



HP ProLiant Servers: Run with Confidence

When you select HP ProLiant as the core of your infrastructure, you are choosing to run your business with confidence, knowing well that ProLiant is a server architecture that is engineered and integrated to simplify deployment and ease systems management. This means you can now rely on your infrastructure to help you respond to fast-changing business needs and gain the full value from your IT investments.

At HP, we believe that having a technology infrastructure capable of adapting to evolving needs is crucial. Your technology must support the business even as it constantly changes. If you are looking for the ability to respond to growth or variable demand, you require an efficient infrastructure that is more than the sum of its parts.

HP ProLiant is the foundation for an efficient infrastructure. Worldwide, more than 15 million ProLiant servers have been deployed since they were first

introduced 15 years ago. Organizations like yours count on them to deliver trusted solutions that are in tandem with their business—every step of the way. So can you.

We provide tools for virtual and physical environments, end-to-end power and cooling solutions, and remote management capabilities—all of which demonstrate a commitment to meet your needs and improve data center efficiency. We work closely with your independent software vendors (ISVs) and systems integrators (SIs) to help build the right solution for your business requirements.

To us, a server is more than its specifications. It is about the experience from the day you take it out of the box to the day it goes offline. Designed for years of reliability and constant use, HP ProLiant provides innovations that make day-to-day life easier for you. That is why HP ProLiant servers are available with useful management tools, virtualization software, storage and networking products, and services and support—to help you get the job done on time and on budget.

“The University of Plymouth has been using ProLiant servers for more than 10 years. We decided to purchase ProLiant because we knew that they would be reliable, perform the way we need and that we would get the support and backup that our business demands. Over the last 10 years, ProLiant has proved that we made the right choice. We have so much confidence because we have just replaced some of those 10-year-old servers and they were still working as they did on day one. We will continue to buy ProLiant because it exceeded our needs and continues to do the same today.”

Adrian Jane, Infrastructure and Operations Manager,
University of Plymouth

Why ProLiant?

More efficiency

Achieve a more efficient technology environment with HP ProLiant that delivers ways to help you do more with less. The efficient use of resources—your time, budget, and energy usage—is important whether you have a single server, a computer room, or a large data center. HP ProLiant is designed to save time and money upfront as well as better utilize your energy consumption through our innovative Thermal Logic technology. Moreover, there are tools and capabilities that ease deployment and day-to-day management. This means you can spend more time and resources on what matters to you—growing your business successfully.

Lower costs with:

Cutting-edge power efficiency

By reducing your energy usage you save real money. From a small business to a large enterprise, reducing energy requirements and heat output can lower your overall power bill. Keeping this in mind, HP has designed ProLiant servers to save energy—without sacrificing performance—from the moment you turn on the platforms. We provide real opportunities to reduce overall power, starting with the components up to the data center chiller. By utilizing low power memory, energy-efficient hard drives, power regulation, and power capping, you can achieve a significant increase in energy savings with Thermal Logic technology.

Take advantage of HP Insight Power Manager to help you reduce energy consumption through effective power regulation. You can efficiently measure the utilization of existing power and cooling facilities

and cap power usage with HP Dynamic Power Capping, a real-time solution that controls maximum server/enclosure energy use. Power capping allows you to optimize power usage and thus fit more servers into the existing data center. With the unique Dynamic Power Capping technology, you can reduce total energy use by safely limiting server power consumption, reclaim “trapped” energy capacity, and extend the life of your data center.

Component commonality and usability

Engineered to reduce your costs, HP ProLiant has a high degree of component commonality in the industry. Our universal design approach allows you to reuse hard drives, memory, power supplies, and other components efficiently and cost-effectively across a number of server designs. This eliminates the need to relearn component installation and replacement procedures as you move from unit to unit, and model to model. With our universal design approach, you can either standardize or customize how data management is done; and configure ProLiant hardware to meet the dynamic needs of your business.

Insight and control

When it comes to setup, maintenance, and troubleshooting, it is all very simple. You cannot manage what you cannot measure. Once you make your data center efficient, you need insight into your environment and control of your systems, whether you are running a growing business or an entire virtualized data center. And when you have more control, you deliver more to the bottom line.

Did you know?

- We spare no expense to find the most efficient power supplies: ProLiant power supplies are rated at up to 90 percent efficiency (depending on configuration options).
- We don't just conserve power, we help you control it: HP Power Regulator is a standard feature on HP ProLiant servers 200-series and above. This feature controls processor power usage and performance to reduce power consumption and maintain desired performance levels.
- We provide power capping, which allows you to give the server a power budget. You can use the cap to set desired limits in watts or BTUs per hour for the amount of power consumed. Actual consumption is then checked against the power cap goal so you can adjust server performance if needed.

With our HP Insight software portfolio, you get more from every hour, watt, and dollar that you invest in your infrastructure—physical or virtual. You can make more informed decisions; accomplish more in less time, and deliver better services to your business. The Insight portfolio includes HP Insight Control, HP Insight Dynamics - VSE for ProLiant, and HP Virtual Server Environment for Integrity.

At HP, we also sweat the small stuff—so you don't have to. Our Systems Insight Display is set up in a way that gives you a representation of how the components are physically laid out in the server. As a result, you can quickly see where the issue is and then fix it, whether it is a fan or a drive or any other physical component. All system health information is available in one convenient location. This gives you the ability to pinpoint problems before they lead to unplanned downtime.

