



HP Simply StorageWorks Overview

A framework for addressing your data storage challenges

Small and midsize businesses face unique challenges

While data storage has become a challenge for companies of all sizes in all industries, there is no question that it can be a disproportionate burden on small and midsize businesses.

Unlike large corporations that often have extensive resources such as specialists dedicated exclusively to storage efforts, you may not have the time, resources, or available expertise to develop effective, long-term storage strategies. We understand the need for comprehensive, yet easy-to-implement solutions that bridge the gap between your ever-increasing data storage requirements and the capabilities of your IT infrastructure.

Meeting your storage challenges

As your business grows and evolves there are two significant areas where HP can help you move from a reactive to a strategic approach to storage management. First, you can improve efficiency by consolidating storage into centralized and high performance storage arrays and file/print serving solutions. Second, because data is the lifeblood of today's business, you must make sure that data is safe and secure. Moving towards multi-tier backup strategies that utilizes both disk and tape can vastly improve your recovery points and recovery times.

HP Simply StorageWorks

Designed specifically for small and midsize companies, HP Simply StorageWorks delivers better business outcomes by bringing together the tools, solutions, products, and services to help you navigate the storage landscape. With simple, affordable, and reliable storage and data protection solutions, HP and our channel partners can help you improve the efficiency, performance, and continuity of your business.

Why HP?

Storage technology can be confusing, with numerous niche suppliers, each highlighting a specific technology approach, strategy, or interconnect option. Instead of approaching your challenge from a narrow perspective, you need a strong partner with a complete set products and experience to help you cost-effectively transform your business, improve efficiencies, and select the most appropriate storage technology for your unique needs. HP understands that storage should be a resource to enable your business outcomes, and must integrate into your desktop, server, and business application infrastructure.

With the most comprehensive storage portfolio in the industry, we can help you determine which set of technologies is right for your business needs and existing infrastructure. We have a long history of storage innovation and expertise with over 1,000 storage patents, the largest SAN installed base worldwide, and close partnerships with the key application providers you are using to power your business.

- **Simple:** HP products and solutions are engineered from the ground up for simple operation and use. These solutions reduce complexity by integrating into your server and business application environment, including management tools that leverage your existing skill set. We leverage our end-to-end expertise from consumer storage to enterprise storage to deliver a simple solution designed for your needs.
- **Affordable:** Improving efficiency is a critical component of enabling growth, but it must be carried out cost-effectively. The HP StorageWorks portfolio balances best-in-class capabilities at compelling prices. We use industry-leading, standard hardware and software, which improves affordability and allows for easy growth and expansion in the future.
- **Reliable:** Our proven innovations are engineered for worry-free reliability, backup, and data recovery, and our comprehensive technology solutions are tested and integrated for dependable results. Customers trust HP for entry-level SAN storage, with more than 120,000 HP Modular Smart Arrays sold. You can look to HP and our global network of partners with services and support options that include up to 24x7 support and four-hour onsite response times to help keep your business up and running.

Simply StorageWorks

Storage is easy when you choose HP



Simply Business Solutions

Simply Storage Consolidation



Simply Business Protection



"The HP D2D (Disk to Disk) allows for very granular backups, which provides for flexibility when performing our backups. One benefit is that I no longer have to worry about writing over SQL instances or other important data that we saved to tape or removable disks."

—Randy Greer, Network Manager, Heartland Technology Solutions

One of the noticeable immediate benefits of the HP hardware platform is that the modular design of the hardware components particularly the MSA (Modular Smart Array) and the compact all-inclusive rack assembly help us take advantage of our limited server room space.

—Lisa Busch, Senior Director, Information Systems, Marina Medical Billing Service, Inc.

As your organization grows and evolves, HP and our local channel partners can help you optimize your approach to data storage and protection. You can improve efficiency, performance and manageability by consolidating data on a dedicated storage array or network attached storage (NAS) device. At the same time you must also make sure that data is safe and secure. Moving towards multi-tier backup strategies that utilize both disk and tape can vastly improve your recovery points and recovery times. Regardless of your storage challenge HP has a set of products, services, and expertise to help you choose and deploy a complete server and storage solution designed for your business applications, and with your unique needs in mind.

Simply StorageWorks can help you easily find the answer to your storage challenges. The solutions to meet your storage challenges are grouped into categories depending on what type of storage question you have. Simply Business Solutions can help you understand storage as it relates to the software applications running on your servers. Turn to our Simply Storage Consolidation and Simply Business Protection solutions to look at storage in terms of your physical IT infrastructure. Regardless of how you approach your storage challenges, we can help simplify the process and provide advice on which storage solutions will best meet your goals.

HP Simply StorageWorks—Storage is easy when you choose HP

Select from the following business needs listed to help us guide you to the right set of products and solutions.

