NEWS ADVISORY

HP Advances Service Provider Business

New HP ProLiant scalable system and first data center assembly line for PODs accelerate application service delivery

BARCELONA, Spain, Oct. 5, 2010 – HP today introduced new offerings that enable service providers to scale, speed and simplify the delivery of applications in order to gain a competitive business advantage.

Built on HP Converged Infrastructure, the new HP ProLiant SL6500 Scalable System offers the latest line of HP ProLiant servers and provides a common modular architecture to deliver breakthrough scale, energy efficiency and performance. Ideal for service providers in high-performance computing and web and hosting services, the systems deliver supercomputer-class performance in less space and use less power than previous generations.

For service providers that often need to scale capacity on demand, HP also introduced the world's first assembly line for rapid deployment of the HP Performance Optimized Datacenter (POD).[1]

"To be competitive in today's market, service providers need to standardize on a single, high-performance platform that can meet diverse application needs," said Mark Potter, senior vice president and general manager, Industry Standard Servers and Software, HP. "HP Converged Infrastructure gives service providers an increased level of simplicity and efficiency that allows them to maximize the profits from their technology operations while delivering the flexibility they need to continually capitalize on the next business opportunity."

Accelerated application performance with efficient, high-performing platforms
The HP ProLiant SL6500 scalable system features a common modular architecture that can scale from 1 to thousands of nodes while increasing scalability and performance. Accommodating as many as eight servers, or up to four servers with 12 graphic processing units (GPU) in a single four-rack unit enclosure, the system increases energy efficiency, flexibility and serviceability. The solution includes the HP ProLiant s6500 chassis, the HP ProLiant SL390s G7 server and the HP ProLiant SL170s G6 server.

Client benefits include:

— Improved flexibility with modular, mix-and-match compute, storage and graphic acceleration components. This allows service providers to standardize on one

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system platform to host a variety of application services including social networking, interactive media or online gaming. Additionally, service providers can quickly and easily scale, adding more applications or services as the business grows.

— Eight-fold increase in performance, delivering more than a teraFLOP per unit of rack space to increase compute power for scientific rendering and modelling applications with the HP ProLiant SL390s G7 server.[2]

— Optimized energy efficiency with HP ProLiant SL Advanced Power Manager and HP Intelligent Power Discovery to improve power management, as well as power supplies designed with 94 percent greater energy efficiently.[3]

— Reduced server management costs and increased administrator productivity with Integrated Lights-Out Advanced (ILO 3), part of HP Insight Control. Available on the HP ProLiant SL390s G7 server, the iLO 3 remote console allows for the management of multiple servers in a scale-out environment.

Capacity on demand with new data center assembly line
HP POD-Works is a dedicated factory that contains an assembly line for accelerating the delivery of modular HP PODs. HP PODs are self-contained IT environments that can be customized to the specific needs of service providers and other hyper-scale environments.

Designed to build multiple PODs simultaneously, HP POD-Works featuresmany state-of-the-art staging bays that are set up to perform customized assembly, testing and shipping of the HP POD. With HP POD-Works, PODs can be assembled, tested and shipped in as little as six weeks, compared with one year or longer, to build a traditional brick-and-mortar data center.

Available in 20- or 40-foot modules, the HP POD enables service providers and other clients with limited space to quickly expand their data center capacity. HP PODs deliver 37 percent more efficiency and cost 45 percent less than a traditional brick-and-mortar data center.[4]

The HP POD-Works offers the following benefits:

— Reduced data center implementation time by up to 88 percent when compared to traditional build-out processes.[5]

— Accelerated deployment of multiple PODs or a POD farm to support large hosting operations and web-based or compute-intensive applications.

Pricing and availability[6]
The HP ProLiant SL6500 Scalable System, the HP ProLiant SL390s G7 and the HP ProLiant SL170s G6 servers are now available worldwide.

The HP ProLiant SL6500 Scalable System starts at $1,099. Based on the Intel® Xeon® processor 5600 series, the HP ProLiant SL390s G7 server and the HP ProLiant SL170s G6 server start at $1,969 and $1,319, respectively.

More information on HP ProLiant servers is available at www.hp.com/go/proliant.

About HP

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(1) HP is the only vendor offering an HP Performance Optimized Datacenter (POD) and now an assembly facility to customize the POD.
(2) Eight-fold increase in performance is based on internal HP testing compared to previous generations.
(3) HP internal testing.
(4) Based on HP internal analyses.
(5) Derived from HP internal testing and comparisons of assembling an HP POD compared to average construction time for traditional data centers.
(6) Estimated U.S. street prices. Actual prices may vary.

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