

GROW

your business with confidence.

HP ProLiant MicroServer

Take your business to the next level of productivity and efficiency

Brochure



"The HP ProLiant MicroServer is right-sized for the kind of end-user that it's designed for. HP has always created a quality product to serve a specific business need."

**Arlin Sorensen, CEO, Partner,
Heartland Technology Solutions**



Outgrowing your business computing solution?

As you compare your current business situation to last year's, the outlook is certainly less pessimistic, but still remains unclear. Instead of gearing up for a burgeoning economy, many small and micro businesses like yours face decreased revenues, slower payments from clients and tightened credit. And that means it's more challenging to keep your business growing.¹ It also means you use what you have, for as long as possible.

¹ Source: AMI Partners, 2009–10 Worldwide Small Business IT Infrastructure Market

But for small and micro businesses that need to resolve escalating computing and capacity issues, what you have—namely, a peer-to-peer (P2P) network—no longer meets your needs. This distributed network of connected computers provides the functionality a start-up business initially requires, but it cannot meet your growing IT demands:

- Sharing files, applications and printers among all workers
- Storing growing volumes of information
- Increasing efficiencies
- Securing access to important business documents
- Performing regular backups, updates and patches

To alleviate these “growing pains,” while getting the most value from every budget dollar, you can move off your P2P environment and onto a first server-based network. Using a single central machine to “serve” all your IT needs helps streamline operations and create greater opportunities for success. A server can help

boost productivity and collaboration, while keeping all information secure, consistent and up to date.

Rather than make this important move yourself, you can rely on HP and your local HP reseller. We can help you deploy a first server network with confidence, even if you are:

- Under tight budgetary constraints – HP has cost-efficient, energy-thrifty solutions that are easy to maintain and use—helping you do more with less.
- Overwhelmed by server technologies – HP has the knowledge and industry leadership. We can help you replace aging equipment with “just right servers” designed for your unique needs.
- Lacking IT personnel – HP has about 187,500 channel partners worldwide. You can build a long-term relationship with trusted IT advisors.
- Needing more storage capacity than ever before – HP ProLiant MicroServer can scale to support up to 8 terabytes of information!

Did you know?

For many small organizations, connecting multiple users in a basic P2P network was the most cost-effective way to start sharing information and resources. Setting up this type of network is fairly straightforward, and very similar to a home network. You simply connect desktop and laptop computers to a wired or wireless network router with a switch or access point.

However, P2P networks suffer from several common issues that can put your business at risk and affect productivity:

- Extra care must be taken by each user, since the resources on each PC may be shared. For example, suddenly shutting down a PC means that no one else in the network can access the files stored on that system. In addition, one user might send a large print job to a shared printer, slowing the machine to a crawl.
- Typically, security on a P2P network is lacking. Since no central directory of user accounts exists, most businesses implement no form of security, leaving permissions open. This exposes the organization to risks, not only from unauthorized access to confidential information, but also to accidental file deletions.
- P2P networks are difficult to manage and backup. Keeping track of which data is stored on what system and at what version can seriously impact productivity. And since critical business data is distributed, ensuring proper data backup can be a challenge.
- Because of these issues, a P2P network is a poor choice for any business that plans to grow. Many small—yet growing—businesses have found the best long-term solution for their IT needs is a server environment, built on highly reliable, “just right” systems from HP.

Did you know?

- At least 1.7 million small businesses will buy their first server in the next five years.²
- Small businesses that use a P2P network and do not have a local area network environment have lower productivity as measured by revenue per employee. In addition, they have experienced negative or flat growth over the past year.³
- You can purchase a server for as little as the cost of a PC.
- It costs less to deploy and maintain a server than to share resources in an inefficient P2P environment.
- Moving to a first server network is simpler than you might think. HP and local HP resellers can provide the services you need, both for initial setup and ongoing management of your network.
- HP can tailor-make your first server solution—delivering everything you need for data storage, backup, networking and services.

Watch the HP ProLiant
MicroServer product
tour video



Introducing HP ProLiant MicroServer — part of a “Just Right IT” solution for smaller businesses

Designed specifically for small and micro businesses, HP ProLiant MicroServer is the key to eliminating the constraints that restrict your business’ growth. Rather than accept technology that’s too small to get the job done or too big to manage efficiently, HP MicroServer provides Just Right IT—with the right feature set in the right form factor at the right price.

