

# Optimize your HP 9000 Environment

## IT Consolidation with HP 9000 and Integrity Servers



Executive summary.....	2
HP 9000 and Integrity servers consolidation advantages .....	2
HP IT consolidation journey .....	4
Flexible steps to IT consolidation.....	4
Entry points on the IT consolidation journey .....	4
Extending consolidation to the workplace .....	5
Managing the IT environment successfully .....	5
Centered on your needs .....	5
Remove the cost barriers.....	5
Partnership with HP .....	6
Start now.....	6
For more information.....	6
Customer successes.....	7
Rockwell Collins.....	7
Telefonica de España .....	7
Belkin Corporation .....	7

## Executive summary

Business agility — the ability to adapt — is a critical competitive advantage in today's fast-paced, volatile, global marketplace. There is a shift under way in the role of information technology (IT) in the enterprise. It is an evolution in how IT is architected, managed, and operated — one that will enable companies to become truly adaptive, able to respond to and take advantage of change, and do it all more cost effectively. Forward-looking Chief Information Officers (CIOs) are the driving force behind this change.

At the same time, massive hardware investments by enterprises in the late 1990s and early 2000s, followed by a significant business downturn, has left many enterprises with a proliferation of aging hardware and expensive software support. As a result, these enterprises are unable to meet emerging business needs with their distributed environments.

IT consolidation lowers risk and provides immediate and dramatic improvements in cost, quality, and business agility. The latest HP 9000 and Itanium®-based Integrity servers deliver proven cost-saving solutions, increases in performance and service levels, and help organizations do more with less. In other words, you operate with fewer, more powerful boxes, less support staff, and a smaller footprint dedicated to the IT environment.

The latest HP 9000 systems support the complete range of HP-UX applications and can easily upgrade to Itanium processor technology with a simple CPU module swap when the time is right for you. The Itanium processor is the industry's new long-term architecture. This architecture is central to HP's server strategy and Intel's processor business success. It also complements and extends current installations running HP ProLiant servers. With the release of HP Integrity servers in 128-way platforms and the availability of complete solution stacks in select target markets, the ability to do enterprise-level consolidation on HP Integrity servers has arrived. Whether you choose to consolidate on HP 9000 or Integrity, HP paves the way with immediate business benefits.

This guide examines the real-world advantages of HP's approach to consolidation.

## HP 9000 and Integrity servers consolidation advantages

Three very important reasons for consolidating with HP 9000 and Integrity servers:

- **An outstanding work-per-processor** makes these HP systems cost effective in environments with per-processor based software acquisition and support costs.
- **A mature and long system life**, based on the rich HP 9000 application portfolio, combines with an easy in-cabinet upgrade option to the Itanium architecture. Your HP consolidation system will serve you well now and in the long term.
- **The ability to run three operating systems** including HP-UX, Linux, and Windows means you have complete flexibility regardless of your next step. You have the freedom to change your operating system in the future, or simultaneously run multiple operating environments, at native performance levels, on individual partitions — and achieve extraordinary provisioning and resource allocation.

The details behind the reasons to choose HP 9000 and Integrity servers:

- **New HP 9000 systems based on the PA 8000 technology** enhance the rock solid HP-UX environment you rely on today and support your full range of applications. They provide excellent performance and a lower cost upgrade path than competing RISC systems. These new HP 9000 servers are upgraded easily to Integrity servers by simply swapping the PA 8800 CPU modules for Itanium processor modules — total protection for your hardware investment.
- **HP Integrity servers bring industry standard benefits to commercial Unix** including architectural longevity, flexibility, outstanding performance, and lower costs. HP-UX, together with 64-bit Windows and Linux, are the standard operating environments that will support your applications for years to come. In addition, OpenVMS is available also. HP co-

