General Mills
Eris Hanson, IS Department Manager

“With industry standards-based solutions, ProCurve Networking provides General Mills with the flexibility to augment our global network and take advantage of new technologies as they emerge. The combination of network flexibility, outstanding product performance, and unparalleled service made standardizing on ProCurve Networking’s Adaptive EDGE Architecture a simple, clear-cut decision.”
Adapt to Thrive

Where does your organization want to go—and what does it need to get there? What does success mean to you, and how do you envision achieving it?

**International Space Station**
Rolf Schmidhuber, Columbus data management system technology team leader for EADS ST:

“To put it simply, ProCurve was the only networking vendor whose switches offered us the level of reliability and performance required to handle the intense demands on board Columbus.”

**Motorola: Government & Enterprise Mobility Solutions**
Joe Ziniel, Senior Product Program Manager:

“The ProCurve switches are an important component of our mission-critical public safety, security and emergency response systems.”
Things change so rapidly, it’s like a Darwinian struggle to keep up. As the pace of change accelerates, how can your organization become and remain competitive?

As you work to differentiate your organization, you must be sure:
• Your information assets are secure
• Your business processes are optimized today and flexible for future conditions
• You are achieving the best possible return on investment (ROI) from your information technology assets
• You are in compliance with multinational regulations, and able to document compliance sufficiently
• Critical information is easily accessible to your workers, when and where they need it
• You are doing everything possible to connect with customers, partners and suppliers

In this global information society, your information technology is key to your competitive success. To do this, your network must become a strategic asset, a critical aspect of your information technology that helps you compete and thrive.

At ProCurve Networking by HP, our vision is for adaptive networks that enable your organization to evolve quickly and successfully—so you can thrive within the relentless pace of change.

When change is pervasive, the seemingly safe choice can actually be enormously risky. A vendor that promises to “do it all” might restrict your future adaptability, with vendor lock-ins that limit future choice—and hence put your competitiveness at risk.

At ProCurve, we’ve been meeting—and exceeding—our customers’ networking needs for 25 years. We’re part of Hewlett-Packard, one of the most trusted names in technology. We have changed the entire networking market by offering customers more for less, and backing up our products with the industry’s only lifetime warranty. And our success speaks for itself: ProCurve is the second-largest company in the networking industry.

Major corporations and other organizations worldwide trust ProCurve to help them achieve their goals. We’re the networking platform of choice for global leaders spanning every major industry and size organization, including such giants as General Mills, the International Space Station, Hilton Hotels, Motorola, 7-Eleven and CERN (European Organisation for Nuclear Research).

I invite you to discover how ProCurve’s adaptive network vision can help your organization become more nimble, secure and effective. Together, we can help you become an evolutionary success story.

Sincerely,

John McHugh
Vice President, General Manager
ProCurve Networking by HP
Adaptive to users, applications and organizations’ needs

In ProCurve’s vision, adaptive networks must be:
• adaptive to users
• adaptive to applications
• adaptive to organizations
all on a cohesive, flexible network infrastructure that is highly secure and available.
Adaptive to users

ProCurve adaptive networks embody the intelligence to know each user’s individual identity and device needs. For users, this personalization means a network that just works, effortlessly—no matter where they connect, or which computing or communications devices they use.

Personalization also enables organizations to control users’ access, which fortifies security; to understand user and device needs and automatically deliver appropriate levels of performance and quality of service (QoS), which increases productivity; and to reduce complexity through automation.

Adaptive to applications

ProCurve adaptive networks let you get the most from all your applications—including those that have not even been developed yet.

The intelligence embedded in a ProCurve adaptive network leads to application enablement and optimization. ProCurve’s foundation on industry standards enables interoperability and lets the network architecture welcome new equipment and applications easily—so you can deploy applications that users need to be most productive, while also enhancing the applications’ security and manageability.

Adaptive to organizations

Because they are cohesive, flexible and open, a ProCurve adaptive network allows your entire organization to respond appropriately to change and move nimbly in the right direction—leading to more efficient operations (including improved ROI), greater expandability and investment protection.

A ProCurve adaptive network lets you focus on your business and goals, rather than devoting exorbitant time, money and resources to running your network. You retain complete control over your network’s operation, while implementation of your policies is handled automatically.

Flexible network infrastructure that is highly secure and available

The cohesiveness of ProCurve adaptive networks means that features and functionality are built into the infrastructure rather than “bolted on” later as an afterthought. Security is embedded and ubiquitous. Network management becomes a consolidated, simple operation.

The openness of a ProCurve adaptive network makes it very flexible. You can more easily take advantage of new advances in technology as well as enjoy greater interoperability among multivendor equipment and products. You are free to choose precisely the right solutions to achieve your broader goals.