With HP MicroServer, you can build an end-to-end IT environment that:

- **Saves time** – Typically lost to decision-makers evaluating technology from numerous vendors; you can buy a complete end-to-end server solution from your local HP reseller.
- **Saves money** – Integration and maintenance costs are reduced because each piece of the portfolio is designed to work well on its own or as part of networked system; protects your investment in existing office equipment and resources with a very low 200-watt, 85% efficient power supply; HP MicroServer saves energy, so it costs less to run.
- **Increases efficiency** – thanks to product features that enable simpler business processes; manages and safeguards your business information from one central location
- **Builds confidence** – rest-assured that your dependable, all-HP technology suite will work together with no hassles or worries
- **Improves communications and collaboration** – building customer satisfaction and loyalty; boosting worker productivity
- **Easily expands capacity** – using plug-and-play drives
- **Defines a whisper-quiet environment** – with an acoustic level of only 21.4dBA, which is quieter than a library

Share information and resources

Compared to a network of shared PCs—where files are spread across numerous PCs and may be at various revisions—HP MicroServer centralizes all files in a single location when combined with a server operating system such as Microsoft® Windows® Server 2008 R2. Workers have fast, simultaneous, remote access to the files they need, when they need them. Rather than spend time searching for files or managing systems, workers can direct more effort toward doing their jobs and improving your competitive advantage.

As for sharing print resources, HP MicroServer can connect all your employees to a single central printer. This shared printer approach streamlines management and drives down operating costs.

Secure information

By centralizing company information in one location, HP MicroServer lets you control access to sensitive files, including financial information and employee records. Offering support for reliable storage (RAID 1 and 0) and multiple backup options, HP MicroServer protects your data.

Adapt for growth

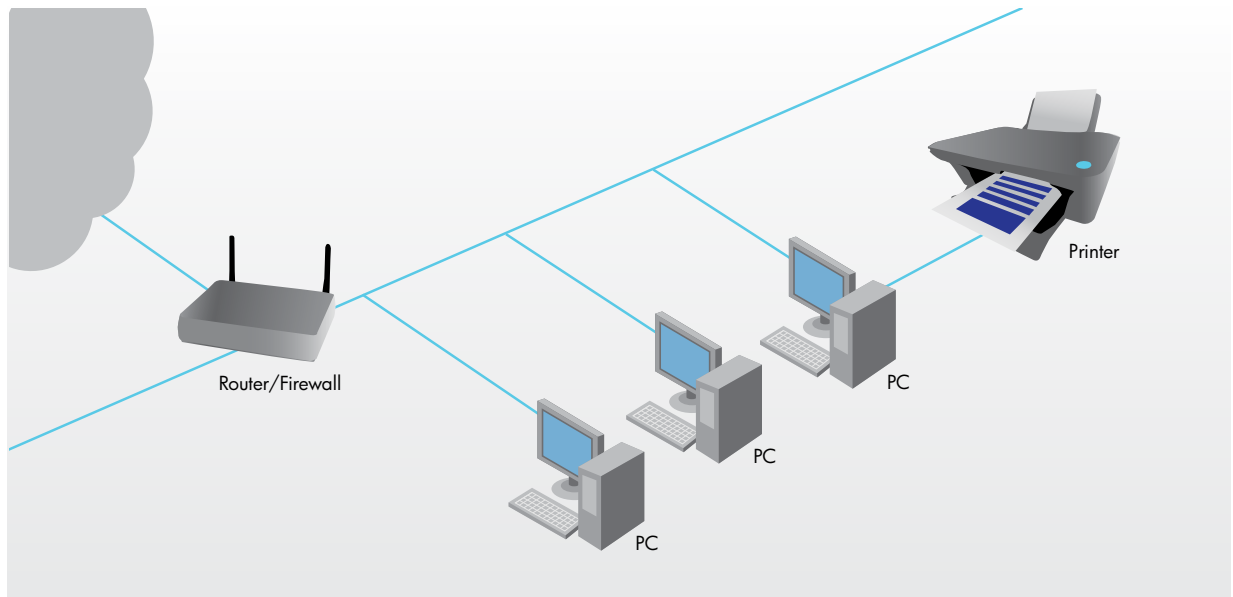
As your business grows, space-saving HP MicroServer can easily adapt to fit your changing needs. Reliable and efficient access to your information and applications helps you compete better and respond faster to customers. Simple backups, exceptional server reliability and the ability support up to 8 terabytes of storage—that’s over 1.7 billion pages of text⁴—give you the peace of mind to do what you do best—run your business.

