

Transforming Your Enterprise

Synchronizing business and IT
to capitalize on change

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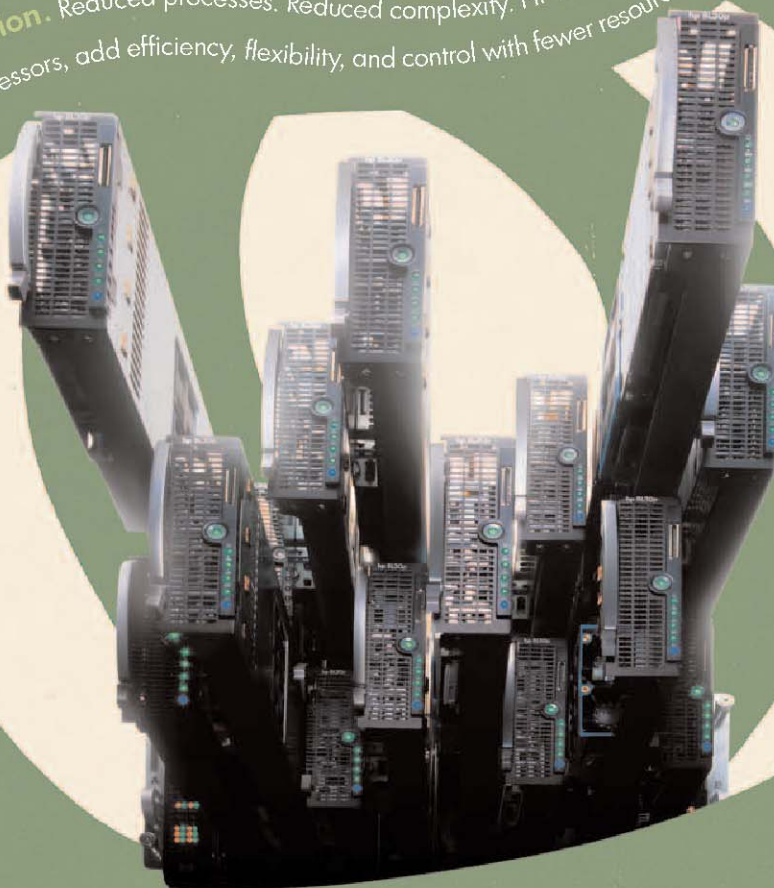
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Transforming Your Enterprise



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Managing your SAP solutions

IT professionals that specialize in SAP are familiar with its potential to enhance business processes and support growth. But they also recognize an ongoing need for technology, services and expertise to attain a consistent balance of complexity and costs.

Building on a long standing relationship, HP and SAP continue to develop solutions that help customers better manage their SAP solution environments according to changing business demands. Current offerings, profiled in the subsequent pages, focus on: aligning change management and monitoring to gain visibility and awareness across the entire IT landscape (page 2); consolidating resources to improve manageability and reduce costs (page 5); facilitating the accurate flow of business-critical information through output management solutions (page 6); improving business insight and decision-making with high performance analytics (page 8); and mitigating downtime and performance degradation with data backup solutions (page 10).

As business continues to shift seismically, so will IT. However, change should no longer signify fear and loathing, especially for SAP specialists. HP and SAP are transforming the concept of change by helping companies prepare and minimize disruption (page 12) through a combination of hardware and change management.

With an ongoing commitment to collaboration, HP and SAP will continue to identify commonalities in vision and expertise to help companies maximize their IT and SAP solutions environment.

For additional information, follow the links inside or contact your HP sales representative, your HP channel partner, or the HP Welcome Center at 1-800-282-6672, press 5 and mention code BFPX.

David Parsons, VP Enterprise Marketing, Americas
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* Pages 1, 3, 4 — "Optimizing SAP Service Delivery Through Effective IT Service Management," Meta Group White Paper, 2005. * Page 13 — nPars are available on HP Integrity Superdome, HP Integrity rx8620-32 Server and the HP Integrity rx7620-16 Server. For specifications, visit: www.hp.com/go/integrity. * Page 17 — IDC Worldwide Quarterly Server Tracker, August 2005. HP Linux Indemnity Program: This is not intended as an offer. Additional terms and conditions of the Indemnity Program apply. See the Indemnity Agreement for all terms and conditions. Linux Customers must sign and agree to all the terms and conditions of the Indemnity Agreement in order to participate in the Indemnity Program. HP reserves the right to amend or withdraw the Indemnity Program at any time.

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Feature

Bridging the ITSM gap

It's your busiest time of year, and you've just been informed that for the next 30 to 60 minutes you won't be able to process orders on-line.

While the dollar impact to your business is immediate, even more far-reaching and long lasting is the scrambling and finger pointing that ensues as your IT team attempts to pinpoint the problem.

