



Business Critical Servers for your Business Critical Operating System

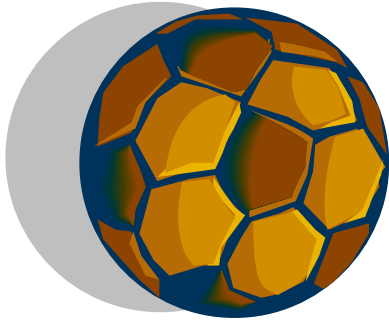
Ken Surplice
Product marketing manager
Business Critical Servers EMEA



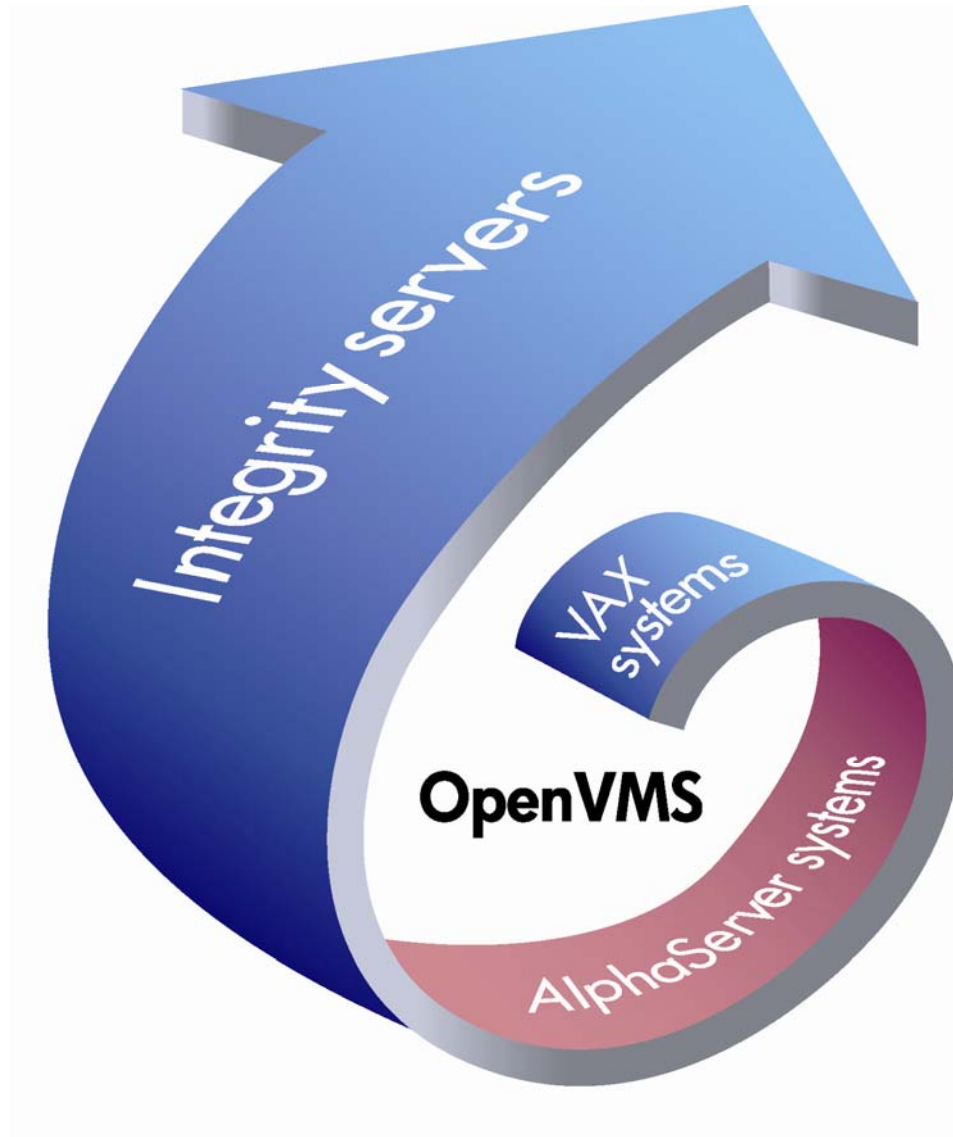
Plan

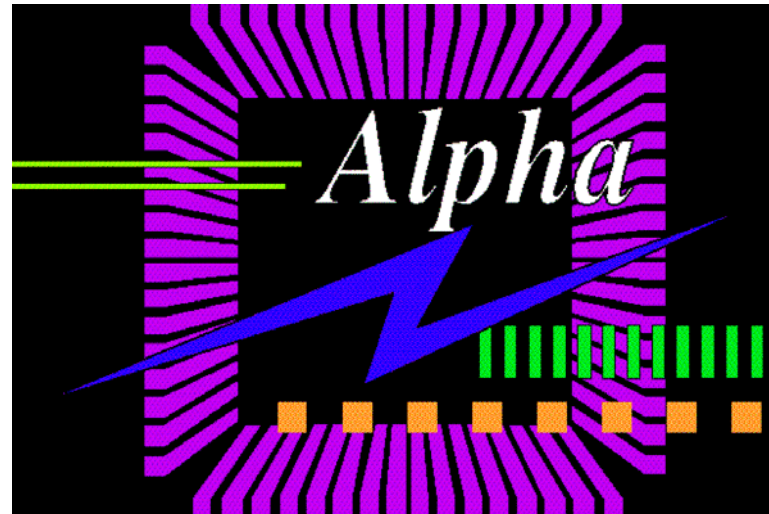
1. Thank Guenter Kriebel
2. Give news on HP business critical servers
3. Go away

