

Next Generation ProLiant server technology

The new HP ProLiant family redefines datacentre expectations and economics with the world's smartest servers built for the cloud era.

As demand for enterprise and consumer cloud services explodes, IT departments struggle to keep pace with growing IT scale and complexity. To respond effectively to the cloud era, IT needs smarter systems that learn, connect and adapt. That's the next-generation HP ProLiant servers with Active Insight technologies. The new ProLiant family features a "server IQ" that is over ten times higher than that of the average server. By collecting over 1,600 system parameters and connecting servers to tools for maintenance, application optimisation, energy efficiency and support, ProLiant servers help IT organisations increase application

uptime and reduce operation costs for a fraction of the effort typically required of system administrators. Guided by the "Client-2-Innovation" design philosophy, HP engineers and developers created over 150 innovations that help clients get tasks done simply, reliably and with confidence. Clients who have trusted ProLiant for years will be instantly familiar with the consistent experience and yet appreciate the attention to detail of the new features and design.



HP ProLiant servers with ProActive Insight architecture

| Integrated Lifecycle Automation | Dynamic Workload Automation | Automated Energy Optimisation | Proactive Insight Experience |
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| Servers so intelligent they eliminate tedious, time-consuming tasks | Servers so intelligent they converge storage, compute and I/O to turbo-charge application performance | Servers and infrastructure so intelligent they maximise use of space, power and cooling | Servers so intelligent they redefine the server experience |
| <ul style="list-style-type: none"> Intelligent Provisioning: Fully integrated system and OS configuration tool eliminates 45% of the steps, so you can deploy servers in 50 faster. Active Health: Troubleshoot 5x faster, monitor and log over 1,600 system parameters and 100% of configuration changes. Smart Update Built-in: Allows administrators to deploy updates 3x faster, with 93% less downtime during updates | <ul style="list-style-type: none"> Solid State Optimised: For solid state to deliver a dynamic balance of Ix factor performance versus previous generations and capacity. Smart Data Protection: 50% more drive capacity, and 2x the number of drives on an RAID array, new multiple smart data protection technologies are now built in. Smart Data Services: Orchestrated with real-time analysis to build the future of converged storage | <ul style="list-style-type: none"> Thermal Discovery Services: Reduce energy usage and increase compute capacity. Location Discovery Services: Optimise workload placement with servers that self-identify and inventory themselves. Power Discovery Services: Eliminates power configuration errors, precisely tracks power usage by rack and server by server, while eliminating manual record keeping and performance | <ul style="list-style-type: none"> Insight Online: The industry's first cloud-based, IT management and support portal Insight Remote Support: 24/7 remote monitoring with automatic notification on potential hardware problems and accurate resolution in less time Proactive Services: Innovative new services based on HP ProActive insight architecture improves infrastructure uptime and performance |
| <ul style="list-style-type: none"> Deploy servers quickly and easily to keep pace with business growth Simplify the out-of-the-box experience - no physical media or downloads are needed for firmware, drivers, tools or agents Reduce downtime with continuous monitoring of server health Keep server firmware and software up to date with minimal operator intervention Free server administrators to focus on strategic IT initiatives like cloud and virtualisation | <ul style="list-style-type: none"> Increase storage capacity quickly and easily to stay ahead of data growth Accelerate the performance of application workloads with increased memory bandwidth and faster data access Protect data from hardware failures, application crashes and human errors Improve uptime with advanced error detection Scale capacity and performance in a cost-effective manner | <ul style="list-style-type: none"> Reduce power consumption and operations costs Squeeze more IT out of every bit of power and cooling capacity Save valuable staff time by avoiding tedious manual discovery and inventory processes Avoid datacentre outages by reducing the risk of power redundancy failures and circuit overloads Reclaim datacentre capacity by optimising the use of power and cooling | <ul style="list-style-type: none"> Save time managing IT infrastructure anywhere, anywhere Automate routine tasks to reduce costs and time spent troubleshooting Prevent problems before they occur to keep business running smoothly Automated 24/7 event monitoring and support case generation Increase the availability of IT systems and business services with proactive notification of problems Accelerate the resolution of problems and increase first time fix rate with HP Remote support |