7-Eleven

Lu Cananza, Director of Retail Information Systems

“We are introducing a mobility solution with a wireless network in the store with two handheld wireless scanners and PC tablet-like devices that can talk to the backend system and repository of data. 7-Eleven managers will be better able to make real-time decisions on the floor, rather than sitting in the back room.”

The Venetian Resort-Hotel-Casino (Las Vegas)

Steve Vollmer, Director of Information Technology

“In our business, the ProCurve network provides the foundation for superior guest services. Increased network performance at slot machines and the front desk translates to increased revenues. We estimate the ProCurve solution helps us save 10 to 15 seconds during guest check-in and check-out, which translates to a savings of nearly 30 hours a day just in one department.”

“Our ProCurve network solution is straightforward, easy to manage and requires minimal support. The network also provides a reliable infrastructure with enough flexibility to support our continuing building expansion projects.”

“When we opened this building with ProCurve, we were convinced that what they had come up with was the winner. It’s been hugely successful for us.”
ProCurve delivers on its adaptive network vision

ProCurve’s adaptive network vision arises as a natural outgrowth of our legacy of excellence. Our capabilities enable ProCurve to deliver the fortified security, increased productivity and reduced complexity promised by adaptive networks.

Interoperability through standards leadership

ProCurve believes that innovation on industry standards is the way to make technological advances practical. ProCurve’s long history of defining and driving networking industry standards also means that adopting a ProCurve adaptive network will give you tremendous multivendor interoperability, unprecedented choice and flexibility in network solutions and their deployment, and easy and affordable scalability in response to market and technology changes.

Fortified security

ProCurve’s ProActive Defense strategy represents a new approach to network security. ProActive Defense is a comprehensive security strategy for automating protection, detection and response in a network, within a trusted network infrastructure. It encompasses both wired and wireless networks and is a fundamental characteristic of ProCurve networks.

Value

For ProCurve, value has always meant making technology affordable, now and in the future. ProCurve delivers high-performance, no-compromise functionality at affordable prices, as well as greater operational efficiency with reduced operation costs, better network asset utilization, more streamlined network management and increased productivity among users of the network. As a company, ProCurve also delivers unprecedented value through our lifetime warranty and consistent upgrades.

Innovation

ProCurve is known for taking extremely complex problems and creating simple solutions by using advanced technology and engineering expertise. ProCurve expands the notion of innovation to include not just technological innovation—which we have in abundance—but also innovation in areas such as reducing complexity and improving operational efficiency in the network.

HP legacy of quality, reliability and ease of use

Don’t forget that our full name is ProCurve Networking by HP. This HP legacy is reflected in our industry-leading warranty, renowned service and support, rigorous quality testing, and reputation for making sophisticated technology readily accessible. This fundamental nature allows us to deliver best-in-class quality and reliability plus the ease of use that leads to self-reliance—as well as our promise to be there when help is needed.

Indiana University
Richard Sammis, Manager of Network Performance and Security

“By deploying the ProCurve Networking solution and Gigabit technology in our student computer labs, we have experienced a remarkable increase in the effective bandwidth delivered to the end user, achieved better utilization of our backbone network, and seen a significant improvement in the performance of certain applications. We plan to continue to push Gigabit Ethernet capabilities to the edge of our campus network.”

Boston Marathon
John Burgholzer, Technology Coordinator

“We’ve challenged the network year after year and ProCurve Networking continues to perform flawlessly. We are confident that the ProCurve Networking solution will allow us to continue to expand the network, add more wireless and move even larger amounts of data.”

Isbank (Turkey’s first national bank)
Aydemir Saman, IT Group Manager

“ProCurve Networking by HP has completely fulfilled our requirements for a state-of-the-art network, and, since the ProCurve team is continuously improving its solutions, we know that we will have opportunities to further enhance the network in future.”
ProCurve Networking Adaptive EDGE Architecture™: The foundation of the ProCurve adaptive network

How can ProCurve help you deliver on your company’s vision better than any other networking company? Because only ProCurve bases its adaptive networking solutions on the ProCurve Adaptive EDGE Architecture (AEA).

ProCurve AEA provides “control to the edge” with “command from the center” by locating intelligence—the ability for the network to respond and act—at the network edge, where users and resources connect with the network. Control over the policies and rules governing the network’s intelligence reside conveniently in the hands of your network administrators.
City College of San Francisco
Tim Ryan, Network Manager

“Not only are ProCurve products modernizing and improving our technology infrastructure; they’re also helping expand the knowledge of our students. We are making our network and IT services an integral part of our college community and learning environment.”

