Business Intelligence and Data Warehouse Appliances from HP and Microsoft

Delivers immediate value with optimized performance

Editorial Contacts

Dayna Fried, HP
+1 917 238 8840
dayna.fried@hp.com

Jeannine Kilbride,
Burson-Marsteller for HP
+1 212 614 5128
jeannine.kilbride@bm.com

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

Overview
HP and Microsoft have created the first self-service business intelligence and data warehouse appliances specifically designed to improve decision making, enhance communication and increase efficiency. Jointly designed with integrated hardware, software and support, these new appliances are easier to deploy, operate and manage than traditional, proprietary offerings, delivering complete business services with ease.

HP Business Decision Appliance
HP Business Decision Appliance is designed for Microsoft SQL Server 2008 R2 and Microsoft SharePoint 2010. It provides a turnkey offering for the most prolific business intelligence tools in the industry and is developed for the award-winning Microsoft Excel-based PowerPivot. Co-engineered by HP and Microsoft, this appliance includes hardware and software pre-installed and pre-configured from the factory for rapid deployment, while decreasing operational expenses for a competitive business advantage.

By removing complexity, clients from small businesses to large organizations can immediately build PowerPivot workbooks to analyze new and existing data sources. This analysis provides answers quickly and accurately by testing "what-if" scenarios.

Client benefits include:

— Easy setup and configuration with an automated deployment wizard that decreases the time required for user input and interaction. Users can open the box, deploy the application in about an hour and be ready to accept data from day one.

— Increased manageability with an integrated hardware and software infrastructure, including Microsoft SQL Server 2008 R2, SQL Server,

PowerPivot for SharePoint and SharePoint 2010, as a single technology stack. This integration enables clients to transform large quantities of data with incredible speed into information that can be easily shared to improve business decisions.

— Reduced complexity with a management dashboard specifically developed to assist with administrative management and maintenance tasks, including back-up and factory recovery.

The HP Business Decision Appliance is pre-configured and optimized on the HP ProLiant DL360 G7 server. Combining increased compute power, HP Integrated Lights-Out Management and optimization for space-constrained environments, the server delivers an essential and fault-tolerant platform to secure important business data.

The HP Enterprise Data Warehouse Appliance, optimized for SQL Server 2008 R2 Parallel Data Warehouse, is a scalable, high-performing Microsoft SQL Server-based appliance that delivers a single view of information across large enterprises. It simplifies data warehouse deployment as the critical demand to manage large amounts of data requires additional scale and performance.

Based on HP Converged Infrastructure, the HP Enterprise Data Warehouse Appliance was designed and developed using HP ProLiant DL360 and DL380 G7 servers, as well as HP StorageWorks P2000 G3 Modular Smart Array storage, to provide increased performance per compute node optimized in high-density racks. Delivering up to 10 times faster throughput and 100 times faster query response than other data warehouse appliances, it offers constant performance regardless of scale.[1]

The HP Enterprise Data Warehouse Appliance simplifies how users access and share large volumes of data. It also serves as a replacement option for older, proprietary data warehouse appliances that have reached capacity limits. With faster deployment and integration with the industry's most popular tools for analysis, it solves complex requirements for strategic business decisions while improving data quality.

Client benefits include:

— Reduced deployment time from months to days with an integrated

appliance that features familiar Microsoft software, HP industry-standard technology and a complete range of <u>optional consulting services and support.</u>

— Increased scalability and flexibility with the ability to modify the amount of data stored from tens of terabytes to over 500 terabytes of information.

— Elimination of performance bottlenecks by executing queries in parallel across 120 processing cores and by avoiding the need to share any resources.

— Improved management using common Microsoft SQL tools that provides clients with a single view of data from across an organization.

The HP Enterprise Data Warehouse Appliance is built on Microsoft SQL Server 2008 R2 Parallel Data Warehouse edition. The appliance is pre-integrated with HP ProLiant servers, HP StorageWorks and HP Networking technology. In collaboration with Microsoft, HP provides global support services to ensure fast, accurate problem resolution.

The HP Business Decision Appliance and HP Enterprise Data Warehouse Appliance are available today. Additional information is available through the <u>HP</u> and <u>Microsoft</u> websites.

(1)   HP internal engineering.