HP ProLiant Gen8 E and P series models

| e-Series Server Models (Essential) | p-Series Server Models (Performance) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Defining essential and easy-to-use computing</p> <ul style="list-style-type: none"> High-Speed I/O Bandwidth and memory Essential Storage Performance 1 Gb Embedded Ethernet Gold Level 92% Power Efficiency Industry Leading Management with Insight Control¹ Key Serviceability Features 3-1-1 Warranty offering | <p>The datacenter standard with leading performance and versatility</p> <ul style="list-style-type: none"> Top Performance with 2x I/O and memory Leading Storage Performance Most Flexible Integrated Networking options Best Power Management and 94% Efficiency² Industry Leading Management with Insight Control¹ Enhanced User Experience and Serviceability 3-3-3 Warranty offering |

¹Insight Control is available on the e-Series rack servers only
²Intelligent Power Discovery Built-in
³Based on all Performance models

HP BladeSystem c-Class: the world's most advanced blade infrastructure just got better

The ever increasing business demand for instant access from anywhere to any service in real-time is driving the need for a highly virtualized and flexible environment. This will be built on a software defined data center that requires a converged infrastructure with advanced intelligence - that HP can deliver. It starts with HP BladeSystem, the world's most advanced blade infrastructure with next generation technologies in a future-proof design. As the leading platform for virtualization and cloud, HP BladeSystem delivers breakthrough data center economics with the next generation networking for performance, scalable storage and intelligence for unprecedented insight into your data center.

ICD indicates in a survey that customers have been able to cut data costs by 68% using HP BladeSystem and pay back their initial investment in just over 7 months, a significant factor given the financial constraints most IT organizations are facing.

Access IDC white paper on www.hp.com/go/bladeidc.

Next generation technology in a future-proof design



The new HP BladeSystem c7000 Platinum enclosure delivers the **highest performance** including the fastest connectivity with 56 GB FDR InfiniBand, 40 GB Ethernet for high performance, low-latency networking and 16 Gb Fibre Channel ready with superior scalability for storage.

The new 3R 24 GB RDIMM HP SmartMemory, designed for the HP ProLiant BL460c and BL460c Gen8 Server Blades, delivers greater capacity and a **25% increase in performance**¹ for new levels of scalability for tomorrow's virtualization needs.

The HP Mellanox SX1010 switch is the first to provide 40 Gb downlinks to each blade server enabling InfiniBand-like performance in an Ethernet blade switch. The world's fastest Ethernet blade switch from HP, another industry first, the low-latency Ethernet switch delivers over **5X more bandwidth²** and **4X faster application response time³**.

Achieve up to 11.5 TB⁴ of shared storage in a single enclosure with the new Virtual Connect L2 which adds intelligence to dynamically allocate underutilized bandwidth ensuring customers achieve the highest return on their networking investment. HP Virtual Connect extends end-to-end integration with enterprise networking tools. Priority Queue QoS, enabling you to deliver the right service level for each application; and sFlow with real-time network monitoring for intelligent capacity planning. In addition, HP Virtual Connect continues to reduce costs by 47%⁵ and simplifies your network by now converging your LAN and SAN at the aggregation layer with **Dual hop PoE**.

Now HP Virtual Connect builds on the wire-once simplicity with the new Virtual Connect L2 which adds intelligence to dynamically allocate underutilized bandwidth ensuring customers achieve the highest return on their networking investment. HP Virtual Connect extends end-to-end integration with enterprise networking tools. Priority Queue QoS, enabling you to deliver the right service level for each application; and sFlow with real-time network monitoring for intelligent capacity planning. In addition, HP Virtual Connect continues to reduce costs by 47%⁵ and simplifies your network by now converging your LAN and SAN at the aggregation layer with **Dual hop PoE**.

Infrastructure intelligence is an essential foundation for a software defined data center



HP Power Discovery, now available with the HP BladeSystem Platinum Enclosure, **automates power configuration and tracking to reduce unplanned downtime**. In addition, **Location Discovery** now allows customers to pin-point and track server and enclosure location remotely from your central console. This new intelligence combines location with real-time, auto-polluted power and thermal data, integrated within HP Insight Control, to automate many of the tedious, time consuming processes.

Today HP BladeSystem is the only blade infrastructure that can support a virtualized client solution and is architected for any workload from client to cloud. The result is breakthrough economics that **reduces costs up to 60%⁶**, finally making it possible to mobilize your entire workforce.

