HP Advances Data Center Fabrics, Server Scalability and Application Automation

LAS VEGAS, June 21, 2010 – HP today introduced new capabilities to its HP BladeSystem portfolio, enabling clients to reduce network sprawl and shift millions of dollars in resources from IT operations to organizational innovation.

With innovations across the portfolio, today's announcement marks the most significant HP BladeSystem advancement in four years. It includes major enhancements to HP Virtual Connect and HP BladeSystem Matrix, as well as seven high-performance HP ProLiant G7 server blades.

"IT sprawl causes infrastructure complexity and inefficiencies," said Gary Thome, vice president, Strategy and Architecture, Infrastructure Software and Blades business, HP. "Today HP is introducing significant advancements across the data center to fundamentally change the ratio between IT operations and IT innovation."

HP Virtual Connect reduces network complexity and cost

The explosive growth of virtual machines has increased the complexity and cost of connecting servers to networks and storage. With more than 3 million ports delivered, HP Virtual Connect sales in HP's fiscal 2010 have doubled over the same period last year. It is proven, wire-once technology that lets clients easily add, move and change servers connected to local area networks (LANs) and storage area networks (SANs) without rewiring.[1]

The new HP Virtual Connect FlexFabric 10Gb/24-Port module connects servers to any Fibre Channel, Ethernet and iSCSI network with a single device. It reduces up to 95 percent of network equipment by eliminating the need for multiple interconnects.[1] It connects HP BladeSystem server blades to data and storage networks using industry standard protocols including 1Gb or 10Gb Ethernet; 2, 4 or 8Gb Fibre Channel; and iSCSI. The new modules leverage Flex-10 technology so clients can consolidate four interconnect modules into one and optimize application bandwidth.

HP Virtual Connect FlexFabric technology is also built into new HP ProLiant G7 server blades, further simplifying connectivity. HP Virtual Connect FlexFabric can save clients more than $185,000 per rack on switches, networking cards and cables, while reducing power and cooling costs up to 40 percent per year.[2] HP Virtual Connect, when combined with products and technologies from HP Networking, comprise the next-generation, highly scalable data center fabric of HP's Converged Infrastructure architecture.

Editorial Contacts

Jason Treu, HP
+1 214 893 3096
jason.treu@hp.com

Nicole Tanenbaum
Burson-Marsteller for HP
+1 312 596 3477
nicole.tanenbaum@bm.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

HP BladeSystem Matrix simplifies private cloud deployments
The industry's first "all inclusive" converged infrastructure offering, HP BladeSystem Matrix enables clients to easily deploy complex IT environments in minutes instead of months.[3] HP BladeSystem Matrix simplifies the creation of a private cloud with one-touch, self-service provisioning of infrastructure. It now extends this automated provisioning to applications through integration with HP Server Automation. As a result, clients can deploy services faster and reduce total cost of ownership (TCO) up to 56 percent compared to traditional IT infrastructures.[3]

The new version of HP BladeSystem Matrix also features automated storage tiering, which assigns storage based on application performance and availability requirements and lowers costs by up to 50 percent.[3]

Additionally, the HP BladeSystem Matrix ecosystem features an expanding portfolio of reference templates, including Microsoft® Sharepoint and Exchange, Citrix XenApp and SAS. HP BladeSystem Matrix reference templates in development include SAP Business Objects, Siemens PTC Teamcenter, Novell and Symantec Net Backup.

Pricing and availability
HP Virtual Connect Flex Fabric modules will be available in third calendar quarter with pricing starting at $18,500. The latest version of HP BladeSystem Matrix will be available in mid-July, starting at $150,000.

About HP
HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. As the world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at http://www.hp.com.

(1) Based on HP analysis.
(2) Based on cost difference between eight HP Virtual Connect FlexFabric modules per rack and the cost of traditional top-of-rack switch connectivity for rack-mount servers (28 24-port Ethernet switches, 64 quad-port 1Gb NICs, 1,448 cat-5 cables, eight 24-port FC SAN switches, 64 HBAs, 128 LC-LC cables, and 128 4Gb transceivers).
(3) The business case for HP BladeSystem Matrix, based on data from the HP BladeSystem and BladeSystem Matrix TCO Calculator, is available at http://roianalyst.hp.com/bladesystemmatrixtco/launch.html.

Microsoft is a U.S. registered trademark of Microsoft Corp.

This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected operational and financial results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2010 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2009. HP assumes no obligation and does not intend to update these forward-looking statements.