

BladeSystem Services
David Goode

Hello, my name is
David Goode, and
I am here to speak with you about the services HP offers that will help you make the most
of your HP BladeSystem solutions

Across the globe, companies depend on HP BladeSystem to reliably process their most
critical business tasks.

So to enhance and protect the value of HP BladeSystem, network and storage solutions,
HP provides
a comprehensive services portfolio.

You've heard it before:
"Do more with less."

These days,
every business feels the pressure to cut costs while increasing the value from IT
investments.

And, as a business owner or IT manager,
you know better than anyone else that hardware and software are just the starting point.

In addition,
you need to make sure your people have the knowledge, skills and experience not only to
keep things running, but also to respond to rapid growth and changing business needs.

It's very tough to do
all of this alone.

Think about it...
how can your
growing business
do more with IT?

As you assess the capabilities of your current IT environment, there are a few key points
to ponder.

If your business is facing rapid growth, or if you are planning to consolidate your IT
environment or are considering moving to a new operating system, then take a few
moments to ask yourself some questions:

- Do you have the time and resources to adequately strategize, plan and deploy modifications to your current network, storage and server environment?
- Does your data center have adequate power and cooling?
- Is your staff getting the training they need to keep pace with changing technologies and shifting business needs?

At HP, we take a collaborative approach to helping make products and services work for you.

We have a proven track record, built over decades of delivering end to end IT service solutions.

With 69,000 service professionals working in partnership with over 70,000 product and service partners in 170 countries, delivering a consistent services portfolio across the globe.

HP Services can act as the single point of contact with all of the professional services and solutions providers that are involved in the design, deployment and ongoing maintenance of your BladeSystem solution.

And our longstanding partnerships with key vendors such as Brocade, Cisco, Oracle, SAP, Microsoft, McData and Linux, open source ISV's help us deliver the right solution to meet your needs .

You may be ready to consider updating your IT infrastructure, but before you invest, you will want to make sure that you have a clear view of your overall goals and objectives.

HP IT solution workshops bring your IT and business support teams together, under the guidance of HP Services facilitators, to reach agreement on the goals and objectives of your strategy.

Once the initial plan is set, HP's services portfolio is designed to help you realize the benefits of IT consolidation, application migration, virtualization and modernization – while minimizing the risk of business disruption during the process.

For example, Factory Express is a robust portfolio of flexible, pre-priced, pre-packaged factory-based solutions and deployment services.

Our goals are to establish a clear, agreed-upon baseline for successful implementation and to set the stage for assessing near-term and long-term service needs.

It makes sense to work with experts who can help you derive the most from an IT migration or update—in terms of both bottom-line return and performance.

Our services can make a significant difference, by addressing four key areas:

- Change – assessing business risks associated with change is imperative and HP can help with a range of services that manage and mitigate your risks.

- Time – We can help with issues such as resource constraints, lack of expertise or conflicting IT and business priorities by providing expertise to design, speedily deploy and fast problem resolution.

- Cost –We employ a wide range of cost of ownership assessment tools and provide a range of service options to help develop the most cost effective IT and lifecycle support solution to meet your specific needs.

and

- Energy – As high-density equipment increases in the data centre, the need for effective power and cooling strategies grows too — and heat management can become a particularly troublesome issue. Our data center power and cooling assessment services can help you save energy, and in turn, lower costs

HP IT Service Management solutions and project management processes apply a disciplined, holistic approach to all three key components of service management: people, processes, and technology.

In today's cost-conscious business environment, IT professionals, developers, consultants and users are facing an interesting challenge—how to keep up with the latest technologies and expand crucially important skills while delivering profitable results on current projects.

HP Education Services can meet a wide range of your education needs—including those of your end users, system administrators and support personnel.

Our online and instructor-led courses build both core and advanced skill sets.

Applications are at the heart of your IT business operations, driving critical activities.

HP is helping companies bring their IT architectures and application environments to a new state – one that aligns with their desired future business vision and is able to rebalance IT investment through IT Consolidation and migration solutions. HP can help

you build a roadmap outlining the steps needed in implementing highly effective business applications running on an HP BladeSystem.

