News Advisory

HP Delivers All-flash Arrays for the Mainstream and Data Protection Innovations

New Converged Storage offerings accelerate mission-critical application performance and eliminate complex backup silos

Editorial contacts

Ben Evetts
+ 65 9012 0229
ben.evetts@bm.com

www.hp.com/go/newsroom

ASIA PACIFIC, July 2, 2014 — HP today announced enhancements to the all-flash HP 3PAR StoreServ 7450 Storage array that deliver predictably faster response times at the same price as high-performance spinning media without sacrificing enterprise-class storage resiliency and petabyte scalability.[1]

HP also announced new backup, recovery and archive (BURA) solutions—including enhancements to the HP StoreOnce Backup family—that enable organizations to protect increasing volumes of data while simplifying data management.

"The complexity of legacy storage limits customers' agility and their ability to respond to rapidly changing competitive demands and business opportunities," said Jim Merritt, senior vice president and general manager, Asia Pacific and Japan, HP. "With HP Converged Storage, customers get best-in-class scale and performance while eliminating complex backup silos."

Reduce capacity needs by 75 percent without compromising performance and scale
HP 3PAR StoreServ 7450 arrays offer new compaction technologies, including HP 3PAR Thin Deduplication and HP 3PAR Thin Clones software, which added to the benefits of existing thin provisioning with zero block deduplication reduce usable capacity requirements by more than 75 percent.[2] HP Thin Deduplication software includes Express Indexing, a patented innovation that allows organizations to deploy all-flash arrays for a wide range of applications by scaling to 460 terabytes (TB) raw and more than 1.3 petabytes of equivalent usable capacity.[3] This industry-leading, all-flash scalability is six times that of typical raw and usable capacities provided on first-generation all-flash systems.[4]

Low-cost flash with guaranteed high availability
HP offers a new high-density 1.92TB cMLC drive that, when combined with HP 3PAR compaction technologies, lowers the cost of storage to below $2 per usable gigabyte. This is the same cost as systems using performance-oriented spinning disk drives today. Using patented HP Adaptive Sparing technology, HP collaborated with SSD suppliers to extend usable capacity per drive up to 20 percent by reducing the amount of over-provisioned capacity typically reserved by media suppliers.

In addition to lowering the cost of all-flash storage, HP is backing the use of the 3PAR StoreServ Storage system architecture for mission-critical application deployments with the HP 3PAR Get 6-Nines Guarantee. This guarantee provides that customers with quad-controller or larger HP 3PAR StoreServ Storage arrays, including the all-flash 7450, will achieve 99.9999 percent data availability.[5]

Liberating administrators from the constraints of human middleware
To overcome the fragmented complexity of legacy disk backup and the "human middleware" required to optimize resource allocation, HP has added a federated backup stores capability — HP StoreOnce Federated Catalyst — to the HP StoreOnce Backup family. With this new capability, HP StoreOnce Backup reduces management overhead by 75 percent and boosts capacity 4 times by eliminating physical mapping of backup jobs to individual backup appliances and freeing up administrators' time so they can focus on higher value IT projects.[6]

HP StoreOnce Backup has also been enhanced with greater scale and support for NAS-based backup, secure encryption of data in-flight and at rest, and HP StoreOnce Integrity Plus features to verify data can be restored confidently when on disk for extended periods.

Increasing security of long-term data retention and protection
Enhancements to the HP StoreEver ESL G3 Tape Library enable organizations to rapidly archive up to 268 TB/hour and total of 75 PB of data—in a single library.[7] New features added to the HP StoreEver Storage portfolio include Data Verification software and High Availability Control Path and Data Path Failover to ensure continuous data protection without interruption, plus support for Key Management Interoperability Protocol compliant encryption key managers to help protect sensitive and private information stored on tape media.

Expanding data protection ecosystem
The HP Converged Storage portfolio is integrated with new features in HP Data Protector 9 backup management software. HP Data Protector 9 simplifies management of multiple backup systems via a single highly intuitive dashboard. This dashboard provides organizations with adaptive intelligence, analytical reporting, rapid troubleshooting and ability to predict capacity needs to accurately forecast future investments.

HP also announced the HP AllianceOne Data Agile Partner Program, a rich partner ecosystem that offers a consistent framework for software certification and solution promotion, enabling organizations to quickly identify the right BURA solution to keep pace with their business growth. Founding members include Symantec, CommVault and Veeam Software.

Pricing and availability[8]
- The 3PAR StoreServ Get 6-Nines Guarantee is available as of today.
- Availability of the 3PAR StoreServ 1.92TB cMLC drives is planned for July at US$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.
- HP StoreEver MSL6480 High Availability Path Failover License is US$3,000. HP StoreEver Data Verification for ESL G3 100-cartridge license is $1,750. Both StoreEver offerings are currently available.
- HP Backup Navigator and HP StoreOnce Security Pack are available now.
- HP StoreOnce 6500 starts at US$375,000 and HP StoreOnce Federated Catalyst license starts at US$37,500 per couplet for the StoreOnce 6500. Both are available in July.
- HP Data Protector 9.0 is expected to be available in July. Pricing is available on request.

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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) As compared to not using data compaction technologies. Based on a 4:1 data compaction ratio.
(3) 460TB raw, with 25 percent overhead, and 4:1 compaction (subject to variation depending on workloads) results in 1.38PB of usable capacity.
(4) For a single system. Based on HP internal comparative analysis of publicly available data from major competitors, May 2014.
(5) The five-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.
(6) Based on 4 nodes (2 couplets). Previously customers needed to configure one store per node-- i.e. 4 stores. Now customers can configure one store across all 4 nodes of a StoreOnce 6500 cluster. One store instead of four stores = 25% management, i.e. reduced by 75%.
(7) Fully populated HP StoreEver ESL G3 library with LTO-6 drives and LTO-6 media at 2.5:1 compression.
(8) Estimated U.S. list prices. Actual prices may vary

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and results of restructuring plans, including estimates and assumptions related to the cost and the anticipated benefits of implementing those plans; the resolution of pending investigations, claims and disputes; and other risks that are described in HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2013, and that are otherwise described or updated from time to time in HP's Securities and Exchange Commission reports. HP assumes no obligation and does not intend to update these forward-looking statements.