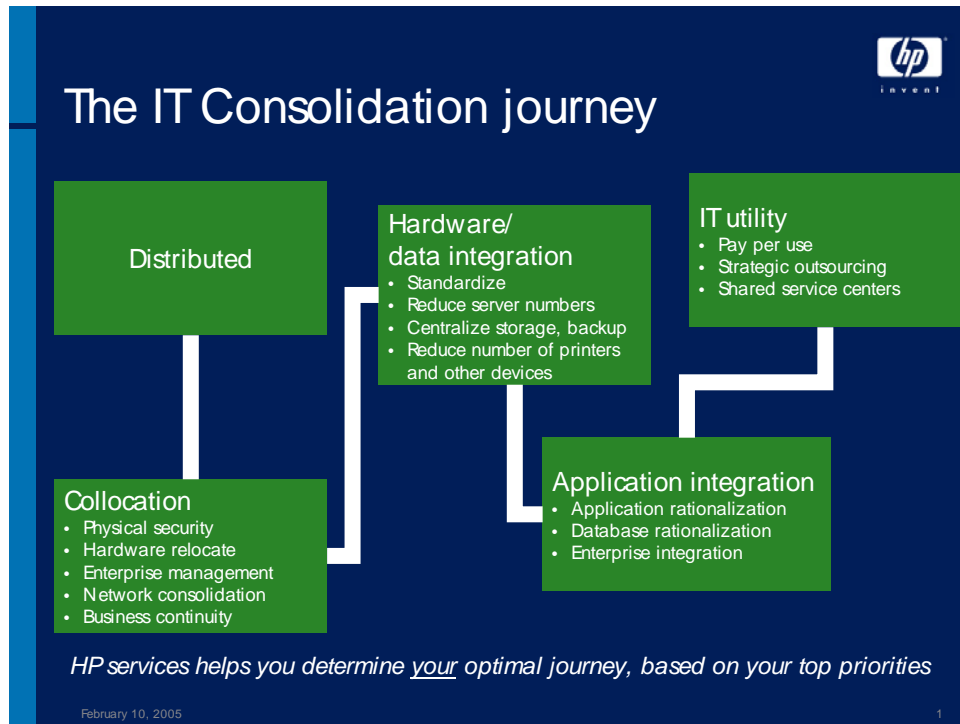
designed the Itanium processor, and has used this experience to design systems from the processor out. Our design work encompasses a range of technology from the HP chipsets to the complete 128-way Superdome system. Many other vendors have embraced the Itanium architecture, but few have gone beyond the basic 'white box' component assembly approach. None has leveraged the technology or has created as extensive a line-up as HP.

- **The move to HP Integrity is an upgrade, not a migration.** The HP-UX operating system and new HP 9000 servers are upgraded easily to Itanium-based technology. The change involves nothing more than the traditional upgrade from one generation of PA-RISC to another. HP is treating the upgrade from PA-RISC to Integrity similar to the way we treated the upgrade from PA-7000 to PA-8000. When advice is needed, HP is ready, having spent the last 10 years thoroughly developing a support process, including complementary tools. For more information, visit the HP 9000 Evolution customer web site at:

<http://www.hp.com/products1/evolution/9000>

- **Immediate consolidation benefits** are available to save you money by reducing the number of servers and lowering your software licensing and support, hardware support, system administration costs, floor space, and power needs. HP Integrity servers are in-box upgradeable, partitionable, highly available, and can be managed across all operating systems from a single console using HP OpenView. What HP has created, in simple terms, is a renewable computing resource that can be updated and redeployed multiple times over a five to 10+ year period. You no longer have to replace or consolidate systems every four to five years. The financial justification for consolidation with Itanium can be tremendous, in some cases showing better than a 12-month breakeven point. Many competing vendors offer consolidation strategies that seem compelling, demonstrating cost savings of 20, 30, or 40 per cent but consolidation on HP Integrity servers can change the playing field dramatically.
- **Outstanding flexibility** is what gives HP the ability to consolidate multiple computing tiers onto a single, scalable platform, enabling enterprises to meet changing business needs and decrease business risk. Data centers become easier to manage because there are fewer, larger servers, allowing for lower IT system management costs, reduced floor space requirements and power usage, and an improved ability to support new business models. The HP Consolidator Tool is available to provide ROI measurements.
- **Longer consolidation cycles enable** the combination of long architectural life; upgradeable, scalable systems; and the ability to re-provision servers to a new operating environment.

