

# SAVE

*short term, grow long term.*



April 2011

HP Enterprise Servers and Storage



# Cut Out and Keep Promo Menu.

Server	Overview
£100 Microserver Cashback	New Microserver – The perfect “My first server” offering.
Avalanche	Featuring a ProLiant ML110 for less than £200 – now with Cashback!
Bladesystem	Purchase any two qualifying blades and a c3000 enclosure or 4 qualifying blades and a c7000 enclosure and HP will refund the cost of the enclosure.
Server Options	Overview
MS ROK Cashback	Offer your customer an HP MS ROK Operating System with up to £200 Cashback!
Free AMD Processor	Double your performance for Free – Free additional AMD Processor with selected Top Value DL385 G7 Servers.
Insight Control Startup Offer	Purchase any three DL300 series Top Value Servers with Insight Control licences plus IC Installation & Startup and HP will give you £1,200 cashback.
Storage	Overview
Half Price TV Tape Drives	Purchase a qualifying TV Tape Drive with a qualifying TV Server and claim 50% cashback on the Tape Drive.
P2000 – “My First SAN” Offer	END USER REBATE – Purchase a qualifying P2000 MSA and claim £1000 Cashback!
D2D 2502i and 2504i promo	This month HP are running a price cut promotion on the following D2D products along with their corresponding replication licences. Giving end user discounts of up to 42% off.
P4000 G2 SAN Virtualisation Solution Bundles	7 competitively priced P4000 solutions designed to drive down customer’s storage costs.
Server & Storage	Overview
Virtualisation Smart Bundles	HP Virtualisation Smart Bundles with VMware or Hyper-V.
Buy & Try	Buy & Try an HP ProLiant Server solution – buy with a “satisfaction guarantee”. Buy a qualifying HP ProLiant server configuration, and test it for up to 90 calendar days at no risk.
Trade-in	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 or claim up to £4,960 trading in your old storage devices when you buy a new qualifying HP Storage device.



# New for April

**We are offering 50% Cashback on qualifying HP Tape Drives when purchasing any qualifying Top Value ProLiant Server\*.**



For full Terms and Conditions of this promotion & list of Qualifying Products, please visit the following site

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

\*Does not include the ML110's and MicroServer.

## Fantastic HP MicroServer promotion EXTENDED!

Buy the new HP MicroServer and claim £100 Cashback with our EXTENDED Launch Offer.

Add a 3 Yr HP Care Pack (UR482E) & claim £30 Cashback.

also

Claim an additional £50 Cashback when purchased with HP Microsoft Foundation ROK OS (589228-B21)

**AVALANCHE**

*Build your sales momentum with customers*



## For April only...

**Claim up to £100 Cashback on selected Avalanche Icebreakers.**

Combine this offer with our other Cashback offers to create even more compelling offers for your customers!





## 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. For April only we are also offering cashback to making these servers even more competitive than ever before! Combine these with the ROK or AMD Cashback offers where applicable to create an even more compelling offer for your customer!

### IceBreakers

Part number	Description	HP offer	Cashback Offer
578930-035	HP ProLiant ML110 G6 Intel G6950 Dual Core	£199	N/A
470065-163	ML350 G6 Dual Processor Capable Intel Xeon 5504 Quad Core	£899	£50
470065-384	DL385 G7 Dual Processor Capable, 1 x 6128 (2.0GHz) Eight-Core	£1,299	£75
605029-425	DL380 G7, Dual Processor Capable, Intel Xeon 5640 Quad Core	£1,799	£100

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 Friday 1st April – Friday 29th April 2011.

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



# ISS Options Attach Promotion & Avalanche Options Guide

**April 1st – April 30th 2011.**

**Throughout April, HP are running two different levels of discount on purchases of ISS options when brought with any Top Value Server.**

**Please contact your distributor for more details and pricing.**

## Level 1

To qualify for this options discount level, a minimum of 5 options (from any of the options product families within the OPG) must be purchased in conjunction with one of the TV servers also listed in the OPG. Any combination of 5 or more options from the option product families within the OPG is permitted to make up the qualifying 5 or more units.

## Level 2

To qualify for this options discount level, a minimum of 10 options (from any of the options product families within the OPG) must be purchased in conjunction with one of the TV servers also listed in the OPG. Any combination of 10 or more options from the option product families within the OPG is permitted to make up the qualifying 10 or more units.



HP Smart Portal Web Address –  
**<http://h20375.www2.hp.com/portal/site/publicsmartportal/>**

## Avalanche Options Guide

This newly implemented guide is your one stop shop for ISS options when buying any Top Value Server.

The guide provides you with 7-10 recommended options per TV server model with details of how each HP Approved Option can benefit your customer.

