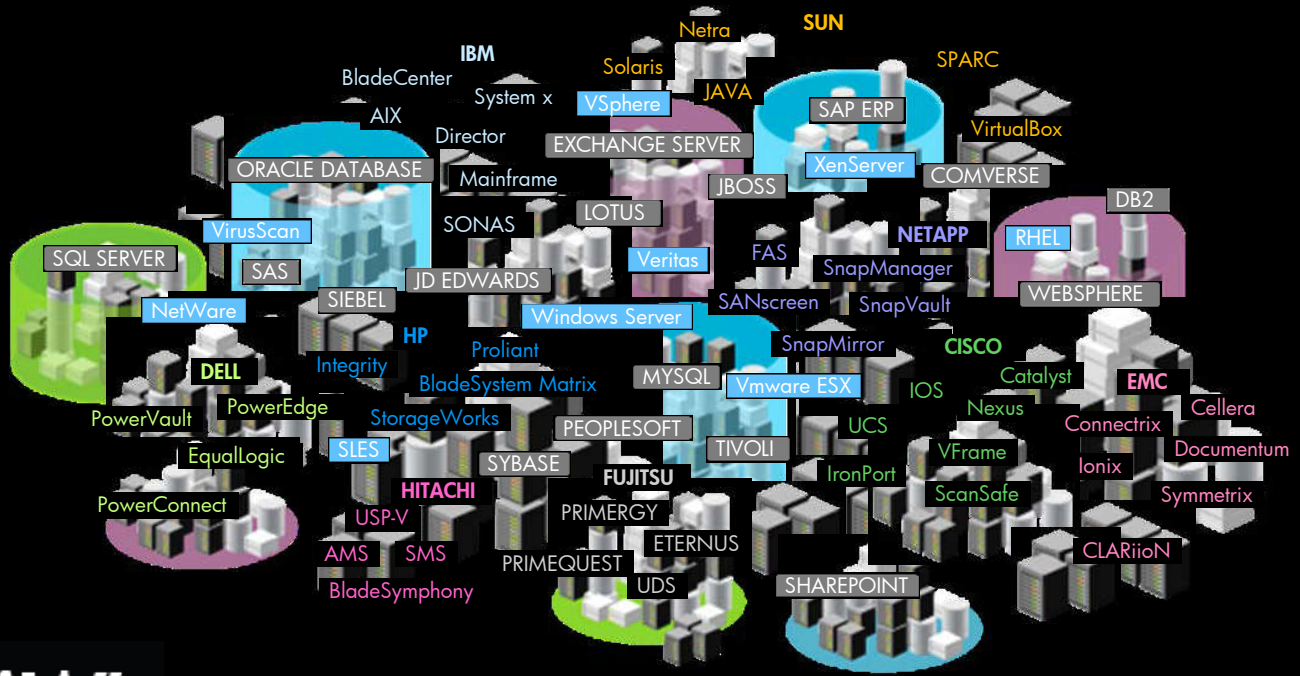
Mark Potter
Senior Vice President
& General Manager
HP Industry-standard Servers & Software
HPTECHFORUM2010

70% *Captive in operations and maintenance*

Business innovation throttled to 30%



IT SPRAWL

HP CONVERGED INFRASTRUCTURE

A BLUEPRINT FOR THE DATA CENTER

Eliminates silos and integrates technologies into pools of interoperable resources.