The latest HP BladeSystem solution can scale from a task worker to a high-end workstation user, delivering a new level of user experience and productivity. In fact, HP BladeSystem is the first and only blade infrastructure to enable workstation-class graphics performance. The new WS460c blade workstation is the first to provide multiple virtualized graphic cards with 8 GPUs per blade that delivers **4x more users per workstation blade server⁷**. This industry leading performance allows power users in industries like manufacturing, oil & gas, and finance to access their full desktop from any mobile device, anywhere, and anytime.

Additional information
www.hp.com/go/bladeidc
www.hp.com/go/virtualconnect
www.hp.com/go/partners/emea/virtualconnect

HP Qualified Options

Whether your customer is upgrading an existing ProLiant server or IT infrastructure, or buying a new HP ProLiant Gen8 server, HP offers a wide range of innovative and intelligent options and services.

A comprehensive, end-to-end portfolio of qualified smart options enables you to unleash the full potential of HP ProLiant servers and helps customer optimize their drive-to-business outcomes. The broad portfolio of HP ProLiant options covers the full range of customer needs - from the processor, to memory, hard drives, controllers and network interface controllers (NIC) - to the rack and power infrastructure and beyond.

These offerings are HP Qualified Options (HQO) - which are tailored for HP ProLiant, Integrity and Storage systems - a designation that:

- Gives customers the confidence that the options have gone through a rigorous testing process
- Are easy to install, maintain and upgrade

With Gen8 of ProLiant servers, HP has introduced innovative Smart Storage and Memory technologies as well as game-changing ProLiant networking solutions. These solutions bring some significant new value for your customers by providing for significant increases in performance and power efficiencies.

For further information on the benefits of HP ProLiant options, visit: www.hp.com/go/qualifiedoptions

HP Qualified Memory

HP provides the highest quality memory for HP Servers and streamlines the warranty administration process. And HP ProLiant server memory is an HP Qualified Option, which means every genuine HP DIMM has been through our rigorous qualification process to ensure its compatibility, performance and reliability. In essence, customers who buy HP memory get additional value through reduced downtime, data reliability and increased productivity.

Gen8 ProLiant servers are optimised for dynamic workload acceleration and the Smart Memory significantly contributes to that. HP Smart Memory technology has enhanced data protection, significantly higher performance and error-handling intelligence for today's business speed and scale.

For more information on HP memory, please visit: www.hp.com/products/memory

HP ProLiant Gen8 Smart Storage

Today's IT needs are facilitating the shift to a converged infrastructure to reduce efficiencies and reduce complexity. A key element of converged infrastructure is HP Smart Storage. It consists of the storage ecosystem including controllers, drives and disk enclosures and management applications. HP Smart Storage improves IT experience:

- Simplifies infrastructure management
- Reduces serviceability errors
- Enhances data availability
- Increases performance
- Increases storage density

HP Smart Storage is optimised for solid state technology to deliver a dynamic balance of performance and capacity. With the introduction of ProLiant Gen8 servers, we are moving to a new drive - HP SmartDrive. This new drive allows for a significantly higher performance, smarter management, increased capacity and reduced maintenance errors. Active Health data will allow faster issue resolution and clearer visibility to returns/failure modes.

- Integrates seamlessly into your datacenter, requiring no application or operating system changes.
- Manage your array and HP SmartCache through a common management tool - the HP Array Configuration Utility (ACU).

For more information please visit: www.hp.com/go/smartcache

HP hard-disk drives

| Categories | HP PCI-e Workload Accelerators | | | | HP Enterprise SSDs | | | |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------|-------------------------|--------------------------------------|------------------------------|------------------------------|-------------------------|
| | Performance | Mainstream | Value | Value | Performance Drive Form Factor | Mainstream Drive Form Factor | Value Drive Form Factor | Boot Drive Form Factor |
| Connectivity | PCI-e | PCI-e / Mezz | PCI-e | 6 GB SAS | 6.58 345 x 67.5 GB SATA | 6.58 345 x 67.5 GB SATA | 6.58 345 x 67.5 GB SATA | 6.58 345 x 67.5 GB SATA |
| Endurance (Drive Writes Per Day) | High endurance -25 DWPD | Mainstream endurance -10 DWPD | Value endurance -1 DWPD | High endurance -25 DWPD | Mainstream endurance -10 DWPD | Value endurance -1 DWPD | Value endurance -1 DWPD | Value endurance -1 DWPD |
| Capacities | 350/700 GB | 365/785 GB | 1600 GB | 100/200/400/800 GB | 100/200/400/800 GB | 100/200/400/800 GB | 100 GB | |
| Typical Workloads | Applications that require lowest latency response times | | | | Unstructured read/write applications | | High read/write applications | |
| | Enterprise Features: Full DataPath error detection, SmartSSD Wear Gauge support for SSDs, and typically with surprise power loss protection | | | | High read/write applications | | High read/write applications | |

