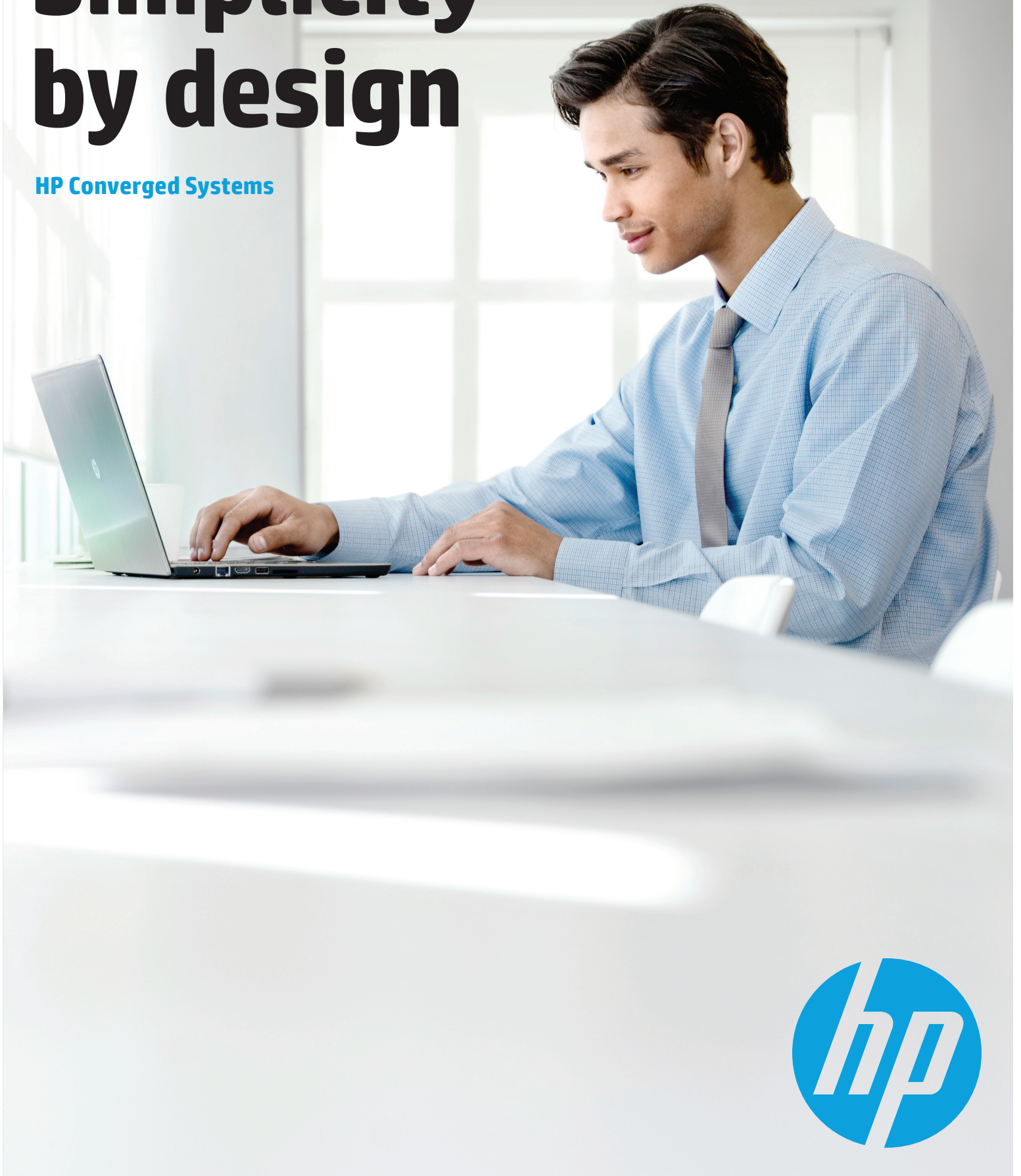


Brochure

Simplicity by design

HP Converged Systems



Free IT from the complexity of technology integration



No more “do it yourself”

In a recent ESG IT Spending Intentions Study, 64 percent of the organizations surveyed indicated that integrated computing platforms such as reference architectures and pre-configured solutions were their organizations' favored procurement strategy.¹

So the consensus is—DIY out, converged systems in.

