



HP EG Hero Offer for Software Defined Storage

An affordable path to Software Defined Storage

The Opportunity

- Software-defined storage is simple, open, efficient storage without the complexity of dedicated storage hardware and HP are industry leaders in this fast-growing market with solutions powered by the new ProLiant Gen9 servers and StoreVirtual VSA software.
- By converging applications and storage on the same server platform, customers no longer have to purchase and manage storage-specific hardware. This means they can gain the benefit of high utilization rates of compute power and storage with high efficiency of power, cooling and data centre footprint.

1 Start the conversation with the right customer

Ask your customer some simple questions

Cost and resource limitations are often the biggest barriers to server virtualization for small to midsize business. To start the conversation with your customers use the below questions.

- Are you currently deploying a virtualized server environment for which you need cost-optimized shared storage?
- Are you looking for a storage solution that is easy to deploy and manage, whether onsite or remotely?
- Are you challenged with data storage for remote or branch offices? Would you like a standardized solution across all locations?
- If the answer is yes then proceed to make your point!

2 Make your point

Get your customer's attention with this quick elevator pitch: HP StoreVirtual VSA enables you to transform server's internal or direct-attached storage into a fully featured shared storage array—without the cost and complexity associated with dedicated storage. This easy-to-deploy storage solution converges applications and data on the same platform to reduce your hardware footprint by half without losing any required storage functionality meaning you can achieve the following benefits:

- Reduce SAN administration headaches and expertise requirements by having a single hypervisor-integrated solution that is easy to manage
- Pay as you grow scale-out storage demand as needs arise
- Gain higher utilization of servers and storage reducing data centre footprint and associated costs
- Protect data better with inherent disaster recovery capabilities
- Create affordable disaster recovery with replication from one VSA to another

3 Make it Matter (Business Case)

80%
Lower capital investment



Reduce cost & physical footprint
Organizations need to reduce power and cooling costs and decrease data centre footprint. HP StoreVirtual VSA is proven technology that can help customers:

50%
Less physical footprint



- Save up to 80% on storage costs
- Reduce data centre footprint by 50%
- Gain back 60% savings in energy costs

60%
Reduce energy costs



Powered by ProLiant Gen9 Servers

The latest generation of servers from the market leader offers the 3x more compute capacity over previous generations lowering TCO. HP's leading management tools such as **HP OneView** and **Insight Online** allow customers to speed up time to service and also reduce risk by proactively monitoring their environment.

Increase capacity & Lower TCO

Achieve faster time to service

Boost workload performance

4 Position Offers

Entry Offer from £4,940 with 25% Discount

- DL160 Gen9 Server E5-2609v3 (1.90GHz 6 cores)
- 64GB DDR4 Memory (2x 8GB in server & additional 6x 8GB DIMMs)
- 3.6TB Storage (4x 900GB 6G 10K SAS SFF)
- HP StoreVirtual VSA 4TB 3 Pack 3 Year License LTU

Performance Offer from £10,063 with 24% Discount

- DL380 Gen9 Server 2x E5-2650v3 (2.30GHz 10 cores)
- 128GB DDR4 Memory (2x 16GB in server & additional 6x 16GB DIMMs)
- 7.2TB Storage (8x 900GB 6G 10K SAS SFF)
- HP StoreVirtual VSA 10TB 3 Year E-LTU

Upsell Opportunities—Please see next page for recommendations!



Don't Forget HP Financial Services! Finance available from 0%**

Designed with your customers' needs in mind, make low monthly payments for a 36month financial solution. At the end of the primary term, you may ship the financed equipment back to HP Financial Services and explore refreshing your estate to the latest technology. **Contact:** hpfs.uki@hp.com **Full T's & C's on page 2

Next steps

Use this offer as a conversation starter with any of your customers currently working on any virtualisation projects. Use the HP management tools as a key differentiator against the competition.