HP Rack and Power solutions

HP Rack and Cooling Systems

| | 1000 mm Depth | 1075 mm Depth | 1200 mm Depth | Shock Pallet |
|------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| 47U 600 mm wide | Pallet | Shock Pallet | Pallet | Shock Pallet |
| | BW911A - HP Intelligent Rack | BW912A - HP Intelligent Rack | BW913A - HP Intelligent Rack | BW914A - HP Intelligent Rack |
| 42U 600 mm wide | AF464A - HP i42 Rack | BW903A - HP Intelligent Rack | BW904A - HP Intelligent Rack | BW905A - HP Intelligent Rack |
| 42U 800 mm wide | | BW917A - HP Intelligent Rack | BW918A - HP Intelligent Rack | BW919A - HP Intelligent Rack |
| 34U 600 mm wide | | BW955A - HP Intelligent Rack | BW956A - HP Intelligent Rack | BW957A - HP Intelligent Rack |
| 32U 600 mm wide | AF331A - HP 1000G2 Rack | AF332A - HP 1000G2 Rack | | |
| 14U 600 mm wide | | 25E202-RZ - HP 1000G2 Rack | | |

Warranty 3-year HP warranty (3-0-0): HP Server and Storage hardware support. Covers rack and power products ** "Integrated" Care Pack¹ support.

Information For more information and detailed specs visit: www.hp.com/go/rackandpower

Feedback For questions or support contact rackpowersolutions@hp.com

| | 4 Ports | | | 8 Ports | | | 16 Ports | | | 32 Ports | | |
|----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------|----------------------------------------------------|------------------------|-------------|----------------------------------------------------|------------------------|-------------|----------------------------------------------------|------------------------|-------------|
| | Product Number | Power Output (VA/Watt) | Form Factor | Product Number | Power Output (VA/Watt) | Form Factor | Product Number | Power Output (VA/Watt) | Form Factor | Product Number | Power Output (VA/Watt) | Form Factor |
| Workstation Console Switch | AF511A - HP T4 Console Switch | | | AF512A - HP T4 Console Switch | | | AF513A - HP T4 Console Switch | | | AF514A - HP T4 Console Switch | | |
| Analogue Console Switch | AF516A - HP Dlx24 Console Switch | | | AF517A - HP Dlx216 Console Switch | | | AF518A - HP Dlx212 Console Switch | | | AF519A - HP Dlx232 Console Switch | | |
| Analogue Console Switch + VirtualMedia/CA Support | AF516A - HP Dlx24 Console Switch - VM/CAC Support | | | AF517A - HP Dlx216 Console Switch - VM/CAC Support | | | AF518A - HP Dlx212 Console Switch - VM/CAC Support | | | AF519A - HP Dlx232 Console Switch - VM/CAC Support | | |
| Digital Console Switch | AF520A - HP T4x16 Console Switch | | | AF521A - HP T4x16 Console Switch | | | AF522A - HP T4x16 Console Switch | | | AF523A - HP T4x16 Console Switch | | |
| VirtualMedia/CA Support | AF520A - HP T4x16 Console Switch - VM/CAC Support | | | AF521A - HP T4x16 Console Switch - VM/CAC Support | | | AF522A - HP T4x16 Console Switch - VM/CAC Support | | | AF523A - HP T4x16 Console Switch - VM/CAC Support | | |
| Warranty | 3-year HP warranty (3-0-0): HP Server and Storage hardware support. Covers rack and power products ** "Integrated" Care Pack support. ¹ | | | | | | | | | | | |
| Information | For more information and detailed specs visit: www.hp.com/go/rackandpower | | | | | | | | | | | |
| Feedback | For questions or support contact rackpowersolutions@hp.com | | | | | | | | | | | |

