



HP ProLiant options - selling above the standard and beyond the box

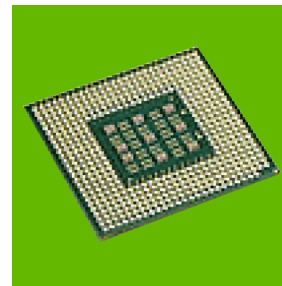
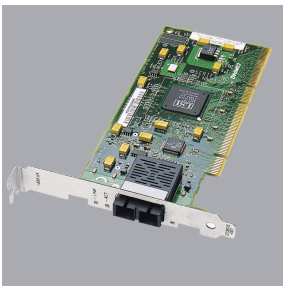
Name

Date



Agenda

- Why HP ProLiant?
 - ProLiant advantage
- Why sell HP ProLiant options?
 - Go beyond the box...more value for your customers, better margins for you
- How to sell HP ProLiant options
 - Selling tips and product differentiation



Why ProLiant?

Innovative products



Market share & customer confidence



HP Commonality



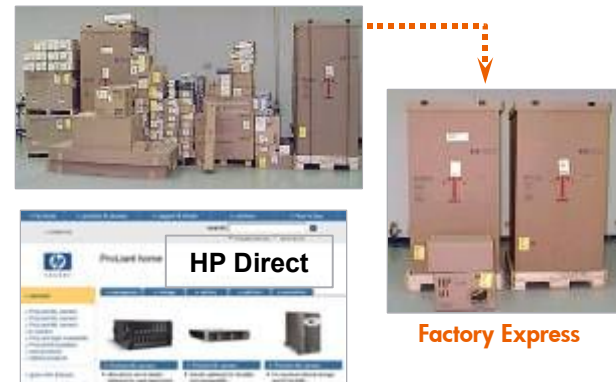
Solutions focused performance



Adaptive management

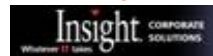


Flexible purchasing options



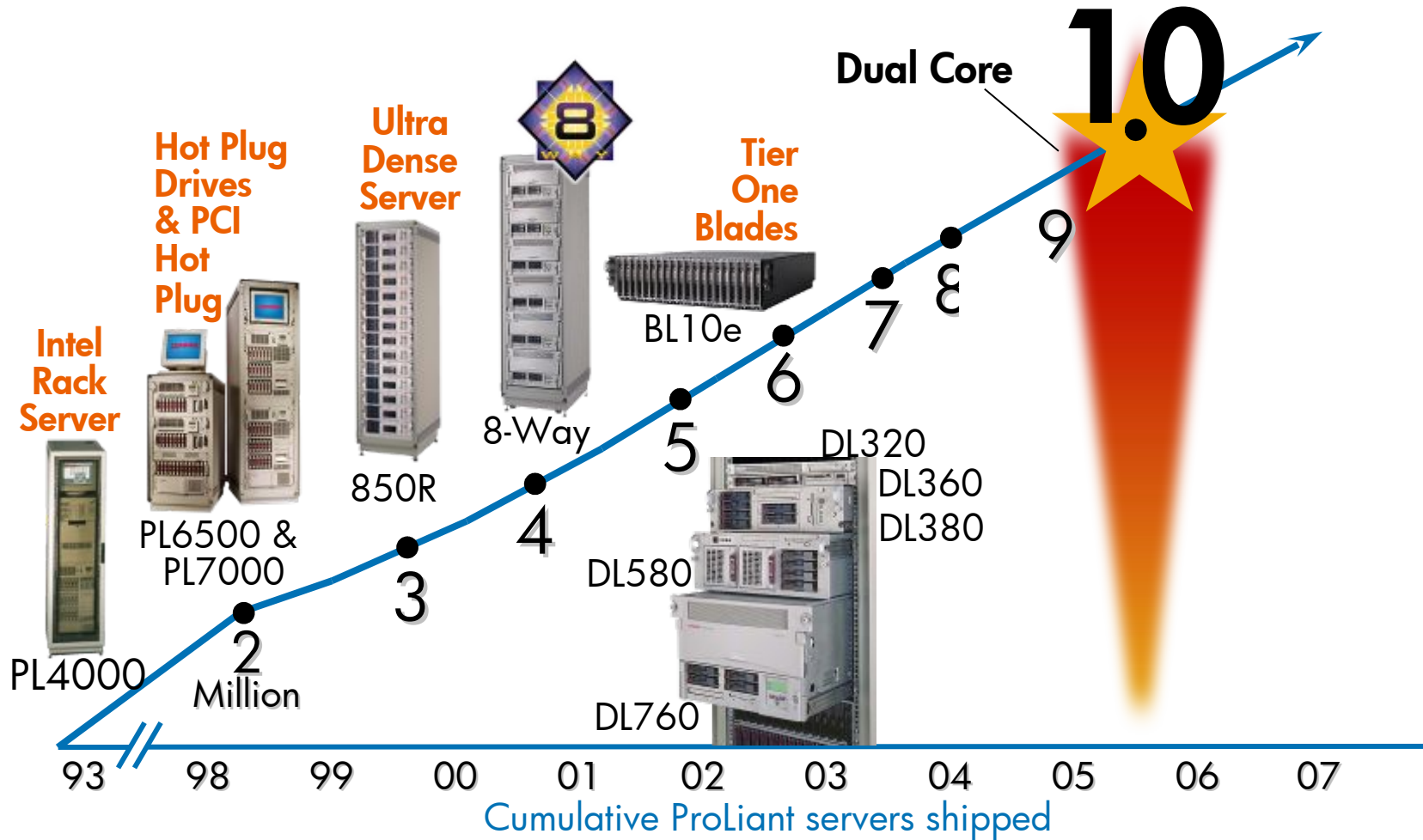
Global services & global services partner network

