



HP Storage Services

Services to help bridge the gap between data explosion and storage infrastructure



Overview

- **Be cost-effective:** Take advantage of the industry's broadest range of integrated storage solutions to reduce costs, optimise information, streamline storage management and improve data protection
- **Get change-ready:** Consistently deliver on service-level agreements (SLAs), reduce data centre complexity and gain the agility needed to move at business speed
- **Choose a trusted partner:** Take advantage of established HP on-line storage, consulting and outsourcing practices based on standards and proven multi-vendor storage expertise

Data is the lifeblood of your business. Keep it flowing

If your organisation is like most in almost any industry, your data volume continues to explode, and so do your storage environments. Today's unavoidable mix of diverse operating systems, applications and assets makes for an increasingly large and complex storage environment. In fact, according to industry reports, the average company's storage capacity now grows by about 45 per cent a year.¹ However, as users demand more and more storage capacity, organisations such as yours are limited in their ability to allocate, manage and afford more.

¹ Meta Group recently reported that the average customer is currently growing storage capacity about 45% annually, and this is up from 30% to 35%.

Other challenges can have a direct impact on your bottom-line business results:

Your data centre must contend with insufficient power and cooling as well as space limitations, not to mention a dearth of qualified senior-level professionals to attend to both its business and technical aspects. All too often, your non-technical employees are compelled to become system administrators, managing growing data volumes to compensate for limitations in systems flexibility.

While storage costs continue to rise, data protection – which can be a slow, unreliable and resource-intensive process – remains a top priority. What is more, governmental regulations such as Sarbanes-Oxley put demands on your storage to comply with legislation addressing the retention, access, authenticity and privacy of business information. Although storage interoperability continues to improve, the difficulties of dealing with a multi-vendor infrastructure or storage environment continue to exist. In addition, your data centre is increasingly susceptible to ongoing risk from both natural and man-made disasters, heightening the need for effective disaster tolerance.

Choose a partner who understands your storage infrastructure

To help you meet today's challenges and fully capitalise on your storage solutions, you need a service partner who thoroughly understands your storage technology and systems environment. In response, HP offers HP Storage Services – a line of services that enhance your multi-vendor storage environment, or even allow you to outsource it completely to HP. With HP Storage Services, you gain the advantage of established methodologies coupled with the industry's broadest range of integrated storage solutions for enhanced information management and optimisation. Our service product line supports every phase of your storage solution life-cycle – encompassing support, implementation, performance optimisation, and management.

HP expertise spans the entire technology environment – not just storage – and that makes us more than just a niche storage player. Only HP allows you to take maximum advantage of the industry's broadest range of storage solutions within the context of your overall infrastructure. We understand what it means to consolidate and merge; in fact, we have experienced many of the same pressures you face today. And we know how to get the best out of moving from legacy environments to newer, more adaptable storage area network (SAN) architectures.



Focus on better business outcomes

Our rich product line of storage services can help you manage and evolve your storage environment with solutions designed to bridge the gap between data explosion and your storage infrastructure in proven, innovative ways, helping you to:

- Accelerate growth
- Deliver on your SLAs
- Decrease acquisition, operational, power and cooling costs
- Simplify data centre complexity
- Reduce data storage requirements through thin provisioning and other tools
- Mitigate risks
- Enhance decision-making capabilities by transforming data into information

The HP Storage Services portfolio is grounded in services that form the building blocks for solutions that address the key business technology issues your organisation faces today. We demonstrate our ability to meet your most pressing issues by configuring standard solutions and services – created from HP intellectual capital, built with HP hardware and software, and supported by HP services – to meet specific business and industry requirements.

Our overall approach is one of business technology optimisation. When we offer a solution, it is designed to deliver measurable business outcomes or results. That is what business technology is all about and it is what differentiates HP from every other technology company.

Because one size does not fit all

With HP Services, you can reap the advantages of our established methodologies and our broad, flexible range of integrated storage solutions. We can help you:

- Consolidate storage and reduce costs
- Streamline storage management
- Optimise data and information
- Improve backup and recovery for better application uptime

Our capabilities extend to a full range of information, data and device management storage competencies with consulting and integration services as well as outsourcing and managed services. We can also help you deliver on your SLAs at the lowest cost – helping you support, implement, perform, optimise and manage services that span the infrastructure from end to end.

Services to support and optimise your storage environment

Your storage environment probably houses myriad storage products such as those in the HP StorageWorks portfolio, including tape storage and media, disk storage systems, storage software, storage archiving, storage networking and more. To accompany these products, HP offers a flexible range of multi-vendor storage services that can help you support your storage technology and optimise your storage infrastructure.