# HP IT consolidation journey



## Flexible steps to IT consolidation

The HP IT consolidation process has many entry points, based on the current integration of your business objectives and your IT infrastructure. HP's adaptable solutions can help you at any point, whether you have a totally distributed environment in which countless servers run hundreds of applications on multiple systems across the enterprise, or you are ready to virtualize your data center for superior server, storage, network, and application utilization.

### Entry points on the IT consolidation journey

- **Collocation** simplifies your infrastructure and brings your widely distributed systems into fewer, centralized locations. This is an important consolidation step that pays off quickly. You will improve service levels and save on management and operation costs while increasing security, availability, network, and system utilization. Collocation also enables you to reassess and improve your business continuity program because a streamlined infrastructure is more dynamic and agile in responding to security threats, physical disasters, or downed lines.
- **Hardware/Data integration** reduces the volume of servers and networking equipment and centrally manages pools of storage in a networked environment. With hardware and data integration enabled by open standards, you effectively utilize your environment, improving the performance and availability of your network, applications, and data while lowering overall operating costs.
- **Application integration** streamlines resources, standardizes systems and applications, and increases performance, as you reduce total cost of ownership by shifting from multiple applications accessing multiple databases to solutions running on fewer servers with integrated databases and applications.
- **IT utility** enables components to self-configure in the most economical way. For example, the HP Utility Data Center dynamically allocates resources so you can dramatically increase your server and storage utilization. Innovative, efficient, cost-effective, and highly available—this is the ideal solution.

## Extending consolidation to the workplace

Because consolidation significantly maximizes return on IT investments and mitigates risk while improving performance and business agility, it should not stop with servers, storage, and networking. Simplify your approach to providing and managing PCs, mobile devices, and print capabilities as you offer more secure and reliable access to company information, applications, and services for employees and partners with a fully managed HP End User Workplace Management solution. HP can help you architect, build, and support your workplace environment with the HP Consolidated Client Infrastructure (CCI) and Total Print Management solutions.

HP's innovative CCI architecture reduces support costs up to 70 percent and total cost of ownership up to 45 percent. With CCI, end users use thin clients, tablets, PCs, workstations, and handheld devices to access their applications and data anytime, from anywhere. They connect to dynamically allocated server resources and centralized storage, and their individual desktop images and data are stored and controlled in an IT infrastructure in the data center. Array technologies, periodic backups, and secure networks eliminate the risk of losing valuable corporate data, and HP adaptive management tools provide administrative flexibility.

HP End User Workplace Management and Total Print Management (TPM) solutions enable PCs, mail and messaging, mobility, and imaging and printing to be deployed, managed, and supported in a strategic outsourcing agreement or as an on-demand service, freeing up capital for other investments and IT staff to focus on the core business.

## Managing the IT environment successfully

A key to IT consolidation success is recognizing that consolidation is an ongoing approach to managing the IT environment. HP Services offers innovative thinking to help you move from an IT-centric environment to a service-centric environment.

The HP IT Service Management (ITSM) reference model is a process relationship map that is based on the IT Infrastructure Library, a de facto industry standard for IT service and infrastructure management. It is complemented by HP's extensive expertise in IT service management and supported by our experienced professionals. HP's service management delivery encompasses consulting and integration, managed services, customer support, education, and HP OpenView management technology solutions. The ITSM principles are continually applied to the environment, changing the culture and organizational behaviors from those of a technology provider to those of a service provider.

## Centered on your needs

HP helps you create an agile business in a way that makes sense for your organization, with flexible solutions and services that let you choose as much or as little assistance as you want. HP Services helps you align your business and IT needs by designing a roadmap for your unique IT consolidation journey that speeds the implementation and keeps your projects on track to meet business and technical objectives. HP provides deep experience with the latest technologies such as SANs, operating system clustering, and partitioning. HP will take on any part of the consolidation project from assessment to design, planning, testing, piloting, and debugging of the new environment.

