HP Data Center Transformation Solutions
Solutions for building the next-generation data center

More and more, companies are facing the challenge of transforming their technology infrastructure environments into agile, energy-efficient and cost-effective assets to drive business growth. While increased pressure is being placed on chief information officers to deliver more business services at a reduced cost, data centers are approaching the limits of their energy, cooling and space resources.

For example:

- Over 50 percent of large enterprises will face data center floor space shortage in the next five years.[1]

- By 2010, more than half of all data centers will have to relocate to new facilities or outsource some applications.[2]

- Over the next five years, power failures and limits on power availability will halt data center operations at more than 90 percent of all companies.[2]

- More than one-third of chief executive officers and CIOs believe that in two to five years their data centers will be incapable of dealing with the rapidly growing demand for services and applications.[3]

- Nearly half of CIOs (47 percent) plan, over the next five years, to "reduce the number of data centers through transformation," including improving technology, increasing productivity and lowering overhead and management costs.[3]

Businesses can overcome these challenges by transforming their technology environments into next-generation data centers with HP Data Center Transformation solutions. HP offers a set of specific integrated solutions that encompass hardware, software and services designed to transform the data center by enabling consolidation, increasing energy and space efficiency, automating processes and enhancing business continuity and availability.

To deliver real business outcomes – today and in the future – transformation requires a change in people, process and infrastructure. HP Data Center Transformation solutions, a significant expansion of the HP Adaptive Infrastructure portfolio, deliver next-generation data centers that reduce cost and mitigate risk.

HP Consolidation solutions
These solutions simplify, standardize and reduce the number of data centers, applications, servers, storage, network resources and management tools found in most businesses today.

The HP Consolidation solutions are:

- Data Center Consolidation

- Application Consolidation

- Server, Storage and Network Consolidation

With HP Consolidation solutions, customers can:

- Unify and virtualize the technology infrastructure to reduce direct and indirect costs

- Control resource sprawl

- Drive better utilization and returns on technology investments

- Respond efficiently to business needs

- Better manage and ensure the quality of service that technology delivers

HP Energy and Space Efficiency solutions
These solutions optimize the use of energy, floor space and cooling infrastructure. With these solutions, customers can leverage HP's green-based capabilities and innovation to improve both their business and environmental outcomes.

The HP Energy and Space Efficiency solutions are:

- Energy Efficient Facilities

- Energy Efficient Computing

- Space Optimization

With HP Energy and Space Efficiency solutions, customers can:

- Support more computing resources per watt and meter

- Meet current and future business demand

- Reduce energy consumption and costs while avoiding or deferring new facilities construction

- Better support corporate environmental and compliance initiatives

HP Data Center Automation solutions
These solutions automate the management of the entire data center technology infrastructure, including routine, operational and end-to-end processes. This includes base lining, deployment, change automation, compliance automation, provisioning and management of heterogeneous network, server and storage assets throughout their lifecycles.

This is achieved through an integrated process that coordinates traditionally siloed systems and teams to ensure efficient, smooth, continued and dynamic operation of the business services it supports. This results in a quicker and more efficient response to their business technology needs.

The HP Data Center Automation solutions are:

- Infrastructure and Application Automation

- IT Compliance Automation

With HP Data Center Automation solutions, customers can:

- Reduce staffing costs and the risk of human error

- Maximize service quality and availability

- Enforce compliance with regulations and internal policies

- Dramatically reduce data center management costs to shift budget from maintenance tasks to innovation and growth

HP Business Continuity and Availability solutions
These solutions help customers protect their businesses with operations that resist threats to continuity and recover quickly from service interruptions. The right solution is determined by evaluating business requirements while assessing business and IT operational risks, as well as the potential impact of disruptions.

The HP Business Continuity and Availability solutions are:

- Business Continuity Planning and Recovery

- Availability Management

- Disaster Tolerant and Continuous Computing

- Data Protection and Recovery

With HP Business Continuity and Availability solutions, customers can:

- Evaluate business requirements, assess risks to business and technology operations and measure the potential impact of disruptions

- Gauge ability to comply with regulatory requirements

- Define, implement and manage solutions, enhancing the security of the technology environment and business-critical information

- Align availability and business continuity objectives to business requirements

More information is available at www.hp.com/go/dct.

[1] "Data Center Power and Cooling Scenario: Options for the Road Ahead," by Rakesh Kumar, Gartner April 25, 2007.
[2] AFCOM Data Center Institute Predictions About Data Centers, 2006.
[3] HP Data Center Transformation Study, February 2008.