

# SAVE

short term,  
grow long term.

December 2010  
HP Enterprise Servers and Storage



# Promotional Offers—December 2010

## HP Free Blade Enclosure Offer

Customers can save up to £23,020 with this month's HP BladeSystem promotion.

Customers purchasing enough qualifying HP BladeSystem servers to fill half an enclosure, the enclosure and a pair of qualifying interconnects will get the cost of the enclosure and one of the interconnects back via cashback. That's a saving of up to £23,020. Terms and conditions apply, see [www.hp.com/uk/freebladeenclosure](http://www.hp.com/uk/freebladeenclosure) for details.

Learn more at

[www.hp.com/uk/freebladeenclosure](http://www.hp.com/uk/freebladeenclosure)

Attach Proactive Select HP Care Pack and claim an additional £700 cash back with our HP BladeSystem offer.

## HP ProLiant G7 Options Offer

Purchase at least £1,000 of qualifying ProLiant G7 Options alongside a qualifying G7 Top Value server and claim £200 Cashback.

**HP Care Pack Offer** – Attach HP Care Pack Services, and double your cashback!

## New HP StorageWorks P2000 G3 Launch Promotion

The HP StorageWorks P2000 G3 has arrived! Offering great capacity to tackle large storage needs the new P2000 is a flexible solution for small or large customers and comes at a great price.

Following the release of the new P2000 G3 Modular Storage Array Systems, HP are offering customers the chance to claim a free ProLiant DL360 or DL380 G7 Server with any purchase of a qualifying P2000 G3 System.

## Watch out for the Avalanche!



See page 3 for details...



# AVALANCHE

Build your sales momentum with customers

## Introducing HP's Top Value Avalanche program

Featuring our IceBreaker offers – highly competitive pricing on some of our best selling Top Value SKUs giving you a great reason to speak to your customers immediately.

### IceBreakers

Part number	Description	HP offer
612275-421	HP MicroServer AMD Athlon 1.3 GHz	£199
578930-035	HP ProLiant ML110 G6 Intel G6950 Dual Core	£249
470065-164	HP ProLiant ML350 G6 Xeon 5520 Quad Core	£1,199
519568-425	HP ProLiant DL360 G6 Xeon 5520 Quad Core	£1,159
605030-425	HP ProLiant DL360 G7 Xeon 5640 Quad Core	£1,729

But hurry these offers won't be around for long!

These prices are the best in the market right now, so break the ice with your customers today.

Offers valid Monday 1st December – Friday 17th December 2010.



# HP MicroServer

part of a “Just Right IT” solution for smaller businesses



## Moving to a first server network just got easier!

Designed specifically for small and micro businesses, the HP ProLiant MicroServer is the key to eliminating the constraints that restrict your business' growth. Rather than accept technology that's too small to get the job done or too big to manage efficiently, HP MicroServer provides Just Right IT—with the right feature set, in the right form factor and at the right price.

## Fantastic HP MicroServer promotions in December!

### HP Accelerate

1000 points (£10) available for every HP MicroServer sold  
Plus 500 points (£5) for every HP Care Pack.

### December Cashback offer

£100 cash back on the HP ProLiant MicroServer.  
Customers can now get hold of the ideal small business server for only £99!

### FREE Microsoft Foundation Operating System

Purchase your ProLiant MicroServer together with Microsoft Foundation operating system, 3 Year Care Pack & a DVD-ROM or DVD-RW, complete the claim form and HP will refund the cost of the Microsoft Foundation operating system.

### HP Care Pack Offer – 3 years peace of mind for £20!

Purchase the MicroServer with 3 year Care Pack and a DVD-ROM or DVD-RW and for just £20 you'll have peace of mind knowing that your Server has 3 years onsite cover. If we are unable to rectify a fault over the phone and need to send out an engineer you will incur no additional costs – parts and labour are included.

For further details on HP Care Packs, please visit: [www.hp.com/uk/carepack](http://www.hp.com/uk/carepack)





# Accelerate ... through December

**Resellers can now claim Accelerate points on selected ISS Products!**

## **HP MicroServer Accelerate Promo**

During December there will be 1,000 points (£10) available for every MicroServer (612275-421) sold.

Also claim an additional 500 Points (£5) when you sell the 3 Year Onsite, NBD Care Pack (UR482E).

## **G7 Options Attach Accelerate Promo**

Claim 4,000 Points when you attach 4 qualifying options to a selected G7 Top Value Server.

Claim an additional 2,500 points (£25) when you sell the DL360, DL380 or DL385 Care Pack.

