FLASH + BURA Attach = MORE CA$H

On June 9th at HP Discover 2014 in Las Vegas, HP will announce enhancements to HP 3PAR StoreServ 7450 Storage that let you offer all-flash array performance for the cost of high performance spinning disk—as low as $2/GB usable capacity, with leading scalability to nearly 1.4 petabytes of usable capacity.[1]

HP 3PAR StoreServ Storage is a force to be reckoned with, and if you aren't taking advantage of every opportunity to exploit its momentum, you're walking away from millions of dollars of potential revenue. If you aren't selling flash today, now is the time to get into this hot new area of the market. To give you a jumpstart, HP is also introducing a number of offers to help propel you into profits by ramping you up to sell the all-flash 3PAR StoreServ 7450.

Also at Discover, HP will also announce BURA solution enhancements and an HP AllianceOne Data Agile Partner Program to help you exploit HP's rich partner ecosystem to drive BURA attach, resulting in larger deal sizes and greater margins.

The time is right to cash in on flash

If you're selling HP 3PAR StoreServ today, then you are already cashing in on win rates up to 75% and a fast sales cycle that make the platform easy to sell and deliver a profit of up to 25%.[2] Now is the time to take the next step into one of the hottest areas of the storage market—the all-flash array market.

IDC forecasts that by 2016 the market for all-flash storage appliances will jump to $1.6 billion—representing a 59 percent average yearly growth.[3] Flash is on the verge of going mainstream, and this equates to incredible revenue opportunities for you. A wide set of mission-critical applications can benefit from the lower and more predictable response times delivered by all-flash arrays: database optimization, Microsoft Exchange, ERP, virtualization, private cloud, VDI, specialized applications related to industries such as health care and finance—at $2 per usable GB, it's all on the table!

New program: Make More Cash with Flash!

Perhaps the best news of all is that the HP 3PAR 7450 StoreServ Storage array lets you branch out into flash sales without learning a new platform or getting caught up with niche vendors clamoring to penetrate this space. Need additional incentive? HP has got that covered with a new offers specifically for channel partners to help you make more cash by taking the all-flash array mainstream. Benefits include:

- Additional all-flash array promotional benefits
- An ultra low-cost all-flash 7450 demo purchase opportunity
- Sales and presales training and enablement

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[1] When combined with 1.92TB cMLC, and 3PAR compaction technologies, HP 3PAR StoreServ 7450 brings usable capacity to over a petabyte and cost to $2/GB usable.

[2] HP commissioned study of HP active channel partners worldwide by Enterprise Strategy Group, Inc.

[3] IDC, "Worldwide Enterprise All–Solid State Storage Array 2013–2016 Forecast," Doc. No. 240424, April 2013.

- Demand generation assets that promote HP's flash leadership

Differentiate yourself with enterprise-class deduplication, guaranteed!

Of course, $2 per usable GB is an extremely compelling proposition, but the benefits of the all-flash HP 3PAR StoreServ 7450 are by no means limited to cost. When combined with new 1.92TB cMLC drives, hardware-accelerated HP 3PAR Thin Deduplication software with Thin Clones, and Express Indexing, the 7450 eliminates the scalability limitations that force compromises on other all-flash systems—without sacrificing Tier-1 data services.

	Flash Appliances	**Flash-Limited Arrays**	**All-Flash HP 3PAR StoreServ 7450**
Design focus	Hardware-focused	Flash-only point solution	Flash-optimized, adaptive architecture
Performance	1,000,000 IOPS	200,000 - 500,000 IOPs	900,000 IOPs
Architecture	Dual-controller	Dual-controller	Mesh-Active, Quad-Controller
Data Services	None	Limited	Complete
Data Mobility	Siloed within appliance	Siloed within family	Federated. Peer motion to move data. Online Import to bring data across arrays.
Capacity Granularity	Coarse	Granular	Fine-grained
Raw Capacity	40TB	80TB	460TB
Usable Capacity	160TB	320TB	1.4PB[4]
Cost per usable GB	Approx $6-$10/GB	Approx $4 - $8/GB	Approximately $2/GB

Long-awaited support for HP 3PAR Thin Deduplication on the 3PAR StoreServ 7450 is finally here, putting the market's only enterprise-class, hardware accelerated, block-level primary deduplication solution in your hands. Not only does this mean that you can offer the ability to lower capacity requirements by 75%,[5] you can also deploy the All-Flash 7450 in areas where other all-flash arrays cannot due to lack of capacity scale or sufficient data-services.