Unfortunately, without the benefit of an integrated IT Service and Application Management (ITS&AM) approach to your SAP solutions environment, you may

never find it, says Rob Wood, senior solution architect, HP Consulting & Integration.

"I've literally sat with a customer on a bridged telephone line, with people coming and going from the call as we tried to figure out a problem that was causing a major business impact," says Wood. "Each was an expert in his or her area, but without an end-to-end view of their business, they couldn't uncover the problem."

Providing that end-to-end view across software applications, hardware platforms, network devices, and other peripherals



— one that is also closely aligned with business needs and based on standard business processes — is precisely what ITS&AM is all about. Yet, especially within large, complex SAP solution environments, implementing and adhering to those disciplines can pose a challenge.

As Hans-Ulrich Schaller, HP global SAP alliance manager, points out, part of the difficulty lies in translating IT Service Management (ITSM) expertise into the application layer itself. “Everybody knows changing a printer is an easy task, changing a server is quite challenging, but changing a software application is a nightmare,” says Schaller.

“One reason for the nightmare is that there were no templates or best practices, and everybody had to more or less start from scratch.” SAP has provided excellent tools and technology to address change management and monitoring within SAP solution environments, says Schaller, but what has been lacking historically is visibility into the larger picture: the IT infrastructure and business processes that impact SAP installations.

As Global 2000 companies — nearly 50 percent of which use SAP according to The Meta Group* — begin to embrace ITSM principles, getting SAP developers and IT

Adopting ITSM processes will likely expand the role and effectiveness of your SAP solutions environment.

support desks to “speak the same language” is another hurdle. “SAP developers are thinking in terms of transactions while the IT organization is thinking of IT objects and the hierarchical dependencies between them,” Schaller explains. “They don't understand each other because they have totally different pictures in their minds.”

Not only will adopting an integrated ITSM approach alleviate these concerns, but according to The Meta Group white paper, *Optimizing SAP Service Delivery Through Effective IT Service Management*, “a Global 2000 company will find itself far more likely to expand the role and effectiveness of SAP in its environment” if it follows IT Service Management processes*.

Essentially, ITSM is about delivering three key objectives using Information Technology Infrastructure Library (ITIL) standards: comprehensive and timely information about your entire IT landscape; better communication and alignment among your people, processes and technologies; and, more powerful management capabilities. When heading down the path of adopting an ITSM approach in your SAP solutions environment, says Wood, it's important to keep integration at the forefront.

With ITSM, organizations gain a holistic view of the entire IT landscape.

“You can't implement these principles in silos,” he cautions. “The real magic occurs not just because you've put standard processes in place, but because you've provided integration across those processes.” Wood also suggests it's better to “start small and grow rather than trying to boil the ocean.” A good approach is to think of the processes as a spiral, he says, so that integration starts at a high level and continues across your environment as you drill down.

One of the biggest challenges in an SAP world, adds Doug Cole, a senior technical consultant within the Manufacturing Practice of HP Consulting & Integration, is to continually balance the best practices of change management outlined by ITSM and the need to meet an SAP “go live” date. “There has to be a balance between what's best for the business and controlling all of the changes that need to go into your system by a certain date,” he says. “Often people will take shortcuts to meet scheduling commitments, but with ITSM you can't afford to shortcut on testing and validation in order to get the job done.”

While SAP offers built-in, highly structured principles and mechanisms for moving into production, and ITSM is designed to align the move with business needs, there's a grey area between the two, says Cole. To help bridge the gap, HP and SAP have deepened their alliance to deliver a common enterprise management solution that combines the expertise of both HP OpenView and SAP Solutions Manager. The resulting ITS&AM portfolio is a set of services, software and hardware products based on common ITIL methodologies designed to improve the quality of information, enhance communication and empower management.

With ITS&AM, organizations gain a holistic view of their entire IT landscape, notes Klaus Bernzen, strategic global alliance manager, HP Software Group. They can monitor usage, accesses and transactions; gain in-depth insight into infrastructure, applications and services; and, receive crucial status data about availability and key performance indicators. “Our objective is to help organizations to be more effective, to deliver quality IT operations, and to build a more manageable IT landscape,” says Bernzen. “The overall goal is to lower the cost of managing your SAP solutions environment.”

That's where being able to quickly identify and resolve problems through ITSM is key. At Advance Transformer of Rosemont, Ill., a manufacturer of the ballast components for fluorescent lighting units, for example, SAP R/3 Enterprise Planning Software, HP OpenView Service Desk, HP OpenView Service Navigator and ITIL have proved a winning combination. By correlating events across its IT landscape, Advance Transformer is able to drill down when problems are detected, pinpoint the cause and ultimately reduce the time it takes to find and repair problems. Continual process improvement combined with total awareness of its IT infrastructure are allowing the company's IT group to balance the costs of service delivery with user expectations and fully meet business requirements.