End-to-end HP Services for Storage

Support and Implement

- Hardware and Software Support
- Proactive and Critical Support
- Multi-vendor Services

- Integrated Remote Services
- Deployment Services
- Factory Express Services
- Educational Services

Perform and Optimize

- Virtualisation
- Consolidation and Migration
- Data Protection and Replication
- Performance Analysis

- Data Destruction and Eradication
- Management and Automation
- Data Center Transformation
- Design and Implement

Management, Continuity and Recovery

- Storage Management Services
- Backup and Restore Services
- Archive and Compliance Services

- Electronic Vaulting Services
- Disaster Tolerant Continuity Services
- Business and Recovery Services

- Adaptive Infrastructure as a Service
- Flexible Computing Program Services
- Server Management Services

From preliminary planning and equipment delivery to installation, configuration, integration and testing through every level of ongoing support, our HP Storage Services range offers the assistance you need when you need it – delivered on-site and remotely – with:

- **Storage hardware and software support services:** Keeping your storage systems and software up and running right with HP technical support tailored to your specific needs
- **Storage installation and implementation services:** Taking risk, time and trouble out of your storage hardware and software deployment efforts while freeing your staff to focus on driving better business outcomes
- **High availability services:** Including Critical Services and Proactive 24 Services, which offer you a choice in comprehensive, integrated proactive and reactive services delivered consistently worldwide

Readily tailor-able to your unique needs, HP Storage Services can help you maximise the business return on your storage investments through improved performance and optimisation – thanks to offerings such as:

- **Data protection and replication services:** Offering flexible, scalable support for proper installation, configuration and integration of state-of-the-art data protection and replication solutions
- **Storage consolidation services:** Relying on our proven approach, powerful resources and strong commitment to help you simplify and save through successful consolidation
- **Storage and data migration services:** Lessening the risk of data loss, threats to data integrity and performance slowdowns

Need help managing it all? The HP Storage Services portfolio helps you maintain a more adaptive infrastructure with:

- **Storage management services:** Letting you adopt-and-go as you align storage technology more closely with your business
- **Backup and restore services:** Using backup and recovery solutions to maintain data accessibility in the face of unforeseen downtime
- **Archive and compliance services:** Applying a tiered-storage approach that lets you offer storage as a service to store and protect valuable data securely

Addressing infrastructure and business needs for organisations of every size

If yours is a large enterprise business, look to HP Storage Services to help you:

- Improve the efficiency and flexibility of your operations by optimising processes, consolidating assets and reducing costs
- Reduce energy consumption and data centre power and cooling costs by using assets more efficiently to the benefit of your bottom line, the environment and future business growth
- Improve information access and meet flexible service levels by managing and architecting a tiered infrastructure
- Transform your data centre by lowering operating costs, streamlining management and improving service levels
- Optimise your business applications by improving performance and management
- Reduce risks, lower costs and improve service quality by collaborating with a flexible, proven partner to handle all or part of your infrastructure environment
- Free your existing staff to focus on key initiatives and business innovation by augmenting existing resources with complementary skills and knowledge

If you have a smaller organisation, turn to HP Storage Services to:

- Take advantage of services that range from storage assessment and implementation to health check – making it easy for you to start at entry level and grow from there
- Take advantage of the expertise of HP certified professionals and authorised service partners – and stay abreast of key technology developments

Services for building storage solutions

HP Storage Services are also an integral component of complete HP storage solutions. Our comprehensive services portfolio, collaborative approach and single point of accountability help reduce the cost and complexity of maintaining your storage infrastructure to help you derive maximum value from your investment. Focussing on your key business concerns, HP Storage Services solutions include:

- **HP Business Intelligence (BI):** Helping to simplify, protect and optimise information availability for smarter business intelligence
- **HP Data Center Transformation:** Guiding your transition to a next-generation data centre by helping you overcome ageing facilities, energy and capacity limitations, operational vulnerabilities and technological constraints
- **HP Managed Storage:** Reducing risks and guesswork by delivering storage capabilities and technical expertise at predictable price and performance levels

- **HP Storage Resource Management:** Stabilising your business environment and simplifying operations by delivering the control you need to provide the right information to the right people at the right time, whether that means securing resources, measuring quality of service, or managing through change
- **HP Utility Ready Storage:** Bringing greater flexibility and the ability to provide constant, reliable service to your consolidated storage environment, all while better aligning costs with revenues

An established leader when it comes to multi-vendor, standards-based storage solutions

As one of the world's leading providers of network and storage services, HP and our HP Authorised Channel Partners have a proven track record in implementing thousands of successful SAN and network-attached storage (NAS) solutions. With 73,000 service professionals in 170 countries, HP has been providing consistent storage solutions worldwide for more than 30 years.