To help you clinch the deal, the new HP 3PAR Get 6-Nines Guarantee lets you sell with confidence into mission-critical environments by offering a guarantee that all quad-controller or larger HP 3PAR StoreServ Storage arrays—including the all-flash 7450—will deliver 99.9999 percent data availability.[6] In addition, for your customers who are concerned about flash media wear and lifespan, HP offers a five-year warranty on HP 3PAR StoreServ SSDs, providing unconditional replacement due to drive failure, media wear-out, or both for 480GB, 920GB and 1.92TB SSDs.[7]

Don't leave dollars on the table

With data growing at 40% a year, IDC predicts that by 2020 the amount of data created and copied each year will reach 44 zettabytes.[8] This vital business data needs to be protected, but IT departments are challenged by the limited data capacity of traditional single-node disk backup systems and cumbersome physical management of separate backup stores and devices. Customers desperately need simplified management of multiple backup stores spanning multiple backup nodes to reduce data protection management overhead. This means that, with every array you sell, you have the opportunity to attach a BURA solution that removes these barriers.

With new HP StoreOnce Federated Catalyst capabilities added to the HP StoreOnce Backup family, HP StoreOnce Backup reduces management overhead by 75% by eliminating physical mapping of backup jobs to individual backup nodes, freeing up administrative time to focus on higher value IT projects.[9] Help your customers modernize their siloed backup infrastructures by directing backup streams to a single, workload-aware and elastic pool of

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[4] 460TB raw, with 25% overhead, and 4:1 compaction (subject to variation depending on workloads) results in 1.38PB of usable capacity.

[5] As compared to not using data compaction technologies. Based on a 4:1 data compaction ratio achieved with the combination of HP 3PAR Thin Deduplication software and existing HP 3PAR Thin Technologies on HP 3PAR StoreServ 7450 Storage.

[6] 6-Nines, or 99.9999 percent availability, translates to less than 31.5 seconds of downtime per year. Qualification for the HP 3PAR Get 6-Nines Guarantee is subject to customer's acceptance of the Get 6-Nines Guarantee Terms and Conditions and compliance with such Terms.

[7] The 5-year warranty on 480GB, 920GB and 1.92TB drives is provided by HP at no additional cost and went into effect on March 31, 2014.

[8] IDC, Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things , sponsored by EMC, April 2014.

[9] Based on a 4-node system with 2 couplets. Previously, customers needed to configure one store per node for a total of four stores. Now, customers can configure one store across all nodes, thereby removing any performance and capacity nodes that existed. One store instead of four stores = 75% less management.

aggregated backup resources. Thanks to the new HP AllianceOne Data Agile Partner Program—a rich partner ecosystem that offers a consistent framework for software certification and solution promotion—you can sell HP StoreOnce Backup systems with confidence, and without requiring "rip-and-replace" when it comes to your customers' existing backup solution and management.

Tap new revenue sources

In addition to helping you tap the all-flash array market, HP recently announced another tool to help you capitalize on one of the best sources of untapped 3PAR StoreServ revenue: existing EMC customers. For these customers, the upgrade path from a first- generation VNX array to VNX2 is nothing short of a full data migration—onto a new platform with a new OS that has been widely criticized for lacking technical maturity, and which EMC has admitted required a massive code rewrite.[10]

Given EMC's recent channel program updates and higher Platinum level requirements, you may be looking for alternative ways to drive a simpler, more profitable storage business. With the new HP 3PAR Online Import Utility for EMC Storage, moving your customers from first generation EMC VNX and CLARiiON CX4 arrays to HP 3PAR StoreServ Storage is now easier than migrating them to VNX2. This means that you can not only increase consulting revenues by complete more migrations in less time, but increase net system sales by offering your accounts a field-hardened, modern storage architecture that addresses today's business realities. HP 3PAR Online Import makes modernization simple, and when combined with the HP 3PAR Get Thin Guarantee, you can not only offer painless migration off of EMC arrays, but a minimum 50% reduction in capacity requirements by converting traditional "thick" volumes from legacy EMC storage to more efficient, higher utilization "thin" volumes on HP 3PAR StoreServ Storage.[11]

The time is right. The future is now.

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. With new programs, a new guarantee, a 5-year SSD warranty, and an absolutely unbeatable value proposition, HP 3PAR StoreServ 7450 and HP StoreOnce Backup give you the tools you need to break into new areas of the market and broaden deals through attach. The time is now—and with HP behind you, you're ready to attack!

Visit the HP Partner Portal to learn more:
North America
Latin America
EMEA
APJ

Pricing and availability[12]

- The 3PAR StoreServ Get 6-Nines Guarantee is available as of today.
- Availability of the 3PAR StoreServ 1.92TB cMLC drives is planned for later this month for a U.S. list price of $14,315 per drive.
- 3PAR Thin Deduplication and 3PAR Thin Clones software for 3PAR StoreServ 7450 is expected to begin shipping as part of the 3PAR Operating System Software Suite in September 2014 at no additional charge.
- Demand generation material will be available to partners on a region by region basis beginning August 2014

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[10] http://bizcloudnetwork.com/emc-introduces-new-generation-of-vnx-unified-storage-systems/
[11] Requires the use of HP 3PAR Thin Conversion and HP 3PAR Thin Provisioning software. For details, refer to the Get Thin Guarantee Terms and Conditions. For more information: hp.com/storage/getthin
[12] Estimated U.S. list prices. Actual prices may vary.