Create a more robust data center
HP Services for ProLiant and BladeSystem data center environments

Finding the keys to efficient data center operations

CIOs like you are always looking for ways to keep costs down while getting more out of your data centers. Perhaps you’re also experiencing a capacity crisis as you reach the limits of your legacy, siloed infrastructures. Moving forward, you need to continue to modernize your infrastructure, deal with rising energy costs and lack of data center space, and reduce complexity at every opportunity.

In addition, you’re faced with a range of ongoing challenges:

- **Business continuity and availability**
  If your IT infrastructure supports a business-critical application environment in which downtime puts your company at risk—from loss of productivity to data loss to jeopardizing the company’s future—your service management and support capabilities need to be sturdy, comprehensive, and robust.

- **Data center management issues**
  Many of the challenges that CIOs face today are dominated by limited resources in the areas of staff, computing, budgets, and infrastructure. These challenges ultimately translate to reduced operational efficiency.

- **Server sprawl**
  As server virtualization deployments mature, CIOs begin to struggle with virtual infrastructure management. Virtualization helps to break down IT silos, increase flexibility, and boost return on investment (ROI)—but it also increases complexity.

- **Cost containment**
  Paying close attention to the costs of designing and running your data center has to be a top priority.

- **Multivendor relationships**
  It is becoming increasingly difficult for IT staff to manage multiple vendors or wade through multiple support levels to identify and resolve infrastructure issues, especially when downtime adversely affects your business operations.

- **Infrastructure update**
  You might be unsure whether you should retrofit your existing data center or build a greenfield facility from scratch. The decision to build or retrofit is not simple and can have major financial and operational repercussions.

Is your organization prepared to meet these challenges? HP technologies can help you save time and money as you update and expand your data center. Every enterprise confronts different pain points and different attitudes about overall changes in the data center, which is why we provide customized yet integrated support and consulting services across your data center lifecycle.
Third-party services help you keep up with emerging trends

Today's business-critical applications tend to migrate from legacy mainframes to large industry-standard server farms. In a majority of new installations, the servers in these farms are either blades or rackmount x86 servers.

Many organizations have also implemented virtualization on these x86 servers, which creates even more complex support environments. Whether you are a large enterprise or a small company, it can take time to achieve higher server utilization through virtualization and greater standardization on x86 platforms running on Microsoft® Windows® and Linux. The reality is that large enterprises—as well as small and medium-sized enterprises—find themselves operating legacy multivendor data center environments, which members of your IT staff may find increasingly difficult to maintain as they look to introduce new IT solutions.

To address these increasingly complex support issues, you may want to consider developing a deeper services relationship that can provide multivendor support. These services will focus on supporting the entire IT environment, not just the hardware platform. Four main trends play a role in this forward-looking relationship:

1. The need to improve technology optimization
2. The desire to work with a primary service vendor as part of a supplier rationalization strategy
3. The mandate to optimize your budget
4. The processes that increase staff resources and efficiencies

Many organizations struggling with technology silos are switching to a converged infrastructure to eliminate sprawl. As you continue to work within stricter budgets, it remains an ongoing challenge to realize tangible business ROI in IT while running an operation with an aging infrastructure. These shifting data center economics require a more holistic view of managing and running a data center—which remains at odds with the simpler approach of addressing specific aspects of IT and data center operating costs point by point. Some of these trends are also driven by a green IT focus, as many organizations look to reduce carbon emissions and develop more sustainable business operating practices.

Embrace HP Services and create a more robust data center

HP Services for industry-standard servers spans the technology lifecycle—from data center planning, solution assessment and design, implementation, training, and ongoing support—to create a highly manageable, cost-effective infrastructure based on open standards and industry-leading innovation.

HP Data Center Consulting Services

HP Data Center Consulting Services encompasses the planning, architecture, design, and building of every aspect of your data center, including the facility and the IT infrastructure.

HP Critical Facilities Services provides an array of consulting, design assurance, and turnkey design-build services. This helps you lower capital, energy, and operating costs and provides the agility to adapt to changing business needs over the lifetime of the data center. These services can be used to plan overall data center facility solutions, transform existing facilities, or design and build custom facilities.

HP IT Infrastructure Consulting Services can help if you are looking to consolidate, virtualize, automate, migrate, and secure your IT infrastructure to make your data center more productive, more economical, and more in line with your business objectives. HP experts can help you with building a next-generation IT infrastructure vision, plan, and design that includes converged infrastructure and cloud models while optimizing your investments in multivendor environments.

HP Cloud Consulting Services offers strategic planning, flexible design choices, and expertise for building and supporting heterogeneous, converged cloud environments to promote one simplified, secure consumption experience across different service delivery models—traditional, public, private, and managed cloud.

HP Implementation and Deployment Services

HP provides you with a one-stop shop for all of your data center implementation needs. HP Implementation Services offers your organization the integration and implementation needed to deploy and enhance your data center environment. You can choose between prepackaged or custom, easy-to-install offerings.

HP Services can prepare your infrastructure to become an always-connected enterprise, so you can effectively meet the needs of your customers, employees, and partners.

HP Deployment Services encompasses a portfolio of integrated hardware and software services that can help you successfully deploy your data center systems, storage, networking, desktop and mobile devices, and software resources. For virtualized environments, HP VirtualStart Services for server or client virtualization can help you build and deploy the foundation blocks of an HP BladeSystem-based virtualized data center: HP Virtual Connect and Insight Manager.
Hardware and software support services

In a new service-centric world powered by a converged infrastructure, the need for total environmental support across siloed servers, storage, networks, and IT management of your data center is critical. HP support services deliver personalized, proactive, and connected services in which customers can benefit from a single point of accountability. Our flexible and integrated support options include customized support for always-on, self-repair, and standard data center environments.