Leading the way—again

HP pioneered converged infrastructure in 2009. Since then, many others have followed. During the past four years, HP has extended its lead by delivering the industry's most modern portfolio, which includes HP ProLiant Gen8 servers, HP BladeSystem, HP Converged Storage, HP FlexNetworking, and HP Technology Services, as well as HP OneView—a fresh approach to infrastructure management built from the ground up for convergence.

For already overburdened IT resources, finding the time to design, deploy, integrate, and support new business solutions is growing increasingly difficult. Today, you can free your IT resources—enabling them to move from infrastructure craftsmen to business service experts. It's easy—when you deploy workload-optimized solutions that arrive as complete integrated systems that are ready to run right out of the box. HP can show you how.

Time for a change

Shifting focus to maximize value

Researchers agree that the gap between new business demands and traditional IT supply is widening.² What does this claim mean to your business? In short, it means your IT staff may be too overwhelmed by the complexity of your legacy infrastructure to capitalize on new business opportunities such as Big Data and mobility, and information delivery models like cloud—three of today's most important innovations.

Similar to countless other organizations, your IT is probably characterized by too many products, too many tools, and too many overly complex processes—which boils down to “too much for IT to handle.” And this problem is getting worse, as information volumes continue to grow exponentially—further reducing IT's ability to respond to new opportunities and to innovate.

To reverse this trend, your IT resources need to shift their focus from managing, maintaining, and upgrading legacy systems to understanding how new applications can create profitable business opportunities. For example, rather than spend time optimizing the performance of new workloads such as Big Data, your staff needs to determine how to maximize the business value of this game-changing technology.

Now that we know the problem, what's the solution?

Taking the converged systems approach

Getting all the IT you need

Simply put, the answer to today's IT dilemma is convergence—made possible by complete integrated systems that meet your application needs right out of the box. These solutions allow you to simplify IT processes by buying and managing systems, not components—which means your staff has more time for innovation.

And converged systems from HP means deploying systems built on proven, trusted technology that enable you to take full advantage of this new style of IT.

¹“2013 IT Spending Intentions Survey,” ESG, January 2013.

²“Prepare for 2020: Transform your IT infrastructure and operations practice,” Forrester Research, October 2012.

64%

ESG asked respondents to consider their 2013 IT budgets and assign a percentage of spending that would apply to maintaining existing infrastructure, as opposed to spending on net-new technology projects. Respondents indicated that nearly two-thirds (64 percent) of the typical 2013 IT budget would be earmarked for the upkeep of existing infrastructure—leaving only one-third for advancing the business through innovation.¹



Proven success

HP has been delivering integrated solutions for more than 3 years. For example, more than 1,100 customers use HP CloudSystem—the market-leading solution for building and managing clouds.

What are HP Converged Systems?

Simplicity by design

Taking IT simplicity and efficiency to new heights, HP Converged Systems is a portfolio of integrated systems optimized for critical workloads like virtualization, cloud, and Big Data. Fully integrated, HP Converged Systems include all the servers, storage, networking, and management and third-party software you need—in a system that’s easy to procure, support, and manage as one.

Uniting market-leading HP Converged Infrastructure with decades of experience in solution design, HP Converged Systems offer a performance-optimized, total systems experience that dramatically simplifies your IT. Through quick deployment, intuitive management, and system-level support, your IT staff can rise to the position of business service experts—enabling them to do what they do best. Innovate.

With HP Converged Systems, you don’t get disparate technologies bolted together and called “converged,” which is the case with other solutions available today. Instead, you receive components designed from the start for convergence, coupled with workload optimization based on decades of expertise. The result—a single holistic computing ecosystem.

Integrated systems

Getting the most from your IT systems means getting them up and operational as soon as possible. Offering out-of-the-box optimization, HP Converged Systems are ready to run on delivery to your door. Performance-tuned for a particular application, these purpose-built systems are designed to handle your key workloads, including virtualization, cloud, and Big Data.

