

SAVE

short term, grow long term.



May 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. Now with £100 Cashback available.
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 Processor	Double your performance for Free – Free additional Processor with selected Top Value DL380 & DL385 G7 Servers.
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 – “Double Capacity” Offer	END USER REBATE – Purchase a qualifying P2000 MSA with two hard drives and get one of the hard drives for free!
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	Free VSA Licenses with selected P4000 G2 SAN Virtualisation Bundles.
Storage	Overview
Virtualisation Smart Bundles	HP Virtualisation Smart Bundles with VMware or Hyper-V.
Gigabit SFP SX Transceiver for just £1 when buying HP E2610 Switches	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.

For networking offers see page 14.



New for May.

We are offering 50% Cashback on qualifying HP Tape Drives when purchased with 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

*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 Year Care Pack (UR482E) and claim £30 Cashback.

also

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

Attach HP Care Pack U9269E and claim £200 Cashback

AVALANCHE

Build your sales momentum with customers



Double Your Performance for Free!

Claim a free Intel or AMD Processor worth up to £959 with a qualifying Top Value DL380 G7 or DL385 G7 ProLiant Server.



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
578930-035	HP ProLiant ML110 G6 Intel G6950 Dual Core	£199
470065-384	DL385 G7 Dual Processor Capable, 1x6128 (2.0GHz) Eight-Core	£1,299

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.

ISS Options Attach Promotion & Avalanche Options Guide.

May 1st – May 31st 2011.

Throughout May 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





Double Your Performance For Free.



Claim a free Intel or AMD Processor worth up to £875 with a qualifying Top Value DL380 G7 or DL385 G7 ProLiant Server.

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 Intel Xeon™ 5600 Series and AMD Opteron™ 6100 Series processors.

Upgrade now and experience:

- Up to 23 to 1 server consolidation ratio¹
- 96% or more savings on energy and cooling¹
- \$48,380 in total savings for every 100 users²



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.¹

¹ Based on HP internal testing comparing HP ProLiant DL380 G4 to HP ProLiant DL385 G7.

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

www.hp.com/uk/doubleyourperformance



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.

With our EXTENDED Launch Offer

also

Claim an additional £50 Cashback when purchased with HP Microsoft Foundation ROK OS (589222-B21)

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



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

Extended into May!

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

* Does not include the ML110's and MicroServer.



HP StorageWorks Promotional Offers – May 2011.

This month HP are offering customers 2 **Free** VSA software licenses worth £3,729 each when purchasing a qualifying HP P4000 Starter SAN.*

HP P4000 Starter SAN & 2 FREE VSA Licenses.

HP P4300 G2 7.2TB SAS Starter SAN
Or
HP P4300 G2 16TB MDL SAS Starter SAN

2 FREE VSA Software Licenses



- A Scalable on-line SAN
- Superior availability and disaster recovery
- All inclusive feature set enabling enterprise functionality at an affordable price
- Extensive VMware integration.

- Easy to deploy and manage using simple management console
- Snapshot capability for data protection
- Thin Provisioning for efficient storage utilisation.

*£3,729 represents HP list price for VSA licenses. For full P4000 Starter SAN pricing, additional P4000 promotional solutions, D2D add-on solutions, HP P4000 CarePack options and the Terms & Conditions of this promotion, please speak with your distributor.



D2D Price Cut Promotion.

Up to **70% off** D2D4312

List Price £64,395, now available from **£20,000!!**

Here is why you should take advantage today...

- Features HP StoreOnce block level deduplication to save up to **95% of storage space and the ability to retain typically 20x more data on disk – provide leading price performance!!**
- Based on HP ProLiant hardware with proven reliability and performance.
- Support for Backup Exec, NetBackup, Data Protector, Veeam, Windows DPM and more!

Order from OPG 86096803, **Giving Reseller Discounts of up to 50%**

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

Or order from OPG 86039806, **Giving Reseller Discounts of up to 70%**

- EH996A** HP D2D4106i Backup System
- EH993B** HP D2D4112 Backup System
- EH983A** HP D2D4312 Backup System
- EH995B** HP D2D4112/D2D4312 Backup System Upgrade Kit.

AssetID: C-A7MLE75C



Double Your Capacity For Free Buy a Hard Drive and get 1 Free.*

1st May – 31st May 2011.

*For May, when customers purchase a qualifying P2000 G3 MSA, for every Hard Drive they also purchase, they can claim an identical, additional qualifying one for free (via cashback).

Designed for small companies with tight budgets and limited IT expertise, or larger companies that have smaller departments and remote locations, the P2000 Family is perfect for customers who are looking to gain advantages by consolidating their storage.

Take advantage of this offer; start small and grow with no hidden costs:

Pay for what you need, when you need it.

Grow as little as one drive at a time and add expansion enclosures as required.

No additional software licenses or fees when you expand the system or add more servers.



Learn more at www.hp.com/uk/doubleyourcapacity



Networking Offers.

A Catalyst for Change

HP Networking's "A Catalyst for Change" Cisco Trade-In Program offers customers (min order of \$100k list including services) an additional saving 20% off list price as cash back rebate when purchasing eligible HP Networking A-Series, E-Series and S-Series products and trading in eligible Cisco switches (Catalyst and Nexus), wireless and router products.

Now it's easier than ever for Cisco customers to upgrade their core, data centre and campus infrastructure and get value from their legacy Cisco investment. For deals of less than \$100k list the existing trade in program is still available. Program will run till 31st October 2011. For more information, speak to your HP Account Manager.

Gigabit SFP SX Transceiver for just £1 when buying HP E2610 Switches

When your customers buy any HP E2610 Switch, they can get an HP Gigabit SFP FX Transceiver for just £1. These switches are ideal for standard connectivity or more complex converged environments. Valid 1st April – 31st May 2011.

NEW – Significant price drop on the E2910 Switch Series 10 GbE modules

From April 1st 2011, HP is announcing significantly lower prices on the 3 10GbE modules for the E2910 Switch Series. The new pricing delivers increased price/performance and reinforces HP's commitment to offering best-in-class TCO. Ask your HP Account Manager for more details.



Why HP ROK?



Excellent price	In combination with a ProLiant server, the Reseller Option Kit is priced lower than other comparable products, and much more flexible.
Increased revenues	The combined sales process of ProLiant servers and an operating system increases your revenues.
Reduced acquisition costs	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.
Faster delivery times	No complex hardware and software bundles are needed. Instead, the option kit is individually available directly from stock.
Lower service costs, one stop shop support	FREE 90-day telephone support. Get both the hardware and software installation, configuration, and setup support directly from HP.
Satisfied customers	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 May, 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	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	644250-B21	£100
Windows Small Business Server 2011 Premium Edition Reseller Option Kit	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



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



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



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

South: 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

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.