The result:
Delivers a new level of simplicity, integration, and automation to accelerate outcomes that matter:

- Faster Time to Revenue
- Lower Costs of acquisition and implementation
- Flexibly respond to business changes
- Lower Risks

Built on industry standards and choice

Delivering the data center of the future

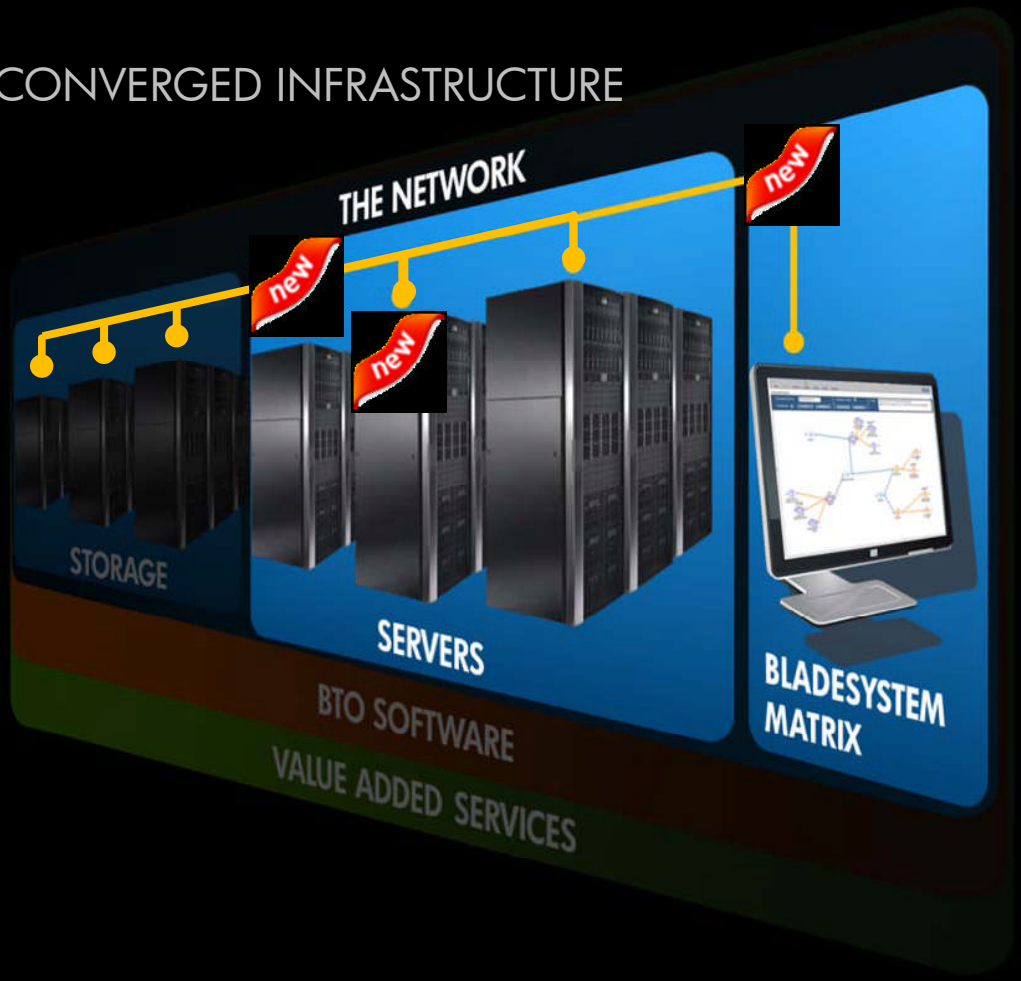
SHIFTING MILLIONS FROM SPRAWL TO INNOVATION

