



HP Solutions for Microsoft® SQL Server

Enterprise database and business intelligence solutions to drive business outcomes

Overview

- **Simplify** to reduce costs and increase functionality
- **Empower** to increase productivity
- **Connect** with increased reliability and security
- **Transform** your business as you optimize the data center

“We turned to HP ProLiant servers running Windows Server 2008, Microsoft SQL Server 2008, and Microsoft Visual Studio 2008 in order to create the infrastructure that can simplify remote access to IT resources, make it easier for mobile employees to interact with our SAP customer relationship management system, and manage our databases that have been growing by approximately 100 gigabytes per month. Now, TÜV NORD is saving money, accelerating remote access setup, speeding application development, and boosting system security and availability.”

Sven Otromke,

SAP System Manager, TÜV NORD

Making faster, more informed decisions

Regardless of the size of your business, you are not alone in facing data demands that stress legacy systems to the limits. Existing database environments can't handle ever-growing amounts of data. Older hardware and software investments don't provide the necessary performance to serve escalating number of users. Management of a sprawling server footprint is becoming increasingly challenging and complex as costs spiral out of control. What's more, business data that spans multiple systems often is not accurate, making it difficult to leverage your data for business intelligence (BI).

In this complex IT environment, the unrelenting demand to stay competitive creates a need for quick, easy access to information to support faster and informed business decisions that drive better results. What you need is your data—any place, any time. It's all possible with HP solutions for Microsoft SQL Server.

More value, more choice, more performance

One of the most critical components in your IT infrastructure is your database server. Microsoft® SQL Server is designed to address your data challenges by providing next-generation data management and information analysis solutions that deliver increased security, scalability, and availability to enterprise data and to reporting and analytical applications—while making them easier to build, deploy, and manage. Microsoft SQL Server makes an excellent choice for back-end databases for line-of-business applications

such as SAP, Siebel, and more. In addition, Microsoft SQL Server ships with reporting and analysis software that addresses enterprise BI needs.

For organizations running Microsoft® SQL Server software, the database server of choice is an HP platform. HP enhances the capabilities of SQL Server with the industry's most complete and capable portfolio of award-winning HP Integrity and ProLiant servers, HP StorageWorks storage, and expert support from HP Services. Through joint engineering, product development, and testing, HP and Microsoft provide complete database management solutions that deliver exceptional value through outstanding performance, reliability, and scalability—all at an affordable price.

From small and medium-size businesses to global enterprises, HP has a platform that meets your needs for value and choice so that you can get the most out of your SQL Server investments—especially when adopting SQL Server 2008. That's because HP and Microsoft collaborate at every organizational level to bring you next-generation data management and analysis capabilities, helping your organization be more productive and make informed business decisions faster.

Delivering database platforms for applications of all sizes

HP offers platform solutions for SQL Server which span a broad range of business needs and can scale smoothly as your needs grow over time. You can consolidate and manage data confidently with Microsoft SQL Server 2008 on HP Integrity and HP ProLiant servers and HP StorageWorks storage.

“When Microsoft looked at creating the next generation of Virtual Event Experiences, we knew that we needed the power that only HP Itanium can provide. Supporting over 1 million virtual users requires us to have the best possible data tier we can—Windows Server 2008, SQL Server 2008, Itanium, and HP make that possible.”

Michael Leworthy,
Product Marketing Manager, Microsoft

The HP Integrity platform is among the industry’s most highly reliable and scalable platforms, designed for the most demanding line-of-business databases and BI workloads. Made for mission-critical Microsoft Windows environments, the HP Integrity platform delivers leading availability, performance and manageability, combined with the attractive total cost of ownership (TCO) of a standards-based platform.

The HP ProLiant server family is the industry’s most complete platform, designed with tools for easy deployment, built with the most energy-efficient technology, and supporting unified server hardware and application management. Whether you select rack mount HP ProLiant platforms or HP BladeSystem c-Class server blades, you can run your data center with confidence.

The entire HP StorageWorks portfolio of direct-attached storage—HP ProLiant Storage Servers, Modular Storage Arrays, Enterprise Virtual Arrays, and mission-critical XP arrays—is designed to work better with HP ProLiant and HP Integrity servers, while providing unprecedented reliability and performance.