Germany



Germany OpenVMSfest



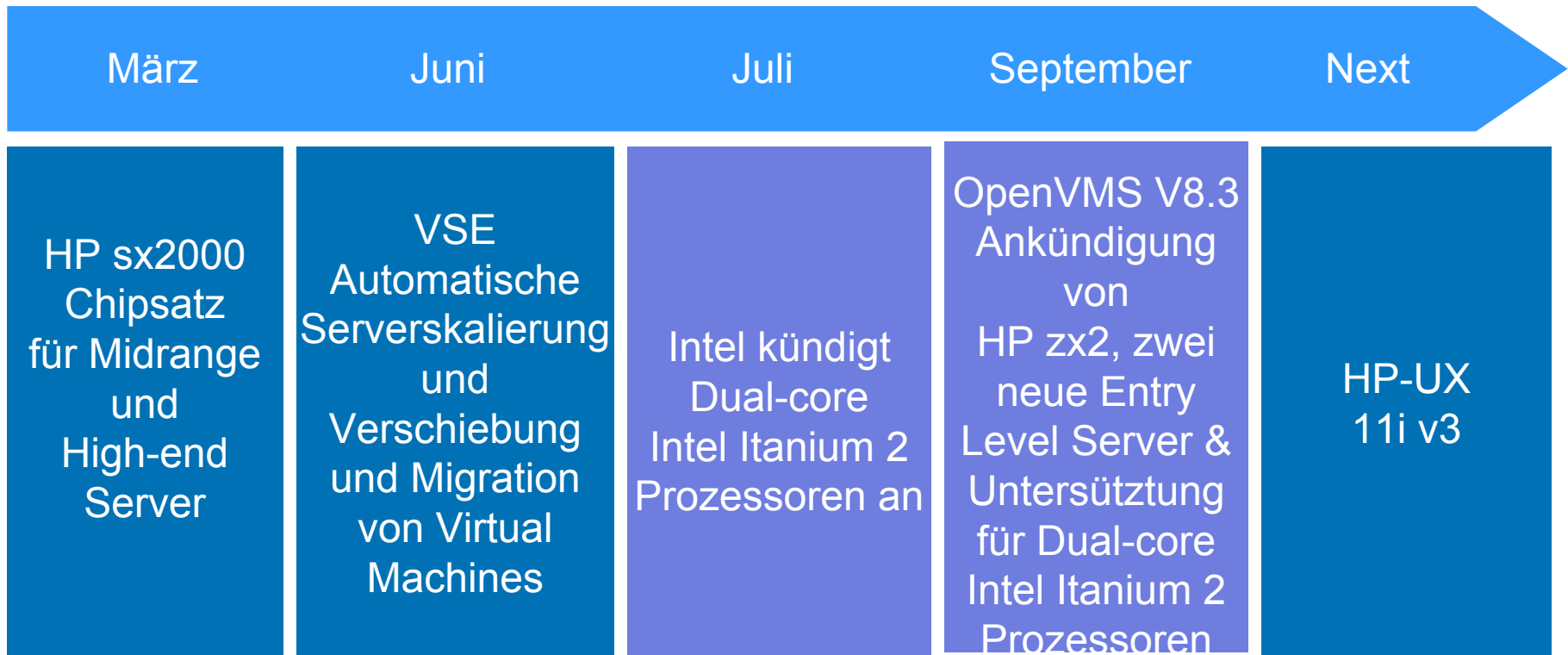


Integrity today



HP Integrity Server

2006



Delivering a greater return on your IT investment with HP value add



SECURED AVAILABILITY



New HP zx2 chipset RAS features: Delivering mainframe availability on a standards-based

Twice the capacity with Integrity servers and dual-core Intel Itanium 2 processors + OpenVMS V8.3

FLEXIBLE CAPACITY



New HP Integrity rx6600 and rx3600 Servers
Large improvements in Price/perf and scalability