- 5 Year onsite, 4 hour response 24x7 (UH088E) 2,500 points (£25)
- 5 Year onsite, 4 hour response, 24x7 (UH106E) 2,500 points (£25).

## **Also in support of the P2000 MSA Free Server Promo & P4000 Promos, sell the following Care Packs and claim Accelerate Points**

- 3 Year onsite, 4 hour response, 24x7 – DL360 (U4497E) – 1,000 points (£10)
- 3 year, Support Plus 24 – P2000 G3 (UV046E) – 1,500 points (£15)
- 5 year, Support Plus 24 – P2000 G3 (UV054E) – 2,000 points (£20)
- 5 Year, Support Plus 24 – P4300 G2 (UU971E) – 2,000 points (£20)
- 5 Year, Support Plus 24 with DMR – P4300 G2 (UU972E) – 2,500 points (£25)

**Remember – Sell any SWD and ISS HP Care Pack together and get an amazing additional 2,500 bonus points!**

Learn more at [www.hp-accelerate.com](http://www.hp-accelerate.com)



# HP Qualified Options

## Don't compromise on the quality of your options



HP Qualified Options have passed our rigorous qualification processes. These high calibre products strengthen the foundation of your solution, are easy to maintain and are tailored for ProLiant, Integrity and StorageWorks to give you confidence in your whole infrastructure. Businesses across the world rely on HP Qualified Options to complete their data centres.

Boost the power, performance and reliability of your data centre with top-notch **memory, storage solutions, networking products** and **rack and power options**.

### Why your customers should use HP Qualified Options:

- **Dependable Quality** – customers will see greater business performance with fewer interruptions when they complete their infrastructure with HP options.
- **Simplified Support** – free up valuable time wasted on support with HP's high calibre technical expertise keeping your whole business in business.
- **Tailored for ProLiant, Integrity and StorageWorks** – customers can trust the options designed specifically for the hardware allowing them to focus on growing the business, not maintaining IT.

### HP Qualified Options offer for December

When customers purchase £1,000 worth of qualifying Top Value options in conjunction with a qualifying Top Value server they can claim up to £200 cashback!

Double your cash back with HP Care Pack Services.

Add selected 5 Year 'Pack 'and claim additional £200 cashback.

Visit: [www.hp.com/uk/issoptionscashback](http://www.hp.com/uk/issoptionscashback)



## HP Buy & Try

### **Buy & Try an HP ProLiant Server solution with a "satisfaction guarantee"**



Buy a qualifying HP ProLiant server configuration, and test it for up to 90 calendar days at no risk. If we are not able to convince you of the advantages, you can return the product to HP and receive the purchase price (maximum the HP list price).

[www.hp.com/eur/buyandtry](http://www.hp.com/eur/buyandtry)

## HP Trade-in



Here's an unbeatable opportunity to make money when you upgrade your servers. Simply trade in any working server when you buy a new qualifying HP ProLiant server and HP will give you a rebate of up to £1,000.

And don't forget you can also claim up to £4,960 trading in your old storage devices when you buy a new qualifying HP Storage device. A wide range of the StorageWorks portfolio is included in the trade-in promotion from entry level RDX units up to fully configured P4000 SAN solutions.

[www.hp.com/eur/tradein](http://www.hp.com/eur/tradein)



# HP StorageWorks Promotional Offers – December 2010

## P4300 Starter SAN Promo

This month we are continuing the competitive discount on the HP StorageWorks P4300 G2 7.2TB SAS Starter SAN Solution (BK716A) and HP P4300 G2 16TB MDL SAS Starter SAN (BK715A)

See *Top Value for Pricing*

Also **Half Price Expansion Options (Claim up to £6,775 Cashback!)** – Add an extra node for half price, when purchased with the above offer.

Learn more at [www.hp.com/uk/halfpricenode](http://www.hp.com/uk/halfpricenode)

## P2000 G3 has arrived! – Free G7 Server Promo!

The HP StorageWorks P2000 G3 FC family is ideal for small companies with tight budgets and limited IT expertise; or larger companies that have smaller departments and remote locations who are looking to gain advantages by consolidating their storage.

Following the release of the new P2000 G3 Modular Storage Array Systems, **HP are offering customers the chance to claim a free ProLiant DL360 or DL380 G7 Server with any purchase of a qualifying P2000 G3 System.**

Learn more at [www.hp.com/uk/freeproliantserver](http://www.hp.com/uk/freeproliantserver)

## HP Care Pack Services Offers

### P4300 G2 SAN Solution – 5 for 4 year HP Care Pack Top Value Offer

Buy a 5 year Support Plus 24 or 5 year Support Plus 24 with Defective Media Retention HP Care Pack for the price of the equivalent 4 year pack.

