HP ProLiant entry-level server solutions

Simple, affordable solutions designed from the ground up
for growing businesses

Overview

- Collaborate with HP and help your customers deliver on business outcomes.
- Take advantage of the deepest portfolio of products and pre-defined solutions and services that help your customers accelerate growth and adapt to changing business needs.
- Leverage HP partner value-add with solutions, services, and platforms that go beyond hardware to increase account penetration and loyalty.
- Become an extension of your customers' IT staff with HP support and management, monitoring, and sizing tools.

Simple. Affordable. Solutions that your customers need.

HP provides comprehensive IT products, programs, and services designed to drive growth, increase profitability, and enable greater simplicity for our resellers and business partners. We research and design from the ground up for growing businesses by providing simple, affordable, and reliable technology solutions. Nobody else offers the comprehensive portfolio and world-class customer experience that HP—together with our ISV and channel partners—can offer midsize businesses. We understand the specific needs and requirements of midmarket customers, and we deliver solutions that address the leading IT challenges of continuity, security, and efficiency.

Beating the competition

No other vendor has the expertise, comprehensive and innovative portfolio, and world-class customer experience that HP offers. Overall, HP is the midmarket leader worldwide:[1]

- HP currently provides 47% of all midsize businesses with servers and storage.[2]
- HP ships nearly one out of every two disk storage systems—more disk storage systems than the next nine competitors combined.[3]
- HP ProLiant servers are the industry's leading server brand, according to IDC—and have been for more than 47 quarters.

- In the first quarter of 2007, HP shipped four server blades for each one shipped for Dell, and we lead IBM on both units and revenue worldwide.[4]
- HP provides simple, affordable, entry-level solutions as well as robust enterprise solutions featuring products that are well-respected in the industry. For instance, HP offers the HP ProLiant 180 entry-level solution and the HP ProLiant DL380 enterprise solution, while Dell only has the 2950 rack-mount server available.

[1] AMI Partners, 2006

[2] AMI Partners, 2006

[3] IDC Disc Storage Systems Tracker, Q1 2007

[4] IDC Worldwide Quarterly Server Tracker, May 2007: In Q1/07, HP shipped 79,683 units while Dell shipped 19,003.

Because we understand the midmarket, HP can offer you the right portfolio to help your customers mitigate risk, reduce costs, and grow their business. HP is committed to maintaining and expanding our leadership position in the midmarket; we provide a trusted brand that midsize businesses prefer.

HP: committed to the partner model

HP is a technology solution provider committed to furnishing a robust portfolio with servers designed for small-, medium-, and enterprise-sized businesses. Unlike Dell and other competitors, who focus mainly on selling products rather than comprehensive solutions, HP has a legacy of delivering well-engineered solutions based on standards. We have has always been dedicated to the partner model since day one, and we have a long history of partnering with companies like yours to deliver solutions, rather than just hardware.

We understand the needs of today's dynamic, growing businesses and have designed HP-approved application configurations from the ground up, optimized to meet their continuity, security, and efficiency needs. These HP-approved solution configurations extend across our HP ProLiant, HP BladeSystem, and HP StorageWorks families to help your customers achieve their business priorities.

By helping midsize businesses reduce business risk, cut business costs, and generate new business growth, HP is now the partner of choice for your customers' most critical priorities. Delivered through you, our channel partners, the HP portfolio of servers, storage, networking, services, and solutions address the leading infrastructure requirements and application needs of mail and messaging, customer

relationship management (CRM), enterprise resource planning (ERP), and high performance computing (HPC). HP solutions for midsize companies are designed and integrated with the leading software from partners such as Citrix, Microsoft®, Oracle®, Sage, SAP, and VMware.

Why HP ProLiant is right for your customers

Today, technology not only supports the business, but it also powers the business. Your customers view IT expenditures as business investments that they need to align with business goals. In their quest to deliver on overall business outcomes, midsized companies often face limited IT resources and less-than-perfect IT facilities. As a result, these companies are looking for a project-oriented approach with solutions that meet business expectations as well as technological requirements—and provide fast ROI.

