



HP Converged Infrastructure

Solution brief



The world is instant. Your enterprise must be too.

Our world has become mobile, connected, interactive, immediate and fluid. Today there are 4 billion mobile phones in use, of which 450 million offer full web access.¹ By 2013, worldwide downloads of mobile applications will exceed 21 billion.² By 2014, there will be more than 130 million users in the mobile cloud.³ And by 2020, 2 trillion devices will be interconnected.⁴

To lead the competition and be prepared to engage instantly with customers and partners in this environment, the enterprise and IT must work seamlessly together.

At HP, we believe that tomorrow's industry and government leaders will be those organizations that capitalize on technology to take time out of the equation. We call this type of organization an "Instant-On Enterprise." These organizations will:

- Explore better ways to run the business or government
- Design new processes and methods to meet changing customer and constituent demands
- Interact with customers, constituents, employees and partners faster and with greater personalization
- Transact efficiently, effectively and securely
- Govern the organization and partners to meet legal and ethical requirements

An opportunity to flip the ratio

Just as enterprise CEOs look to meet the new wave of customer, partner and employee expectations, CIOs are well-aware of their mandates: Reduce costs, increase efficiency and pave the way for IT innovation and agile service delivery. Over time, however, IT resources have become locked up in countless technology silos, each devoted to a particular application or line of business. Many enterprises suffer from a dangerous case of IT sprawl with a rigid, inflexible infrastructure that makes it difficult to respond to business requirements and market opportunities. This results in CIOs applying upwards of 70 percent of their IT spend on operations. Now is the time to implement a solution to IT sprawl that helps your enterprise flip the IT spend ratio to favor innovation over day-to-day operations.

To get there, you must break down technology silos and bring all IT resources together into adaptive pools of assets that can be shared by many applications and managed as a service.

This converged infrastructure matches the supply of IT resources with the demand for business applications, effectively delivering the data center of the future. An HP Converged Infrastructure helps you transform IT silos into pools of shared, interoperable resources with

a common management platform so you can achieve operational flexibility as business needs change. Built on leading innovation, industry standards and customer choice, a converged infrastructure delivers new levels of simplicity, integration and automation.

Global megatrends inform enterprise IT strategy

The next generation of successful businesses and governments must be prepared to capitalize on three global megatrends:

- **Disruptive business models:** Arising from the combination of technology and extreme market conditions, such as customer demand for very low price points, poor infrastructure or hard-to-access suppliers, these new models demand that enterprises think differently about their own business or service model—and how technology can enable that model.
- **Fundamental technology shifts:** The move to cloud and mobile computing has changed customer and employee expectations. It's now assumed that new technologies will be offered "as-a service," and that these services will be available anytime, anywhere.
- **Changing workforce:** As Gen-X and Net-Gen workers replace retiring Baby Boomers, we'll start to see how social media, the consumerization of IT and changing demographics are affecting how work gets done in businesses and governments.

To meet these megatrends head-on, enterprises must break through traditional, rigid IT silos with a converged infrastructure specifically engineered to lower cost and provide the foundation for agile service delivery. With a converged infrastructure in place, your enterprise can rapidly and reliably scale technology resources up and down to meet changing needs.

Converged infrastructure critical to becoming Instant-On

A converged infrastructure delivers new levels of simplicity, integration and automation to accelerate your organization's journey to becoming Instant-On. With an HP Converged Infrastructure you achieve:

- Faster time to revenue
- Lower costs of acquisition, implementation and operations
- The ability to flexibly respond to business changes
- Lower risks

Infrastructure convergence—what's required?

A converged infrastructure is a truly service-centric—not system-centric—model of IT. It integrates server, storage, networking and management resources to deliver the data center of the future. A common

management platform manages and automates operations for all applications and infrastructure components. As a result, service delivery is faster, repeatable, predictable, more efficient and less costly.

HP's Converged Infrastructure solution

The HP Converged Infrastructure solution matches the supply of IT resources with the demand for business applications in an optimal way. By moving away from a technology-centric approach to a shared-services model, your organization can accelerate standardization, reduce operational costs and accelerate business results. Solution components include:

- **Servers, storage and networking:** HP's world-class hardware comes together with HP FlexFabric Network, which creates a common, wired-once, virtual I/O network that provides a new data center network architecture that is more coherent, flexible and agile. It can connect thousands of servers to a virtualized, high-performance, low-latency, multi-protocol network. Once FlexFabric is wired and pre-provisioned, servers and virtual machines can be added or moved dynamically. In this environment, virtual resource pools allow resources to be combined, divided and repurposed to match any application demand quickly and efficiently.
- **Power and cooling:** HP's Data Center Smart Grid is an intelligent, energy-aware environment that reduces energy use and automates data center energy management. Management tools monitor

energy consumption and heat dissipation so you can balance workloads across energy zones.