^{2,3} Source: AMI Partners, 2009–10 Worldwide Small Business IT Infrastructure Market

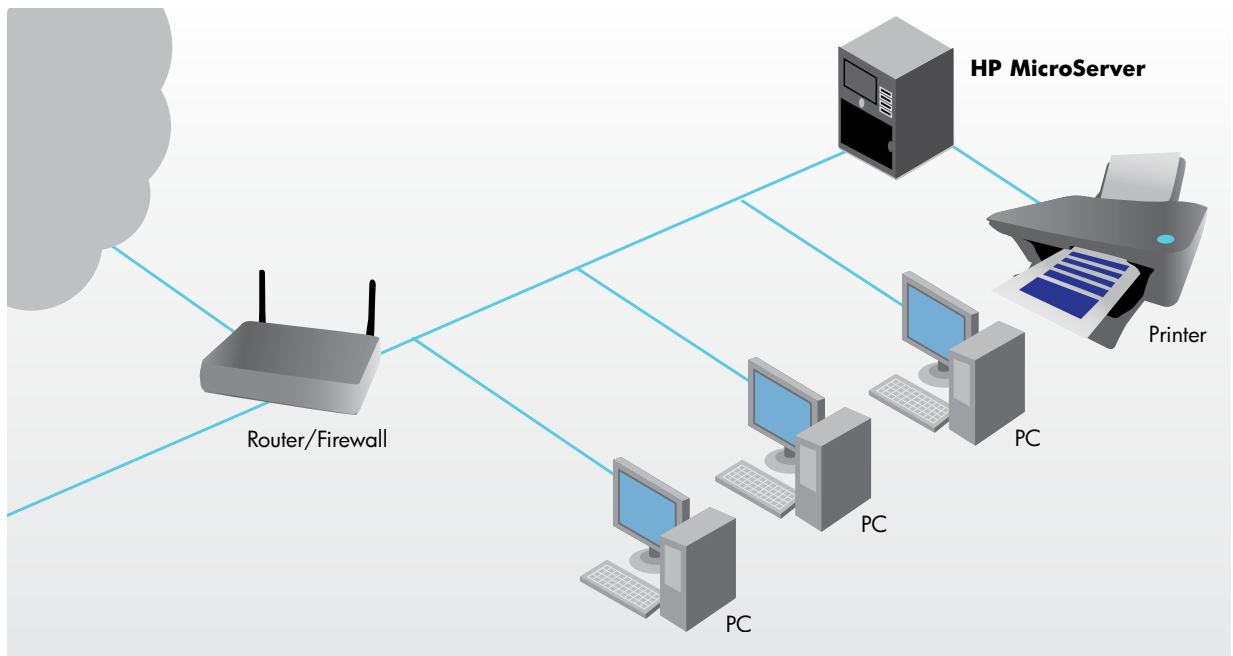
⁴ Source: <http://www.linio.org/terabyte.html>

Moving from peer-to-peer to your first server with HP MicroServer

Before. In a P2P network, each PC stores its own data and completes processing on that data. Printers are shared from a user's PC, and important business data is spread across all computers in the network. No common security policy is used, and each computer must be manually configured for common settings and applications such as anti-virus, screensaver passwords, updates and backups.