The HP ProLiant entry-level server portfolio offers:
- Simple solutions that are easy to deploy
- Convenient tower and efficient rack solutions for all facilities
- Flexible, modular servers with industry-standard hardware configurable to your customers' exact specifications
- Affordable solutions with low acquisition costs for quicker ROI
- Reliability in every system
- HP Lights-Out management to simplify maintenance and increase productivity

"The HP ProLiant ML115 was the best step up to a real server for the network. Its speed, ease of configuration, and support from HP made the setup and configuration a painless and rewarding experience. I had no problems getting my key server applications to run and now have the headroom I need to keep my business growing. Investing in a trusted company like HP was a great business decision. "
– Dean Calvert, Managing Director, Calvert Technologies

HP proven solutions cut the time and effort needed to create, combine, and upgrade business solutions on HP ProLiant servers—from messaging infrastructures to managing and updating remote corporate resources. HP midmarket business solutions built on HP ProLiant servers provide hassle-free ordering, configuring, and customizing of multiple applications. You can quickly customize a solution to fit your customer's unique requirements, and deploy new versions as they grow.

With HP ProLiant platforms, your customers can simplify business computing and lower costs while improving their service levels. HP ProLiant servers are:

Right-sized for the business
- Easy on the budget with compute expansion capabilities as business grows, no matter the size, with a choice of technology and form factor
- Easy serviceability to restrain maintenance costs with pluggable drives, pluggable power supplies, and complete HP ProLiant server options
- Affordable servers with growth headroom for investment protection

Easy to own
- Easy manageability with features such as HP Lights-Out 100, which is remote access enabling users to manage servers from anywhere, anytime
- Products, processors, architectures, and form factors—designed specifically with the growing business in mind—that deliver affordability and quality

- Solutions built to work better together, as the cornerstone of an adaptive infrastructure—which is a blueprint that enables you to adapt to changing market conditions, conserve valuable human and technology resources, and rapidly respond to your customers in a dynamic business environment—with servers and blades, connectivity, storage, HP Factory Express customization, expert professional services, HP Care Pack services, and HP Financial Services

Built with reliable technology to provide effective administration and maintenance
- Rigorously tested servers and certified industry-standard solutions with server applications in demanding configurations
- Numerous application partners who test and develop on our products
- Some models that include power supplies and Smart Array RAID controllers for data protection, which recognizes a drive's place in the array without data loss or re-formatting
- An extensive network of HP service professionals that underpins the worldwide leader in industry-standard servers

"The HP ProLiant DL185 is a server small enough for SMB but provides the scalability to grow with us into the future. Coupled with the latest HP features like HP Lights-Out and the flexibility to configure and deploy as needed, the HP ProLiant DL185 is a great value that HTS is looking forward to making available to our clients as soon as possible. Another winner from HP!"
– Arlin Sorensen, CEO and President, Heartland Technology

Take advantage of the deepest portfolio of products

With our new HP ProLiant 100 series family of servers, HP has added new platforms to the HP ProLiant portfolio to help you help your customers drive their business to new growth and profitability—including the HP ProLiant DL160 G5, DL180 G5, and DL185 G5. We have also introduced highly efficient power supplies for HP ProLiant entry-level servers, making these servers truly efficient to own.

• **HP Embedded SATA RAID:** HP is the only Tier-1 vendor to offer affordable critical data protection benefits with embedded SATA RAID to protect your customer's business from threats and security risks. For more I/O-intensive applications, HP entry-level servers also support Smart Array RAID controller for best performance, hot-pluggable drive support (available on some servers), and greater configurability.

• **HP Lights-Out 100 (LO100i)** reduces the need to physically visit or find onsite assistance for troubleshooting, deploying, or updating HP ProLiant 100 servers by managing them from anywhere, anytime—regardless of whether the server is located in the same building, across town, or around the globe. LO100i includes event logs, sensor monitoring, browser, virtual power, and SMASH CLP support for ProLiant servers to enable anytime access to system management information.

• **HP Total Care Services** provides complete coverage for the entire lifecycle of the IT infrastructure—from choosing it, configuring it, protecting it, tuning it, and all the way to recycling it. HP offers the technology, expert advice, helpful services, and "real live people" support throughout the lifecycle of your HP purchase. HP Total Care Services encompass the complete lifecycle of services and support; they include easy-to-use tools and resources for do-it-yourself fixes and personalized, round-the-clock services to help your customers make technology decisions, implement infrastructures, transition to new energy-efficient technology, and protect business data through HP Care Pack services.