“When you're managing your environment with ITS&AM and you have a problem that occurs in a production system, you can relate it back to a change,” notes HP's Cole. “If you don't have good processes in place, more often than not you're simply not able to make that connection.”

HP is offering special discounts on ITSM educational services. Save 10% on the one-day onsite interactive ITSM simulation, and save 25% on the popular three-day onsite ITIL Foundations Course, that includes the ITSM simulation. For more information, visit: www.hp.com/go/transformSAP

The ideal way to capitalize on change

Virtualized infrastructure solutions for mySAP Business Suite overcome the boundaries of yesterday's SAP infrastructure by enabling IT resources to operate efficiently and effectively across the organization. Manageability is also improved, thereby lowering the cost of operations.

Today, organizations will only flourish if their business and information technology are working in tandem. But since most IT departments are not able to turn on a dime and start from scratch as their daily business operations change, they require a clearly defined evolutionary approach to an adaptive IT landscape and the management tools that go with it. That said, the typical SAP landscape consists of a wide range of resource types statically allocated and managed within silos. In this landscape, many organizations struggle to enhance IT resource utilization. To complicate matters, new application deployments are often time-consuming and costly. The result: even more complexity and skyrocketing human resource overhead.

"Customers typically deploy more and more SAP applications into the data center including enterprise resource planning, customer relationship management, portal software, integration software and middleware," says Alfred Voehringer, worldwide project lead, SAP Adaptive Computing Project, HP-SAP Global Alliance. "That places huge demands on the IT infrastructure and requires costly management efforts. Often, you may end up with one system that's heavily utilized and another that's under utilized, with little flexibility to move around the available resources."

But with virtualized infrastructure solutions for mySAP Business Suite — provided by HP — organizations can overcome these obstacles by sharing resources and simplifying the SAP infrastructure landscape. Virtualization is enabled by separating SAP applications from the underlying IT infrastructure resources. Hardware and



software are combined to dynamically allocate compute power, storage and network resources according to service levels tied to the SAP application's demand. The solution also includes certified deployments of Adaptive Computing infrastructure landscapes for SAP NetWeaver, to verify that organizations pool, share and allocate their IT resources effectively for mySAP Business Suite.

The end result is that organizations can consolidate IT for dynamic use of computing power and storage systems. They're able to shorten deployment times of new applications and systems. Other side effects may include: better system utilization; improved service levels for customers; enhanced customer productivity; and, greater efficiencies in administration and maintenance. It's these kinds of business benefits that drove the University of Magdeburg's SAP Hochschul-Kompetenz-Center (HCC) — one of the largest university data centers in Germany — to virtualize its entire SAP solutions environment, integrating the SAP Adaptive Computing Controller with its HP servers running the HP-UX Operating Environment and HP StorageWorks.

The center, which supports 40,000 students, was experiencing extreme load fluctuations. By implementing HP virtualized infrastructure solutions for mySAP Business Suite, HCC's IT team solved the problem of rigid resource allocation by virtualizing the infrastructure and separating SAP applications from IT resources. Effective peak load management was achieved by distributing SAP applications across various servers. Now the center is able to consolidate their existing hardware, and dynamically add server or storage resources to the network and quickly move applications to a different computer environment to keep up with users' demands. "Not only have we achieved manageability and flexibility in terms of our IT load handling, but our infrastructure and marginal costs have gone down substantially," says Prof. Claus Rautenstrauch, director of the Magdeburg HCC's Faculty for Informatics, adding he expects the solution may pay for itself within a couple of years.

These solutions not only support SAP's Adaptive Computing approach, but extend its concept, providing a clear roadmap to increased flexibility and manageability of the SAP landscape.

For a limited time HP is offering a promotional discount on the purchase of selected HP Integrity servers, associated hardware support, and operating system software to be used in an SAP solutions environment. For terms and conditions and to qualify to be eligible to receive these promotional discounts, visit: www.hp.com/go/transformSAP

Technologies



Put out by
your output?

**HP helps make SAP
information delivery
almost as reliable as a
dial tone.**

The right document in the right format to the right destination at the right time.

It sounds elementary, but in today's global economy, where even the slightest breakdown in communications can be costly, time consuming and disruptive, everything hinges on the accurate flow of business-critical information throughout an enterprise.

"Documents are the lifeblood of any company," says Laurent Laguerre, business planner, HP Document Delivery Solutions. "If you have critical documents such as a pick list, manifest or shipping document that are not reaching the correct destination reliably and in a timely manner, the business impact can be enormous."