- **Facilities:** HP's multidisciplinary team of experienced professionals deliver our Critical Facilities services to help you map your route to a scalable data center facility that optimizes operational continuity, energy efficiency and systems performance—reliably and affordably.
- **Management software:** HP brings together all key elements in the data center with a common management platform that automates and orchestrates resources, allowing new services to be delivered in minutes rather than months for heterogeneous or homogeneous environments.
- **Data center services:** HP Data Center Services help you achieve infrastructure convergence by providing the help and support you need at each stage of the transformation journey. From visioning workshops to proof-of-concepts to project planning, design, implementation—and even outsourcing—we have the proven expertise to help you reach your goals.

HP Converged Infrastructure in action

The most compelling benefit of a converged infrastructure is the opportunity to shift up to 70 percent of your IT budget from operations to innovation.

HP Converged Infrastructure clients have also been able to reduce IT sprawl by up to 95 percent and shrink their infrastructure footprint by up to 70 percent. Consider these customer successes:

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| <p>Dallas Cowboys</p> | <p>With a state-of-the art football stadium to accommodate 100,000 fans a game, the Dallas Cowboys organization wanted to ensure its data center would elicit cheers too.</p> <p>With a goal of running 30-plus businesses in 90-plus locations from one data center, the Cowboys partnered with HP to centralize IT services to support stadium operations, customer experience and business services.</p> <p>IT improvements:</p> <ul style="list-style-type: none"> • New server deployment in minutes vs. days • Enhanced resilience with virtualization across 200-plus disks using HP EVA storage <p>Business benefits:</p> <ul style="list-style-type: none"> • Projected annual server TCO savings of over \$1 million • Estimated 30 percent increase in annual stadium revenue • Real-time business intelligence |
| <p>France Telecom</p> | <p>Serving 174 million customers on five continents, France Telecom set about transforming itself to better deliver services its customers want and need and at the same time reduce the environmental impact of its operations. The company partnered with HP to transform 17 data centers into two.</p> <p>IT improvements:</p> <ul style="list-style-type: none"> • Tenfold increase in server utilization from 5% to up to 70% • Eliminated 10,000 servers • Server deployment in hours vs. weeks • Demand spikes accommodated automatically • Full BladeSystem integration • Processes automation with Operations Orchestration <p>Business benefits:</p> <ul style="list-style-type: none"> • Projected savings of €22 million over three years • Disaster recovery for key applications in hours vs. weeks |

Take the first steps toward building your own Converged Infrastructure

HP invites you to explore the ways in which a Converged Infrastructure can benefit your enterprise. To get started, you can:

- **Attend a [Data Center Transformation Experience workshop](#):** In this workshop we'll help you determine benefits, scope, scale and critical success factors for transforming your enterprise's data centers.
- **Take part in a [CI Maturity Model Assessment \(CI-MM\) workshop](#):** This program helps you assess the current and desired state of your data center. CI-MM uses a set of metrics based on research and industry best practices that enable alignment between business and IT objectives. After your CI-MM engagement, you will have an action-oriented, high-level roadmap for reaching your current and future data center objectives.
- **Attend [HP Discover 2011](#):** HP combines its enterprise IT customer events into one premier experience where you can learn about how to start your journey toward becoming an Instant-On Enterprise and how HP's enterprise business technology solutions—including Converged Infrastructure—help you get there.

HP lets you have it your way

HP brings decades of experience in data center transformation and converged infrastructure design and implementation, as well as leadership in key areas, including servers, storage, networking and IT management. With HP, you can have a converged infrastructure your way—in-house, outsourced, managed, financed—whatever works best for your organization.

1 McKinsey Quarterly, August 2010.

2 Dataquest Insight: Application Stores; The Revenue Opportunity Beyond the Hype, Stephanie Baghdassarian, Carolina Milanese; December 16, 2009.

3 Juniper Research, March 2010.

4 "The Difference Engine: Chattering Objects," The Economist, August 13, 2010.

To learn more about HP's Converged Infrastructure solutions, visit us at www.hp.com/go/ci.

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