Total Care Solutions for Midsize Businesses

"Doing more with Less"

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It's no longer business as usual

- Small and midsized customers are focused on survival: cash flow, credit and declining revenues

  -- Continued business requirements still exist for storage, networking and server upgrades

- SMB customers need to acquire technology even though cash is tight

  -- Delivering a range of "more for less" solutions to ensure channel partners can meet their small and midsize customers' needs

  -- New pay-as-you-grow offerings, flexible services, business continuity solutions, zero-percent financing and cloud services/SaaS

HP's commitment: Make IT easier to acquire when cash is tight

Making IT easier to acquire when cash is tight
New HP Solutions for SMB Customers

- Cloud Services; extending opportunities to VARs

- New Total Care Business Solutions

- Delivering 24/7 monitoring with Insight Remote Support

Innovating New Cloud Business Models for Partners, SMBs and the Industry

Announcing new partnership with USA.NET

HP Wins
SaaS providers build-out data centers with HP products; HP receives cut of recurring revenue stream

SaaS Partners Win
Access to HP's reseller channel partner network to grow their business

Channel Partners Win
New predictable revenue streams and services opportunities

SMBs Win
Acquire SaaS from their trusted advisor and pay for it as a monthly subscription service vs. a capital expense

Total Care Business Solutions:

Lower upfront costs and knock down barriers to capture operational savings
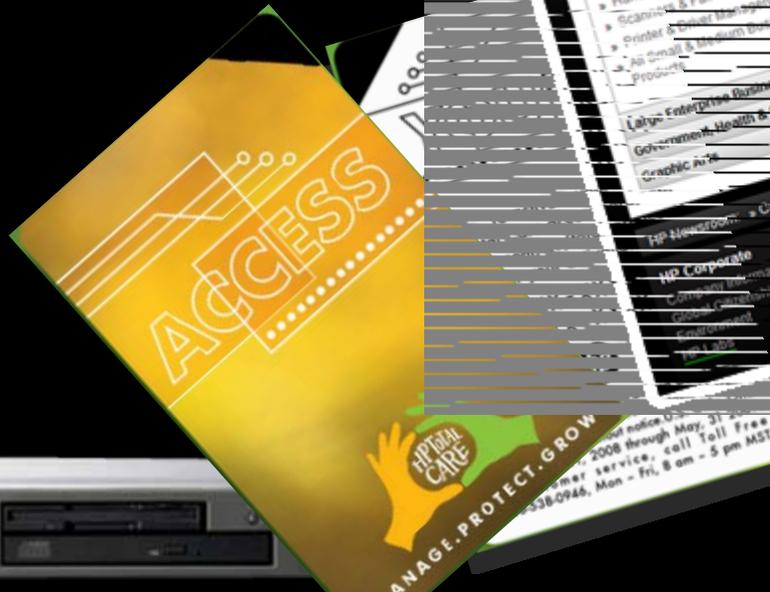
HP Insight Remote Support
Free for servers and storage under warranty

Secure, simple and automated, 24x7
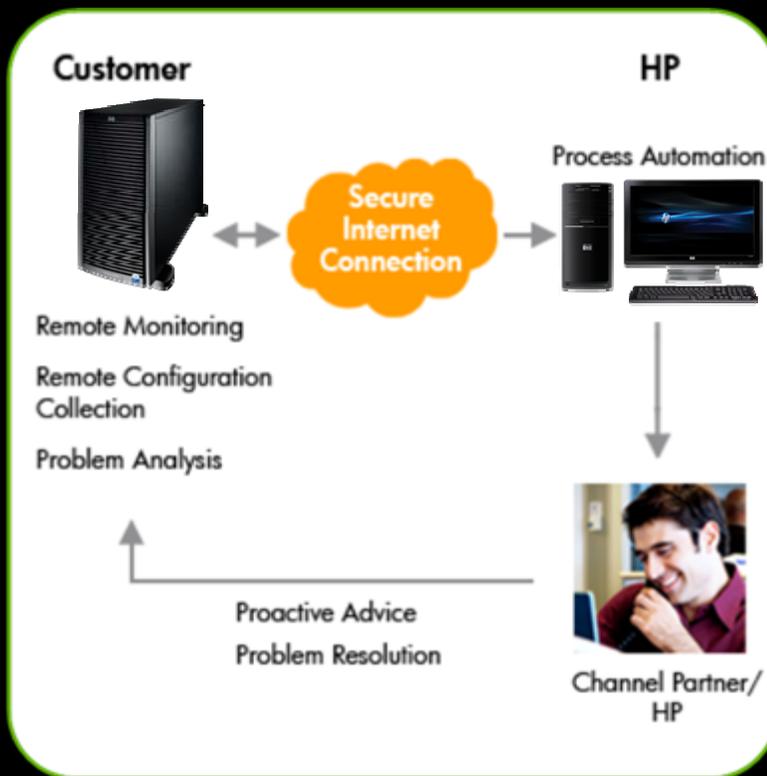
- Remote monitoring all the time
- Automated notification every time
- Accurate resolution in less time

* Offered in partnership with Authorized Channel Partners
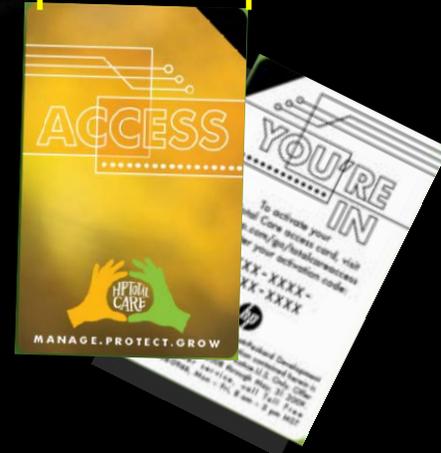
Remove costs, increase protection
Simply StorageWorks

The Most Effective Path to IT Cost Savings and Improved Business Continuity

Simply Storage Consolidation

- SAS for BladeSystem and ProLiant rack servers
- iSCSI:
  - MSA2000
  - HP LeftHand SANs 'pay as you grow'

Simply Business Protection

- Removable disk
- Dynamic de-duplication
- Tape autoloaders and libraries

SMB

Better business outcomes

Cost Avoidance

Improved Business Continuity

HP ProCurve Networking helps SMBs Do More with Less

Plug-and-play solutions that are easy to deploy, manage and maintain:

- Plug-and-play solutions - no need for large or specialized IT staff

- Contain infrastructure costs with industry's most comprehensive lifetime warranty

- Extensive and affordable product line

- Free ~~~~~~~~~~~~~~ices

In Conclusion...

HP's Channel Partners and SMB customers don't just survive, but thrive in a down market by gaining a leg up on their competition in a world where it is…

no longer business as usual.