Channel partners



HP ProLiant – 10 million servers

The brand that defines the industry



Consistent strategy for success

The ProLiant advantage



Solid engineering discipline



Reliability, Consistency,
Ease of Use

Integrated management



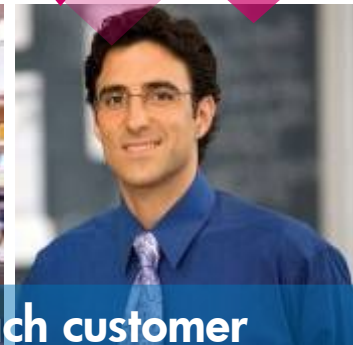
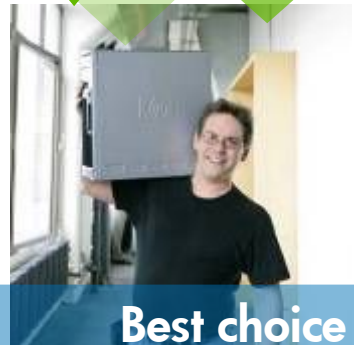
Control, Simplicity,
Lower TCO

Innovation on standards



More Capabilities,
Lower Costs

Complete portfolio

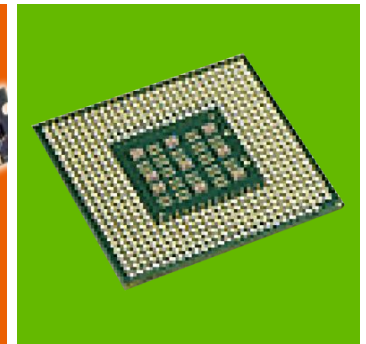
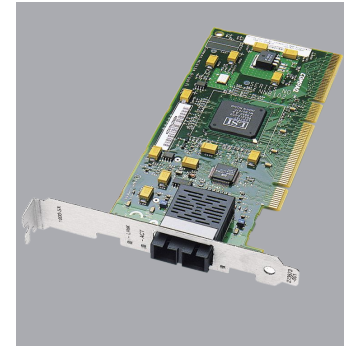


Best choice and value for each customer

<http://h18004.www1.hp.com/products/servers/proliant-advantage/index.html>

Selling the ProLiant options portfolio

- HP ProLiant options includes several opportunities to maximize your revenue:
 - HP branded memory
 - Processors
 - Hard Disks Drives
 - Smart Array RAID controllers
 - Racks & UPS
 - KVM consoles
 - Networking adapters
 - But also...
 - ProLiant Essentials software
 - StorageWorks solutions – tape, disk, NAS
 - HP Care Pack installation and start-up and support services
- HP makes it easier for you to sell the broader solutions portfolio by:
 - SmartBuy and Top Value bundle programs
 - PartnerONE Portfolio Tool program
 - One-touch Factory Express customization



The potential is significant for YOU...