As organizations become increasingly dependent on complex, collaborative ecosystems centered on critical business applications such as SAP to manage their business processes, he adds, reliance on information delivery is compounded by the need to streamline business workflows, comply with new regulatory requirements and provide for timely delivery of content to its destination.

"When investing in enterprise systems such as SAP, companies need to be thinking about the conduit or pipe that's going to be used to deliver the data generated by their applications," he says. "They require solutions to better administer their delivery infrastructure and monitor the dissemination of their business documents so they can reduce costs and get the right information to the right people, at the right time."

In order to provide reliable document delivery to destinations that can include print, fax, e-mail, web or file, organizations are turning to output management solutions. The challenge, says Laguerre, is how to address the “spaghetti plate” caused by having several different applications running on different operating systems, each one trying to send content using different solutions to numerous destinations with different formats, locations, security and business requirements.

“On one side you have all of the applications and end-user interfaces, on the other you have every kind of

can be fine-tuned, but if you're not taking care of the output you may end-up having a critical report generated but never reaching its destination and with no notification supplied to the end-user,” he says. You can't just cross your fingers, says Laguerre, “hoping your documents will reliably reach the right destinations, on time and securely, and that you'll get a trustworthy and timely notification back into your SAP solutions environment.”

As a part of the global alliance with SAP, HP provides SAP Output Management Solutions designed to



destination you can imagine,” he explains. “Then, in the middle, you need an output management solution that can adapt to whatever architecture and business needs you might have.”

After deploying SAP R/3 as its enterprise resource planning (ERP) platform, electricity producer PacifiCorp, headquartered in Portland, Ore., wanted to maximize the value of its new environment and minimize the administration effort associated with printing by using an output management solution to maintain tight control over output. To help reach its goal, PacifiCorp selected HP Output Management Solutions, including HP Output Management for R/3 and HP Output Server.

“HP Output Server is very easy to use and in our experience, has solid reliability, with minimal problems,” says Jennifer Mead, UNIX® system administrator, PacifiCorp. In addition to gaining control over more than 2,500 output destinations, the company was also able to address a much-needed transformation requirement.

According to Laguerre, if organizations really want to investigate and enhance the workflow in their SAP deployments end-to-end, they have no choice but to include output management. “Your SAP environment

address some of the most challenging information delivery needs, including automatic data stream format conversion, content bursting, bundling or sorting, data privacy, multiple delivery channels management, end-to-end tracking, timely and reliable notifications, audit trail and statistics, business specific delivery rules, performance tracking and quality of services, or automatic failover and high availability. In addition, organizations can use SAP Output Management Solutions to control costs and productivity by combining a reliable print infrastructure with proven administration tools.

“Output management should be almost as reliable and pervasive as the dial tone,” notes Laguerre. “When you pick up your phone you're not wondering if it's going to be up and running, it's a given. The same should be the goal for an SAP end-user who's printing, web publishing, emailing, faxing or sending a document to customers, suppliers or any business partner.”

To learn more about how your organization can achieve higher levels of efficiency when it comes to the flow of business-critical information across a disparate, enterprise imaging and printing infrastructure, while containing infrastructure management costs, visit: www.hp.com/go/transformSAP2



Accelerate your SAP NetWeaver BI queries

HP, SAP and Intel® have joined resources to enable customers to quickly access their valuable business information such as inventory and profitability data. The solution, created specifically for SAP NetWeaver Business Intelligence installations, is designed to accelerate implementation, increase synergy and provide lower administration costs.

Organizations today require instantaneous access to their information so they can make quick business decisions and respond nimbly to shifts in the marketplace. They are called upon to handle greater and greater stores of heterogeneous data. If they want to maintain efficiency and maximum customer satisfaction, they have to be able to query and access millions or even billions of records as quickly as possible without sacrificing good response times, acceptable maintenance effort and process integration.

In the past, organizations running highly interactive queries against high volumes of data, or those customers who demand maximum scalability, were able to execute high performance queries but only by sacrificing query flexibility and worker productivity. With a typical billion-entry query taking a few hours to process, developing accurate sales forecasts, enhancing supplier relationships, or increasing the focus and effectiveness of marketing campaigns proved problematic. The cost associated with delivering high-end performance for business intelligence was traditionally tied to expensive hardware, considerable manual tuning efforts and stand-alone products disconnected from mainstream processes.

But earlier this year, HP, SAP and Intel® joined resources to create a high performance analytics (HPA) solution — a query accelerator, if you will — that is designed to give organizations a quantum leap in performance, flexibility, and ease of administration. The objective was threefold: to improve query response by factors; to support the growing number of users; and, to satisfy growing requests from composite applications. Needless to say, these objectives had to be achieved without impacting flexibility for change and without breaking processes or balkanizing IT. And, it had to have a sustainable cost structure.

