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News Advisory

HP Simplifies Delivery of IT as a Service with Innovations in Management and Automation

Enhancements to HP OneView and HP ConvergedSystem products help IT increase efficiency while reducing costs

LAS VEGAS, June 9, 2014 — HP today announced innovations in infrastructure management and automation that enable IT departments to achieve higher levels of return on investment (ROI) through improved efficiency and reduced operational costs.

To keep pace with business needs, IT administrators need to accelerate to a new model that allows for automated delivery and operations of IT services, within an infrastructure that requires fewer resources to support it. A New Style of IT is required to deliver faster time to value, enable a shift of resources and deliver a higher return on IT investment. Rather than using "do it yourself" systems assembled from components provided by multiple vendors, IT business leaders want to realize the benefits of a pre-engineered, workload-optimized system that can be completely supported by a single vendor.

HP is introducing enhanced solutions that simplify the delivery and ongoing operations of IT services:

- Enhancements to HP OneView include capabilities that extend management across HP 3PAR storage and support flexible storage resource pools with converging automation of servers and storage.
- The newly enhanced HP ConvergedSystem platform for IT-as-a-Service offers twice the performance of comparable systems [1] while also radically reducing cost, time and complexity.

"With cloud fundamentally changing the way services are delivered across the business landscape, the role of IT is rapidly transforming from a provider of infrastructure support to a strategic business partner," said Tom Joyce, senior vice president and general manager, Converged Systems, HP. *"By delivering workload-optimized systems, HP empowers IT departments to spend less time managing their infrastructure and more time driving innovation for the business."*

Software-defined templates and HP OneView automation accelerates IT tasks
The enhanced HP OneView acts as an automation hub that lets customers simplify and consolidate the tools in their environment, as well as automate routine operations. They get more value from their partner management consoles, including out-of-the-box

integration with Microsoft, Red Hat and VMware Enterprise Virtualization as well as other third-party tools. As a result, administrators can now holistically manage their data center infrastructure from the management platform of their choosing. Administrators also can automate control of HP compute, storage and networking resources without needing to know specific details of each device, HP OneView now manages it for them.

HP OneView templates help customers streamline the delivery and management of IT services. With new storage-based templates, customers can now automate and manage HP 3PAR storage arrays. Using HP OneView with the new HP 3PAR StoreServ automated storage provisioning features enables IT administrators to deploy a 32-node server cluster up to six times faster, including storage zones and volumes that increase IT efficiency and reduce deployment risks associated with manual operations.[2]

"Demands on IT to provide services faster, more efficiently and at lower cost whilst maintaining desired service levels are ever present for CIOs," said Matt Eastwood, Group Vice President and General Manager, Enterprise Platforms, IDC. "To do this, IT organizations need to transform their IT environments; they must break down silos created by legacy systems and automate data center operations, so they can quickly and efficiently service the business."

The fastest path to virtualization and cloud
The newly enhanced HP ConvergedSystem platform for IT-as-a-Service combines HP OneView with HP ConvergedSystem 300 and 700 for Virtualization to provide a common management platform across servers, storage and networking. The new HP platform automates routine tasks, simplifies complex IT tasks and breaks down IT silos with a single, integrated view of devices in a data center. Simplifying these everyday tasks, reduces IT operational expenses and decreases response times to business needs.

HP ConvergedSystem for Virtualization provides the most efficient way to deliver virtualized IT as a Service and act as the foundation for a client's private cloud deployments. Clients can now deploy HP CloudSystem 8 software to extend the system's functionality from virtualization to hybrid cloud. This allows clients to rapidly orchestrate IT infrastructure and application to deploy a service marketplace and utilize hybrid clouds for integrating with a wide range of HP Helion and other public cloud offerings.

ROI, redefined
The HP ConvergedSystem portfolio is designed to deliver faster time-to-value through a new business model called "HP Sharks Economics." HP Sharks Economics is designed to help reduce time spent on system integration and maintenance to drive a faster time to business results and freeing up IT resources.

To simplify and accelerate deployment of popular workloads, the HP ConvergedSystem portfolio comes with a growing portfolio of HP App Maps. These unique App Maps include tested and validated configurations recommendations which enable faster setup time,

ensuring optimal performance, reducing configuration errors and speeding time to application value on a HP ConvergedSystem.

Every HP ConvergedSystem also includes HP Proactive Care support, which ensures a single point of accountability, 24/7, for all system components—including third-party software that is shipped with the system. In addition, HP ConvergedSystem customers have access to the HP Center of Excellence, which provides faster problem resolution by providing centralized support and cross-domain expertise, lowering unplanned downtime by as much as 66 percent.[3]

Pricing and availability[4]

- The enhanced HP OneView is currently available for the starting price of $699.
- The enhanced HP ConvergedSystem for Virtualization offerings are currently available for the starting price of $170,000.

About HP

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(1) Comparison between the entry HP ConvergedSystem 300 Standard and the Vblock 100DX-3P; three server configuration for both offerings. May vary by deployment.

(2) Based on HP internal testing as of May, 2014 comparing HP One View v1.10 vs. traditional HP management tools to deploy 32 server clusters on HP ProLiant Blades, 3PAR 7200 storage arrays and Brocade switches. The test was to create server profiles for all 32 servers with 10 private volumes and 6 shared volumes per server, then zone and attach all 326 volumes to the server profiles. HP OneView requires 2.5 hours of an IT administrator's time vs. traditional HP management tools taking 16 hours of admin time.

(3) IDC White Paper sponsored by HP and Intel, "The Business Value of the HP Proactive Insight Experience", Doc. No. 239199, March 2013.

(4) Estimated U.S. street prices. Actual prices may vary.

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