Twice the compute capacity in the same thermal and power footprint

Greater flexibility with all 4 operating

SIMPLIFIED MANAGEMENT



ITSM Service Enhancements: Increased operational efficiency

Management Processor and new iLO2
Solid foundation for server management

HP Integrity Family



HP Integrity BL60p Blade Server



HP Integrity rx1620 Server



HP Integrity rx2620 Server



HP Integrity rx3600 Server



HP Integrity rx4640 Server



HP Integrity rx6600 Server



HP Integrity rx7640 Server



HP Integrity rx8640 Server



HP Integrity Superdome

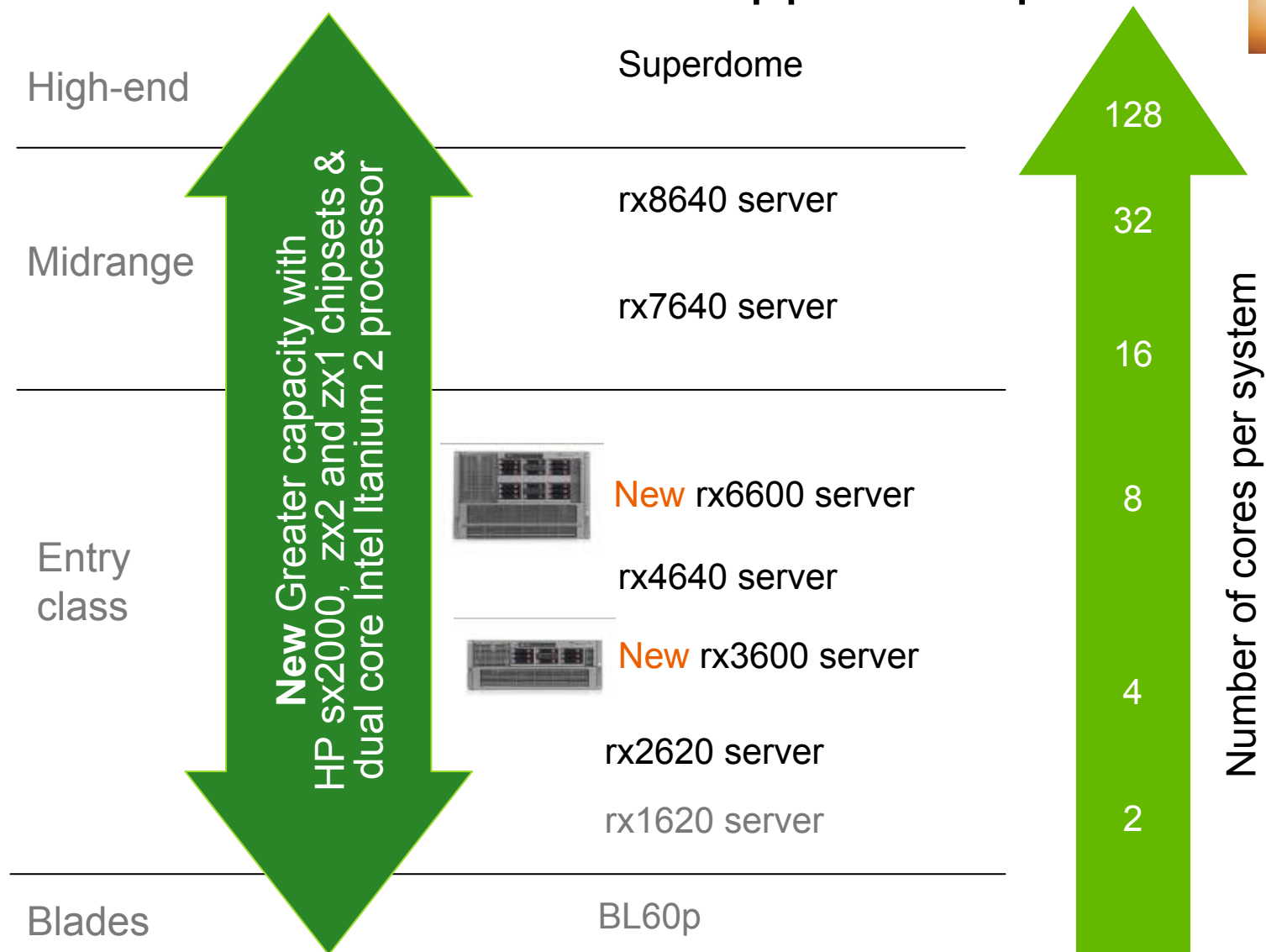


HP Integrity Superdome





HP Integrity Server mit Dual-Core Intel Itanium 2 Prozessoren – doppelte Kapazität



New Integrity servers:

Large Improvements in price/performance and scalability

FLEXIBLE
CAPACITY



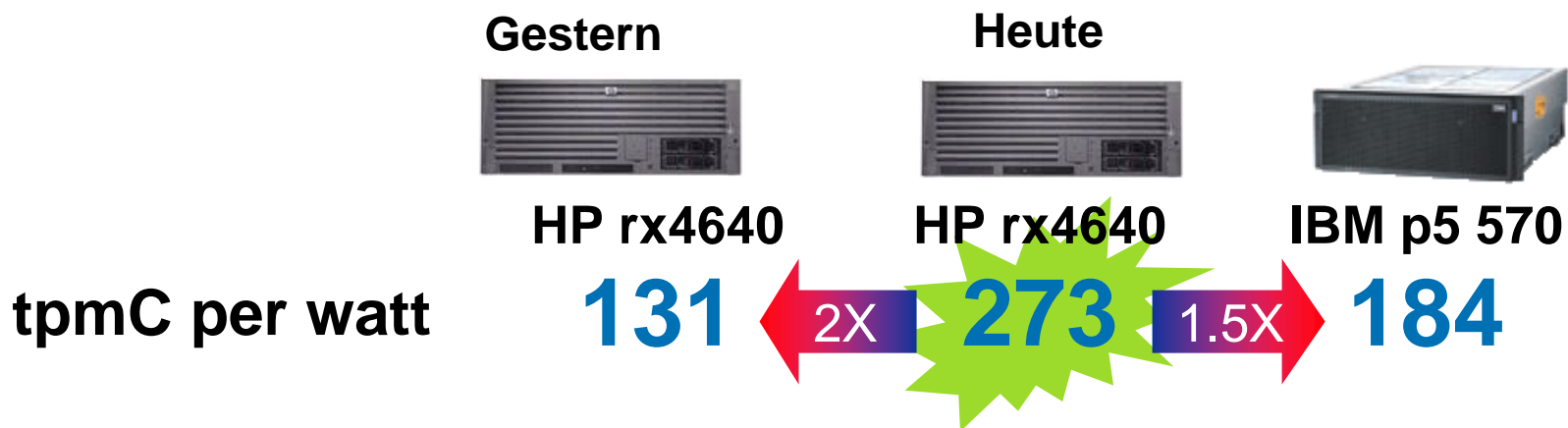
- Great capacity in an entry-class server
 - Highly expandable servers
 - Perfect for Database, Business Intelligence, ERP and J2EE workloads
 - Ideal for Integrity Virtual Machines running multiple workloads
- Commonality with HP ProLiant Servers
 - iLO2 manageability, HDD carriers



