



INTERNATIONAL  PAPER

HP Factory Express: Helping Build an Adaptive Enterprise

“Any technology installation will run into challenges along the way, especially one as complex as ours. It’s the vendor who can consistently get us *out* of jams – *that’s* what adds value. We were pleased to have just one point of accountability with HP.”

-Mike Salzgeber, Manager of Windows Enterprise Architecture Group
International Paper Company

on rollout of some 600 hp ProLiant servers in hundreds of locations throughout the U.S. and Europe.

Company Overview

International Paper is the world's largest forest-products company: Its core businesses are paper, packaging and forest products. Taking pride in its ability to “deliver customized solutions all around the world,” its worldwide data transfer and processing capabilities are critical to its success.

Executive Summary

As part of a complex, worldwide, 18-month effort to migrate its IT network to Windows 2000 with Active Directory, International Paper decided to upgrade and simplify its server environment as well. International Paper choose HP as its server partner for three key reasons: First, HP’s direct fulfillment capabilities through its world-class Houston location, HP Factory Express provides an end-to-end solution -- including planning, implementation and support -- with a single point of accountability backed by extensive support teams. Second, HP has the leading server manageability applications in the industry, which allows International Paper to virtually monitor, manage and debug its servers wherever they’re located throughout the world. And third, HP Factory Express is able to provide fully-integrated rack solutions – including servers, storage and other options – that are pre-loaded, wired, racked and tested on the HP factory floor.

The Business Challenge

Simplifying International Paper’s international rollout of Active Directory

Mike Salzgeber, Manager of the Windows Enterprise Architecture Group for International Paper, recalls the challenges his team faced in its migration to Windows 2000 with Active Directory. “We needed to install some 600 servers in hundreds of locations throughout the U.S. and Europe,” notes Salzgeber. “And the servers needed to arrive one step ahead of a parallel rollout of Dell PCs throughout the company, which arrived at varying times.” Further complicating the migration: Many of International Paper’s server locations are in remote areas with no onsite management or technical support.

Dubbed the “Phoenix Project,” Salzgeber and his team began the rollout in the Spring of 2001. They chose HP as their server partner.

Why HP?

Salzgeber’s group chose their server vendor carefully. “We needed a partner with sophisticated integration and fulfillment capabilities who could do great work in terms of developing a set of standard server specs, designing and installing the imaging, and delivering ready-to-deploy solutions to our specifications to each location. We knew from previous experience that HP could deliver.”

Salzgeber and his team decided to standardize International Paper’s servers on the hp ProLiant ML370 and ML330 models equipped with Insight Manager, the most widely used server management software in the world. Two key capabilities in particular attracted them to HP:

- The HP direct fulfillment capabilities through Factory Express offers intelligent choices to design, build, and integrate IT solutions, which provides a comprehensive, end-to-end solution for the server configuration and rollout – with a single point of accountability;
- The ProLiant Essentials Performance Management Pack (PMAP) provides the industry’s leading server manageability tool, allowing International Paper technicians to detect and debug performance issues in onsite as well as remote servers, as well as anticipate building bottleneck conditions, without having to “monitor watch.”

The Benefits

The appeal of doing business directly with HP and the HP Factory Express capabilities:
A single point of accountability

Salzgeber and his team were drawn to the HP direct fulfillment capabilities, which allows HP customers to simplify their buying process by offering products and solutions fully configured and customized according to customer specifications and by providing end-to-end offerings – from planning to implementation to support – with a single point of accountability.

For example, HP sends its own personnel onsite to assist customers with server installations – rather than use a local, 3rd party contractor. And servers arrive already imaged and tested by the HP Factory Express, ready to “plug and play.” The result is a high level of comfort for an IT manager running a complex, international rollout of new server technology, which is no joke. Salzgeber nicely sums it up: “Any technology installation will run into challenges along the way, especially one as complex as ours. It’s the vendor who can consistently get us *out* of jams – *that’s* what adds value. With just one point of accountability, HP excels here.”

Salzgeber and his team had an additional concern: their ability to manage International Paper’s servers once they were installed. “Many of our server locations are in remote

areas around the world, with no onsite management or support,” says Salzgeber. “We knew that HP could help us with remote manageability.”