Plus, the Dynamic Capacity Manager (DCM) for HP StorageWorks Enterprise Virtual Arrays will be among the first to support the new Grow and Shrink capability of Microsoft Windows Server 2008. As a result, you will be able to set up automatically executed policies to reduce storage management time and costs, as well as reduce power and cooling, while increasing storage utilization.

Getting smarter with BI and data warehousing

As part of the rich portfolio of HP and Microsoft Solutions for the People-Ready Business, HP Business Intelligence Solutions—built on Microsoft SQL Server—can help your business:

- Harness data that exists across multiple systems and platforms and then transform that data into knowledge that enables greater levels of agility to accelerate business growth
- Deliver mission-critical information throughout your organization to the right people, at the right time, in an easy-to-use format
- Track your organization’s performance against key business goals and financial targets
- Control the mounting costs associated with storing and managing your ever-expanding volumes of data across the enterprise
- Find an efficient alternative to storing data on legacy systems that are expensive to support

The HP Business Intelligence Solutions family includes:

- **HP Data Warehousing Solution**—Build a highly reliable, scalable, and secure data warehouse or data mart that enables improved data integration, faster data access, and reduced cost.
- **HP Reporting and Analysis Solution**—Track and analyze financial, operational, customer, and human resources information across the enterprise. Flexible, customized, automated reporting capabilities, including authoring and provisioning, help support decision-making at all levels across your enterprise.

Working in concert with Microsoft, HP has defined data warehouse reference platforms with Microsoft SQL Server 2008. For example, we have created reference configurations for varying data warehouse workloads based on the ProLiant DL580 G5 with HP StorageWorks 50 Modular Smart Arrays and reference configurations with the HP Integrity servers, such as the Integrity rx6600. These reference configurations are designed to help you mitigate risk and deploy your SQL Server 2008 data warehousing solutions with predictable results.

Leveraging industry-leading knowledge and experience

HP has deep knowledge and experience in the full range of Microsoft technologies and SQL Server offerings, enabling us to provide complete solutions ranging from small-scale relational database applications to large enterprise-scale solutions.

“Now we can watch trends on a daily basis, from market shifts to increasing rates or environmental issues that might affect title orders. The new HP Integrity Superdome servers running SQL Server on Microsoft Windows enable us to respond to market factors much faster than we ever could in the past.”

Larry Godec, Vice President, Chief Information Officer, First American Title Insurance Company

HP Services staffs a seasoned workforce—including more than 22,000 Microsoft trained and 3600 Microsoft-certified HP professionals—ready to address your most challenging data management and BI requirements.

From defining clear business objectives and a conceptual architecture, to assembling solution building blocks and measuring results, HP Services is focused on meeting your business objectives every step of the way. Our flexible set of offerings aligns readily to your particular business needs—from consulting and system integration to business process outsourcing. Plus, we offer migration analysis services to help you make the move from Microsoft SQL Server 2000 to SQL Server 2005, or SQL Server 2008, helping to protect your existing investments, while reaping the benefits of the latest Microsoft technology. Our focus: your success.

For BI solutions, HP Services employs advanced tools that help you collect and analyze customer behavior data and recommend ways to increase direct revenue or improve online customer satisfaction. We can work with you to implement decision support tools, dashboards and other standard reporting interfaces. And we provide you with the means to acquire and manage click stream, revenue, order, and other data needed for reporting and analysis.

Building on more than two decades of cooperation and collaboration

HP and Microsoft continue to combine our strengths to deliver integrated solutions to help you make smart IT decisions in changing business environments.

Today, Microsoft endorses HP Services as Worldwide Prime Integrator for Microsoft technologies. And recently, HP was recognized as Microsoft's Enterprise Partner of the Year for the fourth time, marking the first time in the award's history a company has been honored more than three times.

HP and Microsoft engineers work side-by-side to research, develop, and test innovation, such as server power management, embedded systems management, integrated virtualization, and multi-core performance optimization. We operate a global test network—now upgraded to Microsoft Windows Server 2008—to help ensure that even the most complex scenarios are tested so you can deploy with confidence.

For more information

For more information on HP Solutions for Microsoft SQL Server, contact your HP representative today or visit: www.hp.com/solutions/Microsoft/sql

To learn more, visit www.hp.com/solutions/Microsoft/sql

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Technology for better business outcomes