	Integrity rx3600	Integrity rx6600
# of Intel dual-core processors	1-2	1-4
Integrity Virtual Machines	80	160
Maximum Memory	96GB	192GB
Internal hard drives (SAS 2.5")	8	16



Doppelte Energie-Effizienz



Processor	1.6 GHz Itanium2	1.6 GHz Dual-core Intel Itanium 2 processor	1.9 GHz Power5
system watts*	1,230	736	1,105
tpmC	161,216	200,829	203,440

*IBM power is estimated as 85% of total listed in "IBM System p5 and p5 facts and features
 HP power is an actual measurement from TPC-C configuration
 Performance metrics from tpc.org

HP Integrity Vorteil: Die Wahl des Betriebssystems

HP-ux 11i

Ausbau unserer Führungsrolle durch erprobte Critical Solutions mit dem anstehenden HP-UX 11i v3



Beispiellose Skalierbarkeit und Leistung mit Remote Deployment Pack and als 'Gast-OS' auf HP Integrity Virtual Machines



4fache Steigerung der Skalierbarkeit, souveräne Oracle Datenbank Leistung und Preis/leistung vs. x86



Einführung von OpenVMS 8.3 mit verbessertem Virtualisierungs-Support – iCAP, TiCAP, PPU und gWLM. Rezertifizierung von 8.2 Applikationen ist **NICHT** nötig

Komplettes Virtual Server Environment vom Start an unterstützt

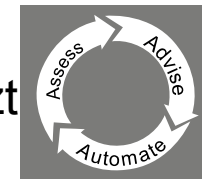


Auswahl an:

- Betriebssystemen
- System Typ
- Freie Zeitpunktwahl bei der Adaptierung neuer Technologie
- Applikationen
- Scale up und Scale out

Vorteil:

- Standardisierungen
- Rationalisierte Operationen
- Zukunftssicher
- Verbesserte Asset Auslastung
- Beständige Support Levels
- Über 9000 Applikationen heute verfügbar!



Highlights von OpenVMS v8.3

Business Continuity

- Größere Effizienz und Kontrolle
- Kürzere Daten-Kopierzeiten mit besserer Verfügbarkeit

Virtualisierung

- Bessere Kosteneffektivität
- Neue resource control Funktionalität
- Kostensparendes Energie Management

Dies alles auf den komplett neuen HP Integrity Servern mit den neuen Dual-Core Intel® Itanium®2 Prozessoren

