

Brochure

# Make storage stress-free

HP Simply StoreIT Program Overview






You are likely faced with both increasingly demanding users and increasingly complex infrastructure requirements. At the same time, you are probably being asked to reduce IT costs without the help of added headcount. Are there times when this feels like an impossible mission?

**Solve your storage challenges without adding budget or steep learning curves**

While often smaller in scale and capacity, the IT needs of small and midsize businesses (SMBs) are undergoing many of the same shifts and unpredictable pressures facing larger organizations. As a result, your storage challenges today probably aren't defined so much by the size of your company, number of employees, or even your geographical location. Instead, they are more likely shaped by limitations such as the following (Table 1):

**Table 1.** Limitations shaping key storage challenges for SMBs

|   |   |   |
|--|--|--|
| Not enough time  | Not enough budget  | Too much risk  |
| You're seeing new workloads and increasingly complex IT environments, but you aren't seeing a corresponding increase in headcount and your staff doesn't have the ability to specialize on any one task. You need to focus on advancing the business, not wasting time performing tasks that do not directly provide business value. However, this is tricky when you don't have resources to cover "the basics," which are no longer as "basic" as they used to be. | Managing a tight budget while being asked to provide more business value for each dollar spent on infrastructure is a major balancing act at best. While your budget may have grown through time, it has not expanded at the same rate as your new project requests. | The impending threat of disasters, equipment failures, data corruption, malicious electronic attacks, and physical security issues keep you awake at night. You know that data protection is important, but it always seems to get shortchanged when budgets are trimmed and the list of new projects continues to rise. |

How do you overcome these limitations and solve the storage-specific challenges you face today without hiring dedicated storage staff or asking for a budget increase? You need easy-to-use storage that doesn't compromise performance or resiliency and meets the resource realities of smaller IT budgets.

HP understands how to help you make things simple again—the way they should be. We understand servers, business applications, networking, and storage, and have successfully applied our decades of experience to help companies succeed; from the smallest, family-owned business to the world's largest enterprises. We've been here from the very inception of IT, and now we're a leader in developing a new style of IT that gives businesses like yours the foundation you need to thrive. We'll show you how.

## Take the stress out of storage with HP Simply StoreIT solutions

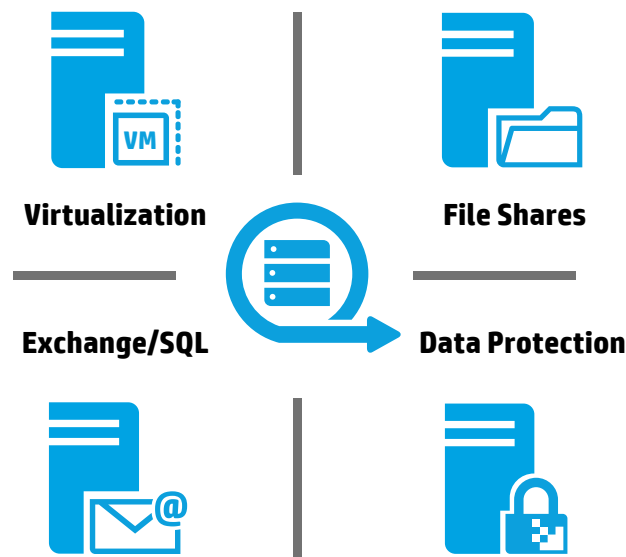
HP Simply StoreIT is a collection of solution-oriented products designed to take the stress out of storage by helping you solve the challenges you are facing today, taking into account your current growth stage and future trajectory.

Working with HP's network of over 200,000 channel partners worldwide, you can cut through the noise, find the right solutions to fit your immediate needs, and be assured that those solutions will be easy to manage, affordable to own, and reliable to operate.