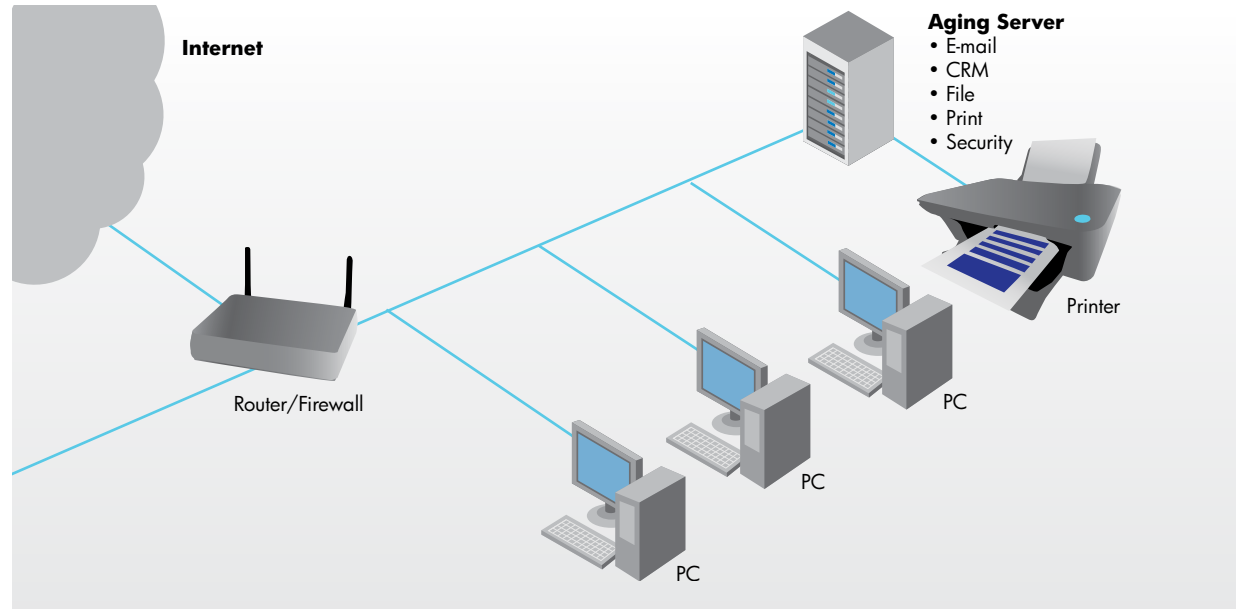
After. In a client/server network with the HP MicroServer and Windows Server 2008 R2, all company information is stored centrally and printers are shared from the server. Group policies are applied, which standardizes security, updates and application settings across all PCs—helping to simplify management. Since all data is stored on the server, a reliable backup solution can be implemented. Security is improved, data is protected and access to resources is more efficient—resulting in higher productivity and reduced costs.