Sicherheit

- Verbesserte Sicherheitsstandards und Sicherheits-Technologie

Applikationensentwicklung

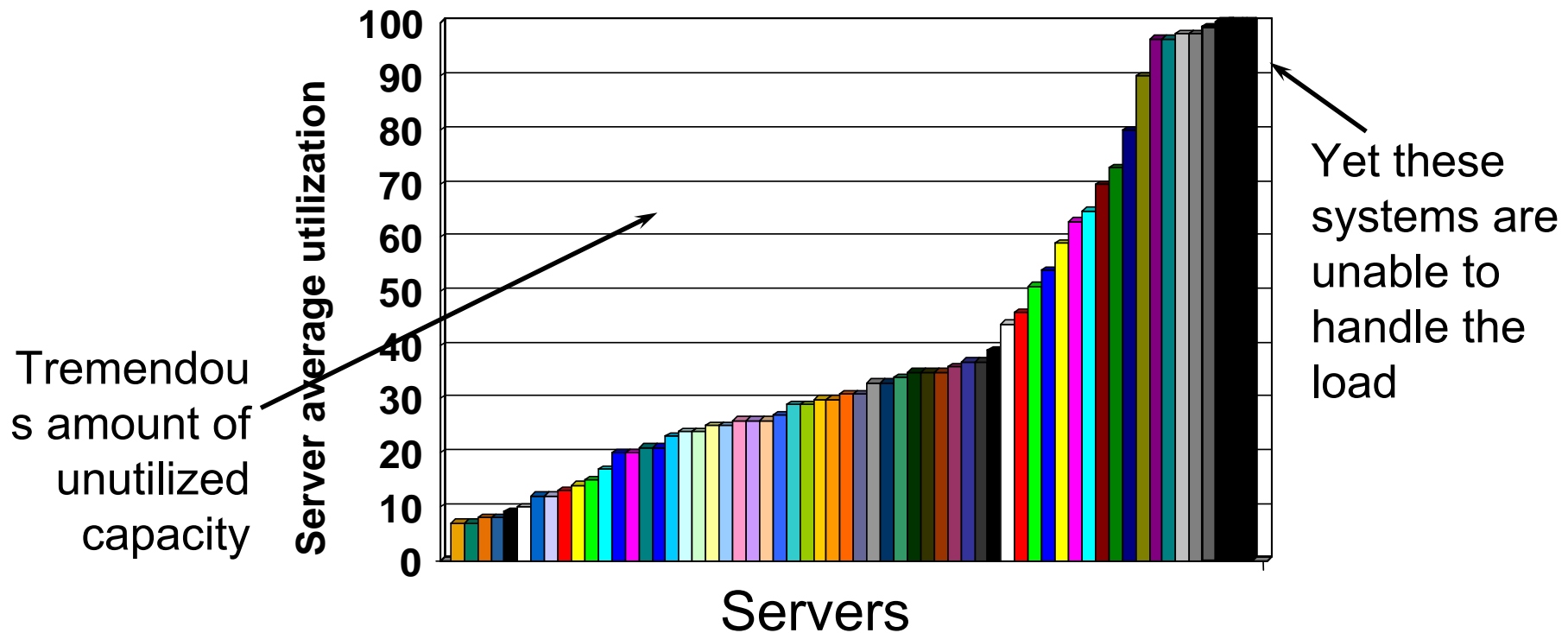
- Investitionsschutz durch die Wiederverwendung von existierenden Applikationen, Daten und Business Logik



Challenge

Enterprises have unused server capacity yet still can't meet demand

Utilization of servers at an HP customer



Most reports put average utilization at approx 25% - 30% for servers

OpenVMS Virtualisierung auf Integrity – Skalierbarkeit auf Wunsch



Kostenkontrolle: Nutze was Du brauchst und bezahle nur das was Du nutzt

Neu:

- Industry-führende Kapazitätsverbesserungen:

- Instant Capacity (iCAP)
- Temporary Instant Capacity (TiCAP)
- Pay Per Use (PPU)

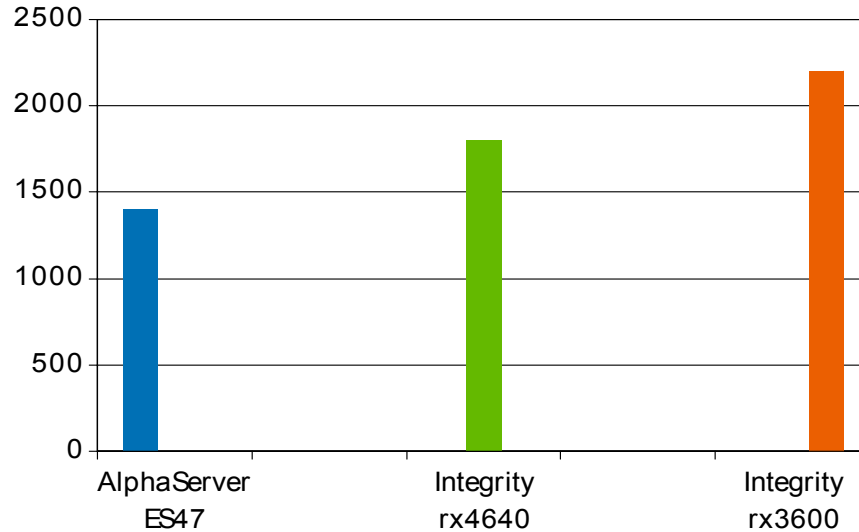
- Stromersparungen bei geringer CPU Last

