



# HP Launches First Converged Application Appliances with Microsoft

New category of appliances deliver end-to-end business services to clients; increased revenue opportunities for channel partners

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## Overview

To innovate and create competitive advantage for their organizations, users depend on applications to help them make better decisions, foster collaboration and increase productivity. Essential application services such as messaging, business intelligence, online transaction processing and data warehousing are the engines that power today's enterprise operations.

In many cases, these services are developed piece meal, requiring large investments to integrate, optimize and maintain the applications, tools and infrastructure. For example, a working analytics application can take five to 17 months to develop, without guarantees of success.<sup>(1)</sup> Other approaches provide a proprietary, vertically integrated and single-purpose application stack that is complex and does not integrate well with existing data center systems. Siloed solutions like these require separate management and dedicated IT resources to operate on a daily basis.

As a result, only 32 percent of IT projects that deliver these business applications are rated as "successful" by the organizations implementing them.<sup>(2)</sup>

## A new category of appliances

The new HP converged application appliances are the first systems to deliver complete business application services across an entire organization with rapid deployment, increased ease of use and simplified management. The portfolio spans an extensive set of organizational needs from data warehouse to business intelligence and messaging and scales from small environments to the largest enterprises.

Converged application appliances represent a new category of solutions that combine and optimize applications, familiar tools and a Converged Infrastructure to deliver an all-inclusive, modular, turnkey system that can

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be deployed, scaled and upgraded in hours as opposed to months or years.

### **Designed for rapid deployment and ease of management**

HP converged application appliances are built on a five-point design and engineering process that was developed by more than 100 of the industry's top business intelligence, decision support and infrastructure engineers and services professionals from HP and Microsoft. HP, together with Microsoft, is the first to deliver complete business application solutions that enable clients to align IT performance to enterprise goals by focusing on the following principles:

1. Simplified setup and lifecycle management with best practice deployment scripts, wizard based setup tools, and integrated dashboards for ongoing management as a single system;
2. Optimized application service performance resulting from joint-engineering that is based on decades of proven best-practices for software, server, storage and network configurations that maximize performance;
3. Scalability with an open, modular architecture that offers the right levels of performance, functionality and capacity for enterprise clients of all sizes. By simply adding appliance modules, clients can easily deliver advanced services or to extend functionality, performance and capacity;
4. Cloud-readiness based on HP CloudMap reference architectures which enable clients to leverage proven configurations for business applications and services. Clients can easily extend their systems to automated, service catalogues for private, hosted and public clouds;
5. Support as one system from one vendor (HP or a Frontline Channel Partner), which covers all components of the system, including hardware, network, and software. This approach removes vendor sourcing and service complexity.

### **Expanding revenue opportunities for partners**

Traditionally, applications are custom-integrated by clients themselves or delivered as complex and proprietary application stacks sold by a vendor-direct sales force. This leaves little room for the channel to add value.



Because converged application appliances are open, based on industry standards and can be seamlessly integrated into heterogeneous data centers they are ideal offerings for channel partners. The converged application appliances announced today create new revenue opportunities for HP and Microsoft Frontline Channel Partners serving enterprises of all sizes.

Converged application appliances also offer Frontline Channel Partners quicker time-to-revenue and shorter sales cycles, with the support of jointly-funded marketing campaigns, lead generation programs and sales tools. Flexible [HP Financial Services financing options](#) for partner customers are available as well.

This new portfolio added to their arsenal of solutions empowers channel partners to offer faster, affordable delivery of business applications to meet the needs of their clients. This helps clients gain greater agility from better decision making, communications and transaction processing.

More information about joint HP and Microsoft solutions is available at <http://www.hpmspartners.com>.

- (1) "Creating your Shortlist – Criteria for Selecting a Business Intelligence, Reporting and Analysis Solution" May 25, 2010, US Analytics Solution Group.
- (2) Standish Group, CHAOS Summary 2009, April 2009.

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