HP works closely with your IT staff to complement their technical expertise and provide extensive knowledge transfer so they have the training and documentation required to support the new, more efficient, consolidated environment. HP also provides selective or comprehensive management services and post-implementation support and training.

## Remove the cost barriers

You may be convinced that IT consolidation will make your organization more agile and maximize the return on your IT investment over time. You may also be concerned that consolidation will require an up-front capital outlay that your strained IT budget cannot support. To address budgetary constraints, HP offers a range of financial solutions to help you implement your IT consolidation project in a smooth, cost-efficient manner.

You can acquire what you need for your IT consolidation project through traditional financing that allows you to align your payments with business revenue over time. HP's industry-leading pay-per-use plans for its HP 9000 and HP Integrity servers and StorageWorks XP products also enable you to acquire the capacity you need now and later, with payment based on usage. For desktop

projects, HP Access on Demand provides PCs and related support for a fixed monthly fee per system, freeing up capital for more strategic investments. HP will also finance your total solution, including multi-vendor hardware, software, and services.

## Partnership with HP

If your company seeks a partner to help maximize return, improve performance, mitigate risk, and improve agility, HP is your best choice.

Our approach to IT consolidation is like no other—we are flexible, collaborative, and always focused on your needs. Our open, standards-based solutions offer many choices from one source. Our proven expertise is comprehensive, spanning every stage of the technology lifecycle.

Whether it's automating resource allocation tasks, proactively identifying and preventing faults, or enhancing performance and managing service delivery end-to-end, HP's offerings incorporate intelligence at every level to help you succeed in the ways you need to—today and well into the future.

## Start now

What does IT consolidation mean to your company? The more resources you consolidate, the more agile your business will become. It could mean the difference between simply surviving and genuinely thriving.

## For more information

To learn more about HP IT consolidation solutions and how they can improve business agility, please visit our web site at:

<http://www.hp.com/products1/evolution/9000/itc.html>

## Customer successes

### Rockwell Collins

Rockwell Collins is a leader in the design, production, and support of communications and aviation electronics for commercial and government customers worldwide. When Rockwell Collins decided to upgrade its \$2.5 billion enterprise from SAP 3.1 to SAP 4.6, it needed more computing power.

"We wanted to move to a service-on-demand computing model, and at the same time take the opportunity of the SAP upgrade to simplify and consolidate our IT environment," says Eduardo Malamut, Manager of Business Application Systems in e-Business Operations for Rockwell Collins.

Today 50 systems have been reduced to five and Rockwell Collins uses between 33 and 132 processing units at any given time, because the company pays only for what it needs.

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### Telefonica de España

Telefonica de España is a leading telecommunications provider in Spanish and Portuguese speaking markets with nearly 100 million clients.

"By consolidating multiple TeleSAP and GEICO environments with a single HP Integrity Superdome server, we expect to eliminate 'silos' of information, reduce IT costs considerably, and enhance the performance of our infrastructure by 50 percent. For the same outlay we make on maintenance now, we can have a strong infrastructure that will place us at the cutting edge of technology worldwide." -- Horacio Pérez Perdigo, Managing Director of Organization and Information System, Telefonica de España

<http://h71028.www7.hp.com/erc/cache/49205-0-0-0-121.aspx?bodycontentparams=83900-0-0-0-121&ERL=true&pageTitle=Enterprise%20library:%20Telefonica%20de%20Espa%C3%B1a#Windows>

### Belkin Corporation

With revenue exceeding \$460 million per year and annual sales growth of 35 percent, Belkin Corporation is the global leader in connectivity solutions. When they replaced 11 outdated servers with HP Superdome systems running HP-UX 11i, they not only lowered their costs, they also achieved a 250% boost in average performance.

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