HP Streamlines Application Delivery from the Data Center to the Branch Office

Converged Infrastructure solution delivers headquarters quality access to business applications across the enterprise

BARCELONA, Spain, Oct. 5, 2010 – HP today introduced an HP Branch Office Networking Solution that simplifies application delivery by integrating network connectivity and applications, providing users with headquarters-quality access to remote business applications hosted in a centralized data center.

Branch offices typically have limited IT staff for deploying applications, managing technology and maintaining reliable connectivity. Employees at these locations often have difficulties accessing business applications over wide-area connections due to insufficient network bandwidth and high latency or delays.

The HP Branch Office Networking Solution extends the benefits of HP's Converged Infrastructure to branch and remote locations. It is the first integrated hardware, software and network connectivity platform to provide a choice of 14 best-in-class partner applications, such as WAN acceleration, security, unified communications and service delivery management. Users gain faster access to key applications with increased security, more reliable voice over IP connectivity as well as improved instant messaging communications, while working remotely. This modular offering converges key network infrastructure technologies into a solution that clients can manage remotely from a single pane of glass, removing the need for specialized IT onsite.

Additional client benefits include:

— Reduced branch-office footprint and power consumption through the consolidation of discrete network appliances using the E5400 series switch.

— Increased flexibility with a common, modular design that easily scales to accommodate application needs from small offsite offices to large remote branch locations.

— Simplified deployment and network operations through converged LAN, WLAN,

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WAN connectivity coupled with strong security.

The HP Branch Office Networking Solution includes an E5400 series switch, which provides an open modular platform that easily integrates leading third-party network applications. New applications announced today include Avaya Aura™ Session Border Controller powered by Acme Packet, Citrix Netscaler VPX, Microsoft® Lync, NetScout nGenius Integrated Agent for HP and Riverbed® Optimization System (RiOS®).

When integrated with the [HP Advanced Services zl Module](#), these applications provide clients:

— Enhanced security and management of unified communications applications internally and externally with [Avaya Aura Session Border Controller powered by Acme Packet](#).

— Faster performance of web applications with [Citrix NetScaler VPX](#) through advanced load balancing for intelligent traffic management, application security to protect applications from attacks, as well as server offload capabilities that improve server performance.

— Greater reliability with [Microsoft Lync](#), which provides an always-connected, simplified and complete enterprise communications solution that maintains branch office communication services in the case of a wide area network failure.

— Increased responsiveness with the [NetScout nGenius Integrated Agent for HP](#), which provides increased visibility of the end user experience in remote offices and at the network edge through real-time monitoring and reporting, speeding network issue identification and resolution.

— Superior application performance and bandwidth reduction with RiOS®, the Riverbed WAN optimization software, enabling clients to improve the speed and responsiveness of their IT infrastructure for improved consolidation and collaboration.

 "We're a community bank with 25 locations spread over a large geographic area. Communication costs are a large part of the IT budget for many of our branch locations, so we worked with our reseller partner, Net Direct Systems, on a solution that would allow us to speed up application response times at these locations without adding bandwidth," said Allen Schneider, vice president and IT managing officer, MidWest*One* Bank. " The new HP Branch Office Networking Solution with Riverbed RiOS application module was a great fit for our needs. We immediately saw application response times cut in half or better, and the consolidated offering made it efficient for us to deploy and manage."

Applications integrated with the HP Branch Office Networking Solution are pre-tested and certified by HP. HP works with its [AllianceONE partners](#) to deliver direct customer support for these multivendor solutions.

Pricing and availability
The HP E5400 switch with new HP Advanced Services ZL module is available

worldwide today with pricing starting at $8,294.[1]

More information on HP networking solutions is available at
www.hp.com/go/networking.

More information on the HP AllianceONE partner program is available at
www.hp.com/go/allianceone.

About HP
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(1) Estimated U.S. street prices. Actual prices may vary.