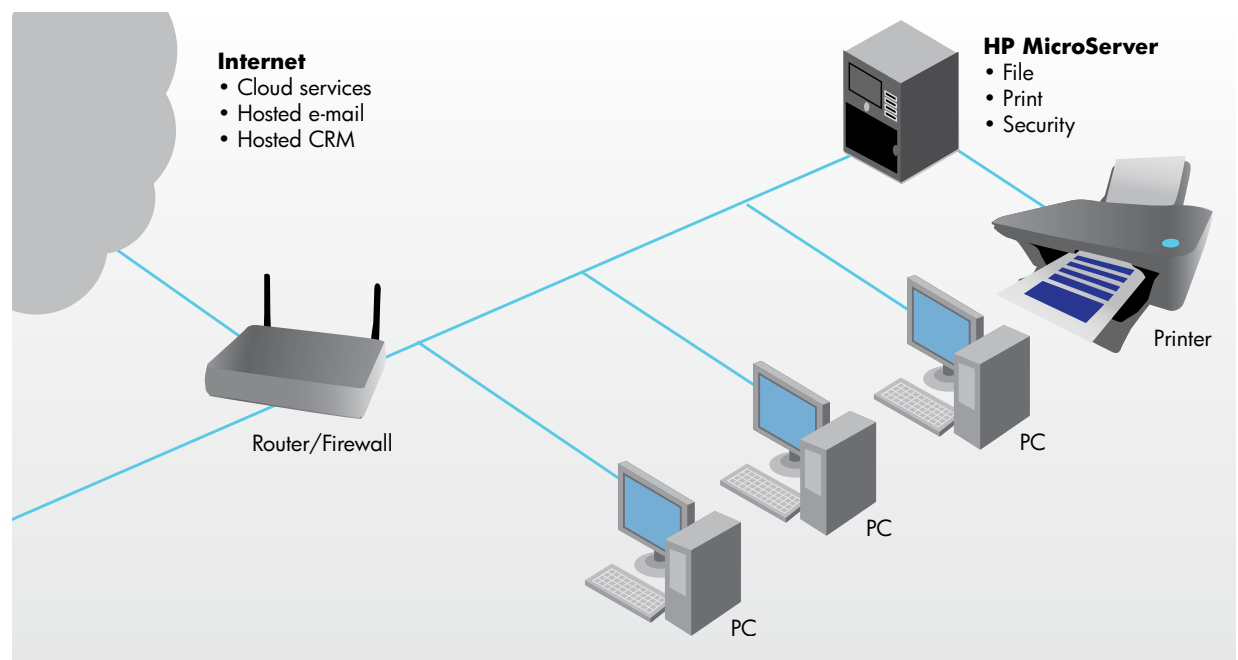
Adopting cloud services

To help lower costs and simplify the on-site infrastructure, many small businesses take advantage of Internet “cloud” services. These future-thinking companies often have an aging server running Microsoft Exchange and other business applications such as customer relationship management (CRM).

For most businesses, it is impractical and imprudent to move everything to the cloud. While migrating e-mail and CRM to the cloud (i.e., hosting those services), most business owners choose to keep their critical information close at hand (on-premise), and move backups/archives to the cloud. Either way, security policies must be enforced for employee logins and PC updates, as well as file and printer access.



In this scenario, the HP MicroServer is the Just Right IT solution. More affordable than replacing an aging server with an over-powered tower server, HP MicroServer is fully capable of anchoring the on-site IT infrastructure for file/print and security functions. Able to reduce power and space consumption—coupled with the elimination of local application support—the HP MicroServer is a powerful, yet cost-effective, solution for budget-minded organizations.



HP servers for your growing needs

Don't worry about outgrowing the HP MicroServer. You have a clear and easy migration path to a variety of HP ProLiant server platforms with different expandability, redundancy and manageability capabilities. You can choose from a single-processor server like the HP ProLiant ML110 Server, or dual-processor servers like the HP ProLiant ML150, ML330 and ML350 servers.

Services and options

At your side from purchase through ongoing support, you can choose from a wide variety of HP services, tailored to meet your needs and budget:

- HP Financial Services – financing and leasing options
- HP Support Services – expert onsite hardware support with HP Care Pack Services (1, 3, 4 and 5-year hardware support packages)
- HP qualified options
 - HP DDR3 Unbuffered ECC Memory
 - HP Optical Drives
 - HP Tape or Disk Backup
 - HP SATA NHP 3.5-Inch Drives
 - HP MicroServer Remote Access Card

Ready to confidently grow your business?

HP ProLiant MicroServer is so easy to purchase and own. Simply call your local HP reseller and purchase the solution that works just right for your business. No confusing bills of materials. No long lead times. No complex configurations. Just simple, effective computing. That's what Just Right IT is all about.

Call your local HP reseller today to arrange for an assessment of your IT environment. Find out how a first server environment built on HP ProLiant MicroServer and Microsoft Windows Server 2008 R2 Foundation or Standard Edition can take your business to the next level of productivity and efficiency—helping your organization to grow with confidence.

To learn more about the HP MicroServer and other HP ProLiant servers, visit www.hp.com/servers/microserver and www.hp.com/go/proliant.

⁵ Source: IDC Quarterly Server Market Share Tracker Q4 2009

⁶ Includes Compaq ProLiant from Q196 through Q202 and HP ProLiant from Q302 through Q210. Source: IDC Worldwide Quarterly Server Tracker for Q210, August 2010

⁷ Source: IDC Worldwide Quarterly Server Tracker for 2Q10, August 2010 (unit share)

⁸ Source: IDC Worldwide Quarterly Server Tracker for 2Q10, August 2010 (revenue share)

HP and HP ProLiant servers – proven leadership for more than 20 years

- HP introduced the first x86 server more than 20 years ago.⁵
- HP was the first Tier 1 technology provider to introduce the server blade.
- For the 58th consecutive quarter—that's over 14 years—HP ProLiant is the x86 server market share leader in both factory revenue and units,⁶ shipping more than 1 out of every 3 servers in this market.⁷
- HP is #1 in Microsoft Windows with 39.9% x86 server market share.⁸
- HP has been partnering for over 25 years with 187,500 partners worldwide. That means better, faster service and support for you.
- HP ProLiant servers have been selected by Business Solutions Magazine as the 2010 Best Channel Product in the Server category.



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