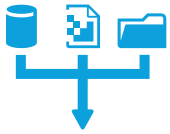
Table 1. Workload-optimized systems accelerate innovation

HP ConvergedSystem for Virtualization	Including everything you need for a complete virtualization solution, these systems provide faster deployment, comprehensive lifecycle management, and unified support. Go from order to operations in as little as 20 days with a solution that provides double the performance of comparable solutions for 25 percent lower entry price point. ³
HP CloudSystem	Enables enterprises and service providers to build and manage services across private, public, and hybrid cloud environments on a simplified, integrated architecture.
HP ConvergedSystem 300 for Vertica	Blazingly fast analytics helps you gain deeper insights into enterprise-wide Big Data, powered by HP Vertica Analytics.
HP ConvergedSystem 100 for Hosted Desktops	Based on the revolutionary HP Moonshot System, this all-in-one solution delivers hosted desktops for Citrix XenDesktop environments, providing end users with a PC-like experience, while delivering up to 44 percent improvement in TCO. ⁴
HP AppSystem for SAP HANA	Leverage the power of in-memory computing technology so you can process massive quantities of data in the main memory of the server to provide immediate results from analysis and transactions.

³ Comparison between the entry HP ConvergedSystem 300 Standard and the Vblock 100DX-3P—three server configuration for both offerings. May vary by deployment. VCE Data as of 01 November 2013 per: vce.com/asset/documents/vblock-100-at-a-glance.pdf

⁴ Based on HP internal calculations, October 2013.

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Your best choice for convergence

When the time is right for your organization to take the next step toward greater data center simplicity and extreme IT efficiency, remember that HP Converged Systems are:

Designed for convergence

- 20 minutes to order, 20 days to operations
- Built from industry-leading components designed from the ground up for convergence
- Seamless experience from virtualization to cloud, from physical to virtual
- Simplified, personalized, proactive support experience

Open

- HP Converged Systems can integrate with your existing infrastructure so there's no need to rip and replace systems

Proven experience

- Hundreds of engineers and decades of experience architecting solutions for applications like VMware, Microsoft®, and SAP
- 2,400 HP Converged Infrastructure experts strategically located around the world
- Thousands of successful virtualization projects with best practices as a VMware Premier Enterprise Partner

Simple by design, HP Converged Systems reduce system complexity and deployment risk, while also freeing your IT for more innovation and protecting your investments.

⁵Some Converged Systems initially ship with HP Insight Control; these systems can be upgraded to HP OneView in 2014.

⁶"The Business Value of the HP Proactive Insight Experience," IDC white paper sponsored by HP and Intel®, March 2013.

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Regardless of which Converged Systems you choose, you receive a complete solution that contains workload-optimized, pre-tested, and validated server, storage, and networking configurations based on best practices. You also receive consistent support for any configuration you choose.

With HP Converged Systems, you benefit from:

- Enterprise-grade reliability, based on rigorous configuration and firmware testing
- Enhanced customer experience by deploying systems designed as one, purchased as one, and managed as one
- Instant scalability to grow as your needs change; you can easily snap in new capacity with expansion models, or you can choose HP Flexible Capacity Service to enable your system to scale up and down as needed
- Ability to integrate your new HP Converged Systems into your existing environment with no rip and replace

Total systems experience

Simplify, simplify, simplify

At HP, we're all about making your system experience as simple and straightforward as possible. That's why we designed Converged Systems to offer simplified procurement, management, and support—enabling your IT team to accelerate time-to-value and focus on business challenges, not on technology integration.

With the HP Converged Systems, total system experience, you benefit from:

- Going from order to operations in as little as 20 days.
- Intuitive management at the system level instead of the component level; with HP OneView tools,⁵ you can manage, monitor, verify, and patch converged systems—storage, networking, and compute—as one; you'll also enjoy deep integration with third-party management solutions including VMware vCenter.
- Fast problem resolution with system-level support; you'll have one point of accountability—HP—for hardware, operating system, and third-party software with proactive problem prevention, resulting in 66 percent less unplanned downtime,⁶ pre-tested system-level patching, and automated 24x7 monitoring.

HP and its partners also offer a range of consulting, integration, and education services to accelerate implementation and adoption of HP Converged Systems.

Get started today

If IT complexity is holding your organization back from realizing your business goals, it's time for a fresh approach. With HP Converged Systems, you can simplify your IT and accelerate your innovation.

Learn more at
hp.com/go/convergedsystems



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