



## Customer Times

News to support your enterprise business needs



### April 2008

Your business is facing a data explosion, a growing mobile workforce, and the need for real-time information access. Our spotlighted solution: HP's Data Center Transformation portfolio, a suite of products and services for managing and transforming your data center. Also featured: HP's new StorageWorks EVA4400, enterprise-class virtualized storage capabilities for midsize businesses; a supercomputer in a box; an HP-UX 11i v3 update; and more. Enjoy this issue.

Scott Stallard  
Senior Vice President and  
General Manager  
Enterprise Storage and  
Servers

#### **Data Center Transformation: Technology to power the business**

Is it time to rethink your data center? HP's new Data Center Transformation (DCT) solutions, products and services help you design, develop and implement your infrastructure from start to finish.

- » [Learn about the DCT announcement](#)
- » [Feature article: IT under pressure to do more, spend less](#)
- » [HP Insight Dynamics - VSE](#)
- » [New "high-octane" HP ProLiant DL785 G5 servers](#)
- » [Data Center Transformation solutions](#)

#### **HP StorageWorks 4400 Enterprise Virtual Array (EVA4400): Easy-to-manage virtual storage disk array designed specifically for midsize customers**

Midsize customers have been forced to make trade offs between functionality, price, and complexity. The new EVA4400 brings enterprise-class virtualized storage capabilities to midsize businesses- without any trade offs.

- » [Learn more about the EVA4400](#)
- » [HP StorageWorks EVA4400 challenges Dell/EMC CX3-10: video](#)

#### **» [HP-UX 11i v3 Update 2: Leading simplified and integrated business-critical UNIX](#)**

HP has been delivering pre-tested, factory-integrated environments for over seven years. The latest release of HP-UX 11i v3 OEs extends this leading integration, simplifying how you purchase and deploy the software, and includes the full suite of business-critical virtualization software built-in.

#### **HP ProLiant iVirtualization: Easier done than said**

ProLiant iVirtualization integrates leading virtualization technology and active hardware management capabilities into the ProLiant platform to deliver the industry's best server platform virtual experience. Start up a virtualized server in minutes, right out of the box, and address server hardware issues proactively.

- » [Learn about HP ProLiant iVirtualization](#)
- » [Press release: HP Expands Virtualization Capabilities of HP ProLiant Servers with Support of Industry-leading Partners](#)

## White Papers

- » [IDC Report: Gaining business value and ROI with HP Insight Control](#)
- » [Why enterprises should choose HP-UX 11i](#)
- » [Business Intelligence for the financial services industry-risk management, compliance and reporting](#)
- » [HP StorageWorks virtualization: white paper](#)
- » [White paper explores how efficient IT benefits the environment and the bottom line](#)
- » [Follow-up benchmark: RMDS on HP c-Class blade servers](#)
- » [ONETEP Benchmarks on HP Servers](#)
- » [Performance of Mellanox ConnectX adapter on multi-core architectures using InfiniBand](#)

## Promotions



- » [HP Symposium on Technology Trends in Computational Engineering: April 8](#)

## Features

» [HP Home](#)

### What can storage virtualization do for you?

There's a lot of confusion about storage virtualization, including misperceptions and even myths. Get informed and cut through the myths around storage pooling and sharing.

- » [Hazy around storage virtualization?](#)
- » [HP StorageWorks virtualization: white paper](#)

### » [Attend the HP Technology Forum & Expo 2008](#)

This year, HP's premier customer event is being held at Mandalay Bay in Las Vegas, NV, from June 16-19, 2008. HP Technology Forum & Expo 2008 features 500 break-out sessions and 300 hands-on labs, plus keynotes from top HP executives. Register today!

### Instant event savings for ITUG and Encompass members

Planning to attend HP Technology Forum & Expo 2008? Join ITUG or Encompass **before** registering for the event and save an automatic \$200 off your event registration. Members save an additional \$100 off pre-conference seminars.

- » [ITUG](#)
- » [Encompass](#)

### Consolidation of HP User Communities

Encompass, HP-Interex EMEA, and ITUG have joined forces to create a consolidated pre-eminent independent organization, temporarily named "Endeavour", dedicated to the users of HP enterprise technologies. Be a part of this exciting new organization, planned to launch in June, by joining ITUG or Encompass today!

- » [ITUG](#)
- » [Encompass](#)

### » [A supercomputer for the rest of us](#)

What could you do with the power of a supercomputer behind your business? What could you create? What could you do faster and better? Decision makers at thousands of mid sized firms might soon be asking these very questions, thanks to the debut of the HP Cluster Platform Workgroup System.

### » [EYP Mission Critical Facilities becomes a company of HP, complements HP's extensive Data Center Services](#)

HP has completed the acquisition of EYP Mission Critical Facilities, which specializes in technology planning, design, and support for large-scale data centers. HP will be better able to help customers transform their data centers, optimize energy efficiency, and develop power and cooling solutions.