The HPA solution is designed for SAP NetWeaver Business Intelligence (BI) installations and is available on the HP ProLiant BL20p platform, which is based on 64-bit Intel® Xeon™ processors. Since the solution is based on blade system technology, organizations will



“We were able to analyze data on the fly in many different ways with reduced possibility of human error, providing for faster availability of accurate data.”



benefit from virtually linear scalability. It comes complete with server blades, storage, and software, making it easy to deploy rapidly and integrate into your existing SAP IT infrastructure. Tweak the system to suit the environment, and get ready to roll. Query processing can be reduced from hours to seconds so organizations can get almost real-time response during the query execution, irrespective of the size of the query. No database is used — just in-memory processing and a file system, with most data kept in memory.

While traditional approaches required pre-aggregation of some form, the HPA solution comes with attribute search engine technology called TREX that provides aggregation on the fly rather than as a separate process. TREX runs while the query is executing — no dedicated aggregate tuning required. In addition, TREX takes the data from BI 7.0 and massages it into a high performance query format prior to loading the data into memory on the blades. It fits seamlessly into existing SAP BI environments and can be activated for InfoCubes with no changes required to InfoCubes, datasources or queries (be it queries defined in BEx or with any third-party tool using the certified interfaces).

The result: companies can reduce administration costs while exploiting critical business information with the speed and flexibility mandated by today's market landscape.

As one of SAP's HPA pilot customers, HP's development team deployed the solution at HP before taking it public and achieved tremendous results. “We were able to analyze data on the fly in many different ways with reduced possibility of human error, providing for faster availability of accurate data,” says Girish Kulkarni, business intelligence program manager for HP. “That can lead to better decision-making, increased productivity, and reduced IT service calls.” In fact, Kulkarni says one HP team reported that they can now generate a report that gives them a 12-month view of revenue by business unit and by region in less than 10 seconds. “In the past, they said, it took three or four hours just to pull all that monthly data together manually.”

The HP-SAP-Intel high performance analytical capability is expected to be available with the next release of the SAP NetWeaver platform, SAP NetWeaver 2004s, and plans call for it to ship only for ramp-up customers. SAP is currently qualifying ramp-up customers and HP is expected to design, deliver and help deploy the solution. Based on vast experience and close collaboration with SAP in numerous implementations, HP is enabling a smooth and cost-effective deployment of the SAP NetWeaver platform and its solutions, and helping to shorten time to return on investment.

HP will provide customers with a proof of concept configuration for \$50,000 USD, which is estimated to allow for 10 concurrent users to run queries on up to 300 million rows of data. HP will provide assistance at no fee to analyze customer requirements and will work to develop a solution that meets an individual customer's requirements. For details, including terms and conditions, visit: www.hp.com/go/transformSAP

Get ready for rapid backup

HP StorageWorks Rapid Backup for mySAP Business Suite allows an SAP database to be backed up in online or offline mode. This reduces the lengthy application downtime normally associated with traditional offline backup and the performance degradation caused by traditional online backup.

Virtually any amount of IT downtime can mean lost productivity, lost revenue, lost customers, and lost opportunities, and that's why organizations need to be on full alert.

For organizations running their entire operations on mySAP Business Suite to link employees, customers and suppliers, and enhance business processes, downtime is certainly not an option. Yet many organizations are finding that the more data they're capturing within their SAP applications, the more their SAP databases are growing. And that means they're relying on their IT environment like never before.

Traditionally, ensuring data availability came in two flavors: tape backup and online backup. While both solutions have merit, their reliability comes into question if disaster hits. For instance, the more information that's stored on the SAP database, the longer it takes to back up to tape and then support that backup. With online backup, the system might be available to users simultaneously, but the backup slows down production system performance and decreases recovery times. Additional hardware might handle the extra load, but recovery times may still be problematic.

Some solve this problem with "backup and restore," making a copy of the SAP production system using a storage array and then going offline and backing up a copy of the production database via a dedicated backup server. But the new buzzwords are "rapid restore," whereby an organization installs a second storage

array at a second data center and then mirrors the production database.

HP StorageWorks Rapid Backup for mySAP Business Suite, for example, allows the SAP database to be backed up in online or offline mode. The solution, which is integrated into SAP's Management Console and uses the SAP standard interfaces for seamless connectivity, reduces the lengthy application downtime normally associated with traditional offline backup and the performance degradation caused by traditional online backup mode. During online backup, the time that the tables are in backup mode is greatly reduced. If you prefer an offline backup strategy, the solution decreases the time the application needs to be shut down.