DELIVERING BUILDING BLOCKS OF CONVERGED INFRASTRUCTURE

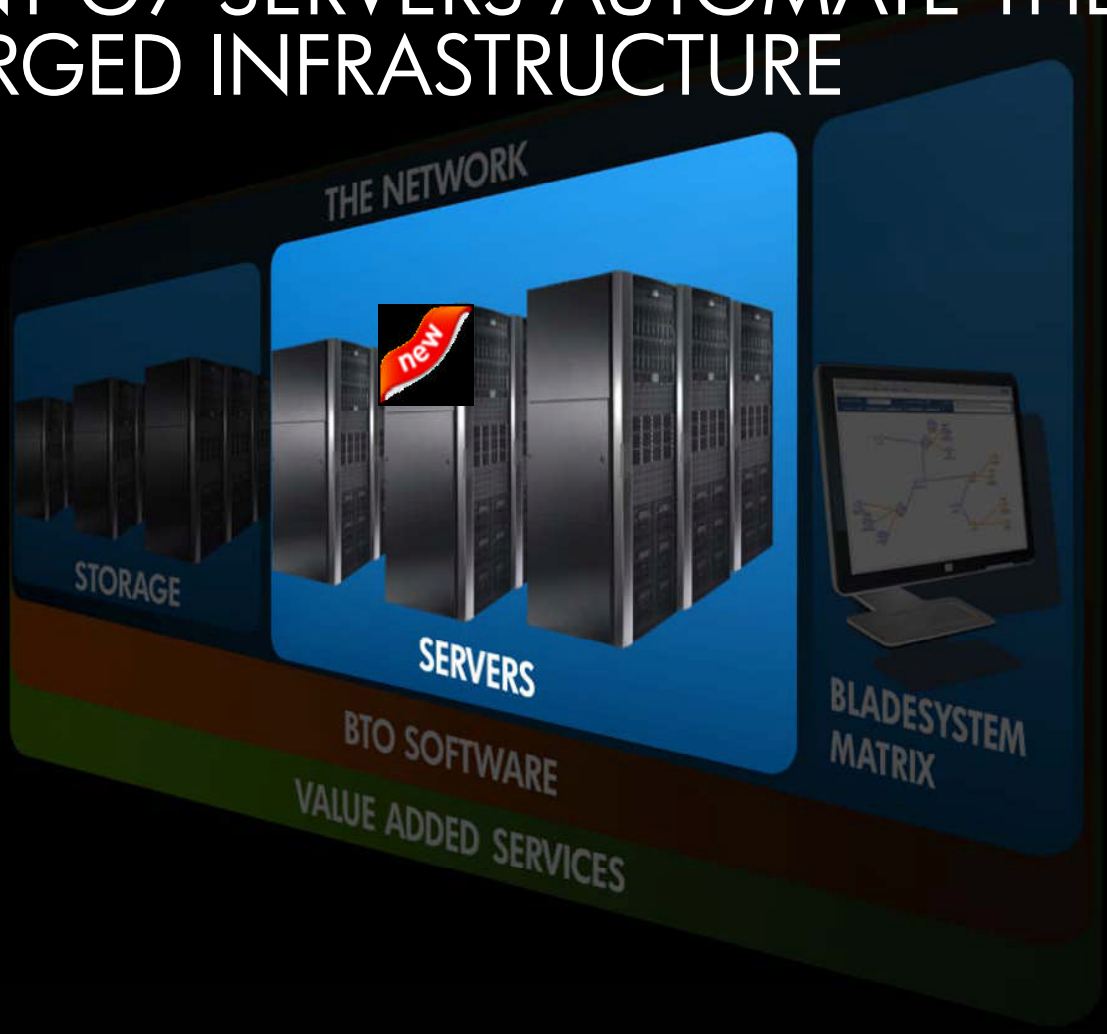
New ProLiant G7 servers automate the Converged Infrastructure