### P4300 G2 Starter SAN Solutions

Attach HP Care Pack:

HP 5yr Support Plus24 (UU971E) or HP 5yr Support Plus 24 DMR (UU972E)

Offer applies to BK715A and BK716A

### HP Care Pack Services with the P2000 and free ProLiant server promo

Attach HP Care Pack Services, and claim the server pack for free.

HP Care Pack Services enable you to keep your business running smoothly, cost effectively and without complexity.

In support of this free server offer, attach qualifying HP Care Pack Services for the server and P2000 and HP will refund the cost of the server HP Care Pack.

For further details on HP Care Packs, please visit [www.hp.com/uk/carepack](http://www.hp.com/uk/carepack)



# BCS UK&I Promotions

## Go mission critical with a FREE Integrity Blades Starter Kit

- HP is providing a new incredible incentive for Sun and IBM customers to give Integrity a try. We are offering new customers a free blade starter kit.
- The offer is valid through January 31, 2011, and limited to one Blade Starter Kit per qualifying new customer.

## The Trade-In Program

- As part of HP's PA-RISC & Alpha upgrade program we are offering customers the ability to be able to trade in their legacy PA-RISC & Alpha servers, where we will provide you with a buy back price to contribute towards the purchase of your new technology whilst collecting and depositing of the legacy servers.
- Offer End Date – 29th April 2011.

## New Integrity Blade – BL860c i2 Promo

- As a result of the New Integrity Blade launch we are pleased to offer a BL860c i2 promotion at an extremely aggressive price point to enable your customers to experience for themselves the scale and performance of the New Integrity Blades.
- Save over 42% on the cost of a new HP Integrity i2 server blade today! HP Integrity BL860c i2 server blade  
From only £8,625 excl. VAT
- Offer ending 31st January 2011.

## X86 & Integrity Blade Promotion

- As part of this exclusive Channel promotion we are offering customers a chance to purchase both a BL460 (x 86 Blade) and a significantly reduced BL860i i2 Integrity Blade for an outstanding £5,699.00.
- Offer ends: 31st January 2011.

## HP ProLiant DL980 G7 server

- The new HP ProLiant DL980 G7 server combines Mission Critical and Industry Standard design principals to deliver the next generation of Giant ProLiant servers.
- HP ProLiant DL980 G7 server from only £15,499 excl. VAT
- Offer ends 31st January 2011.



# ESS Software bundled support is changing

## Software Bundle support changes – FAQs

### What’s changing?

- iLO and Insight Control licences to include 3 year 24x7 telephone support & updates rather than 1 year
- The HP VMware licences currently available with both 1 year and 3 year bundled support will have the 1 year bundled support SKUs discontinued.

### Why make the changes?

- Matches software support to hardware warranty
- For iLO/IC, purchase of support past 1st year is usually overlooked
- For VMware, improves customer experience as 3yrs update entitlement automatically seen on VMware portal.

Reduced Support Cost Examples	Product Number	Old Product 1yr Support Bundle + 3yr 24x7 Car Pack	New Product 3yr 24x7 Support Bundle	% Saving
Insight Control 16 server licence	417688-B23	£5,052	£4,891	3%
Insight Control 1 server licence	452148-B21	£531	£499	6%
C7000 enclosure with 16 IC licences	512485-B21	£11,527	£10,617	8%



Product List iLO : VMware change



# ESS Software bundled support is changing

## FAQs continued...

- **What benefit does it provide for the customer?**

- For iLO/IC, no surprises, access to software updates continues (average of 3 updates per annum). Essential for maximising usage and associated cost saving.
- Simplification and reduced support cost compared to year bundle versus either 3 year Care Pack or years 2 and 3 under annuity contract (see table).
- For VMware, continuous access to software updates on VMware portal, no reliance on HP/VMware entitlement synchronisation.

Note: For lowest Total Cost of Ownership, support term should still be extended to 4 or 5 years with relevant Care Pack.

- **When will the change happen?**

- Applies to products purchased in the UK and Ireland from 1st December  
See spreadsheet for product list.

- **Will there be new product numbers?**

- No, product numbers and associated Care Pack numbers will stay the same.
- Prices and some local product descriptions will change for the UK and Ireland only.
- (For VMware no price or product changes, just current 1yr 9x5 licence SKUs made unavailable on top 10 selling SKUs).

- **How will HP know what support has been bundled if the product numbers are the same?**

- Ordering systems show the associated bundled support at time of order. Orders for the product from 1st December will show 3yr support bundled for UK&I.