- Make more money
 - Sell higher margin deals
- More flexibility on pricing
 - Does Dell beat you on unit price?
 - Options enable lower unit prices
 - Beat them at their own game!
- Delight your customer
 - HP reliability and manageability
 - Designed and qualified to all work together
 - Customized and integrated solutions with Factory Express
 - Exceptional ownership experience
 - Flexible approach
 - Proven expertise
 - Outstanding lifetime value



Sell beyond the box... and increase your revenue!



Box only

With options

Revenue
\$849



ML150



Memory



Hard Drive



UPS



Windows 2003

Revenue
\$2809

Revenue
\$1285



ML350



Memory



Smart Array controller



Power Supply



4 hour HP Care Pack

Revenue
\$3837

Revenue
\$2350



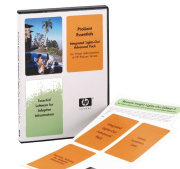
DL380



Memory



Hard Drive



iLO Adv. Pack



FC-HBA

Revenue
\$5743

Revenue
\$1223



10K Rack



Monitor/Keyboard



KVM



PDU



Factory Express Installation

Revenue
\$5782

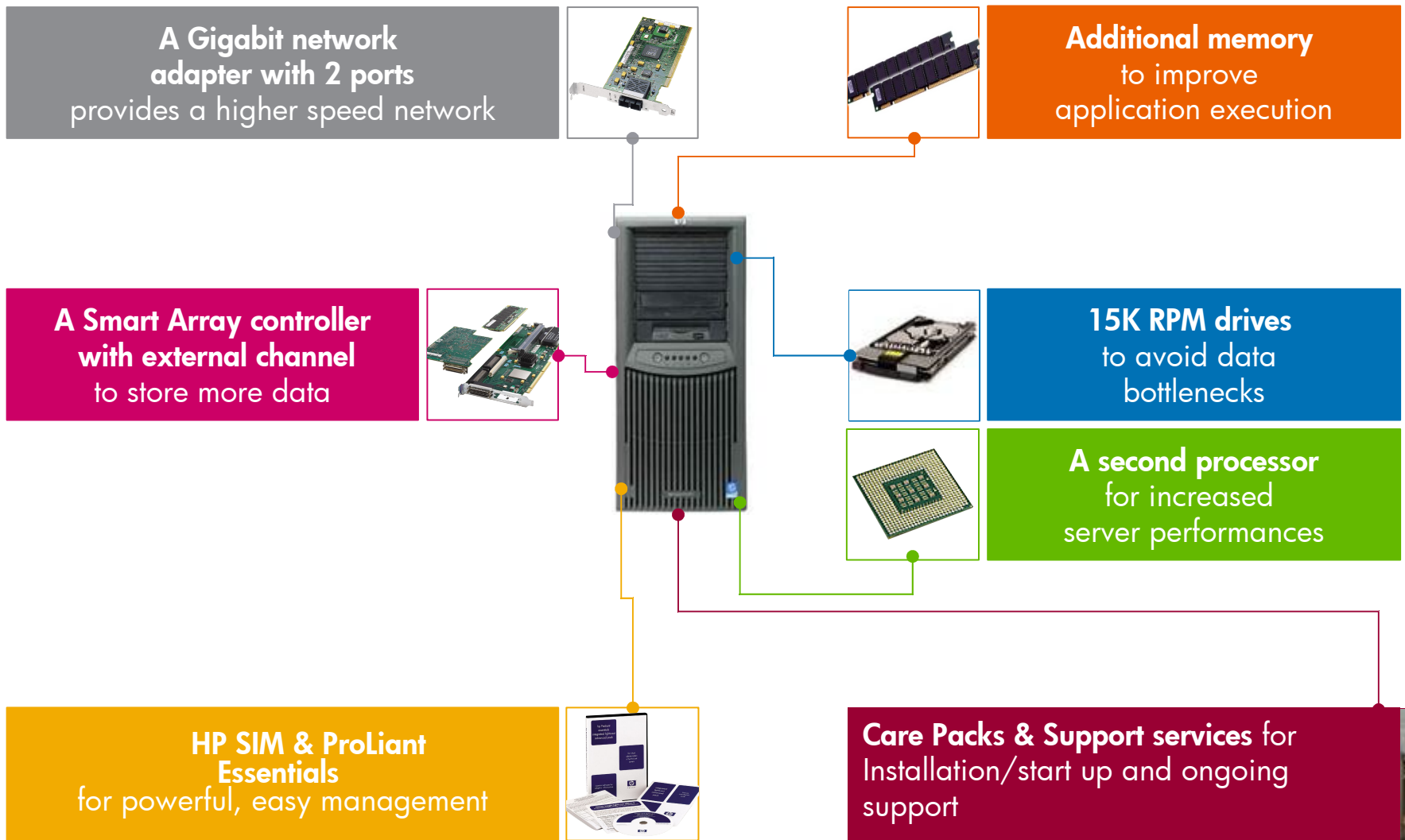
NOTES: All prices are US prices in US list dollars

How to sell HP ProLiant options



hp

Needs more performance & capacity? Availability? Management? Add...