Gemeinsam mit global Work Load Manager (gWLM), schon betriebsbereit

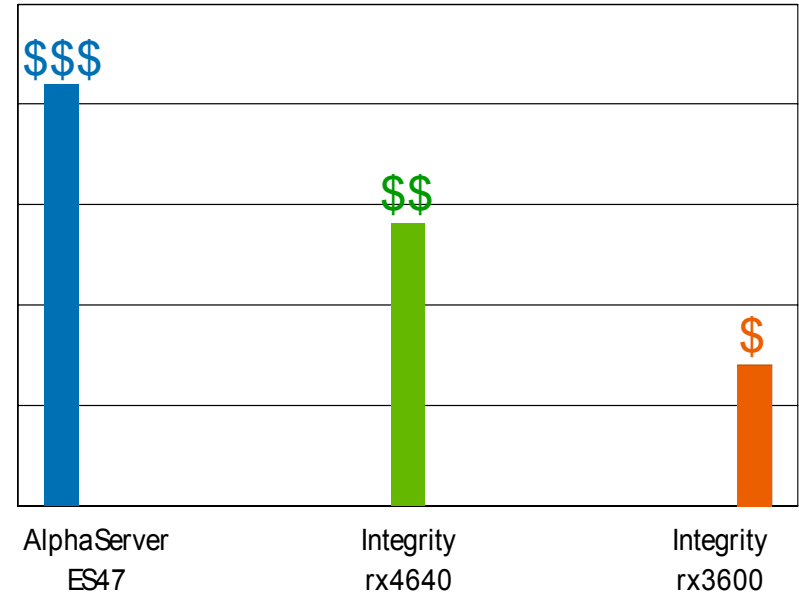
Significantly improved price/performance with OpenVMS v8.3 on new HP Integrity servers



Transactions / sec.

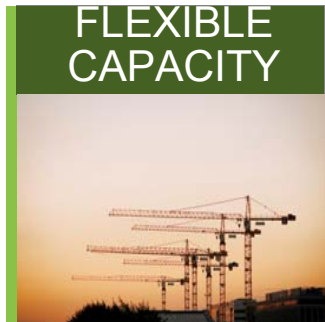


Relative price/performance



- Financial services application
- Unaudited, based on a customer test scenario
- All systems 4 cpu and similarly configured
 - AlphaServer ES47: 4 x EV7
 - rx4640: 4x single core Itanium® 9M-based microprocessor
 - rx3600 2x dual core Itanium®-based microprocessor

HP Integrity systems drive down the cost of computing



Speed in introducing IT change



Better return on IT with HP Integrity solutions

Lower cost of IT operations



Higher quality of service

Delivering on the next generation data center trend

Customers are using Integrity servers to address their unique requirements



OpenVMS

“OpenVMS on Integrity servers will enable us to introduce a new infrastructure with the same operating system in a cost-efficient manner.”

Gerd Koebischall,
Director

**Deutsche
Börse Systems
AG**

HP-UX 11i

“Had we stayed with UNISYS, the costs and risks would have been prohibitive for our business. HP has helped us achieve a huge cost avoidance and an equally huge return on investment.”

Jan Chapple
IT Director

**Royal London
Group**

Windows

“We can place other applications within the partitions of HP Integrity servers with Intel® Itanium® 2 processors, so this **platform gives us plenty of room to grow...**”

Claire Swaffield
Acting CIO

**Sydney
Opera House**

Linux

“...The Boston Athletic Association relies on HP technology to accurately track participants ...”
HP servers will enable an estimated **7million page views** within the six- hour time span of the race.

Dave McGillivray
Race Director

**Boston
Marathon**



i n v e n t