- **Will products bought in the UK&I and shipped to other countries also include the 3yr support bundle?**

- Yes, following registration, if the product has been bought in the UK&I from 1st December 2010 onwards, the support will be set up as per the UK&I product bundle.

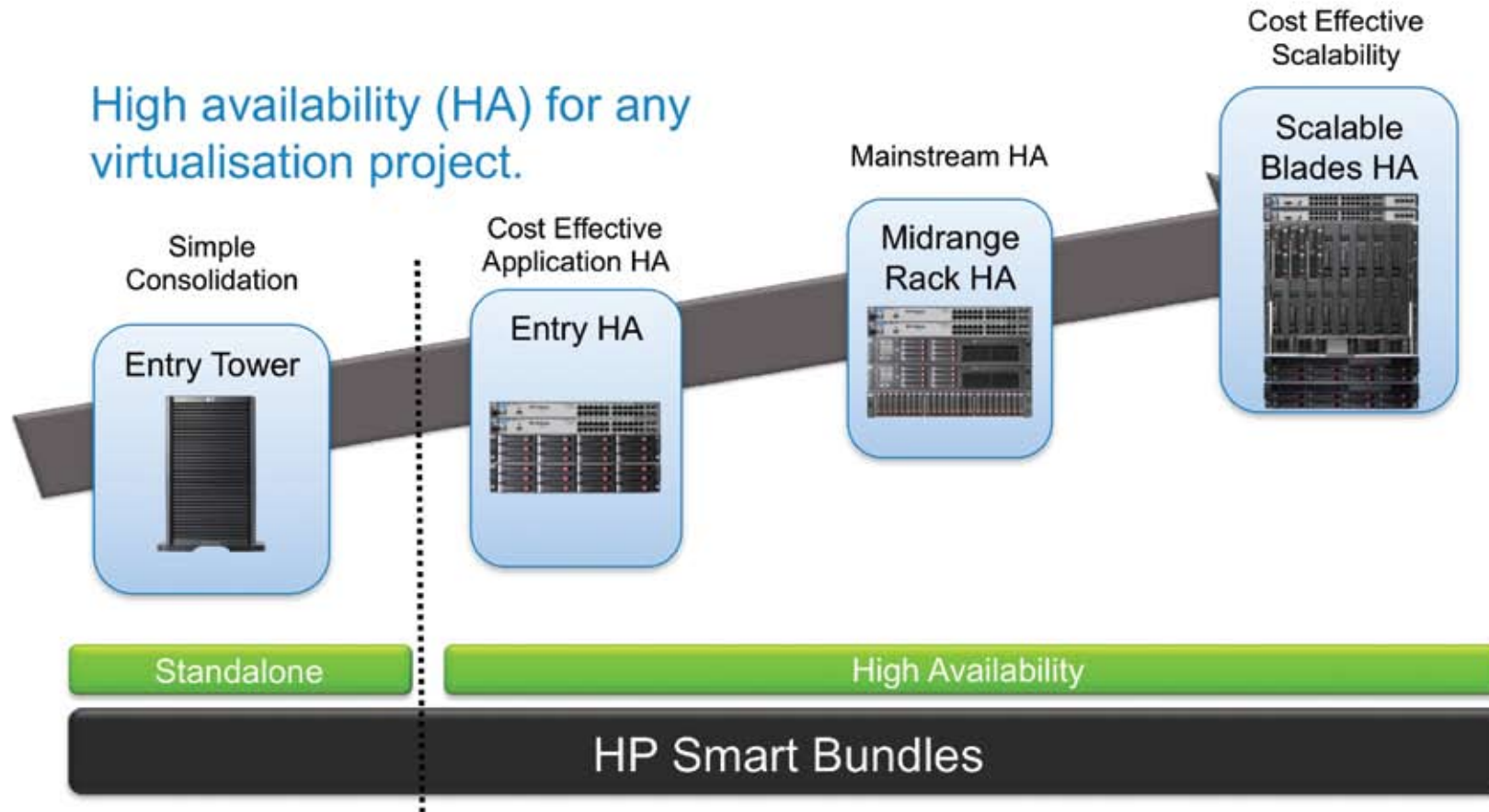
- **Will products bought outside of the UK&I and shipped to the UK&I include the 3yr support bundle?**

- No, products take on the support bundle aligned to the product in the country it is sold.



# HP Virtualisation Smart Bundles with VMware or Hyper V

High availability (HA) for any virtualisation project.



HP Virtualisation Smart Bundles provide customers with a proven, validated virtualisation solution based on market leading technology. The bundles cater for small business looking to start their virtualisation projects up to larger businesses looking for high availability virtualised solutions.