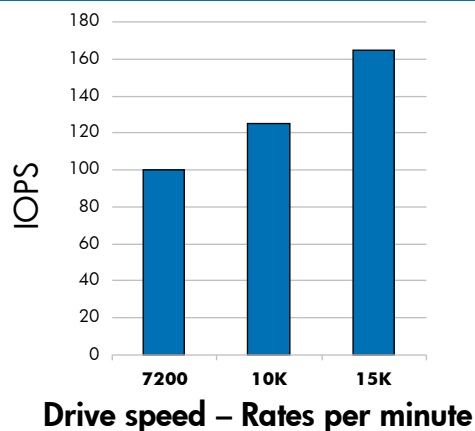


HP Hard disk drives

World-class reliability with unmatched drive universality

Why add hard drives?

- cost-effective storage/data capacity
- scalable capacity that grows with you



Confidence and reliability/durability

- HP Hard Disk Drive Qualification (HDDQ)
 - Highest quality, availability and performance
 - Unmatched in the industry!!
- Global three year drive warranty and pre-failure warranty



Flexibility for investment protection

- Universal form factor and carrier
 - Optimal scalability, maximum flexibility
 - HP pioneered concept
- New Serial Attached SCSI (SAS)
 - Higher performance, unmatched flexibility
 - HP SAS and SATA drives can be mixed in the same SAS backplane!



HP Smart Array

Create a scalable, powerful & secure environment



Why add a RAID controller ?

- Increase capacity for growth
- Protect data against hard drive failure

Industry-leading performance and reliability

- **Fault-tolerant RAID**
 - HP introduced Advanced Data Guarding 2 years ahead of industry
- **Pre-Failure Warranty****
 - Combines SMART technology with advanced threshold settings
 - Provides advanced notification of drive failure

HP Makes it Easy and Affordable!

- **Seamless Data Compatibility**
 - All models of Smart Array, including successive generations
- **Consistent Configuration and Management Tools**
 - Reduced training and technical expertise needs
 - Reduce Total Cost of Ownership (TCO)
- **Universal Hard Drive form factor**
 - Seamless migration from DAS to SAN for investment protection



HP memory

Maximize system performance and stability

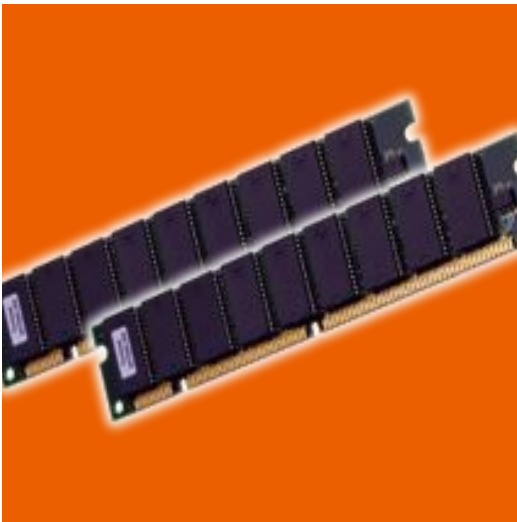


Why add more memory?

- Increase system performance
- Better reliability & stability

Industry-leading quality and reliability

- **HP advanced memory technologies**
 - Increase fault tolerance for higher application availability
- **Rigorous testing/certification**
 - Ensure seamless operation
- **3 years pre-failure warranty**
 - Simple, industry-leading offering





HP Networking solutions

Improve network performance while optimizing connectivity

Why add networking solutions?