Improve manageability with: Remote control of system resources

Making sure you know how your servers work together is vital to your success. HP Integrated Lights-Out software lets you do just that, while providing operational transparency by working well with a broad set of management tools and standards. Giving you remote management capabilities means you can set key operational parameters such as power utilization that you can monitor and manage 24x7. With this, you can be confident that everything is working right.

Energy-aware capacity planning

The ProLiant management infrastructure creates an environment for lifecycle management that improves data center efficiency and lowers TCO. There are capacity tools to help you ascertain how to deploy and redistribute workloads on the fly. You can manage not only processor, memory, and disk utilization, but also energy usage. We have expanded these capabilities to offer fast, repeatable self-service provisioning, cost-effective disaster recovery, and multi-vendor capacity planning to deliver advanced infrastructure management.

Remote control of virtual machines

Almost three-quarters (74 percent) of all enterprises are now using virtualization for production applications.¹ As virtual servers grow, the question remains—how can you harness the power of virtualization in a way that is effective without being overwhelmed by “virtual server sprawl”? With ProLiant, you can virtualize without compromise because you can manage and monitor your physical and virtual technology with ease

from a single console in the same way with HP Insight Control (ICE) Simplified management of virtual servers delivers tangible savings on your investment and inspires the confidence that comes from being able to take complete control of your infrastructure from any location, anytime. Making it easier for you, we now offer specific ProLiant bundles with ICE for faster, easier purchase, and installation.

Warranty and service automation

We give you insight into warranty and when coverage should be renewed, and provide alerts to do service upgrades in an automatic manner.

All in all, we show you how to deliver \$50K savings per 100 users as you use these insight and control tools.² That's money to go back into your business and time you can invest helping your business grow.

Engineering and Integration

We understand that you want to get the most out of every IT dollar and gain peace of mind knowing that your business is functioning well. By designing integrated solutions that meet your diverse needs, we can help you plan and execute IT initiatives that produce the desired results.

Ease deployment with:

Factory Express custom integration

We can deliver integrated systems from our factory and customize hardware and software configurations suited to your needs—helping you cut costs and free up internal resources. With plug-and-play deployment, you can get your data center up and running faster. You can make use of Factory Express to integrate products into a single rack, saving a significant volume and weight of cardboard, which results in an important environmental-friendly advantage.

Hassle-free solutions engineered for reliability

We have been building ProLiant technology for decades, helping customers run data centers of all sizes around the world. Worldwide, companies have trusted their critical business applications and database instances to HP ProLiant. You too can benefit from the work that goes into designing and creating HP ProLiant rack-mount, blade, and tower servers and run your business more efficiently.

Leading benchmark performance

We test and tune each ProLiant server to perform better in real world environments. The result is a consistent track record of performance leaps and industry standard benchmarks. Have a look at the following page: www.hp.com/products/servers/benchmarks

¹ Virtualization and Management: Trends, Forecasts, and Recommendations. 2008 Enterprise Management Associates, Inc.

² IDC white paper: “Gaining Business Value and ROI with HP Insight Control,” Randy Perry, Tim Grieser, February 2008

Choose Confidence, Choose HP ProLiant

The fact is—more businesses in the world trust HP ProLiant server than any other. The reasons are clear—powerful, flexible solutions and innovations in manageability, virtualization, and power and cooling. Select from one to eight socket servers, built on either AMD or Intel processors. You will find the server that fits your business best. More importantly, with HP ProLiant you can be confident that your investments will drive success for the business easily and reliably.

Don't just take our word for it. We asked our most loyal customers "Why ProLiant"—here is what they said: <http://www.communities.hp.com/online/blogs/reality-check-server-insights/default.aspx>

HP Financial services

HP Financial Services makes it easy for customers to economically manage their business technology investment. Leasing affords businesses of all sizes the opportunity to expand or renew their IT infrastructure independent of budget cycles. As a strategic partner, we develop flexible solutions that address customers' business needs and fit within their budgets.

To learn more

For more information, contact your HP representative or visit www.hp.com/go/proliant

HP Services

When Technology Works, Business Works.

The challenge of virtually every IT organization is similar: to develop and maintain an agile, efficient server infrastructure that delivers the service levels your business needs at a cost you can afford.

HP services offer comprehensive support to help design, deploy, manage, and support your IT environment. Our skilled professionals and network of HP Authorized Channel Partners deliver global service capabilities, including consulting, consolidation and virtualization, and support management. HP services are designed to help reduce costs, increase availability, and reduce the complexity of managing multi-vendor server environments.

- Increase uptime and productivity using convenient, pre-packaged HP Care Pack services for server lifecycle support
- Achieve the high level of availability your users demand when you utilize HP Mission Critical and Proactive Services
- Reduce costs and streamline system monitoring and diagnosis with Insight Remote Support
- Keep your infrastructure up and running with the flexibly-priced consultancy portfolio Proactive Select
- Transform your data center with HP Critical Facilities Services that help you design and build an energy-efficient data center

For more information visit www.hp.com/services/proliant

Technology for better business outcomes

To learn more, visit www.hp.com/go/proliant

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