For an always-connected environment, HP Mission Critical Services offers reactive and proactive support to monitor your data center actively and help detect failures before they occur.

For a standard environment, HP offers a combination of proactive and reactive support options. You can get flexible response-time commitments and the precise level of coverage you need with these support services. You can also make the most of high-quality support with a wide range of purchase options for solutions based on Microsoft Windows, Linux, VMware, Citrix, and HP Insight Control and Insight Dynamics software.

HP Converged Infrastructure Support and Education Services comprises flexible support options such as HP Mission Critical Services, Remote Insight Support, and Multivendor Support. These support options enable high service availability and quality, freeing up your resources from performing day-to-day maintenance and operations.

HP Insight Remote Support, available at no additional cost, provides 24×7 remote monitoring, proactive notifications, and problem resolution.

Energy efficiency services

This range of customized services comprises thermal assessments, design, deployment, and support of energy-efficient server solutions and related options. These include water-cooling additions to racks, as well as support solutions for the “Sea of Sensors” that monitors temperatures of x86 server and data center environments.

HP Virtualization Services

HP makes it easier for your organization to overcome complexity and capitalize fully on virtualization. HP Virtualization Services offers a faster, simpler path to VMware environments, delivering a complete and high-performance virtualized environment with pre-tuned server, storage, networking management, and hypervisor resources.

HP Datacenter Care Primary Service Provider

HP Datacenter Care Primary Service Provider is a flexible, comprehensive, relationship-based approach to personalized support and management of heterogeneous data centers—comprising a structured framework of repeatable, tested, and globally available services. HP Datacenter Care Primary Service Provider provides you with an assigned account team that will know your business and your IT environment, and will help you select what you need from an extensive portfolio of support and consulting services. These services leverage HP’s experience supporting complex environments, our global partnerships, and our technical expertise. You get exactly the services you need—when and where you need them—in a single contract. We meet your specific IT requirements and help you reduce complexity and risk, save time and costs, improve availability and performance, and free up your staff to concentrate on innovation. With Datacenter Care, HP will help you deploy, operate, optimize, and evolve your data center wherever you are on your IT journey.

HP Education Services

Ranked as a leader for IT education in the IDC report, “Worldwide IT Education and Training 2012 Vendor Analysis,”* HP Education Services provides multiple face-to-face or online training courses that can help you accelerate your people, process, technology adoption, and change management.

Key benefits

HP Services for ProLiant and BladeSystem data center environments can help you:

- **Run your infrastructure efficiently with a better design**
  HP Data Center Design and IT Maintenance Services provides engineering and architectural design for your evolving data center facilities and IT infrastructure. It can also provide you with several service benefits, such as:
  - Mitigation of project and regulatory risk with expert design
  - Smooth execution for the people, process, IT, and facilities aspects of data center transformation
  - Physical design blueprint, including building, cabling, security, people, power, and cooling
  - Organizational and process designs
  - Implementation, test, acceptance, and transition planning

- **Eliminate technology silos**
  HP Converged Infrastructure Services can help eliminate technology silos and integrate data center components into shared pools of interoperable resources. HP Services can help you take full advantage of our innovative Converged Infrastructure architecture, addressing people, process, and technology across previously siloed server, storage, and network teams.

* IDC MarketScape: Worldwide IT Education and Training 2012 Vendor Analysis (IDC #232870)
• **Reduce the cost of operating your IT infrastructure**
  
  Transaction growth, storage, database growth, and new product introductions can contribute to rapidly growing operational expenses. Similarly, aging data centers, outdated equipment, and inflexible data center designs all increase capital expenditures. With the right services, you can effectively plan, deploy, and manage your IT solutions. HP can help you choose a support package that strikes the right balance between affordability and results, so you can enjoy lower costs, higher availability, and easier access to services.

• **Control virtual server sprawl**
  
  With HP, you can easily eliminate server sprawl with an end-to-end, tightly integrated virtualization solution that incorporates everything you need—hardware, software, and services—including planning, deployment, and management.

• **Supplement your internal IT support team**
  
  The challenges CIOs face today deal with squeezed resources (including budget, staff, computing, and infrastructure), complexity, and sprawl—all of which translate into reduced operational efficiency. If you are facing a human resources crunch, our expertise in designing and operating data centers is designed for you.

• **Receive consistent support, delivered globally**
  
  Our key strengths lie in the depth and breadth of our portfolio of standard offerings. This repeatable service portfolio from HP is available worldwide, and it provides consistent service delivery. Our support portfolio offers committed response time and call-to-repair options, and our integrated service support solutions provide 24x7 support for all the components of your server environment.

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### Why HP

We are one of the most trusted names in technology. As one of the largest technology companies in the world, HP delivers data center resources and skills around the world, wherever and whenever you need them. HP Services for ProLiant and BladeSystem data center environments provides flexible access to HP expertise that is consistent across geographies and technologies.

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### Global citizenship at HP

At HP, global citizenship is our commitment to hold ourselves to high standards of integrity, contribution, and accountability in balancing our business goals with our impact on society and the planet.

To learn more, visit [hp.com/hpinfo/globalcitizenship](http://hp.com/hpinfo/globalcitizenship), and for information about the HP Eco Solutions program, go to [hp.com/ecosolutions](http://hp.com/ecosolutions).

### Technology with a human touch

In an always-connected world, it’s crucial to have complete command over your technology environment. You need a trusted advisor who understands where your business should go and the technology decisions you must make to get there. Combining technology intelligence and know-how with business intelligence, our service professionals help organizations around the world meet their evolving needs. They can do the same for you.

Connect with our service experts to explore ways to do more with your technology investments. Please visit [hp.com/go/tsconnect/](http://hp.com/go/tsconnect/).