New Virtual Connect converges data and storage networks to eliminate sprawl

New BladeSystem Matrix automates private cloud deployment



PROLIANT G7 SERVERS AUTOMATE THE CONVERGED INFRASTRUCTURE



SERVER INNOVATIONS OPTIMIZED FOR CONVERGED INFRASTRUCTURE

DESIGNED FOR THE MOST DEMANDING X86 WORKLOADS

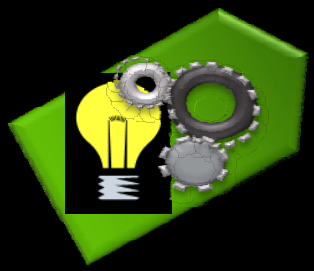
Automated self-healing resiliency

2x boost
in availability

Integrated and balanced architectures

4x greater
performance

Simplified breakthrough efficiencies



91:1
consolidation ratio

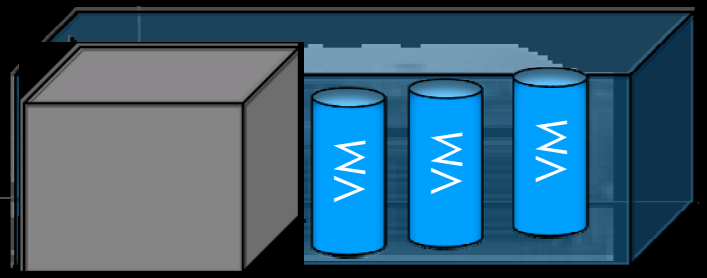
AUTOMATED SELF-HEALING RESILIENCY TO MAXIMIZE UPTIME

FIRST X86 SERVERS ENABLED FOR VIRTUAL MACHINE ISOLATION AND RESTART

Other servers

Memory errors bring down entire system

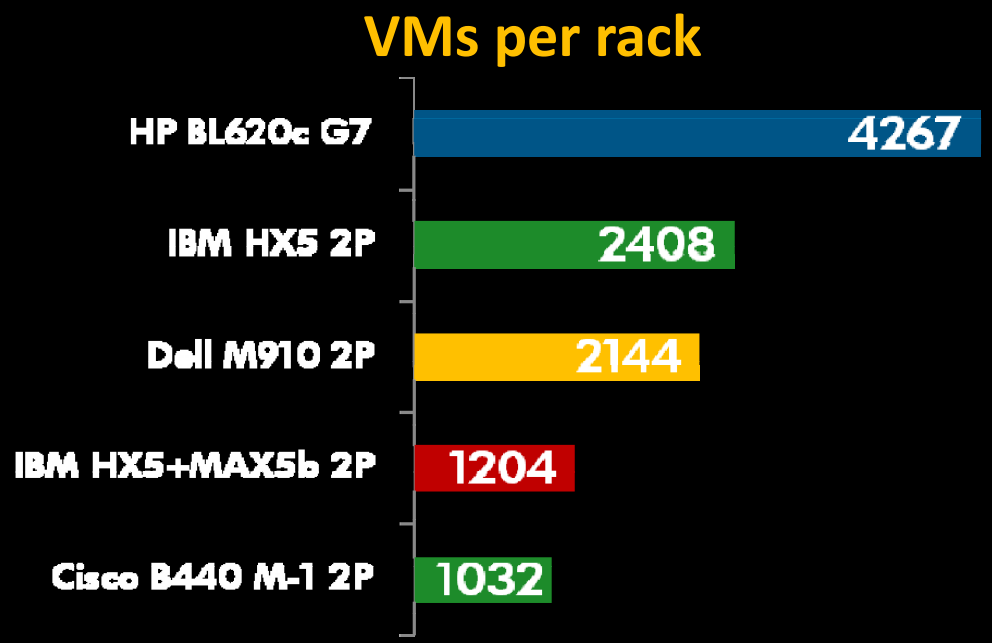
HP ProLiant with VM isolation



Automatically quarantines memory errors so only impacted virtual machine brought down

Up to **2x** boost in availability

INTEGRATED AND BALANCED ARCHITECTURE DELIVERS 4X THE VIRTUAL MACHINES



Up to 4X
reduction in licensing costs

Up to 66%
less hardware per 1000 VMs

Basic guidelines per VM: 300 Mb/s I/O, 3GB memory

BREAKTHROUGH EFFICIENCIES ACROSS THE PROLIANT PLATFORM

SIMPLIFIED INTEGRATION WITH EASY MANAGEMENT

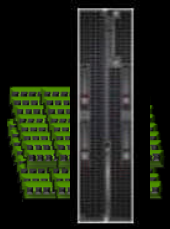
Thermal Logic power and cooling innovations enable 96% reduction in power and cooling