We offer world-class expertise in storage consolidation, storage management and business continuity. What is more, we are a recognised leader in providing open network storage solutions and extensive support for multi-vendor environments around the globe.

Our storage solutions are based on proven industry standards. We are committed to Information Technology Infrastructure Library (ITIL) practices in service delivery. And, as a recognised leader in Information Technology Service Management (ITSM), we have more than 6,000 ITIL/ITSM-certified professionals who can demonstrate the application of service management solutions to dramatically improve and simplify day-to-day processes.

- **Service commitment:** HP is the only company with a call-to-repair offering and extended coverage range
- **High availability:** HP Critical Services and Proactive 24 Services are specifically designed to monitor and proactively manage your environment to minimise interruptions to your business success
- **Technology coverage:** HP offers multi-vendor operating system expertise plus experience supporting major technology categories – including servers, storage, desktop, networking and software

- **Highly satisfied customers:** Recent studies show that HP Storage Services customer satisfaction ratings are among the best in the industry, especially in the areas of service quality improvements and support efficiencies
- **Lower costs:** The cost of HP support service maintenance is one-fourth to one-third that of major storage-only competitors' offerings³
- **Operational experience:** HP manages approximately 19 petabytes of storage for international companies worldwide
- **Education and training:** HP education services offer flexible, comprehensive training on storage networking, disk storage systems and storage software to help you to get the most out of your HP storage investment

³ TCO White Paper: EMC, NetApp, and HP Midrange Storage Arrays, Edison Group, November 2007.

Comprehensive global services and support

When it comes to comprehensive global service and support, only IBM can claim the same degree of worldwide coverage as HP. We are the only vendor to provide 22 individualised service levels worldwide, covering storage, server, blade and networking infrastructure consistently across technologies.

As a leader in open environment support capabilities, we bring you proven experience with the leading operating systems today, including Microsoft Windows, Linux and UNIX.

Quick response time, high-availability expertise

Our standard time-to-resolution commitments lead the industry, with more robust, comprehensive and faster time-to-repair responses than competitors. We are ideally suited to help you achieve your technology availability objectives in the most demanding mission-critical environments. Our co-ordinated service coverage can expand throughout your infrastructure, extending from SANs to software. Our high-availability services product line is extensive – delivered by a team of 5,000 high-availability experts at work worldwide.



Remote support technologies and service automation: HP integrated remote support management

Today more than ever before, organisations are looking for ways to cut the cost and complexity – and enhance the effectiveness – of supporting the total infrastructure, including servers, storage, software, hardware and networking. How your company approaches manageability and serviceability directly affects your ability to meet these goals.

HP continues to build on offerings in both manageability and serviceability solutions – with an emphasis on service automation and integrated, proactive remote support management. This approach reduces deployment efforts and support costs while unifying infrastructure management through a ‘single pane of glass’ view into the total technology environment.

Designed to plug easily into HP Systems Insight Manager (SIM), HP Services Essentials Remote Support Pack brings new levels of serviceability to the whole environment. There is no additional cost, as the Remote Support Pack is a feature of HP service entitlement under an HP contract or warranty support. And this remote support solution also scales readily to suit your needs – from a simple environment to a complex, heterogeneous data centre.

Mature infrastructure and processes – and a holistic approach to service delivery

HP pioneered the holistic approach to service delivery and we have built a whole service practice based on people, process and technology for mission-critical environments. HP continues to build and refine a global service delivery model focussed on introducing, maintaining and refining IT service management.

Our storage service technology takes a comprehensive approach to infrastructure – taking advantage of refined HP service delivery technology, processes and tools, built-in remote automation, manageability and serviceability advantages. Unlike storage-only vendors, our approach uniquely bridges networks, servers, storages and blade environments to help you better manage today’s data explosion and drive better business outcomes at every opportunity.

For more information

To learn more about HP Storage Services solutions, contact your local HP Services or business partner representative, or visit: www.hp.com/hps/storage

Relying on strength in number

HP has:

- 100,000 SAN deliveries worldwide
- 18,000 UNIX experts
- 5,300 HP OpenVMS engineers
- 23,000 Microsoft experts – 5,000 of them certified engineers
- 3,000 Linux specialists
- 4,500 Cisco engineers – We are Cisco’s largest services partner
- 7,500 Internet and network consultants
- 5,000 storage services experts
- 550 service locations in over 170 countries
- 105 Response and Operations Centers
- 80 Customer Education Centers
- 14 Customer Support Centers
- 10 Network Support Centers
- 5 SAP/HP Competency Centers
- 24x7x365 support

Technology for better business outcomes

To learn more, visit www.hp.com/hps/storage

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