News Advisory

HP Unveils Fastest, Simplest Path to Virtualization and Big Data

New HP ConvergedSystem offerings deliver business value out-of-the-box with workload-optimized integrated systems

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BARCELONA, Spain, Dec. 9, 2013 — HP today expanded its HP ConvergedSystem portfolio to help clients accelerate business innovation with integrated IT systems purpose-built for the next generation of computing.

A New Style of IT is emerging, in which IT organizations must quickly deliver next-generation applications and web services to drive business growth and competitive differentiation. However, they are often constrained by the complexity of existing IT models. IT must transform from infrastructure craftsmen that dedicate resources to component selection, systems design, solution integration and support to business service experts focused on delivering services that create new business opportunities.

As organizations start embracing this New Style of IT, the market for converged systems is expected to grow more than three times faster than the growth of spend on traditional infrastructure.[1]

HP ConvergedSystem offerings deliver the industry's first integrated IT systems engineered from the ground up for convergence, helping clients to reduce IT complexity and costs, while increasing performance for leading applications. They unify the servers, storage, networking, software and services clients need to power their IT infrastructure in systems that are easy to procure, manage and support. Building on HP's leadership in Converged Infrastructure and decades of experience in systems design for major applications, HP ConvergedSystem products are performance-optimized for key workloads like virtualization, hosted desktops and big data.

Delivering a total systems experience that dramatically simplifies IT, HP ConvergedSystem offerings are operational in as few as 20 days of ordering, so IT can deploy applications faster and accelerate time to value. For example, IDC recently found that converged systems can cut time to market for new services in half, reduce downtime by 50-75 percent and reduce IT infrastructure cost by up to 50 percent.[2]

The new preconfigured workload-optimized systems include:

- HP ConvergedSystem for Virtualization, which provides the fastest path to virtualization with an easy-to-implement integrated system that increases performance and availability of virtual environments. The modular system scales computing resources easily to meet business demands and provides an on-ramp to cloud.
- HP ConvergedSystem for Hosted Desktops, which increases employee productivity with the industry's first hosted desktop system, powered by HP Moonshot, to deliver a full-powered PC experience for knowledge workers, including business graphics and multimedia content.
- HP ConvergedSystem for Vertica, which helps organizations reduce costs and quickly turn data into business insight by augmenting existing enterprise data warehouse environments to scale analytics at high speed.

The new HP ConvergedSystem offerings are hyper-efficient systems designed to meet enterprise-grade requirements. Based on best practice configurations, they deliver risk-free performance-tuned, pretested and validated systems "out of the box." In addition, HP ensures system performance with built in deployment and patch management.

"IT organizations today are undergoing a fundamental transformation from offering basic infrastructure support to serving as business partners responsible for driving growth," said Tom Joyce, senior vice president and general manager, Converged Systems, HP. "HP's goal is to help organizations accelerate innovation by freeing IT from the complexity of technology integration. Through quick deployment, intuitive management and system-level support, HP ConvergedSystem products enable IT to shift their focus from infrastructure craftsmanship to delivering the applications that power their business."

The quickest, simplest path to virtualization
To help clients simplify virtualization deployments, HP is announcing two new converged systems for virtualization. HP ConvergedSystem 300 for Virtualization and HP ConvergedSystem 700 for Virtualization enable clients to:

- Speed time to value for virtualization deployments with integrated systems that deliver virtualization software from Microsoft and VMware, as well as supporting infrastructure in complete, all-in-one systems that are quick and easy to install and use. With HP ConvergedSystem for Virtualization customers can complete purchase orders in one day, deploy in 20 days and add capacity as they grow in five days.
- Increase operational efficiency, while lowering costs. HP ConvergedSystem 300 for Virtualization delivers double the performance at a 25 percent lower entry price than competitive offerings[3] and HP ConvergedSystem 700 for Virtualization enables clients to achieve three times the IT efficiency at up to 28 percent lower total cost of ownership.[4]

HP ConvergedSystem 300 for Virtualization is designed for organizations looking to implement between 50 and 300 virtual machines in a simple and cost-effective manner. Built on standards-based infrastructure blocks, the system starts at a low entry price,

opening converged systems up to midsized business or enterprises with smaller virtualization needs while providing an easy path for growth.

