



Transform your company with business intelligence on HP StorageWorks

Overview

- Drive cost and complexity out of your BI storage infrastructure
- Speed the delivery of business intelligence
- Reinvest your savings in industry-leading business innovation

Only 5% of companies worldwide have figured out how to use business intelligence to gain a company-wide, competitive edge.* That leaves a wide open opportunity for the other 95%.

Move from complexity to competitive advantage

If only 5% of companies have cracked the code and figured out how to use business intelligence (BI) to drive company-wide competitive advantage, what is stopping the other 95%? Some companies lack executive support for BI, while others lack the kind of information that differentiates them in the marketplace. Most companies are simply caught in the complexity it takes to deliver intelligence to the decision makers who need it most. Doing business intelligence is not simple.

Consider everything you have to do with data in order to transform it into actionable intelligence. It must be captured, cleansed, transformed, loaded, updated, and managed in massive, multi-terabyte systems. Once it's stored, business users want to analyze, report, mine, visualize, and re-organize the information to look at it from 100 different perspectives. Throw in the configuration, tuning, and optimization of the infrastructure behind the intelligence and you have a clear picture of what consumes IT budgets and resources for business intelligence.

- What if you could drive cost and complexity out of business intelligence projects to free up resources for greater business innovation?
- What if you could speed the delivery of business intelligence for just-in-time delivery of intelligence to those who need it?
- What if you could take the time, money, and resources saved and reinvest it in business innovation?

* Thomas H. Davenport, Jeanne G. Harris, *Competing on Analytics: The New Science of Winning*, Harvard Business School Press, March 6, 2007.

This winning formula could transform ordinary companies into competitive leaders in their industries.

Information explosion will drive even greater complexity

To multiply the challenge, we're about to be hit by the next wave of information. In the next 18 months worldwide information will double. The largest data warehouses are now measuring hundreds of terabytes, and some will reach the petabyte range. The data warehouse will be flooded with RFID, unstructured data, and numerous Internet sources of data, increasing the time needed for integration and management. The next wave will be bigger and more complex than anything we have experienced to date.

Companies that figure out how to use business intelligence to drive competitive advantage will experience another information explosion inside their company walls. As BI becomes more operational, thousands of users will be simultaneously accessing information. New information delivery systems will put actionable intelligence at every customer and supplier touch point. Competitive leaders will embed intelligence and analytics into applications that people use every day and automate decision making.

With BI more tightly integrated into critical day-to-day operations and information exploding, the infrastructure running your business intelligence matters more than ever before.

StorageWorks meets your information demands

Wherever you need to go with your business intelligence, HP StorageWorks will take you there! If you need to scale up, StorageWorks is there. If you need to be change-ready, our infrastructure comes with built-in flexibility. If you need to perform to meet the expectations of the business, our storage solutions can keep up with increasing demands. When business intelligence goes operational, HP StorageWorks is the backbone for your highly available, disaster tolerant, highly protected systems.

Take business intelligence anywhere

No matter where you are in the business intelligence journey, HP furnishes the most comprehensive line of storage offerings to meet virtually any BI environment requirements. HP StorageWorks Enterprise Virtual Array (EVA) and HP StorageWorks XP Disk Array families can scale your data warehouse beyond hundreds of terabytes and function with always-on availability. HP StorageWorks Scalable Network Attached Storage (NAS) solutions are ideal for single subject area data marts and departmental BI solutions. Consider a tiered storage strategy to meet all the needs of the most complex BI environment, all from HP.

“Our HP StorageWorks infrastructure provides strong value and performance for our business intelligence needs. We have been able to increase the amount of time we spend on our business—rather than on our business platform.”

—Todd Crites, Chief Information Officer,
SARCOM, Inc.

Do more with less

Our disk array family and scalable NAS solutions enable you to run all of your BI applications in a single storage environment, pooling and sharing resources in the most efficient way. A consolidated BI environment can save you up to 50% in storage costs, while cutting your power consumption and reducing your carbon footprint.

Manage as one infrastructure

Tired of trying to sift through complex management schemes across servers, storage, operating systems, databases, and applications? With HP Systems Insight Manager and Storage Essentials, you can manage your entire BI solution as one system and have application-to-spindle visibility. No matter what you need to do with your data, our storage solutions are ready to guide you through the entire BI lifecycle.

- Configure and manage your storage in up to 90% less time when you run HP StorageWorks with HP Integrity systems running HP-UX
- Reduce administrative expenses by up to \$33,000 (U.S.) for every 100 users (IDC “Gaining Business Value and ROI with HP Systems Insight Manager, May 2007)
- Manage your entire data warehouse in a box with HP BladeSystem and the Oracle® Optimized Warehouse

Make business intelligence operational

Business intelligence drives more and more of your business every day. As BI becomes operational, intelligence must keep flowing to those who rely on it for daily decisions. HP StorageWorks is built to protect the information that makes you a competitive leader.

- Ensure business intelligence is available when and where you need it to meet business continuity or compliance requirements
- Protect your strategic information assets with proven data protection and recovery solutions and disaster recovery solutions

Speed time to intelligence

No need to slow down your BI implementations with risky configuration and tuning efforts. HP StorageWorks will provide you with sizing tools and reference configurations that map directly to your custom workload requirements. Simply identify data volumes, numbers of users, load windows, and the mix of complex and simple queries; and our guides will take weeks out of your configuration and tuning process.

Transform your company into a competitive leader

Take all of the time and money you save with HP StorageWorks and reinvest it in strategic business innovation. Let us use our business-savvy innovation to help you drive even more value out of your business intelligence applications. With more than 3,000 BI projects under our belt and 2,800 BI professionals worldwide, we can help you put the right vision, strategy, and plan in place to transform your company with business intelligence.

Start now

To put HP technology and expertise to work for you, and to discover more about how HP StorageWorks solutions for business intelligence can transform your business, contact your local HP Services representative or reseller, or visit: www.hp.com/storage/bi

To learn more about HP StorageWorks, visit:

www.hp.com/go/storageworks

To learn more about HP's BI solutions, visit:

www.hp.com/go/bi

HP Services

HP offers Information Management (IM) services that enable our customers to manage all their information assets, in whatever form they exist, and leverage them to drive better business outcomes.

HP IM services include Business Intelligence, Content Management, Data Management, and Unified Information. Acting as a trusted advisor and strategic business partner, we help customers improve decision-making and innovation while driving reduced costs, better communication, and lower risk. We bring much success in helping customers strategically and cost-effectively manage their information management challenges through a combination of strategy and planning services; expert implementation; and quality onsite, onshore, and offshore delivery.

For more information on HP Information Management services, visit: www.hp.com/services/im

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

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Technology for better business outcomes