Simply Business Solutions

- I want to see server and storage in configurations designed and tested to work with my business applications

Proven application solution definitions cut the time and effort needed to create, combine and upgrade business solutions on a blade system or general purpose server—from messaging infrastructure to enterprise applications to CRM applications and more. Simply Business Solutions presents storage in an integrated context that includes consolidation and business protection alongside your applications and ProLiant platforms—delivering the industry's best server and storage solution designed for your business environment.

- VMware
- File and Print
- Microsoft Exchange 2007
- SAP
- Oracle
- Microsoft SQL Server

Simply Storage Consolidation

- I have mountains of unstructured data such as office productivity files, audio, video, and graphics
- My application servers are running out of space faster than I can add internal storage
- I need more flexibility and the ability to share capacity among multiple servers, virtual servers, and server clusters
- I'm deploying an HP BladeSystem and need storage for my blade servers

Simply Storage Consolidation solutions help you improve business performance by making it easier to deploy and manage centralized storage capacity as a dedicated resource for your clients and servers. By moving from a distributed and direct attached environment to a consolidated and unified storage strategy you can gain the flexibility and efficiency your business demands. Our shared storage arrays include Fibre Channel, iSCSI, and SAS connectivity to help balance price and performance requirements. Our network attached (NAS) file servers are based on industry standard ProLiant and Microsoft building blocks to integrate seamlessly into your current infrastructure. These NAS and SAN solutions can be deployed separately or together to help you optimize your data access and prepare for future growth.

Shared NAS and SAN storage for file serving and business applications.

- HP StorageWorks Modular Smart Array (MSA) family
- HP Enterprise Virtual Array (EVA) family
- HP StorageWorks infrastructure: switches and host bus adapters (HBAs)
- HP StorageWorks All-in-One Storage Systems
- HP ProLiant Storage Servers

Simply Business Protection

- My business requires data protection and improved disaster recovery plans
- I need to recover within minutes, not hours
- I need affordable long term archival for my data to comply with regulations
- I want to consolidate backup for my systems to simplify management

Simply Business Protection help your business to run smoothly by making it easy for you to protect your information. Whether you need backup, disaster recovery, or long-term archiving, Simply Business Protection provides simple, easy-to-use, reliable, and cost-effective disk- and tape-based backup and recovery solutions. These solutions include protection for everything from single servers to multi-site companies—delivering security now and in the future.

Reliable data protection for business continuity includes:

- HP standalone tape drives, autoloaders and libraries, using either DAT or LTO Ultrium technology
- HP StorageWorks Disk-to-Disk (D2D) Backup Systems
- HP StorageWorks RDX Removable Disk Backup System
- HP data protection software
- HP storage media



More customers in more places trust their data to HP StorageWorks than to any other company. Did you know that over 40% of the tape drives sold, and one of every 5 external disk systems sold worldwide come from HP? And almost half of all disk storage is on an HP disk drive in either a PC, server, or dedicated storage system.

Source: IDC Worldwide Tape QView Q4 CY07.

Source: IDC Worldwide Quarterly Disk Storage Systems Tracker, March 2008

Finding the best storage solution for your business

We understand that each organization is unique, and a one-size-fits-all approach to storage does not always work when you are considering different priorities and technologies.

You can learn more about our storage solutions by matching your challenges—listed on the previous page—to the statement that sounds most like the problem you are trying to solve. For more information about HP Simply StorageWorks Solutions, and to develop a complete storage management strategy that meets your specific business needs, contact your HP sales representative or an HP Authorized Reseller, or visit:

For Europe, the Middle East, and Africa
www.hp.com/eur/simply

For the United States, Canada, and Latin America
www.hp.com/storage/simply

For Asia, Australia, and New Zealand
www.hp.com/apac/simply

HP Services

Scalable, flexible, and reliable—like your storage

As your business grows, your storage needs can change dramatically. You need services and support that can scale in the same way your storage does. HP Services can help you manage and evolve your storage environment so that you can easily handle growth, decrease operational costs, and protect data while reducing risk.

Whatever your storage needs, you can rely on HP and our authorized channel partners to work side by side with you for optimal results. We understand the needs of your dynamic business. That's why we provide a comprehensive range of scalable, affordable, and reliable offerings to support your disk storage systems, tape storage and media, storage networking, and archiving solutions.

HP recommended service levels:

- **Hardware Installation or Hardware Installation and Startup (if available):** Provides initial hardware installation of your product into your technology environment (system configuration is not included).
- **3-year Support Plus 24:** Provides integrated hardware and software support services designed specifically for your technology. HP Services engineers deliver reactive onsite hardware support and over-the-phone software support around-the-clock.

For more information about HP services and support, contact your HP sales representative or HP-authorized channel partner, or visit www.hp.com/hps/storage

Technology for better business outcomes

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

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