

Transcript

HP BladeSystem c-Class with Paul Miller and Don Gentile

ANNOUNCER: Welcome to the HP BladeSystem launch series. This podcast series covers the latest breaking news about the HP blade portfolio, with insights from the people behind it. But subscribing to this series, you will receive the hottest product and solution introductions delivered straight to your desktop or iPod.

On June 14th in Palo Alto, California, HP unveiled a new blade portfolio, the HP Blade System C Class, and laid out an aggressive agenda for the future of blade technology.

To tell us more about the launch and HP's plans for blades, we are joined by Don Gentile of HP, and Paul Miller, Vice President of Marketing for the HP BladeSystem.

57 seconds -----

DON GENTILE: Welcome, Paul, and thanks for talking with us today.

PAUL MILLER: Thank you, Don.

It's a very exciting time for HP customers.

DON GENTILE: Well, when people think about blades, their first thought is probably small servers flipped on their sides, but in HP's announcement of the new blade system, you spent a lot more time talking about an adaptive infrastructure than you did about servers. Can you talk a little bit about that?

PAUL MILLER: Yes. The next generation blade system is an infrastructure story, and, in fact, it's an adaptive infrastructure story right out of the box. We've consolidated together power, cooling, connectivity, redundancy, security, compute and storage all into an optimized, modular infrastructure that's packed with intelligence. Think of it as a bite-sized building block for your datacenter. In fact, it's a datacenter in a 17-inch box.

Unlike IBM, we were able to pack in two to three more times memory than IBM, and we did this within our infrastructure that packs in two more servers within the same size; that's 16 servers versus 14. So customers deploying IBM servers can now move up to even more performance and more power and more availability with the new HP BladeSystem c-Class.

In addition, we used a common approach across all our servers, common management, common components and options.

With this no-compromises approach, we think that anything can be bladed.

DON GENTILE: Well, that's an interesting concept, blade everything. We heard some about that at the launch time. Can you tell us a little more about that?

Transcript

PAUL MILLER: Much like blades unbounded, our design philosophy was unbounded. Our engineers said why can't we make setting up and diagnosing an infrastructure as easy as a printer or a copier. So we took technology, and it comes through in an LCD on the front of every blade system. Through this LCD customers can configure and setup servers within moments, cutting the time to deploying servers by one-tenth, to managing servers over time by one-hundredth. We say that one picture is worth a thousand blinking lights, and the LCD delivers on that promise.

Second was around cooling. HP's cool team within the HP labs has delivered unique technologies. We harnessed into those technologies to look for the optimum way to use every watt. Every watt means a dollar in the datacenter, so we've redesigned the systems from how you measure, manage power and cooling so that customers now have the control.

And finally, when you think about scalability and availability, you think of our nonstop systems. We tied into them to design our backplane to ensure the availability and scalability not only of today's technologies but of the technologies in the future that we will be architecting into the blade system.

DON GENTILE: Well, you mentioned earlier a list of challenges that customers are facing in their datacenters right now. So how do you apply these technologies to deliver the benefits of lower cost and an ability to change on the fly?

PAUL MILLER: Sure. There are four areas where the blade system really addresses the issues: cost, change, energy, and time.

For example, cost: If you look at the IT budget, 20 percent of the budget is spent on acquisition costs, while 80 percent is spent on operations and management. By automating and putting tools together, we can save up to 25 percent of the annual operating cost with a blade system over traditional servers. On the acquisition costs, the consolidation and integration of networking and storage can save up to 50 percent of the average cost of deploying on blades versus on rack mount servers.

Now let's talk about change. Every time a new server is brought online or you want to move an application or a resource from one server to another server, it often takes three main areas of the datacenter: the server, the networking, and the storage. With the new Virtual Connect architecture one wire can attach up to 64 servers. Changes are done by one individual through a simple interface.

Next around energy, power and cooling costs are outstripping the acquisition costs of the server, storage and networking, so it's important to get those costs under control. But you can't manage what you can't see; with the new Thermal Logic technology we give you the tools to not only manage efficiency of energy, but to save on every watt every second.

And lastly, time: Time is the most precious resource in the datacenter. Datacenters benchmark this with a server to administrator ratio. Continuing to increase how many

Transcript

servers a datacenter administrator can manage means it's time and money savings to that datacenter. With the new Insight Control we've focused on that ratio, automating daily tasks, providing more control and more visibility to all elements of the datacenter across the infrastructure all within that 17-inch box.

By delivering unified management across the infrastructure, you can save up to 90 percent of the time spent on common tasks.

DON GENTILE: It sounds like a lot of breakthroughs from HP. I know our listeners will want to hear more. So where can they go for more information or to see a replay of the launch event?

PAUL MILLER: We've created a really cool site. It's an online evaluation center with all kinds of information. Customers can visit this at www.hp.com/go/bladesystem/evaluate. Here we have all the tools and resources on our new HP blade system.

This concludes today's HP global news podcast; we hope you enjoyed it. For more information, please visit www.hp.com.

7 minutes and 1 second

END