With Insight Management, deploy ProLiant servers in 1/10th the time

Integrated Lights-Out remote management delivers 8x faster remote console

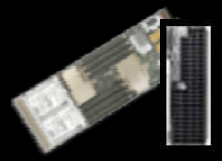
INTRODUCING THE NEW PROLIANT G7 SERVERS AND BLADES

HP PREMA Architecture:
Scale with Confidence
DL980 G7



First
Terabyte blade
BL680c G7

World's most
scalable 2P server
BL620c G7



World's best-selling blade/
first virtualization blade
BL460/490c G7

World's best scale-up
server
DL580 G7

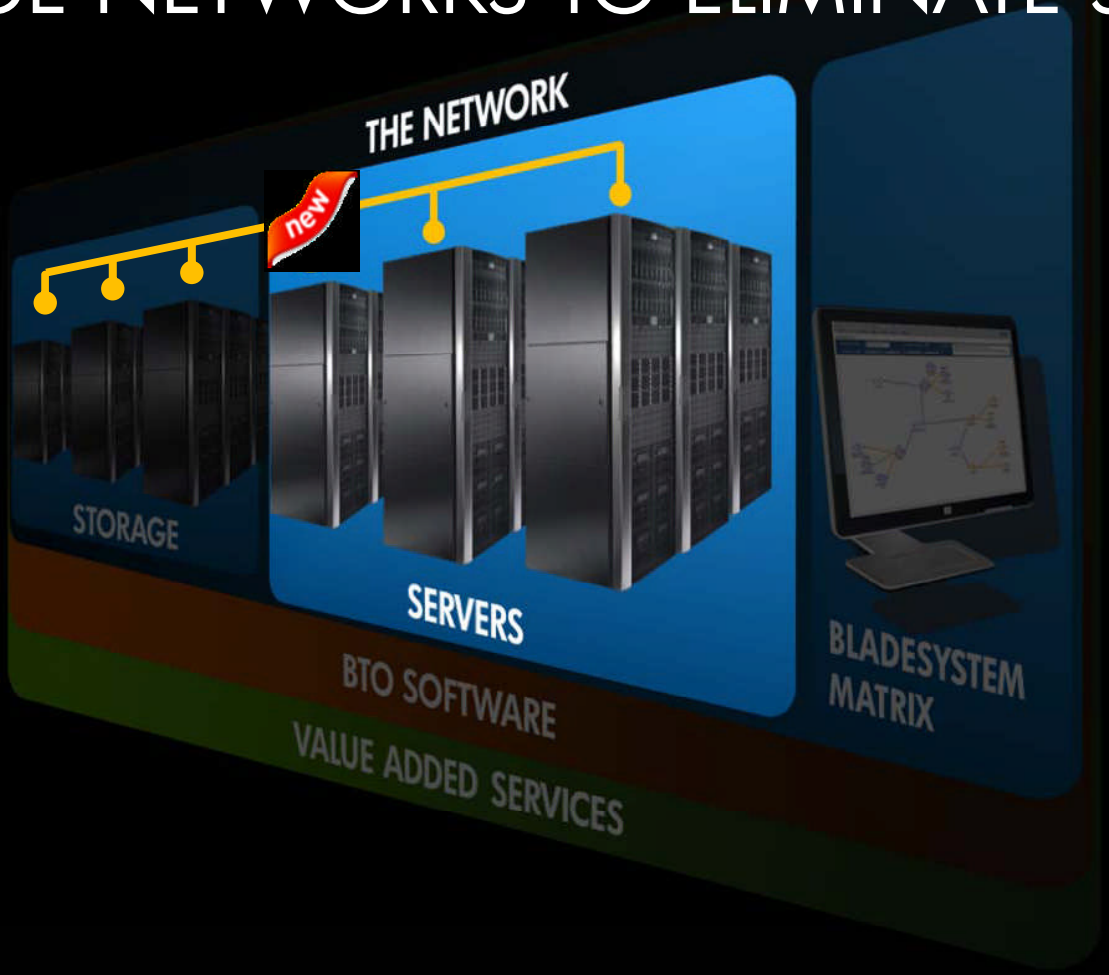
First server with a 30
day ROI
DL585c G7