HP Uninterruptible Power Supplies (UPSs)

| | 1-phase power input and output | | | 3-phase power input and output | | |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------|--------------------------------|------------------------|-------------------------|
| | Product Number | Power Output (VA/Watt) | Form Factor | Product Number | Power Output (VA/Watt) | Form Factor |
| Tower | AF447A - HP T750 G2 | 750/500 | | | | |
| | AF449A - HP T1000 G3 | 1000/500 | | | | |
| | AF451A - HP T1500 G3 | 1500/500 | | | | |
| Tower & Rack | AF468A - HP R/T1000 G3 | 3300/3000 | 2U | AF432A - HP R8000/3 | 8000/8000 | 6U |
| | AF471A - HP R1500 G3 | 1500/1000 | 1U | AF433A - HP R12000/3 | 12000/12000 | 6U |
| | AF461A - HP R5000 | 5000/4500 | 3U | | | |
| | AF463A - HP R7000 | 6000/3000 | 4U | | | |
| Parallel Rack | | | | AF439A - HP R936000/3 | 36000/36000 | exp. up to 60 kVA (1+1) |
| Warranty | 3-year HP warranty (3-0-0): HP Server and Storage hardware support. Covers rack and power products. ** "Integrated" Care Pack support. ¹ | | | | | |
| Information | For more information and detailed specs visit: www.hp.com/go/rackandpower | | | | | |
| Feedback | For questions or support contact rackpowersolutions@hp.com | | | | | |

¹Integrated Care Pack support. Cover all options included in your rack with a single convenient service package. HP Care Pack Services for rack-mounted ProLiant E, P, Servers, BladeSystem enclosures and Storage include coverage for HP-branded rack options (rack enclosures - TTT keyboard, KVM switches), qualified UPSes (tower UPSes, rack UPSes not exceeding 12 kVA), and other qualified rack and power options (PDU). These items are covered at the same service level and for the same period as the server, or a no additional cost.

Power Distribution Units (PDU)

| | 1-Phase | | | 3-Phase | | |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------|------------------------------------------|------------------------|----------------------|
| | Product Number | Power Output (VA/Watt) | Form Factor | Product Number | Power Output (VA/Watt) | Form Factor |
| Intelligent PDU | Core | AF525A | | Core | AF526A | |
| | Kit | AF524A | | | | |
| Monitored PDU | Core | AF501A, AF515A (half height) | | AF508A | AF507A | AF517A (half height) |
| Modular PDU | Core | ZS2663-B31 | | ZS2663-B34 | AF513A | AF518A |
| | Kit | ZS2663-B24 | | ZS2663-B21 (input hardware) / ZS2663-B32 | | |
| Warranty | 3-year HP warranty (3-0-0): HP Server and Storage hardware support. Covers rack and power products ** "Integrated" Care Pack support. ¹ | | | | | |
| Information | For more information and detailed specs visit: www.hp.com/go/rackandpower | | | | | |
| Feedback | For questions or support contact rackpowersolutions@hp.com | | | | | |

¹Integrated Care Pack support. Cover all options included in your rack with a single convenient service package. HP Care Pack Services for rack-mounted ProLiant E, P, Servers, BladeSystem enclosures and Storage include coverage for HP-branded rack options (rack enclosures - TTT keyboard, KVM switches), qualified UPSes (tower UPSes, rack UPSes not exceeding 12 kVA), and other qualified rack and power options (PDU). These items are covered at the same service level and for the same period as the server, or a no additional cost.

HP Proactive Care Service

"I can no longer run my datacentre without putting in place cost-effective ways to avoid complex problems, and ensuring that any fix is going to be fast."

Customers running Industry Standard Servers are increasingly saying this to HP. Each year, more of them run businesses which would suffer in the event of a downtime. They are now looking for a way to protect their business with an entry-level proactive service. For that reason, HP introduced Proactive Care Service. It meets the needs of customers who want to take the first steps to protect a business that can no longer go unprotected.

Service benefits
 Proactive Care helps customers to maximise return on their investment in a converged infrastructure with:

- Reduction of unplanned outages and other incidents
- Avoidance of problems caused by an infrastructure that is not at the current revision level
- Improved performance of systems which are configured consistently with HP best practices
- Accelerated resolution of those problems which do come up

Clear Value
 It's clear that Proactive Care helps customers avoid problems in the datacentre, and to connect quickly to experts who help resolve issues which do arise. Because HP provides the proactive deliverables remotely, HP is able to offer clear value at a very attractive price. HP Proactive Care is available for sale as a Care Pack, as well as contractually.