The KOMET GROUP, a German manufacturer of precision tools for the metal machining industry, recently decided to capitalize on the extended functionality of SAP R/3 Enterprise but their existing hardware platform and storage solution weren't up to snuff.

Given HP's expertise in both SAP solutions and the latest HP server and storage technologies, KOMET standardized its SAP deployment on HP ProLiant servers running Microsoft® Windows 2000 Advanced Server™ and then replaced its EMC system with an HP Storage Area Network (SAN) based on the HP StorageWorks EVA5000 disk array. But what brought it all together was HP StorageWorks Rapid Backup for mySAP Business Suite, enabling KOMET to support more than 100 employees who rely on SAP to provide timely, qualified customer support and assistance. The solution, provided by expert HP Services SAP storage consultants, leverages the engineering work of the global HP SAP storage team.

KOMET IT manager Ralph Grolig recalls that before the HP solution came on board, it would have taken hours to recover the database and get the system up and running again. But now, HP StorageWorks Rapid Backup for mySAP Business Suite creates a snap clone of the production SAP database which, in turn,



The HP StorageWorks EVA5000 itself has reduced KOMET's administrative efforts, paving the way for cost savings.

is copied to tape libraries offline using standards-based backup software. A separate backup server running HP's Rapid Backup solution and conventional backup software as reusable components helps maintain the performance of the SAP production servers.

The HP StorageWorks EVA5000 itself has reduced KOMET's administrative efforts, paving the way for cost savings. Maintenance costs are expected to drop between 2003 and 2005 due to improved manageability and standardization.

"The excellent manageability of the HP StorageWorks EVA5000 makes us a lot more flexible and adaptable," says Grolig. "The system is open, modular, scalable and easy to maintain."

Alfred Voehringer, SAP business development manager for HP, advises that organizations should work with a technology vendor that not only provides hardware infrastructure solutions, but also offers expert consulting services, especially when corporate data is at stake.

"If you have data loss, data corruption or site losses, ask yourself one question: 'Do I have experienced people in place — even at my most remote location — to get the business up and running in a timely manner?' Because if you get hit, your backup is worth nothing if the right people are not there to deal with it," he says. "You need to take a holistic approach when it comes to safeguarding your information, and that applies not only to your servers and data but to your people and processes, too. Given HP's extensive expertise with SAP implementations, working with HP to manage your SAP solutions means you can demand more value, more flexibility, and a better return on IT."

To assist customers in implementing HP StorageWorks solutions, HP has a special proof of concept offer. For details, visit: www.hp.com/go/transformSAP

This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

Strategies



Mitigating the fear factor

Yes, SAP implementations can be complex, but that shouldn't automatically spell panic and disruption. There are ways to ease the transitioning pain.

Ask any CIO what they fear most and the answer will most likely be one word: change. Change in an IT environment can be at best unpredictable, and at worst, a potential nightmare. That's certainly true in the enterprise applications space where implementation horror stories once ruled the day.

But that was years ago, and times change. Yes, an enterprise application implementation project, whether it's an upgrade or a complete overhaul, can still be complex and difficult, but today, many fears can be mitigated. More importantly, success stories are becoming the norm rather than the exception.

It's close relationships such as the one between HP and SAP that are driving these successes. In November of 2004 HP announced that more than 180 SAP customer installations worldwide had moved to the Intel® Itanium® 2-based HP Integrity server platform since May 2004. In raw numbers, that's 180 customer installations in 180 days, and many more have since made the move. Customers are reporting increased cost savings, productivity and operational efficiency, and a virtually painless transition.

A major factor in this success, according to Markus Berber, product-line initiatives manager for HP, is the HP Integrity server architecture itself. The platform helps to alleviate much of the uncertainty factor during a technology transition. "SAP implementations, in

fact all enterprise application implementations, require the platform to behave in a particular way," says Berber. "HP's ability and proven track record of providing customers with the performance that they need, when they need it, is an important aspect of the success of these implementations."

The key to HP Integrity server's success running SAP and other enterprise applications is fundamentally based on its architecture: the servers were built around the understanding that they will very often be used to run multiple workloads in various hardware partitions (nPars) — in other words, they allow for multiple 64-bit operating environments to operate natively in the same box*. So an organization will be able to run, for example, Windows®, Linux® and HP-UX all in the same server, which better reflects today's enterprise-level organizations, their

these benefits are helping customers to build an IT organization that can adapt to business changes.