You can find the guide within our monthly Top Value spreadsheet or on our promotional pages on the HP Smart Portal.

# ISS Offers Continued....



## BladeSystem Promotion

Drive business innovation and eliminate sprawl with the industry-leading HP BladeSystem, the industry's only Converged Infrastructure architected for any workload from client to cloud. HP BladeSystem is engineered to maximise efficiencies of time, power and value investment, saving up to 56% total cost of ownership over traditional infrastructures.

### HP BladeSystem free enclosure offer.

Purchase any two qualifying blades and a c3000 enclosure or 4 qualifying blades and a c7000 enclosure and HP will refund the cost of the enclosure\*.

\*Terms and conditions apply.

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

## HP Insight Control Offer 1st March – 31st April 2011.

HP Insight Control is essential server management that unlocks the management capabilities built into your HP ProLiant servers. Insight Control delivers powerful capabilities that enable you to proactively manage ProLiant server health – whether physical or virtual, deploy ProLiant servers quickly, optimise power consumption, and control ProLiant servers from anywhere.

Purchase any three 300 series DL Top Value Servers with Insight Control licenses plus IC Installation & Startup and HP will give you £1,200 cashback.

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



# Double Your Performance For Free with AMD



## Claim a free AMD Processor worth up to £1,095 with a qualifying Top Value DL385 G7 ProLiant Server.

HP ProLiant Servers and AMD – the key to your business success

IT departments are more challenged than ever before. It's time to unleash innovation and cost savings with next generation HP ProLiant servers powered by 8- and 12-core AMD Opteron™ 6100 Series processors.

### Upgrade now and experience:

- 23 to 1 server consolidation ratio<sup>1</sup>
- 96% or more savings on energy and cooling<sup>1</sup>
- \$48,380 in total savings for every 100 users<sup>2</sup>



Build a foundation for the HP Converged Infrastructure that balances IT supply with business demand. All for an investment that pays for itself in as little as 2 months.<sup>1</sup>

HP Care Pack offer – Attach a 5 yr Care Pack (U8084E) & claim £300 cashback!

<sup>1</sup> Based on HP internal testing comparing HP ProLiant DL380 G4 to HP ProLiant DL385 G7.

<sup>2</sup> Source: IDC white paper sponsored by HP Gaining Business Value and ROI with HP Insight Control, May 2009.

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



# 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.

### New MicroServer

Now featuring a 250GB Hard Drive and 150W Power Supply for higher efficiency.

Part number: 633724-421



## Fantastic HP ProLiant MicroServer promotion EXTENDED!

Buy the new HP MicroServer and claim £100 Cashback. Add a 3 Yr HP Care Pack (UR482E) & claim £30 Cashback with our EXTENDED Launch Offer.

also

Claim an additional £50 Cashback when purchased with HP Microsoft Foundation ROK OS (589222-B21) Attach HP Care Pack U9269E and claim £200 Cashback.

The HP **ProLiant MicroServer** is reliable, affordable and quiet. It is the first server built expressly to help micro and small business environments with less than 10 PCs:

- Share, with centralised access to files and applications
- Secure sensitive company information
- Adapt to meet growing needs.

With the HP **ProLiant MicroServer**, you will be able to:

- Host business applications, email and websites
- Share files, printers and Internet access across the PCs in your office
- Protect your business with centralised backup.

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



# HP HALF PRICE TAPE DRIVE OFFER...Claim 50% Cashback!

**March 14th – April 30th 2011.**

HP's tape technology continues to flourish because of its ability to meet the needs of the Small and Medium Business (SMB) market. Tape delivers a very cost-effective, reliable all-round solutions for data protection, disaster recovery, and long-term data retention.

- DAT Tape Drives, for Affordable, entry level backup
- RDX systems, for Easy-to-use removable disk backup
- Ultrium Tape Drives, for Solid performance; simple integration



**We are offering 50% Cashback on qualifying HP Tape Drives when purchasing any qualifying Top Value ProLiant Server.\***

For full Terms and Conditions of this promotion & list of Qualifying Products, please visit the following site:

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

\* Does not include the ML110's and MicroServer.



# HP StorageWorks Promotions – April 2011.

## **P2000 – £1,000 Cashback Offer!**

The HP StorageWorks P2000 family is the ideal first SAN 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.

For April we are offering £1,000 Cashback on selected P2000 SANs.

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

## **D2D promotions**

D2D forms part of HP's converged infrastructure by using industry standard components and HP StoreOnce software to deliver high performance, deduplicated, disk based backup for HP P4000 and all forms of storage.