» [HP Technology Forum, June 16-19, Las Vegas, NV, USA](#)



» [ITUG Summit 2008 preconference seminars](#)



» [HP-UX 11i manageability demo](#)



» [Flash demo: Why Buy RHEL from HP](#)



» [Webinar replay: Enabling enterprise agility through data center automation](#)

## » [Barclays selects HP to be first in Europe to roll out Dynamic Smart Cooling for new energy-efficient data center](#)

HP Dynamic Smart Cooling technology is part of a package of energy-saving measures that will allow Barclays to save up to 13.4 percent of total energy used by its new major data center in the UK. These measures will reduce its carbon footprint by approximately 7,470 metric tons of carbon dioxide per year.

## Product articles

» [Enterprise products](#)

### Enterprise Portfolio

- » [Virtualization: Big power needs a whole new level of control](#)
- » [High-octane servers, high-performance results](#)
- » [HP previews HP Insight Dynamics - VSE capabilities](#)
- » [Enabling enterprise agility through data center automation: Webinar replay](#)
- » [White paper explores how efficient IT benefits the environment and the bottom line](#)
- » [Modular Cooling System: Time for a cool change](#)
- » [HP offers Sun Solaris customers a simple, speedy transition to HP servers](#)
- » [HP trumps IBM in Oracle E-Business Suite 11i Medium Configuration benchmark](#)
- » [LHS on HP Integrity Superdome and HP StorageWorks proves outstanding throughput and scalability](#)
- » [TEMENOS sets up core banking performance center built on end-to-end HP infrastructure](#)
- » [The Real Story about Server Market Share Facts](#)
- » [Deutsche Borse Group delivers superior service with HP OpenVMS clusters on HP Integrity server blades](#)
- » [HP named on "Fast 50" list of world's most innovative companies](#)
- » [Red Hat Enterprise Linux 5.1 extends support to HP Integrity](#)
- » [Gaining business value and ROI with HP Insight Control: IDC Report](#)
- » [JDA Software delivers superior performance with advanced demand and supply chain solutions](#)

### New! HP User Community

- » [Education, networking and advocacy available via independent HP user communities](#)
- » [Join Encompass and the larger HP User Community, coming in June](#)
- » [Encompass members: Instant event savings at HP Technology Forum](#)
- » [Join ITUG and the larger HP User Community, coming in June](#)
- » [ITUG members: Instant event savings at HP Technology Forum](#)



» [New video series: Insights Into Infrastructure Management](#)



» [Video: HP StorageWorks EVA4400 Challenge](#)



» [Video: HP StorageWorks EVA4400 hits VMware sweet spot](#)



» [Video: HP StorageWorks EVA4400 and Microsoft Advantage](#)

## HP ProLiant servers

- » [High-octane servers, high-performance results](#)
- » [VMware and HP agree to embed VMware ESX 3i on HP ProLiant servers to simplify virtualization](#)
- » [HP ProLiant platform supports world-beating performance at London Stock Exchange](#)
- » [Modular Cooling System: Time for a cool change](#)

## HP BladeSystem

- » [Cost, time and energy advantages of HP BladeSystem are catching on](#)
- » [New Integrity server blade expands business-critical capabilities of HP BladeSystem](#)
- » [Why the data center has to change](#)

## HP StorageWorks

- » [HP StorageWorks 4400 Enterprise Virtual Array \(EVA4400\): Easy-to-manage virtual storage disk array designed specifically for midsize customers](#)
- » [Hazy around storage virtualization?](#)
- » [HP StorageWorks virtualization: white paper](#)
- » [A new Storage Solutions for Business Intelligence site](#)
- » [Tupperware simplifies deployment of Oracle E-Business Suite, improves productivity, performance with HP Database Archiving](#)
- » [Melbourne Water improves storage reliability and gains \\$2.5M in benefits with HP StorageWorks solution](#)
- » [Video: HP StorageWorks EVA4400 Challenge](#)
- » [Video: HP StorageWorks EVA4400 hits VMware sweet spot](#)
- » [Video: HP StorageWorks EVA4400 and Microsoft Advantage](#)

## HP Integrity servers

- » [HP-UX 11i v3 Update 2: Leading simplified and integrated business-critical UNIX](#)
- » [New Integrity server blade expands business-critical capabilities of HP BladeSystem](#)
- » [Deutsche Borse Group delivers superior service with HP OpenVMS clusters on HP Integrity server blades](#)
- » [Red Hat Enterprise Linux 5.1 extends support to HP Integrity](#)
- » [HP Integrity and HP 9000 server support matrix](#)
- » [Life critical healthcare situations rely on HP Integrity servers](#)
- » [Priority Health makes life easy with HP-UX on HP Integrity](#)

## HP 9000

- » [HP Integrity and HP 9000 server support matrix](#)

- » [HP 9000 evolution program](#)

### **HP-UX 11i**

- » [HP-UX 11i v3 Update 2: Leading simplified and integrated business-critical UNIX](#)
- » [Why enterprises should choose HP-UX 11i: white paper](#)
- » [HP-UX 11i manageability demo](#)
- » [Priority Health makes life easy with HP-UX on HP Integrity](#)