Moreover, companies don't want to commit to a potentially costly upgrade or transition without a compelling case that they're doing it for the right reasons. These discussions, says George Anderson, senior SAP strategist with HP Consulting and Integration, usually revolve around an organization looking to improve their current technology or to better leverage their IT investment, but without causing massive disruption and huge costs to the bottom line. "If we can do the upfront homework and prove the total cost of ownership equation makes sense for a particular company in a particular unique environment," he says, "that can be pretty compelling." What it boils down to, he adds, is them saying, 'Prove it to me.'



increasingly complex computing requirements, and the focus on IT consolidation.

In terms of availability, HP Integrity servers allow for "hot swapping" of nPars in the unlikely scenario of a processor malfunction. "It's a little bit like open heart surgery while the runner is still running," says Berber. "It provides customers with the confidence that high availability is an HP strength."

The longstanding HP and SAP relationship — it goes back over 15 years to the early days of R/3 — is an additional reassurance for customers. What's more, SAP's early commitment to port to the HP Integrity server line allowed customers to take advantage of Intel® Itanium® processor performance for SAP applications. "At the time SAP made the decision to port to the Intel Itanium processor, the processor was still somewhat unproven in the market," says George Tanzen, senior technical consultant, HP/SAP Partner Services. "Working together, HP and SAP have been able to demonstrate to customers the benefits they can realize from SAP applications running on HP Integrity servers." Benefits such as performance, scalability, and reliability have provided efficiencies across customers' organizations. Whether upgrading or a new installation,

HP can deliver the proof by configuring an organization's IT set-up in one of its Solution Centers. These Centers offer an environment for customers to develop, test, and validate solutions off-site using the latest technologies. Much of this validation revolves around proof of concept testing, sizing exercises and scalability tests. It's a non-disruptive exercise for customers to evaluate a new hardware and application environment off-site, and offers a true snapshot of the potential savings by replicating an organization's unique IT configuration and infrastructure. "So it's not just someone coming in and saying, 'Hey, this solution will save you x, y and z,'" says Anderson. "It reflects their actual environment."

In the end, it's demonstrating to customers that transitions need not be painful and that risk can be mitigated. "The proof is in the proverbial pudding," says Anderson. "If we get a customer's actual database and script actual business processes, execute those business processes on a new platform like HP Integrity servers, there's not a whole lot anybody can argue with when they get better results."

For information on the HP Solution Centers and transitioning to HP Integrity servers, visit: www.hp.com/go/transformSAP

Pay only for what you use

HP brings Pay per use to organizations running Microsoft® Windows on HP Integrity servers.

A bold new initiative from HP that mirrors its Pay per use service for HP-UX-based servers, is now available for organizations running Microsoft® Windows on HP Integrity servers**. The service allows companies with varying or unpredictable demand for computing resources to pay for their solution according to the level of usage.

The concept is no different than an electric utility meter attached to a house, except that instead of paying for kilowatt hours used, you simply pay for computing usage.

HP's Pay per use for Microsoft Windows on HP Integrity servers was announced in January. Win Reis, HP marketing manager for Windows-based HP Integrity servers, and one of the founders of HP's Pay per use service, says it represents as good a value proposition for Windows-based customers as it has been for HP-UX-based customers since it was launched four years ago. "We have taken the existing Pay per use program and adapted it in a very straight forward way to the Windows-based HP Integrity server environment," he says. "This is a

plug-and-play operation. You bring the new server in, you install the HP measurement device and you are all set to go."

No doubt the benefits of Pay per use can be substantial as the business risk caused by uncertain capacity requirements are decreased. It also reduces the need for capacity planning and allows an organization to better align costs with revenues, without requiring large up-front capital investments.

The Pay per use model was certainly intriguing to a large electronic aviation manufacturer that recently decided to upgrade its multi billion dollar enterprise from SAP 3.1 to SAP 4.6. The company wanted the extra computing power, but without the costs that go with traditional hardware procurement.

Following a thorough analysis by HP solutions provider Net Direct Systems, HP personnel and company staff, 40 ERP servers were consolidated down to five HP Integrity Superdome servers running the HP-UX 11i operating environment with Pay per use metering software.





SAP customers that use SQL or Oracle® with any number of SAP applications on Windows-based HP Integrity servers are also ideal candidates to adopt the Pay per use model for their server infrastructure.

A typical candidate for Pay per use in the Windows environment would be an organization that is currently running on-line transaction processing or on-line analytical processing applications with either a single, large Microsoft SQL database or several SQL databases. In some instances, says Reis, there have been cases where the physical database had to be split into multiple pieces simply due to a lack of computing power in a single server. But in the Pay per use model all CPUs are designed to be active and available for use at all times, so a company only pays for the processing power that they use, not what sits idle.

SAP customers that use SQL or Oracle® with any number of SAP applications on Windows-based HP Integrity servers are also ideal candidates to adopt the Pay per use model for their server infrastructure because server usage is driven by transaction volume which can often tie to revenue. This can improve alignment of IT costs with revenue.