• **HP Care Pack services** provide support and services at the right price—when and where it's needed—throughout the lifecycle of HP products and solutions. HP Care Pack includes hardware and software support, installation services, Security Quick Assessments, and "Healthcheck" offerings.

• **HP Financial Services** makes it easy and economical for your customers to select and deploy world-class technology in ways that meet their business needs, offering financial solutions to help them manage to the lowest total cost of ownership (TCO)—from planning and acquiring technology, all the way to replacing and retiring it—with more control over cash flow, a flexible way to grow capital expenditures, and reliable, built-in asset management and IT support.

Welcome to the HP ProLiant family

Product line	Description
HP ProLiant 100 series servers	Simple and configurable to meet myriad business requirements
	Affordable and reliable servers featuring flexible designs and scalability
	Easy to use—with redundant power supplies, pluggable drives and power supplies, and HP ProLiant options
	HP Lights-Out 100—remote access enabling users to manage servers from anywhere, anytime regardless of whether the server is in the same building, across town, or around the globe
HP ProLiant 300 series servers	Versatile, general-purpose servers for enterprise data centers and sophisticated SMB environments
	Best managed, robust servers featuring integrated HP Lights-Out (iLO), HP ProLiant Essentials, and HP Systems Insight Manager
	Built-in redundancy features; high-availability capabilities; iLO2
HP ProLiant 500 series servers	High-availability servers ideal for compute-intensive and mission-critical applications
	Best managed, robust servers featuring integrated HP Lights-Out (iLO), HP ProLiant Essentials, and HP Systems Insight Manager
	Built-in redundancy features; high-availability capabilities; iLO2

HP ProLiant 100 series products	Description
NEW **HP ProLiant DL185 G5 Server**	A low-cost, high-capacity server for growing business needs
	Flexible design that delivers the latest in PCI expansion and the HP Lights-Out 100 Remote Management capability
	Up to two AMD Opteron™ processors and 32 MB of memory
	Offers 10.5 TB of storage and a 2U form factor—ideal for scale-out, gaming, server-based computing, mail and messaging
NEW **HP ProLiant DL180 G5 Server**	A low-cost, highly flexible server for growing business needs
	Designed to deliver essential features, with support for 16 GB of memory and affordable HP Lights-Out 100 Remote Management
	Offers up to two Quad-Core Intel® Xeon™ 5400 series processors
	Supports up to 9 TB of storage in a 2U form factor, ideal for businesses that need an energy-efficient rack server with maximum flexibility
NEW **HP ProLiant DL160 G5 Server**	Equipped with dual Intel Xeon processor capabilities to meet the needs of high-performance computing environments
	Most energy-efficient server to reduce operational costs
	Highest density server, ideal for scale-out computing
HP ProLiant DL145 G3 Server	Equipped with dual AMD Opteron processor capabilities to meet the needs of high-performance computing environments
	Energy-efficient server to reduce operational costs
	High-density server, ideal for scale-out computing
HP ProLiant ML150 G5 Server	High-value solution with great expansion capabilities to help businesses respond to growth and change
	Dual processor capable and supporting Intel's latest Quad-Core processors for performance
	Introduces new features such as redundant power supply and data protection, providing availability
HP ProLiant ML115 Server	Designed to be an ideal first server, supporting the latest AMD Opteron processors
	Lowest-priced single-processor server from HP
	Optional Lights-Out 100c Remote Management Card delivers remote management functionality at a cost-effective price
	Features four hard disk drive bays and RAID 5 in addition to RAID 0 and 1
HP ProLiant ML110 G5 Server	Designed to be an ideal first server, supporting the latest Intel Xeon and Pentium® D processors
	Provides all the necessary server features in an affordable package
	Upgrade with a cost-effective HP Lights-Out 100c Remote Management Card for remote management
	Features four hard disk drive bays and RAID 0 and 1

"Now that HP has expanded the entry server family with the ProLiant DL160 G5, I get more compute capabilities and I take advantage of power efficiencies that used to be only available with bigger servers. It's not just a 'one size fits all' type of platform. I can get the DL160 G5 that's right for my clients' needs."