4P Performance at
2P Economics
BL685c G7

Integrated FlexFabric
without compromise
BL465c G7

Ultimate scale-out blade
BL2x220c G7

VIRTUAL CONNECT CONVERGES DATA AND STORAGE NETWORKS TO ELIMINATE SPRAWL



AUTOMATE NETWORK CONNECTIVITY

SIMPLEST, MOST FLEXIBLE WAY TO CONNECT SERVERS TO ANY NETWORK

New Virtual Connect FlexFabric

ONE module connects servers to ANY data or storage network.

Integrated into ALL G7 server blades*

AUTOMATED wire-once, change-ready infrastructure

* Excluding BL2x220c

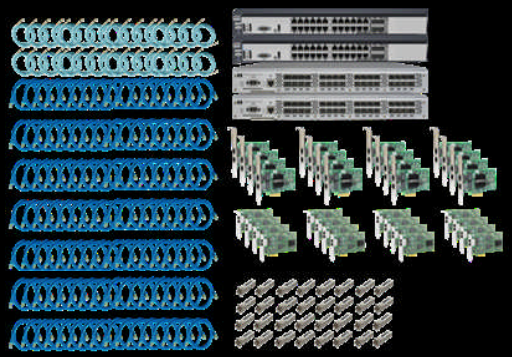
ELIMINATE SPRAWL AT THE SERVER EDGE

SAVE UP TO $185,000 PER RACK

Traditional Infrastructure

217

73 parts
144 cables

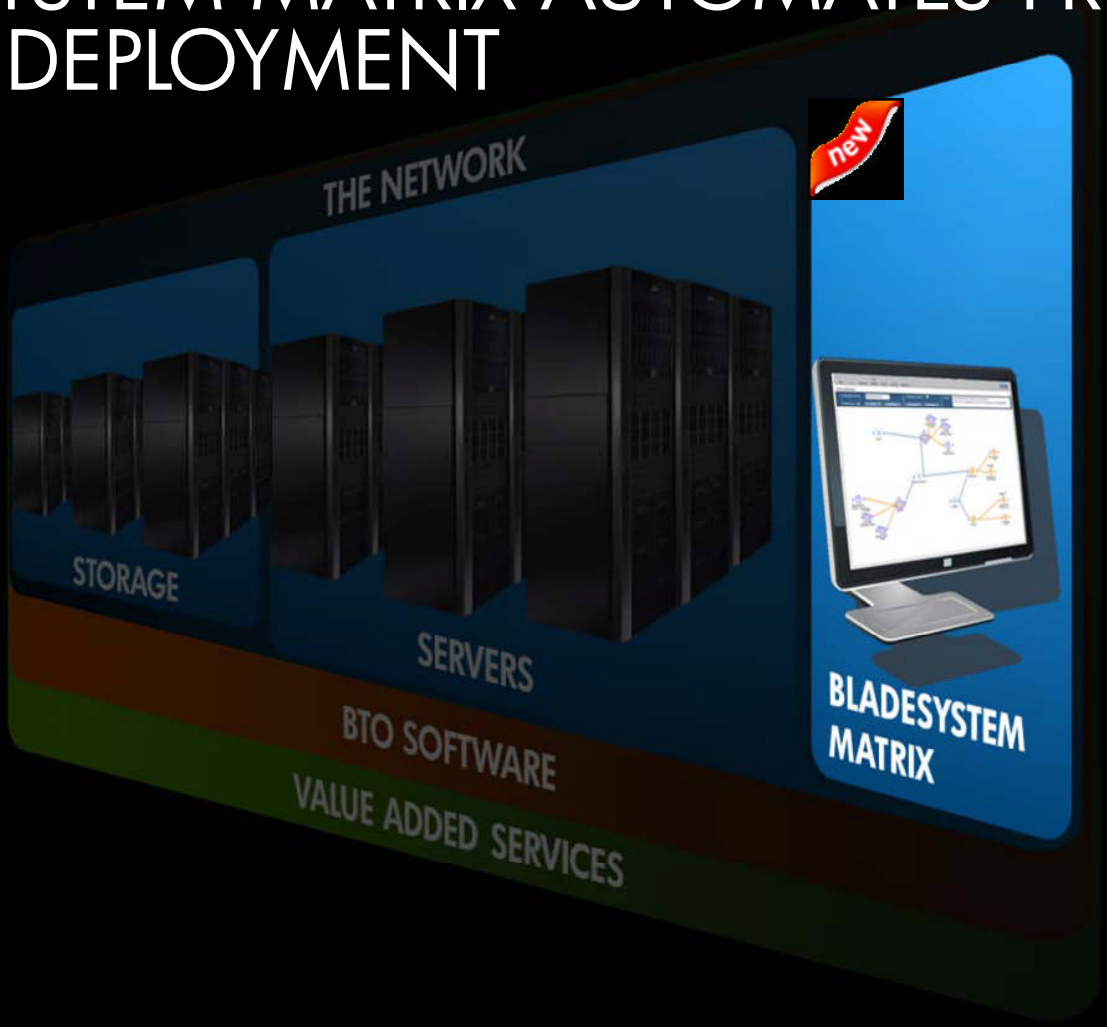


HP Virtual Connect FlexFabric

2

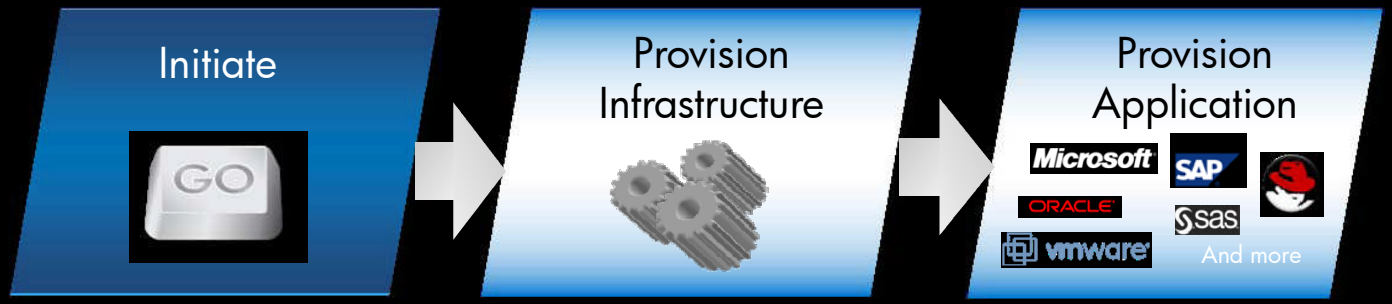
2 parts
No cables

BLADESYSTEM MATRIX AUTOMATES PRIVATE CLOUD DEPLOYMENT



QUICKLY BUILD PRIVATE CLOUDS WITH BLADESYSTEM MATRIX INNOVATIONS

LOWERS TCO UP TO 56%



New

- Infrastructure and applications up and running in minutes
- Storage tiering integration: Up to 50% reduction in storage costs
- Cloud APIs: Easier integration of infrastructure orchestration processes

McKESSON

- World's largest healthcare services company: No. 1 pharmaceutical distributor in North America
- Fiscal Year 2009 Sales: $106.6 billion, ranked 14th on the FORTUNE 500

Merritte Stidston

Director, Development Center Strategy & Operations
Development Support Services

UNMATCHED INNOVATIONS DELIVER CONVERGED INFRASTRUCTURE

- ProLiant G7 servers automate the Converged Infrastructure
- Virtual Connect converges data and storage networks to eliminate sprawl
- BladeSystem Matrix automates private cloud deployment