### **D2D 2502i and 2504i promotion**

This month HP are running a price cut promotion on the following D2D products along with their corresponding replication licences. Giving end user discounts of up to 42% off:

- EJ001B – HP StorageWorks D2D2502i Backup System
- EJ002B – HP StorageWorks D2D2504i Backup System
- EH990A – HP StorageWorks D2D2500 Replication License.

Please contact your distributor for pricing and discount levels.



### **D2D HPFS**

Customers spending £60k or more on D2D have the option of:

- 3 years 0% lease on D2D hardware and licenses.

**OR**

- 3 years finance at 2.5% APR on D2D hardware and licenses.

Subject to acceptance and approved on a deal by deal basis. Terms and conditions apply.

Please contact Steven Elliot at [steven.elliott@hp.com](mailto:steven.elliott@hp.com) for HP Financial Services.



# HP StorageWorks Promotional Offers – April 2011.

Low cost, high performance Virtualisation SANs from HP

## Introducing the HP StorageWorks P4000 G2 SAN Virtualisation Solution Bundles.



HP is offering seven specially priced P4000 solutions designed to drive down customer's storage costs. With a P4000 G2 solution customers enjoy the benefits of:

- A Scalable on-line SAN
- Superior availability and disaster recovery
- All inclusive feature set enabling enterprise functionality at an affordable price
- Extensive VMware integration
- HP P4000 Virtual SAN appliance software.\*

## Why not attach a HP D2D Backup System with your P4000 solution?

HP D2D Backup Systems provide the optimal balance of **affordability, manageability, and reliability** to handle the data protection needs of your HP StorageWorks SAN solution.

As part of our Q2 P4000 solution offerings, we are giving customers the chance to attach an HP D2D Backup System at **less than half price** with selected P4000 solutions, or customers can buy the D2D system on its own.

### PLUS

Buy a 5 year Support Plus 24X7 HP Care Pack for the price of the equivalent 4 year pack.

For the full list of P4000 & D2D solutions, CarePack options and the Terms & Conditions of this promotion, please visit the UK&I HP Smart Portal:

<https://h20375.www2.hp.com/portal/site/smartportal/?page=SWD+landing+page>  
[www.hp.com/uk/p4000\\_offers](http://www.hp.com/uk/p4000_offers)

\*VSA Software included free of charge on selected P4000 solutions only.



## 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 or up to £6,798 on Virtual Connect.

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)



# Why HP ROK?



<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 Microsoft ROK Cashback

For April, when customers purchase a qualifying HP Microsoft ROK in conjunction with a qualifying Top Value server they can claim up to £200 cashback!

HP Microsoft Reseller Option Kits	Part No.	Cashback Value
Windows Server 2008 R2 Foundation Reseller Option Kit English <b>**New for April**</b>	589228-B21	£50
HP Microsoft Windows Server 2008 R2 Standard Edition, 5 CAL, Reseller Option Kit	589256-B21	£100
HP ProLiant Windows Small Business Server 2008 SP2 Standard Edition	578891-B21	£100
Windows Small Business Server 2011 Standard Edition Reseller Option Kit <b>**New for April**</b>	644250-B21	£100
Windows Small Business Server 2011 Premium Edition Reseller Option Kit <b>**New for April**</b>	644251-B21	£100
HP Microsoft Windows Server 2008 Enterprise Reseller Option Kit	589257-B21	£200

## Double your cash back with HP Care Pack Services

Add HP Care Pack U9269E – 10 Incidents MS Op Sys Applications and Software Support Pack and claim an additional £200 cashback. Visit: [www.hp.com/uk/msrokcashback](http://www.hp.com/uk/msrokcashback)



# New product launch offers

## Introducing The HP E5000 Messaging System for Microsoft Exchange 2010.

**April 1st – April 30th 2011.**

The industry's first purpose-configured, pre-tested messaging system from the world's messaging leaders; take advantage of this unique relationship between HP and Microsoft. Ideal for multi-site enterprises as well as branch office and remote office locations in need of a simple to manage and highly available Microsoft Exchange environment.



### **This month speak to your Supplier about our special pricing on the 12TB or 16TB Messaging System, and give business users the experience they want most:**

- Significant Time Savings & Simplicity To Setup; complete Exchange environments in hours versus days
- A preferred solution by both HP & Microsoft delivering a combined Server & Storage Single Appliance
- Opportunity to change with your business as mailbox size, availability, and archive will only continue to grow

\*\*\*Please contact your Distributor for OPG 86392053\*\*\*

### **Introducing the P4800 SAN Solution for BladeSystem**

The P4800 SAN Solution for BladeSystem is the industry's first scale-out enterprise class SAN completely integrated into HP BladeSystem delivering lower power/cooling costs with higher density.

We are offering additional discount when ordered with a qualifying C3000 Blade Enclosure. Please speak to your preferred distributor quoting OPG 86420418.



# 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 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.