### **HP AlphaServer systems**

- » [Alpha Retain Trust program](#)

### **HP OpenVMS**

- » [Deutsche Borse Group delivers superior service with HP OpenVMS clusters on HP Integrity server blades](#)

### **HP Tru64® UNIX®**

- » [HP Tru64® UNIX® evolution program](#)

### **HP NonStop servers**

- » [Real-time, modular EDI healthcare systems meets HIPAA needs](#)
- » [World's most popular Java Enterprise application server on HP Integrity NonStop servers](#)
- » [HP Integrity NonStop volume level data encryption](#)
- » [ITUG Summit 2008 preconference seminars](#)
- » [HP NonStop Cluster Essentials: Integrated management for heterogeneous clusters](#)
- » [New HP NonStop Systems Master ASE credentials for IT professionals](#)
- » [New HP NonStop SQL/MP DDL replication on its way](#)
- » [Life critical healthcare situations rely on HP Integrity servers](#)
- » [HP Integrity NonStop Support Notes, February 2008](#)

### **Open Source/Linux**

- » [Red Hat Enterprise Linux 5.1 extends support to HP Integrity](#)
- » [Flash demo: Why Buy RHEL from HP](#)

### **High Performance Computing**

- » [A Supercomputer for the rest of us](#)
- » [ONETEP Benchmarks on HP Servers: white paper](#)
- » [Performance of Mellanox ConnectX adapter on multi-core architectures using InfiniBand: white paper](#)
- » [HP Symposium on Technology Trends in Computational Engineering: April 8](#)

### **Software**

- » [Wal-Mart with Neoview: CIO magazine](#)

- » [HP OpenCall Insight Days 2008, April 16-19, Sapporo, Japan](#)
- » [HP previews HP Insight Dynamics - VSE capabilities](#)
- » [Barclays selects HP to be first in Europe to roll out Dynamic Smart Cooling for new energy-efficient data center](#)
- » [Transform your data center by automating today's highly manual and error-prone data center operations](#)
- » [New IBM WebSphere solution block](#)
- » [HP, Reuters and Voltaire solution for automated trading](#)
- » [Follow-up benchmark: RMDS on HP c-Class blade servers](#)
- » [Business Intelligence for the financial services industry-risk management, compliance and reporting: white paper](#)
- » [New video series: Insights Into Infrastructure Management](#)

### **HP Services**

- » [Driving data center transformation: Break through the barriers to business growth](#)
- » [HP helps Alcatel-Lucent create state-of-the-art data center](#)
- » [HP signs seven-year, \\$675M Outsourcing Services contract with Unilever](#)
- » [Deutsche Post World Net signs letter of intent to transfer global IT functions to HP Services](#)

### **HP e3000 servers**

- » [HP e3000 evolution program](#)

## **Case Studies**

» [Enterprise Library](#)

- » [Deutsche Borse Group delivers superior service with HP OpenVMS clusters on HP Integrity server blades](#)
- » [Barclays selects HP to be first in Europe to roll out Dynamic Smart Cooling for new energy-efficient data center](#)
- » [Priority Health makes life easy with HP-UX on HP Integrity](#)
- » [TEMENOS sets up core banking performance center built on end-to-end HP infrastructure](#)
- » [Wal-Mart with Neoview: CIO magazine](#)
- » [Tupperware simplifies deployment of Oracle E-Business Suite, improves productivity, performance with HP Database Archiving](#)
- » [Melbourne Water improves storage reliability and gains \\$2.5M in benefits with HP StorageWorks solution](#)
- » [JDA Software delivers superior performance with advanced demand and supply chain solutions](#)
- » [HP ProLiant platform supports world-beating performance at London Stock Exchange](#)

- » [Cost, time and energy advantages of HP BladeSystem are catching on](#)
- » [Life critical healthcare situations rely on HP Integrity servers](#)
- » [HP helps Alcatel-Lucent create state-of-the-art data center](#)

## HP destinations

- » [Products, solutions and services](#)
- » [Evolution programs](#)
- » [Subscribe](#)
- » [Contact us](#)

HP is committed to protecting your privacy. Your information will not be shared outside HP unless you give your consent. You can choose whether HP may communicate directly with you. For more information please see the [HP Privacy Statement](#). As a valued contact or customer of HP, you are receiving this eNewsletter with information that we believe will be relevant to you. But if you do not wish to receive this communication in future, please provide us with your email address on the [Unsubscribe page](#).

1994-2008 Hewlett-Packard Company. All rights reserved. All product and company names referenced herein are trademarks of their respective owners. THIS DOCUMENT IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. INFORMATION PROVIDED IN THIS DOCUMENT IS PROVIDED AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED. This document may be copied provided all text is included and copies contain hp's copyright notice and any other notices provided herein. Any pricing information provided in this newsletter represents estimated resale pricing. Actual reseller prices may vary.