

# ACHIEVE

*more, spend less.*



## March 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.
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 Topvalue Servers with Insight Control licences plus IC Installation & Startup and HP will give you £1,200 cash back.
Storage offers	Overview
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.



# Promotional Offers—March 2011.

## HP MicroServer £100 Cashback!\*

### New MicroServer!



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

NEW – Part number: 633724-421

## My First SAN – Cashback Offer

### 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.

For March we are offering £1,000 Cashback on selected P2000 SANs.\*

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

## HP AMD Processor Cashback\*

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

### HP Care Pack offer

Attach a 5yr Care pack (U8084E) and claim £300 cash back!

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



## Watch out for the Avalanche

Now Includes a ProLiant ML110 for under £200!

\*Terms and conditions apply.

**AVALANCHE**  
Build your sales momentum with customers.



# 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
578930-035	HP ProLiant ML110 G6 Intel G6950 Dual Core	£199
470065-163	ML350 G6 Dual Processor Capable Intel Xeon 5504 Quad Core	£899
605029-425	DL380 G7 Dual Processor Capable, Intel Xeon 5640 Quad Core	£1,799
470065-384	DL385 G7 Dual Processor Capable, 1 x 6128 (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.

Offers valid Tuesday 1st March – Tuesday 31st March 2011.



# ISS Offers Continued....



## 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 return the cost of the enclosure\*.

\*Terms and conditions apply.

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

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

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

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



# Double Your Performance For Free.

## 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.

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

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>

<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.



# 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 **ProLiant MicroServer** and claim £100 cash back with our extended Launch offer.

*Attach HP Care Pack and claim an additional £30.*

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)



# **Accelerate** ... through **March**

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

## HP Microsoft Accelerate Promo

In support of our end user cashback promotion the following Microsoft ROK products can now earn you Accelerate Points.

Part number	Description	Points
589256-B21	HP Microsoft Windows Server 2008 R2 Standard Edition, ROK Kit	1,000
578891-B21	HP Microsoft Windows Small Business Server 2008 SP2 Standard Edition ROK Kit	1,000
589257-B21	HP Microsoft Windows Server 2008 Enterprise ROK Kit	1,500


**AVALANCHE**  
 Build your sales momentum with customers.

**Avalanche IceBreaker Products are now on Accelerate for March!**

Part number	Description	Points
578930-035	HP ProLiant ML110 G6 Intel G6950 Dual Core	500
470065-163	HP ProLiant ML350 G6 Dual Processor Capable, Intel Xeon 5504 Quad Core	1,000
605029-425	DL380 G7 Dual Processor Capable, Intel Xeon 5640 Quad Core	1,000
470065-384	DL385 G7 Dual Processor Capable 1 x 6128 (2.0GHz) Eight-Core	1,000

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



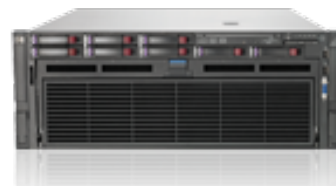
# Calculate just how much your customers could save by moving to the latest generation of HP Servers.

Cut energy and financial costs without sacrificing performance with HP ProLiant DL385 G7 servers and HP ProLiant DL585 G7 servers, powered by AMD Opteron™ 6100 Series processors – so radically efficient they could pay for themselves in as little as 30 days.



## HP ProLiant DL385 G7 server

- AMD Opteron™ Processor Model 6134
- 4 GB memory, up to 256 Max
- Up to eight (8) HP hot plug small form factor (SFF) SAS, SATA, or Solid State drives
- iLO 3 allows powerful, hardware-based remote administration and control from a standard web browser to optimise valuable IT staff resource.



## HP ProLiant DL585 G7 server

- Up to 4 Eight-Core or Twelve-Core
- AMD Opteron™ 6100 series processors
- Up to 512 GB memory
- Up to eight (8) HP hot plug small form factor (SFF) SAS, SATA, or Solid State drives.

HP can build a Converged Infrastructure that delivers the efficiencies and ROI you need.

That's why HP next generation ProLiant servers are changing the way computing serves business.

Calculate your ROI here:

[www.hp.com/go/realize ROI](http://www.hp.com/go/realize ROI)



# SWD – New Product Introduction (NPI)

Storage designed for convergence announcing 1st March, 2011.

## Simplifying data management with storage & server convergence

**New:** StoreOnce with greater scale & performance (D2D4324)

**New:** 1st SAN fully converged with BladeSystem (P4800)

**New:** Turnkey business communications (HP E5000)

HP StoreOnce powered D2D Backup Systems	HP P4800 G2 SAN and SAN/IQ 9.0	HP E5000 Messaging System for Exchange 2010
– Speed time to value with 67% faster deployment	– Increased agility with 2 to 8 node scale, a choice of drive types and capacity points	• Simplify initial project design by 90% while benefiting from HP and Microsoft best-practices
– 2TB drives in HP D2D4324 Backup System raises raw capacity to 96TB (useable capacity to 72TB)	– Reduce networking costs by 65% with virtual connect	• Deploy Exchange in 87% less steps with pre-sized systems, and wizard-based data migration.
– Increase backup & recovery performance by 66%	– Reduce power/cooling costs by 30%	• Improve end user productivity with larger mailbox per user at lower per-user cost
– Protect 1.4PB of data at 50% lower cost	– Manage servers, storage, networking, and VMs from a single VMware vCenter plug-in	• Reduce power requirements by 30% with infrastructure and application convergence

For all elements of our SWD NPI, including collateral, please visit the HP Smart Portal:

<http://h20375.www2.hp.com/portal/site/publicsmartportal/>



# HP StorageWorks Promotions – March 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 March 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 – March 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)



# 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 Microsoft ROK Cashback

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

Product	Part No.	Saving
HP Microsoft Windows Server 2008 R2	589256-B21	£50
HP Microsoft Windows SBS 2008 SE	578891-B21	£75
HP Microsoft Windows Server 2008 Enterprise	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 additional £200 cashback

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



# 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 2011. 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.

