need to accelerate IT service delivery and power mobile workspaces."

- Calvin Hsu, Vice President, Product Marketing, Desktop and Apps, Citrix

"Today's IT environment requires a complex balance of delivering applications faster, flexible compute power, and the ability to analyze vast amounts of business data – all while lowering cost. HP and Microsoft are working together to provide tight integration of Windows Server, System Center and HP OneView manageability. The balance of performance, manageability, and business value our customers will see from the new HP ProLiant Gen9 servers is a major milestone in computing."

- Bill Laing, CVP, Cloud and Enterprise, Microsoft

"As the lines between physical, virtual, and cloud environments blur, IT infrastructure must be flexible enough to quickly adapt to rapid changes in business demands while still providing a reliable, efficient, and high performance environment. The world record-setting performance of HP ProLiant Gen9 servers with Red Hat Enterprise Linux enables customers to meet their enterprise computing needs with the goal of delivering the next-generation of IT solutions to the business world."
- Jim Totton, Vice President and General Manager, Platform Business Unit, Red Hat

"It's critical to SAP customers that they have a responsive, simpler user experience. By teaming SAP HANA cloud-ready software with the new HP ProLiant Gen9 servers, our customers can use this new style of IT to gain near real-time insights and stay ahead of the competition."

- Justin Battles, Global Vice President, Corporate Business Development, SAP

"Organizations are facing a very difficult IT balancing act as budgets go down while expectations go up. With the record-breaking performance we've created with SUSE Linux Enterprise Server on HP ProLiant Gen9 hardware, our enterprise customers can exceed expectations for reliability, security and versatility at a cost that helps them maintain this balance."

- Michael Miller, Vice President of Global Alliances & Marketing, SUSE

"Enabling the software-defined enterprise is a shared mission for VMware and HP, and the new HP ProLiant Gen9 portfolio – interoperable with VMware vSphere with Operations Management, Virtual SAN and vCloud Suite – is well-suited for convergence and cloud environments. VMware's integration with Gen9 is another proof point of our strong, 14-year partnership with HP, providing our mutual customers with flexible, scalable solutions to transform their data centers and improve IT efficiency."

- John Gilmartin, VP and GM, SDDC Suite Business Unit, VMware