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06192006 HP ProLiant G5 Servers Miller Gentile

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**PARTICIPANT:** Welcome to the HP ProLiant watch series. This podcast series covers the latest breaking news about the HP ProLiant portfolio, with insights from the people behind it. By subscribing to this series, you will receive the hottest product and solution introductions, delivered straight to your desktop or iPod.

On May 23rd, HP announced the intention to release a new ProLiant portfolio, the next generation of its industry leading X86 HP ProLiant and HP Blade System Server lineup.

The new servers offer a unique approach to improve system reliability through a balanced architecture design, simplifying platform and technology transitions, and improving IT efficiency.

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

**DON GENTILE:** Welcome, Paul. Thanks for joining us today.

**PAUL MILLER:** Thank you, Don.

**DON GENTILE:** So tell us what are the key benefits that customers can expect from the new HP ProLiant and Blade System Servers.

**PAUL MILLER:** Well, Don, with the new ProLiant Servers we're offering the power of dual-core technologies, married with larger memory footprints, as well as serial SCSI. This new performance level will give customers unprecedented performance in 1, 2U or tower-based form factors. In addition, we're offering new leading management technologies, as well as technologies to help them control their power and cooling pain points.

To harness the new performance, we designed our ProLiant servers around a balanced system architecture, which looks at all elements, as well as the memory footprint, to give a balanced approach across multiple applications. And with this new performance we've optimized our servers for virtualization environments.

**DON GENTILE:** Terrific. Now, what about in the area of technology transitions? How does HP remove complexity for its customers?

**PAUL MILLER:** HP offers a unique advantage to customers with a new tool based on our ProLiant Essentials strategy. With the ProLiant Essential physical to physical tool, customers with a simple point and click can migrate their data, their configuration, even patches from an existing server to the new technology. And this technology can be from a ProLiant to a new ProLiant or Blade system, or from an existing competitive box.

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You know, Don, I was talking to a customer the other day whose data technician by mistake purchased a Dell server. He wants to move that server off somewhere.

**DON GENTILE:** Okay.

**PAUL MILLER:** With this new ProLiant technology he can point and click at that Dell server and move all the data, all the configuration data to take advantage of the new ProLiant system easy as 1, 2, 3, click.

**DON GENTILE:** Wow.

**PAUL MILLER:** Now, that's what I call HP direct.

**DON GENTILE:** Well, industry data shows that average server utilization hovers right around 30 percent or something like that. What's HP doing to help customers increase utilization and improve their IT efficiencies?

**PAUL MILLER:** Well, Don, there's good news and bad news in this. The bad news is with the new dual-core technologies and quad-core technologies that utilization rate is likely to drop, meaning customers have even more excess capacity that they're not utilizing. The good news is HP has a full suite of management tools, first starting with our HP Systems Insight Manager that takes a holistic approach to infrastructure management across all the resources. Plugging into that is our Virtualization Machine Manager ProLiant Essential. This enables customers through a single pane of glass to manage physical and virtual servers all as one pool. That way customers can look and utilize and quickly move applications and resources to optimize server utilization across the entire pool of servers.

**DON GENTILE:** One last question in the area of energy efficiency. What kind of energy efficiency can customers get out of these new servers?

**PAUL MILLER:** Yeah, Don, almost every customer I talk to, power and cooling is the main concern, whether they're trying to put more servers in their datacenter and running out of their power budget, or whether they're concerned about their physical power budget going up, adding additional cost into their system.

**DON GENTILE:** Right.

**PAUL MILLER:** HP has designed all the systems to utilize wattage for the optimum performance. Take, for example, our Power Regulator. It dynamically controls the amount of utility power based on the amount of performance required. So if a server needs 100 percent performance, it needs 100 percent power. If a server is running at 20 percent utilization, it throttles back down the power down to 20 percent. This can mean real money savings to customers.

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In addition, this is part of an overall strategy which looks at how we optimize across the datacenter. Whether it be the servers, the racks or the datacenters overall, HP has a strategy to lower power and cooling, and to optimize your energy efficiencies across the entire datacenter.

This is kind of how we look at the overall approach to HP, so customers rolling out these new servers will be able to take advantage of the performance, the availability and the management, while saving valuable time and real dollars to their bottom line.

**DON GENTILE:** Terrific. Well, thanks very much.

We've been talking with Paul Miller, Vice President of Marketing for HP's Industry Standard Servers and HP Blade System about their new ProLiant Servers.

This concludes today's HP global news podcast. We hoped you enjoyed it. For more information, please visit [www.hp.com](http://www.hp.com).

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