



# Network Storage Solutions Alpha Retention Worldwide Marketing Program

## HP HSG80/AlphaServer Storage Program

October, 2003

# HP HSG80/AlphaServer Storage Program Proposal

## Overview



- The program period runs from October, 2003 until December 31, 2007 – actual start date will vary by country and region
- Program applies ONLY to Tru64 and OVMS HP AlphaServer system customers with HSG80 hardware (MA8000, EMA12000, EMA16000)
- Program participants will receive an 8% discount on a new HP StorageWorks EVA system, including Fibre Channel disks, when trading in their current HSG80 storage system
  - 8% discount on the newly purchased EVA will be an incremental discount off of the WW reference price to the participant's contractual discounts
- Program participants upgrading to the EVA must also upgrade their hardware to a new HP server platform simultaneously or at some time in the future.
- DRM customers upgrading to an EVA through this program are eligible to upgrade to Continuous Access EVA software at a discount
  - Continuous Access EVA discounts mirror the current BCS software discount business practices
  - No other storage software discounts are offered through this program

# HP HSG80/AlphaServer Storage Hardware Trade-In Program Discounts



- Tru64 and OVMS AlphaServer customers can trade in their HSG80 storage system (MA8000, EMA12000, EMA16000) for a new HP StorageWorks Enterprise Virtual Array (EVA) system, including Fibre Channel disks, and receive 8% credit toward the purchase of a new EVA system.
- Program participants can buy the new StorageWorks EVA system from HP or a certified HP business partner.
- The discounts on the newly purchased EVA will be an incremental discount off of the WW reference price to the participant's contractual discounts.
- Program participants upgrading to the EVA must also upgrade their hardware to a new HP server platform simultaneously or at some time in the future.
- Please refer to the storage portion of the ACAP website for more information:  
[http://www.hp.com/products1/evolution/alpha\\_retaintrust/practices.html](http://www.hp.com/products1/evolution/alpha_retaintrust/practices.html)

# DRM Software Upgrade Discounts



For OVMS and Tru64 HP AlphaServer system customers with HSG80 hardware and DRM software:

## DRM Support Customer

- Customers with DRM (ACS 8.xP) license and support are upgraded to a new HP StorageWorks Continuous Access EVA 2 TB (per array) license at **no charge**.
- Additional capacity licenses above 2 TB are available at the WW reference price
- One year, 24x7 support is included in the price of Continuous Access EVA. Installation services are not included.

## DRM Non-Support Customer

- Customers with DRM licenses not on support may upgrade to a 2 TB Continuous Access EVA license at **40% of the world wide reference price**.
- Additional capacity licenses above 2 TB are available at the WW reference price
- One year, 24x7 support is included in the price of Continuous Access EVA. Installation services are not included.
- Customers must commit to support on new license for 2 additional years at the WW reference price.



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