What is HP Proactive Care Service?
 HP Proactive Care Service (Proactive Care) offers an integrated set of proactive and reactive services designed to help improve the availability and performance of the converged infrastructure. In a complex environment, many components need to work together effectively. Proactive Care has been specifically designed to support these complex environments, providing an end-to-end environment support solution that covers servers, operating systems, hypervisors, storage, storage area networks (SANs) and networks.

A support team of HP specialists is equipped with remote technologies and tools designed to reduce downtime and increase productivity. Key proactive deliverables from the support team include:

- Firmware release and software patching analysis and recommendations, to keep the IT environment's current and compatible
- A regular Proactive Scan of covered products which can help to uncover configuration, availability and security problems more proactively
- Quarterly incident reporting and analysis to help avoid repeat problems



Scan to find out more! <http://h10004.www1.hp.com/products/servers/platforms/>

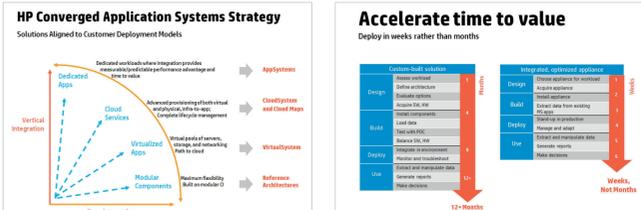
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HP Converged Systems

Accelerate your IT to achieve better business results

HP Converged Systems simplify and extend HP Converged Infrastructure by integrating hardware, software and services into turnkey solutions. The HP Converged System portfolio includes HP VirtualSystem, HP CloudSystem, and HP AppSystems which are optimized for application delivery in virtualized, cloud and dedicated environments to:

- Accelerate time to application value
 - Optimize application delivery and IT efficiency
 - Eliminate islands of incompatible IT
- HP Converged Systems deliver a systematic approach to optimize application performance and standardize IT operations across the data center with a common architecture, management and security model across the data center.



HP VirtualSystem

HP VirtualSystem solution simplifies and extends HP Converged Infrastructure into optimized server virtualization solutions for Microsoft Hyper-V[®], Red Hat and VMware vSphere, delivering a complete, high-performance virtualized environment with pre-tuned server, storage, networking, and systems management.

HP VirtualSystem for Superdome 2 / HP-UX is specifically designed for mission-critical UNIX workloads and helps organizations achieve rapid deployment, reduced complexity, and advanced management of their most critical virtualized environments.

Client Virtualization
 HP extends the VirtualSystem portfolio to enterprise client virtualization providing the fastest, path to agile and efficient virtualized solutions based on Citrix XenDesktop on Microsoft Hyper-V or VMware View.

More info on HP VirtualSystem: www.hp.com/go/virtualsystem

HP AppSystems

HP has introduced AppSystems, a portfolio of integrated systems optimized to deliver maximum performance for dedicated business applications environments. HP AppSystems are:

- Complete business application solutions, which enable proven turn-key deployments for faster time to application value.
- Single workload optimized to deliver exceptional quality of service for high productivity at lower TCO.
- Agile to leverage existing investments and rapidly scale to meet changing business needs.

HP Business Decision Reference Architecture optimized for Microsoft SharePoint 2013 and SQL Server 2012
 An optimized system for processing massive Reference Architecture that empowers business users to accelerate analysis and decision making from months to days.

HP AppSystem for SAP HANA - Memory Access GAP (HANA)
 An optimized system for processing massive quantities of real-time data in server memory for immediate results from analyses and transactions.

Data Management
 HP AppSystems for data management help you improve data access, simplify and accelerate data capture and deliver a single version of the truth for accurate business decisions.

HP AppSystem for Microsoft SQL Server 2012 Parallel Data Warehouse
 The industry's most scalable, highest performing and easiest-to-deploy data warehouse for SQL Server.

HP Business Data Warehouse Appliance optimized for Microsoft SQL Server
 For customers already taking advantage of virtualization and are ready to continue down the path to the cloud, the new CloudSystem Matrix software lets you build a cloud within a day, enabling you to create your service catalog. It provides a complete, easy-to-implement solution for virtual environments with a service designer, a self-service portal for IT, and automated provisioning and capacity planning. This customer-installable software runs on any server supported by VMware and Microsoft Hyper-V, from HP or other vendors. A trial version is available for download.

More info on HP CloudSystem: [www.hp.com/go/](http://www.hp.com/go/CloudSystem)