- Improve server uptime
- Increase simplicity and flexibility
- Added security with INP's virus throttle

Performance and Industry-leading Innovation

- Designed, developed and delivered for the needs of ProLiant customers
- Industry's first adapters combining accelerated networking, storage, and clustering
- Unified fabric infrastructure
 - Reduces cost, simplifies management

Software for reliability and manageability

- ProLiant Essentials Intelligent Networking Pack (INP)
 - Advanced teaming feature optimizes network reliability and load balancing
 - Virus throttle protects the network from unknown viruses
- Installation and configuration tools for ease of managing your network



HP SIM & HP ProLiant essentials



Powerful management for maximum uptime and lowest TCO

Why add management software?

- Enhanced monitoring/management of servers
- Increase reliability

Reduce operational costs, increase system reliability, and staff efficiency

- **ProLiant Essentials**
 - Integrated management platform
- **HP Systems Insight Manager**
 - High level of monitoring and control
 - Integrates with other HP server and storage systems

Key differentiators for HP ProLiant solutions

- **Complete portfolio**
 - Networking (INP)
 - System performance (PMP)
 - Remote access (iLO)
 - Patch management (VMP)
- **Comprehensive support services**
 - Care Packs installation and start up for Rapid Deployment Pack, HP SIM, ProLiant Essentials
 - Vulnerability and Patch Management Pack (VPM)
 - Software technical support
- **Integrates across the entire HP storage and servers portfolio**



HP StorageWorks tape drives

Unsurpassed data protection and security

Why add tape drives?

- Data protection against system failure

Leadership and interoperability

- HP is the **tape drive market leader**
 - Driving industry initiative for open, standard tape format
- **Broadest compatibility** in the industry for heterogeneous environments

Exclusive value-add software and utilities tools included

- All you need for a reliable backup solution
 - FREE copy of backup software
 - **One-Button Disaster Recovery (OBDR)**
 - **HP Library & Tape Tools utilities**
 - Data cartridge and cleaning cartridge
 - SCSI cables



HP ONLY



HP ONLY



HP StorageWorks MSA family

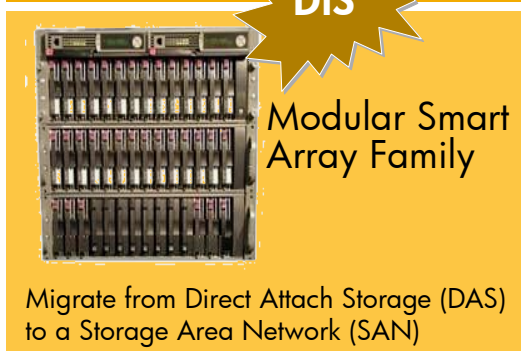
Storage consolidation made easy and affordable



ProLiant Servers



DtS



Modular Smart Array Family

Migrate from Direct Attach Storage (DAS) to a Storage Area Network (SAN)

Industry-leading design and innovation across Server and Storage

- Both evolved from proven Smart Array Technology
- Common management tools and hardware for side-by-side deployment
- Industry unique DAS-to-SAN evolution and growth
- **Reduce costs, protect investments**
 - Simple, affordable
 - Re-use existing drives, components and data
- **The easiest way to put data on the network**
- Seamless disk migration from internal ProLiant storage to shared MSA storage



HP Rack and Rack options

Use valuable floor space more efficiently

Convenient ordering

Single vendor, process
Ts & Cs for servers
and enclosures



HP 10000 Series Racks: Innovative Design and Reliability

- Industry Standard 19" rack for HP and other equipment brands
- CTO capable-ship products installed (-B22 models)
- Complete line of racks 14U, 22U, 36U, 42U, 47U
- 5000 Series provides entry level model (5642)

Factory Express rack integration services provide faster time to solution!!

- Full line of rack-options
 - Light kits, fan kits, panels
 - Stabilizers, keyboards, monitors
 - Extension kits and more.
- Covered by HP ProLiant Server Care Pack without additional costs



HP KVM consoling solutions

A first step for more efficient management



Why add a KVM switch?