Powerhouse Museum (Australia)
George Rossi, (former) Network Administrator

“The quality and reliability of our data network is a direct contributor to our operational performance... ProCurve was a clear head and shoulders above its competitors. I am confident of the abilities of our new infrastructure to help ensure that we are able to maintain the premier status of the Powerhouse Museum.”

Chester (U.K.) City Council
Kevin Jones, Senior IT Support and Purchasing Officer

“Installing the new network means that throughput to the desktops is increasing from 10 Mb to 100 Mb, so the slowness that users previously experienced has gone. It’s a knock on effect. The more reliable, the quicker and the more efficient we can make our IT services to our customers who are the City Council employees, then the better they can serve the public.”
ProCurve delivers a secure, mobile and converged network

Most other networking vendors expect you to manage a network of networks. In contrast, ProCurve’s comprehensive adaptive network framework lets you create one secure, mobile and converged network that is reliable, flexible and easy to manage—and that delivers maximum value and ROI.

Security is your most fundamental network need. ProCurve ProActive Defense combines offense and defense at the network edge—where users connect—for optimal security. ProActive Defense technologies include ProCurve Identity Driven Manager (IDM) for access control; ProCurve Virus Throttle technology; anomaly detection; and ProCurve Manager network management software for integrated security and performance management.

Mobility is more important than ever, with productivity depending on 24x7 anywhere access to not only e-mail, but also all the network resources available from desktops within your buildings. ProCurve delivers secure, reliable wireless solutions that are fully unified with your wired environment—so you need to manage only one network, not two. And our solutions encompass a range of services—such as partner-provided site assessment and deployment—as well as ProCurve’s superior support, including our unique lifetime warranty for most products.

The convergence of voice, video and data on IP networks is enabling a new wave of solutions that dramatically reduce costs while fostering new levels of collaboration, performance and productivity. ProCurve’s approach to convergence is to provide the best, most flexible infrastructure for voice, video and data (triple-play) convergence in all its current and future forms. We optimize triple-play application performance by supporting the widest possible array of third-party convergence solutions, including voice-over-IP (VoIP), voice-over-wireless LAN (VoWLAN) and others.
Adapt to survive—and thrive

University of York (U.K.)
John Mason, Head of Networking

“ProCurve Networking switch technology has proved itself capable of supporting our long-term plans as well as our immediate needs. We are 100 percent satisfied with our choice.”

CERN
David Foster, Communication Systems Group Leader, CERN, Switzerland

“Thanks to ProCurve our network now has the high level of performance, reliability and intelligence required to manage complex applications that are integral to CERN and in particular to the Large Hadron Collider project. We also appreciate ProCurve’s comprehensive lifetime warranty and the low total cost of ownership that we are now experiencing. We look forward to a continuing and growing relationship with the ProCurve Networking team.”

“Ambitious initiatives such as the Large Hadron Collider Computing Grid project demand technical specifications that are ahead of the industry standard. Therefore, we like working with vendors such as ProCurve Networking who are flexible enough to invest in developing appropriate solutions.”

“The decision to buy ProCurve was based on the high performance, reliability and low overall cost of ownership that ProCurve’s products would bring to our organisation.”

“Our campus strategy is to deploy intelligence and increase security at the edge of our network, making ProCurve’s Adaptive EDGE Architecture the ideal strategy for us to adopt.”
The realities of Darwinian evolution in nature are harsh: adapt or die. Organizational evolution is only slightly less harsh, especially in a world of frenetic change.

The future belongs to those organizations able to respond to change with the most agility and grace. ProCurve’s solutions based on our adaptive network vision are exactly what your organization needs to seize the competitive opportunities presented by change, now and in the future.

You know what it takes to succeed: Secure yet easily and always accessible information assets. Great ROI. Optimized and flexible business processes. And above all, meaningful connections among your workers and with customers, partners and suppliers.

ProCurve Networking by HP has been in this business for a long time. We know what we’re doing, and we’re passionate about helping organizations harness the potential of their networks to be as great as they can be.

How great could your organization be with an adaptive network that’s a long-term strategic asset?

**Let ProCurve Networking help you find out.**
Sunshine Village Ski & Snowboard Resort (Banff, Canada)
Jon Chesnut, Director of Information Technology

“We’re essentially a small city. We needed a technology infrastructure that could support and boost the performance of our diverse operations, which serve a half million skiers and tourists each year... With an all IP infrastructure based on the ProCurve Adaptive EDGE Architecture, we don’t need separate voice, data, credit card, hotel, lift and video surveillance systems. The resulting cost savings and business enhancements are impressive.”

For more information or to learn more about ProCurve visit our Web site at www.procurve.com