HP ConvergedSystem 700 for Virtualization is designed for enterprises with large and demanding data centers requiring 100 to 1,000-plus virtual machines. The system helps clients control capital and operational expenditures associated with virtualization, while ensuring performance and availability at massive a scale.

First hosted desktop system tailor-made for knowledge workers

HP ConvergedSystem 100 for Hosted Desktops enables customers to increase employee productivity with the industry's first system architected to deliver a consistent, high-quality PC experience for remote and mobile knowledge workers. Engineered from the ground-up in collaboration with HP Moonshot, AMD and Citrix, the system delivers dedicated "PC on a chip" resources to support workers who need the power of a full desktop. The HP ConvergedSystem for Hosted Desktops delivers the business graphics and multimedia performance of a traditional desktop PC with six times faster graphics frames per second, compared to other virtual desktop infrastructure solutions.[5]

In addition, compared to traditional PC desktops, the system allows clients to:

- Deliver better performance and increase remote user satisfaction with dedicated compute and graphics processing for each user.
- Reduce IT complexity with a streamlined system that does not require SAN or hypervisor technologies to run hosted desktops.
- Lower IT costs with up to 44 percent lower total cost of ownership and reduce power costs by up to 63 percent with HP Moonshot technology, which uses less energy and has a smaller footprint than traditional servers.[5]
- Increase time to value with up to 90 times faster deployments with a system that can deploy into production in as little as two hours.[5]

Big data analytics system optimized for HP Vertica

HP ConvergedSystem 300 for Vertica helps clients to quickly turn big data into business insights with a holistic big data analytics system optimized for the HP Vertica Analytics Platform. Designed to augment existing enterprise data warehouses such as Teradata, the HP ConvergedSystem 300 for Vertica lets clients quickly and easily load, explore, analyze and monetize structured, unstructured and semistructured data from a single system. As a result, clients can:

- Quickly gain business insights with real-time and advanced analytics capabilities that process data 50-1,000 times faster than legacy products.[6]
- Increase responsiveness to business needs with a modular architecture that allows organization to take an iterative approach to big data analytics business cases, as well as capitalize on HP Vertica's massive scalability.

Support and services

HP ConvergedSystem products are backed by services that span the IT life cycle—from consulting and implementation to support—to provide customers with a total, simplified system experience, freeing up IT resources to focus on creating business value.

HP Technology Services and HP ServiceOne Enterprise partners offer services for HP ConvergedSystem offerings—which span factory and on-site deployment services to support, consulting and education services—to help clients design, build and integrate HP ConvergedSystem products rapidly and easily to accelerate time-to-value.

In addition, HP ConvergedSystem offerings come with a unified support model from HP Proactive Care to provide customers with a single point of accountability for all system components, including third-party software and operating systems. HP Proactive Care support helps clients identify and address IT issues before they cause performance problems, resulting in as much as 66 percent less unplanned downtime.[7]

Pricing and availability

HP ConvergedSystem for Virtualization and HP ConvergedSystem for Hosted Desktops are currently available worldwide. HP's global ecosystem of channel partners will be the primary channel for selling HP ConvergedSystems for Virtualization. Selected partners will also be certified to perform installations.

HP ConvergedSystem for Vertica is planned to be available in Spring 2014.

Pricing for HP ConvergedSystem 300 for Virtualization starts at $166,925. Pricing for HP ConvergedSystem 100 for Hosted Desktops starts at $137,999 for 180 users.

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(1) IDC, "Why the Datacenter of the Future Will Leverage a Converged Infrastructure," Doc. No. DR2013_T4_ME, March 2013.
(2) IDC, Tech Outlook 2013, "Why the Datacenter of the Future Will Leverage a Converged Infrastructure," September 2013.
(3) Based on a comparison of HP ConvergedSystem 300 Standard for Virtualization with VCE VBlock 100DX-3P.
(4) Enterprise Strategy Group, "Analyzing the Economic Value of HP ConvergedSystem 700x with Microsoft Hyper-V", October 2013.
(5) Based on HP internal testing compared to traditional desktops, October 2013.
(6) Based on HP Vertica Analytics Platform customer benchmarks.
(7) IDC White Paper Sponsored by HP and Intel, "The Business Value of the HP Proactive Insight Experience", Doc. No. 239199, March 2013.

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