These real world scenarios are why Net Direct Systems

(NDS), a company that has been involved in Pay per use since its inception, is bullish about the availability of Pay per use for Windows-based HP Integrity servers. "It supports business agility, and when customers ask me what the catch is, I tell them there is no catch," says Pete Ebeling, a national account manager with the firm.

Capitalizing on change means being agile enough to capture opportunities. HP's Pay per use program for Windows on HP Integrity servers can enable organizations to achieve that agility.

** The Microsoft Windows operating systems license is included only if acquired through HP. The cost for the license is included and "variabilized" on the HP Pay per use contract. In general, other Microsoft applications such as Microsoft SQL, as an example, cannot be included on the HP Pay per use contract. For more information on HP's Pay per use service, visit: www.hp.com/go/transformSAP3

Real World Linux®

Can it help me?



You know Linux® has the potential to drive down your operating costs. You've read about the dramatic total cost of ownership (TCO) savings that can result from a Linux migration. But how do you wade through the confusion in the market to get started on the right solution for your own mission-critical business environment?

A good way to begin, says Larry Ryan, director, HP worldwide financial services industry, is to take a close look at your current business and information technology (IT) practices, and identify where Linux® can deliver increased value. "Part of the reason for the confusion around Linux is that everybody and their cousin has embraced it and is now telling their own story," says Ryan. "What organizations really need to be asking themselves is 'How do I take this and really benefit from it?'"

When it comes to supporting customers throughout a Linux transition, HP offers a range of critical support services from migration, assessment, installation and start-up, to security review, incident-based technical support, remote monitoring and training. To clear up some of the market confusion, it also provides a specialized Linux Value Discovery Workshop designed to help organizations understand where Linux fits in their business and develop an action plan.

Many organizations, says Ryan, will "test the waters" by moving an existing relational database management system or similar middleware application from UNIX® to Linux. Others are looking to recast legacy mainframe applications to a more cost-effective, flexible platform. And, there are even those who have surpassed the proof of concept stage and are now taking Linux mainstream.

“We’ve moved beyond people just being intrigued by Linux to people actually testing it and really becoming believers in the products,” adds Julee White, a solution architect within HP’s Technology Services Group.

However, according to White, some organizations that are migrating to Linux remain concerned that there is a lack of support, skills, standards, applications and training, and that the product remains immature. These concerns are not pervasive as many organizations have embraced Linux and some have put mission-critical systems into production using it. Through its one-stop shopping approach to providing comprehensive Linux support, HP helps to address these concerns.

With approximately 6,500 Linux specialists, HP delivers a broad range of multi-vendor technology coverage and

expertise. In fact, earlier this year, Framingham, Mass.-based International Data Corp. (IDC) stated that HP held the number one position in both Linux units and revenue*.

“We make it our business to understand how the major Linux distributions work on our platforms,” says White, noting that HP completes its own performance testing and benchmarking for each “flavor” of Linux, whether it’s Red Hat, SUSE, Debian, Miracle, Red Flag, TurboLinux or Mandrake. “HP’s real world Linux strategy is in lockstep with what enterprises need and expect when implementing Linux solutions,” she says.

In particular, HP provides to its Linux customers the ability to participate in the HP Linux indemnity program*. Qualified customers that sign up for the HP Linux indemnity program are provided limited indemnification from lawsuits related

HP completes its own performance testing and benchmarking for each “flavor” of Linux.



to certain intellectual property claims that may be brought by SCO — a value-added service offered at no cost. It also provides incident-based support services bundled in packages of 10, 25 and 50 incidents to enable customers to stretch their IT dollars further.

“One of the biggest business drivers behind a move to Linux is the lowering of costs,” says Ron Priester, a Linux solutions specialist at HP. Topping the list of total cost of ownership (TCO) reductions, he adds, is the ability to take advantage of lower-cost, industry-standard platforms and decreased licensing fees, as well as lower maintenance and ‘floor space’ costs. “Those are huge, right-out-of-the-gate kinds of TCO savings that we can pass on without the pain and suffering that typically goes along with a migration.”

Looking beyond TCO advantages, the other motivating factor for moving to Linux is what Priester calls “freedom” — the ability to change the software kernel to suit your own needs and purposes, for example. “Building on HP’s flexible support, management tools and education services, we work with our clients to create an adaptive Linux environment that reduces cost and complexity, and makes it easier to implement change,” he says.

HP can help you discover and exploit the advantages of Linux and Open Source with the HP Linux Value Discovery Workshop. The primary objective of this workshop is to uncover those “justification proof points” within an enterprise that may unlock the value of incorporating Linux into the environment. For more information visit: www.hp.com/go/transform

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