We'll start by mapping your challenges to core solution areas that are most likely to drive your IT and storage requirements, regardless of your size or development stage:

- Virtualization of servers and the applications that run on them, which requires a new level of dependence on shared storage infrastructure to support growth, reduce wasted capacity, and enable higher levels of application availability.
- Business applications such as messaging and databases, which requires storage that delivers performance and service levels that keep business users online and productive all day and all night.
- Storage for growing file shares, an area that typically starts out simple and becomes more complex quickly. Efficiently supporting more files, more users, and more devices takes careful planning.
- Data protection for your critical business data, including backup that reduces the risk of data loss from unforeseen events such as disasters, human errors, and malicious attacks.

**Figure 1.** HP Simply StoreIT program solutions



## Staying ahead of the curve

HP is a leader in primary storage for SMBs as well as data protection and backup for SMBs. We have pioneered revolutionary advancements in areas such as Converged Infrastructure and Converged Storage that have fundamentally altered the way larger companies contend with the rate of change taking place in IT today.

Through the HP Simply StoreIT program, we are focused on keeping our SMB customers, like you, ahead of the curve by delivering solutions that are simple to manage, affordable to own, and reliable to operate.

**Figure 2.** Benefits of the HP Simply StoreIT program






## IT needs to evolve as your organization grows

Choosing the right storage solution to support your IT initiatives may seem complex, but it doesn't have to be. The HP Simply StoreIT program is based on a set of growth or maturity models aligned to each of the core solution areas already introduced. These models identify where you are in your journey to evolve your IT environment. This helps you quickly navigate to the right solution to meet your most pressing needs today and future-proof your infrastructure against the next wave of growth.

For the sake of simplicity, we have segmented these models into three stages of growth and customized them for each of the solution areas to address a specific set of challenges you are likely to face on your journey. Each model consists of three stages:

**Table 2.** HP Simply StoreIT core solution area growth stages






| <div></div> |  |   |
|--|--|---|
| Starting out   | Building momentum  | Business expansion  |
| As you are getting your new business up and running, it's important to lay the right groundwork for future growth in a way that's affordable and easy to deploy.   | You've hit growth mode and are adding employees and infrastructure to respond to new opportunities. You've got to balance budget with the higher-end features that your applications demand. | Midsized businesses often begin to encounter enterprise needs, including managing multiple locations. At this stage, every infrastructure decision must help you accelerate your profitability and reduce risk. |

Regardless of your current IT and business development stage, we will work with you to make sure that your choices today leverage the best technology available for your budget and prepare your infrastructure for what's next.

## Find the right solution

You need comprehensive, easy-to-implement solutions that work seamlessly with your servers and business applications, bridging the gap between explosive data growth and the capabilities of your IT infrastructure. We offer five core solution areas tailored for SMBs at all three stages mentioned previously:

**Table 3.** Overview of Simply StoreIT solutions and products

|                    |    |    |    |    |    |
|--------------------|---|---|---|---|---|
| <b>Solution</b>    | HP Simply StoreIT Solutions for Virtualization  | HP Simply StoreIT Solutions for Exchange  | HP Simply StoreIT Solutions for SQL Server  | HP Simply StoreIT Solutions for File Shares   | HP Simply StoreIT Solutions for Data Protection   |
| <b>Product(s)</b>  | HP MSA Storage<br>HP StoreVirtual Virtual Storage Appliances<br>HP StoreVirtual Converged Storage Appliances  | HP D-Series Disk Enclosures<br>HP MSA Storage<br>HP StoreVirtual Storage  | HP D-Series Disk Enclosures<br>HP MSA Storage<br>HP StoreVirtual Storage  | HP StoreEasy Storage  | HP StoreEver Tape Storage, Media, and Autoloaders<br>HP StoreOnce Backup<br>HP StoreEver MSL Tape Storage Libraries   |
| <b>Description</b> | HP Simply StoreIT offers storage solutions specifically designed to meet the stringent and sometimes unpredictable demands that virtualization initiative places on your storage infrastructure. Our storage solutions can help you consolidate server and storage islands cost-effectively and without sacrificing virtualization reliability and agility. We offer a range of options, from traditional storage area networks (SANs) to today's most advanced scale-out storage architectures that let you grow your storage along with your business. HP is also a leader and pioneer in the new area of simple, software-defined storage that enables you to transform the unused capacity in your industry-standard servers into fully featured, shared storage. | As you look to deploy Microsoft® Exchange for the first time in your existing IT infrastructure, HP can help. We provide Exchange sizing and proven best practices that can help you deploy larger mailboxes and get up and running in no time. You'll get affordable, proven configurations that are easy to deploy, backed by reliable, scalable storage that supports growth in both mailbox numbers and size. And our proven, robust, and easy-to-manage Exchange solutions underpin your future growth trajectory. | HP Simply StoreIT Solutions for SQL Server can help you overcome the common challenges that SMBs face in deploying, growing, and maintaining Microsoft SQL Server environments. You'll get affordable, easy-to-deploy solutions backed by reliable, scalable storage that can easily support your database and application growth. And you'll gain peace of mind with a SQL Server solution that's robust and easy to manage. | HP Simply StoreIT Solutions for File Shares help you overcome challenges such as rapid unstructured or file data growth, risk of data loss, exposure to interruptions, end-user access complications, and management complexity. You'll get affordable, proven, and easy-to-deploy configurations backed by reliable, scalable storage that integrates seamlessly with your Microsoft® Windows®-based infrastructure. And you'll get a robust, easy to manage file sharing solution that supports your data growth with HP StoreEasy Storage. This new breed of efficient, secure storage simply addresses file and application storage challenges of SMBs, branch offices, and workgroup environments. | No matter the size of your business, protecting and ensuring reliable access to your data is essential to day-to-day operations. HP Simply StoreIT Solutions for Data Protection can help you overcome common data protection challenges with affordable, reliable, and proven backup and data protection solutions that support your current and future needs. For example, how long will it be before you are expected to manage data protection across multiple sites? How will your disaster recovery strategies and processes need to change? We'll ensure that the storage solutions you deploy for backup and data protection today don't leave you exposed or faced with costly shifts six months from now. |

## Choose HP as a trusted leader

HP has the broadest and most comprehensive storage portfolio in the industry. Within the HP Simply StoreIT program, you will find simple, affordable, reliable storage solutions that you can scale up as your business grows. You'll also find a comprehensive range of reliable, cost-effective backup and data protection solutions to meet almost any SMB need. We offer scalable, easy-to-use, Windows-based network-attached storage (NAS) file and print solutions for SMBs as well as complete SAN solutions that deliver the scalability, performance, and broad interoperability required for critical data and applications. But we don't stop there. We partner with you for success. And we guide you every step of the way.

## Accelerate your IT initiatives

Your primary responsibility is to allow your business to grow and operate smoothly. The HP Simply StoreIT program is designed to help you accelerate your IT initiatives—letting you to focus on business results by enabling stress-free storage. We start by making it less expensive to deploy and easier to manage. We can also help you better protect your IT environment from downtime and data loss. And we help ensure that your applications and users have uninterrupted access to the critical information they need to do their jobs.

There is no “one-size-fits-all” solution when it comes to your business. HP has the expertise and the experience you can rely on to help you meet your business needs today and to set you up for success in the future. We don't just want to sell you storage; we want to partner with you for success. Don't let storage be a roadblock to your success.

## Get started today

Choosing HP or one of our over 200,000 partners worldwide as your trusted storage partner can improve your operational efficiency, reduce your risks, and lower storage costs. Learn more about specific solutions for overcoming your current challenges by downloading the following solution-specific HP Simply StoreIT brochures:

- [HP Simply StoreIT Solutions for Virtualization](#)
- [HP Simply StoreIT Solutions for Data Protection](#)
- [HP Simply StoreIT Solutions for File Shares](#)
- [HP Simply StoreIT Solutions for Exchange](#)
- [HP Simply StoreIT Solutions for SQL Server](#)

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