- **More help** - contact EG Category Support egukicategorysupport@hp.com

Awards

Wikibon Software Defined Storage #1 Market Leader
HP, \$100M, 37% HP StoreVirtual
www.itpro.co.uk
WindowsITPro : Editor's Choice
HP ProLiant DL380 Gen9

More Info

- [EG Hot Offers Page](#)
- [VSA Sales Portal \(internal\)](#)
- [Server Sales Portal \(internal\)](#)
- [VSA Customer Landing Page](#)
- [ProLiant Gen9 Landing Page](#)
- [Server Management Family Guide](#)
- [HP OneView Landing Page](#)

Offer BoMs

Entry Offer – DL160 Gen9 3.8TB Storage & 4TB VSA License

Performance Offer – DL380 Gen9 7.2TB Storage & 10TB VSA License

HP Part Number	Description	Quantity	HP Part Number	Description	Quantity
769505-B21	HP DL160 Gen9 E5-2609v3 SFF Base WW Svr	1	752689-B21	HP DL380 Gen9 E5-2650v3 2P 32GB Perf Svr	1
726718-B21	HP 8GB 1Rx4 PC4-2133P-R Kit	6	726719-B21	HP 16GB 2Rx4 PC4-2133P-R Kit	6
652589-B21	HP 900GB 6G SAS 10K 2.5in SC ENT HDD	4	652589-B21	HP 900GB 6G SAS 10K 2.5in SC ENT HDD	8
TC485A	HP SV VSA 2014 4TB 3pk 3yr Stock LTU	1	TC486AAE	HP SV VSA 2014 10TB 3yr E-LTU	1

Recommended Upsell Options

HP Part Number	Description	Further Information
Hypervisor		
BD510AAE	HP VMware eLicense vSphere Essentials w/5 Year (24 x 7) Support & Subscription	
748921-B21	HP Windows Server 2012 R2 Standard ROK	
Upsell options for DL160 Offer		
4x 652589-B21 & 1x TC486AAE	Additional 3.2 TB of storage and 10TB VSA license to allow for extra storage	
733943-B21	Additional Intel Xeon E5-2609v3 Processor	
Upsell options for DL380 Offer		
1x 719067-B21, 8x 652589-B21 & 1x TC499AAE	The listed SKUs include: backplane kit to allow for the additional 8x 900GB drives to add a further 7.2TB storage and 50TB VSA License.	

Recommended HP Support & Services

U7AZ7E	HP 3 Year 24x7 DL160 Gen9 Foundation Care Service	HP Foundation Care provides dependable and cost effective round the clock access to keep your business up and running. For more information please click here.
U7AE5E	HP 3 Year 24x7 DL380 Gen 9 Foundation Care Service	
U6E13E	HP Startup ProLiant DL160 Service	This service helps ensure that your new HP hardware is installed smoothly, efficiently, and with minimal disruption of your IT and business operations. For more information please click here.
U4555E	HP Startup ProLiant DL38x Service	
HF385E	HP Care Pack Service for ProLiant and ConvergedSystem Training	We offer the broadest and deepest product and technical training available, delivered by accredited instructors using proven course materials and the latest online technologies.

Recommended HPN Upsell Options

DL160	2x J9726A, 2x J9733A, 2x J9734A	HP 2920-24G Switch, HP 2920 2-Port Stacking Module, HP 2920 0.5m Stacking Cable.	For 2-12 DL Servers a pair of stacked HP 2920 provides 1GB connectivity .
	2X J4858C	HP X121 1GB SFP LC SX Transceiver	Optional SFP Transceivers to connect to core network at 2* 1GB Fibre Multimode (Up to 8 for max bandwidth)
	2X J9731A, 2XJ9150A	HP 2920 2-port 10GbE SFP+ Module, HP X132 10G SFP+ LC SR	Optional SFP Transceivers to connect to core network at 2* 10GbE SR Fibre Multimode. (Max 4 for increased bandwidth). Further 2nd 2port SFP modules can be added for additional SR optics.
DL380	2x JG894A, 4X JC683A, 4X JC900A, 2X JG326A	HP FF5700-48G-4XG-2QSFP+ Switch 2, HP 58x0AF Frt (ports)- Bck(pwr) Fan Tray, HP 58x0AF 300W AC Power Supply, HP x240 40G QSFP+ QSFP+ 1m DAC cable	For 2-12 DL380 Servers a pair of IRF stacked HP 5700-48G switches provides a resilient fast active connectivity. (48*1Gbps ports, 4*1/10Gbps SFP+ connectors and 2 40Gbps stacking links). Dual redundant hot swap PSU and fan trays.
	2X JD092B	HP X130 10G SFP+ LC SR Transceiver	Optional SFP Transceivers to connect to core network at 2* 10GbE SR Fibre Multimode . (Max 8 SR Transceivers - 4 per switch)
	4X JD118B	HP X120 1G SFP LC SX Transceiver	Optional SFP Transceivers to connect to core network at 2* 1GbE SX Fibre Multimode . (Max 8 SR Transceivers - 4 per switch)