# What's new with HP's virtualisation Smart Bundles?

HP brings together the powerful combination of its server, storage and networking technology to create a set of virtualisation ready bundles to suit any type of business or need. Help your customers enjoy the proven savings of virtualisation along with the benefits of running on HP ProLiant's energy efficient technology, whilst reducing downtime and server management overheads.

The technology in these bundles is designed to work together to provide the perfect environment for any business to virtualise and with great discounts on these bundles now is the time to talk to your customers. For more information visit [www.hp.com/go/virtkit](http://www.hp.com/go/virtkit)

## What's new?

- A more streamlined portfolio with distinct server & storage offerings
- A new Midrange Rack VMWare High Availability (HA) bundle incorporating the popular P2000 G3 SAN
- A new Entry Rack Hyper V HA bundle with P4000 Virtual SAN Appliance
- An updated Scalable Blades HA bundle with G7 Servers & BladeSystem c7000 enclosure
- A new HP Insight with MS System Center Essentials 2010 – Included with Midrange Rack HA and Scalable Blades HA Smart Bundles.

**HP's Smart bundles are available at a great discount price.  
The following OPGs detail the bundles and current pricing:**

### Microsoft Bundles

85720772	SMB 9.1 Hyper-V Entry Tower
85721196	SMB 9.2 Hyper-V Entry Rack HA
85720785	SMB 9.3 Hyper-V Midrange Rack HA
85720788	SMB 9.4 Hyper-V Scalable Blades HA
85720799	SMB 9.5 Hyper-V AMD Scalable Rack HA

### VMware Bundles

85704164	SMB 10.1 VMware Entry Tower
85704009	SMB 10.2 VMware Entry Rack HA
85704019	SMB 10.3 VMware Midrange Rack HA
85704029	SMB 10.4 VMware Scalable Blades HA
85704339	SMB 10.5 VMware AMD Scalable Rack HA



# Why HP ROK? - Partner Benefits



<b>Excellent price</b>	In combination with a ProLiant server, the Reseller Option Kit is priced lower than other comparable products, and much more flexible.
<b>Increased revenues</b>	The combined sales process of ProLiant servers and an operating system increases your revenues.
<b>Reduced acquisition costs</b>	One single order with HP is needed for both the server and the operating system. The risk of inventory obsolescence is removed as the server and operating systems are not bundled together.
<b>Faster delivery times</b>	No complex hardware and software bundles are needed. Instead, the option kit is individually available directly from stock.
<b>Lower service costs, one stop shop support</b>	FREE 90-day telephone support. Get both the hardware and software installation, configuration, and setup support directly from HP.
<b>Satisfied customers</b>	An easy ordering process and a selection that's tailored to individual requirements in terms of servers, operating systems, and the number of licenses result in higher customer satisfaction.



# HP ProLiant Tools and Resources

## HP Mobile Training Team now covering ISS/SWD and HP Care Pack services as well

North: [julian.stiles@hpmobiletraining.com](mailto:julian.stiles@hpmobiletraining.com)

South: [zak.thakur@hpmobiletraining.com](mailto:zak.thakur@hpmobiletraining.com)

**HP Product Bulletin Tool** – Click [here](#) for information about HP commercial products, solutions and services. It contains the complete set of HP QuickSpecs.

**HP Systems Selling Guide** – The Systems Selling Guide (SSG) is a guided selling tool for HP's sales force and Partners that quickly provides over 300 HP ProLiant server and StorageWorks solutions, with up-sell offerings, based on the customer's intent and requirements. The SSG will propose rich solutions optimised with all possible additional options, storage, software and services. The SSG also contains links to other sales tools, product bulletins, competitive information and sizers. Download the guide from the pre-sales section on the HP SmartPortal.

**HP InfoCenter** – Is a free-of-charge technical pre-sales support service. Please contact them on 0800 7031 7031 or email [infocenter@hp.com](mailto:infocenter@hp.com)

**HP Proposal Web** – Is the web-based online proposal generator – saving you valuable sales time. It enables you quickly and efficiently to generate both standard and customised customer proposals.

**HP Converged Infrastructure seminars** – Remember, there is a full programme of Converged Infrastructure seminars available for you and your customers and dates are scheduled in both Wood Street and Bracknell throughout 2010. Visit [www.hp.com/uk/convergedinfrastructureseminars](http://www.hp.com/uk/convergedinfrastructureseminars) to register your customers.

**HP Active Answers** – provide state of the art applications that help you configure, size, performance analyse and utilise HP products and solutions. Click [here](#) for more information.