Phases of this roadmap typically include:

- IT solution workshops available to help you develop a clear view of your overall goals and objectives.
- HP IT Consolidation Solution Design helps your people, processes and systems become more efficient and effective. Our specialists will develop a detailed design plan that incorporates specifics about your solution's configuration and technologies.
- With Solution Deployment, HP provides a wide range of services to help you deploy and configure your HP BladeSystem
- For example, HP Installation and start up support and knowledge transfer service helps to get your BladeSystem up and running rapidly and with minimal disruption to business activities.

- HP Installation and Startup for HP BladeSystem c-Class Infrastructure service provides for the installation of an HP BladeSystem hardware , software deployment and configuration of HP BladeSystem Essentials Insight Control Data Center Edition(tm).

- HP Enhanced Network Installation and Startup Service for HP BladeSystem Switches, a new HP Care Pack service offer, provides advanced configuration and testing of HP BladeSystem network interconnect devices to ensure correct implementation of network protocols and access to features which can enhance the performance, scalability, and reliability of the datacenter network.

And HP Factory Express portfolio of factory-based deployment services combine customer-specific BladeSystem configured solutions from the factory and on site deployment—all within a single service portfolio.

HP Services can help you manage cost in many ways.

Speedy access to technical expertise can save you having to make significant investment in new in house skills in the early stages of a new project.

Fast repair times contribute to high application availability and thus help deliver lower operation and business management costs.

We employ total-cost-of-ownership (TCO) and return-on-investment (ROI) tools, readiness analysis methodologies to help you decide on most cost effective IT solution and support options to meet your business needs.

HP Services offer a range of hardware, software and combination services.

Hardware support

for c-class has 3 core HP Care Pack offers for BladeSystem:

enclosure,

Server Blade,

and BladeSystem
SAN switches.

Software support service provides you with fast reliable access to an HP engineer providing advice on software features and use, problem diagnosis and resolution, software defect identification.

Combined hardware and software support service further extend the value an HP engineer can bring working with you to identify failing areas and help resolve complex interoperability issues enabling increased availability of IT infrastructure through improved integrated approach to problem resolution.

HP Services portfolio of proactive and mission-critical support offers a wide range of proactive service options that can be tailored to your needs, helping to address improved IT management, operational processes and staff skill level enhancements.

HP services utilise industry leading tools to deliver remote monitoring and management. HP Instant Support Enterprise Edition (ISEE) and Open Service Event Manager (OSEM), provide continuous hardware event monitoring and automated notification designed to identify, diagnose, manage and prevent potentially critical problems before they impact your business.

AND HP's Financial Services program consists of a number of offers to help with your transition needs. Lease and buy back options that offer investment protection when migrating and upgrading to new products and technologies.

Financing and technology refresh options that offer savings through attractive lease rates and low monthly payments.

An outmoded or unreliable physical infrastructure can cause unplanned downtime that results in erosion of your IT organization's credibility.

If your current data center environment is incapable of accommodating your ever-more-sophisticated hardware, software, network and system components, look to HP Services for sound, performance-tested solutions.

We offer a range of expert, custom-tailorable assessment and site-planning services to help you evaluate your environment and understand how to use your resources more efficiently.

Select the specific type and level of expertise you need.

- HP Data Center Assessment Service provides a thorough review and analysis of your facility's infrastructure.

- With HP Data Center Thermal Assessment Services, HP's "intelligent cooling" approach

leverages sophisticated modeling tools and techniques to determine the unique thermal conditions within your datacenter. Drawing on pioneering research from HP Labs, our data center power and cooling services provide proven solutions that have delivered as much as a 20% savings in power consumption.

- And HP Data Center Site Planning Service provides you with a comprehensive site-preparation audit to help you successfully integrate new equipment into your facility.

So in summary,

To maximize
the benefits of HP
BladeSystem solutions, HP and its network of channel and
ISV partners
provide:

- A comprehensive services portfolio, to ensure IT delivers true business value.
- Integrated end-to-end services solutions for planning, architecture design, implementation, integration and ongoing support.
- A collaborative approach that puts your needs first
- By taking advantage of HP Services, you get a single point of accountability to help you speed up program implementation and problem resolution, cut the cost and complexity of maintaining your HP BladeSystem environment through effective service management of your server, network and storage systems...

helping you maximize
and protect
your HP Bladesystem investments.

Thank you for your time.

(smile and keep looking here)