– Jeremy Sherwood, Business Solutions Executive, opus:interactive

HP ProLiant: An ideal platform for Citrix and Microsoft applications

Many customers in the small-to-midsized range use Citrix and Microsoft Exchange. We have available HP ProLiant solutions to address your small or large customers' most common applications, including Citrix Access Essentials and Microsoft Exchange. Together with Citrix and Microsoft, HP now offers joint resellers a range of HP-approved configurations developed for midsized businesses.

Citrix Access Essentials enables organizations' remote or mobile users to more securely access order entry, billing, scheduling, CRM, accounting, and other Microsoft Windows®-based line-of-business (LOB) applications over the Internet with just a Web browser. Citrix Access Essentials is a convenient, personalized, simple, and affordable way to address security concerns—with secure access from remote locations—without needing to rewrite applications, upgrade PCs, or increase bandwidth:

- HP, Citrix, and local technology partners deliver optimized solutions that are reliable and ready to meet your customers' unique business needs, with support every step of the way.
- HP and Citrix have a 12-year partnership with over 50,000 production installations.

- HP has full-time engineering onsite at Citrix engineering headquarters, focused exclusively on our joint solutions.
- Citrix IT is an all-HP shop, and Citrix uses HP servers in its development and testing environments.
- Citrix Presentation Server is part of the validation suite HP uses when testing new servers.
- More than 50% of the Citrix installed base runs on HP servers.

Microsoft Exchange Server 2007 runs on HP platforms to help your customers consolidate and standardize their messaging environments on a robust and proven platform. This solution helps address the special needs of mobile professionals by providing highly secure, reliable mobile messaging functionality that leverages existing messaging infrastructure investments. The HP and Microsoft Exchange Server 2007 solution provides many new enhancements and features that can improve an organization's messaging environment. Enhancements in administration, performance, and availability can help your customers reduce costs, leverage hardware more efficiently, and optimize IT spend.

When your customers choose Microsoft Exchange Server 2007 on HP platforms, they can benefit from **enhanced continuity**—including site-level disaster recovery, protection against data loss, and recovery from failures at the system or site level; **extended security**—protection against malicious attacks that would otherwise result in extended downtime or loss of confidential data; and **improved efficiency**—quicker deployment, simplified management, and improved operations:

• HP is the industry leader in Microsoft messaging solutions. Our integrated solutions are tested to be effective and efficient—helping to improve business efficiency, customer satisfaction, and productivity.

• More than 47% of all Microsoft Exchange Server implementations are on HP servers, more than for any other vendor.[5]

• More than 24% of all Microsoft Exchange Server implementations are on HP StorageWorks storage, sharing leadership with EMC and Dell.[6]

• HP and Microsoft jointly develop solutions through the HP/Microsoft Frontline Partnership.

Why choose HP?

HP provides you with all the resources you need to sell HP ProLiant entry-level servers to your customers. And HP is ready to put our vast resources and expertise to work to help you help your customers achieve better business outcomes. Contact your HP representative today. Or learn more about HP ProLiant solutions at: **www.hp.com/go/proliant100**

[5] HP-sponsored primary research conducted by Probit, February 2006

[6] HP-sponsored primary research conducted by Probit, February 2006

HP PartnerONE channel program cited for excellence

In 2007, our channel program—HP PartnerONE—received a 5-Star rating and made the top 20 in *VARBusiness* magazine's annual Partner Programs Guide directory.[7] HP PartnerONE provides resources to help partners grow their top and bottom line while rewarding their performance and initiative—all within an efficient, integrated, and flexible program. HP has more than 20,000 registered partners in North America and 154,000 registered partners worldwide.

A total of 69 programs from 65 vendors earned *VARBusiness* magazine's coveted 5-Star Award for excellence. *VARBusiness* annually revisits how it awards the 5-Star rating, which it gives to vendors that have the most comprehensive channel offerings for their particular markets and technology sets. This year, *VARBusiness* looked for elements of partner enablement and support. These characteristics aren't reserved for the largest vendors with the breadth, resources, and experience to craft and implement comprehensive channel programs or simply serve their largest and most profitable partners. The 5-Star rating reflects how well these vendors support the gamut of solution providers in their universe.

[7] "Shine The Spotlight: 5-Star Partner Programs," *VARBusiness*, March 19, 2007.

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