HP fitted all of International Paper’s servers with the Remote Insight Lights-Out Edition II (RILOE) cards, to extend their ability to physically control all locations from a single console. Each RILOE II card has its own integrated hardware component set (including processor, memory, NIC interface, and Virtual Power Button), which allows full access and control of the server independent of the state of the operating system or server hardware. Additionally, HP installed the ProLiant Essentials Performance Management Pack (PMP), which proactively detects and analyzes hardware bottlenecks on servers, and debugs performance issues as they arise. Combined with the proactive monitoring of Insight Manager and the Performance Analyzer Pack, RILOE II cards allow technicians to efficiently control remote servers without having to “monitor watch.” The result is a significant reduction in time-consuming, reactive management of servers.

HP’s flexibility was a major benefit to the International Paper rollout.

HP’s flexibility – honed most recently in its successful merger with Compaq -- provided an important benefit to International Paper. One of the difficulties of the Phoenix rollout, for example, was in scheduling installation of the servers: Not only did they have to travel to hundreds of far-flung locations throughout the U.S. and Europe, but also, exact scheduling was not always possible. “The servers had to follow the installation of the Dell PC’s that we were rolling out just in front of them,” recalls Salzgeber, “and the PC’s would arrive at varying times. The server schedule was often ‘whenever the PC’s get there.’ I can tell you that HP hit every short notice deadline and did an outstanding job of adapting to such a fluid environment.”

The benefits of simplifying

Just a few months after completion of the rollout, International Paper is already reaping the rewards of dramatically simplifying its worldwide IT environment. With their enhanced infrastructure built on standards, International Paper has created a world-class, adaptive enterprise.

“We worked with HP to develop just six standard platforms, worldwide,” says Salzgeber. “It’s nice to walk into any server location and know what you’ll find and where. We can go to the most remote center and know exactly where the file server is, for example. What kills you in trying to manage a large, dispersed IT operation are the hundreds of idiosyncrasies that creep into the system. Standardization eliminated costly anomalies.”

Such simplicity allows Salzgeber and his team to focus on adding value to the firm’s international business -- rather than just keeping its systems functioning. “It’s great to know, for example, that our files are being backed up everywhere, on a regular basis.”

“We expect significant reductions in IT support levels as a result of the ProLiant rollout and new manageability capabilities. Our techs know exactly what they have in each location and how it’s performing. They don’t have to be onsite or spend time learning the various quirks of different locations, because they’re aren’t any.”

Pull Quotes

“Any technology installation will run into challenges along the way, especially one as complex as ours. It’s the vendor who can consistently get us *out* of jams – *that’s* what adds value. We were pleased to have just one point of accountability with HP.”

-Mike Salzgeber, Manager of Windows Enterprise Architecture Group
International Paper Company

“We needed a partner who could do great work in terms of developing a set of standard server specs, designing and installing the imaging, and delivering to each location in a controlled fashion. We knew from previous experience that HP could deliver.”

-Mike Salzgeber, Manager of Windows Enterprise Architecture Group
International Paper Company

“Many of our server locations are in remote areas around the world, with no onsite management or support. We knew that HP could help us with remote manageability.”

-Mike Salzgeber, Manager of Windows Enterprise Architecture Group
International Paper Company

International Paper project manager

Mike Salzgeber, Manager of Windows Enterprise Architecture Group
michael.salzgeber@ipaper.com

International Paper Company

Stamford, CT 06921

Web Site: <http://www.internationalpaper.com/>

The information in this document is subject to change without notice. Copyright Notices. (C) copyright 2003 Hewlett-Packard Company, all rights reserved. HP, and the HP logo are trademarks of HP, Co. All other trademarks are property of their respective owners. Reproduction, adaptation, or translation of this document without prior written permission is prohibited, except as allowed under the copyright laws.

© Copyright Hewlett-Packard Company 2003

Hewlett-Packard Corporate Headquarters 3000 Hanover Street, Palo Alto, CA 94304

Phone: (650) 857-1501; Fax: (650) 857-5518

World Wide Web: <http://www.HP.com/>