Reduce infrastructure costs by managing several servers from one TFT/keyboard/mouse



Manage with ease while reducing costs

- **Manage up to 256 servers from a single console**
 - Locally in the datacenter or remotely from anywhere in the world
 - Significantly reducing access cost per port
- **Advanced HP design**
 - **Complete portfolio** from low cost 1x4 to advanced remote console
 - Simplifies cable management, improves airflow
 - **Universal components** for simplicity and lower cost
 - PS2, USB, and serial connectivity
 - No-cost remote management software
- **Standard limited 3 years warranty**
 - Covered by HP ProLiant Server Care Pack without additional costs



HP PDU



Power Distribution for Dense Data Center Environments

Modular PDUs – Power where you need it

- Flexibility: Mix and match power sticks to meet your servers receptacle needs 5-15/C13/C19
- Save rack space for servers with 0U model
- Short cord PDU – ideal for cable management in dense, 1U environments



Monitored PDUs

- Vertical mount models with accessible breakers and outlet receptacles
- Local power display with easy to read color coded load segments
- Redundant power for an entire rack
 - - Dual input model with 72 C13 and 6 C19 outlets
- Standard limited 3 years warranty
 - Covered by HP ProLiant Server Care Pack without additional costs



Modular PDUs

- NA/JPN and Intl versions
- 2.8 kVA to 9.2 kVA models (16A to 40A)



Monitored PDUs

- NA/JPN and Intl versions
- 4.9 kVa to 22 kVA models (1Ø: 24A to 40A; 3Ø:16A to 24A)

HP UPS

Outstanding protection against power outage

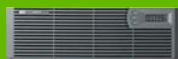
Why add UPS?

- Protect servers against power outage & fluctuations
- Allows proper shutdown of application, to avoid data loss

R12000 XR



R5500 XR



R3000 XR



R1500 XR



T1000/1500/2200 XR



T500/T750



Leadership and Experience

- HP ships more UPS's per year than any other vendor!
- Rack & Power Manager software
 - Easy to manage and integrates with HP SIM



Reduced cost of ownership and reliability

- Advanced Battery Management technology
 - Increases battery life, reduces recharge time
 - Advanced notice of battery failure
- Standard limited 3 years warranty
 - Covered by HP ProLiant Server Care Pack without additional costs



HP warranty policy makes the difference...



Standard warranty

All internal options* are covered by server 1 year or 3-year limited standard warranty where installed

+Processors, memory & HDD benefit from a 3-year pre-failure warranty with HP Systems Insight Manager

All HP Racks, racks options, KVM & UPS propose a standard 3-year limited warranty



HP CarePacks

Available for all ProLiant options - HP racks & racks options, UPS & KVM, etc.

Essential for customers requiring:

- same business day response
- speedy problem resolution for complex interoperability issues

Total customer experience:

HP Services simplifies transitions and drives value



+



HP filters the complexity & leverages the power of integrated multi vendor IT solutions for next generation ProLiant Server environments

Integrated Services Provision

- Scalable Managed services solution
- Training for ProLiant, OS, ProLiant Essentials

Consulting, enterprise integration, network design

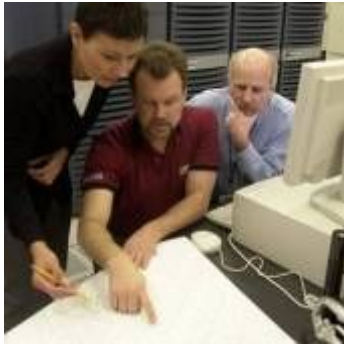
Architecting, server solutions design, application porting and migration

Solution deployment, installation & start up, implementation solutions

Support, multi vendor hardware and software, mission critical offer 7x24

Program and project management

ProLiant Advantage above the standard HP innovations deliver IT value to business



Infrastructure Management
Power/Cooling
Dual-Core/ Price-Performance
64-bit computing
SAS/SATA

MSA
Smart Array
Uptime/Reliability
Installation and
services



Corporate infrastructure
Flexible, reliable, powerful

Small, medium business
Simple, affordable, peace of mind

ProLiant Advantage



Low-cost
Proven Expertise
Redeployment
Consulting services

ProLiant Essentials
Lights-Out Management
HW/SW support services



High Perf. Computing
Performance, price, expertise

Remote sites
Connected, controlled, self-reliant

Related links and supporting information



- ProLiant Advantage
<http://h18004.www1.hp.com/products/servers/proliant-advantage/index.html>
- ProLiant Servers
<http://h18004.www1.hp.com/products/servers/platforms/>
- ProLiant Options and Accessories
<http://h18004.www1.hp.com/products/servers/platforms/options.html>
- ProLiant Management Software
<http://h18004.www1.hp.com/products/servers/management/index.html>
- ProLiant Storage and StorageWorks
<http://h18004.www1.hp.com/products/servers/platforms/storage.html>
- ProLiant Rack and Power
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- Services and Support
<http://welcome.hp.com/country/us/en/support.html>



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