

Timesmart
Brad Kirby

Hi.

My name is Brad Kirby
and I wanted to introduce you to some important new management capabilities that we
are delivering with HP's c-Class blades.

But first, I have a couple of questions for you

- Did you know that most IT organizations spend roughly twice as much on managing their existing infrastructure than they do on buying new hardware?
- Did you know that growth of IT spending on ongoing operations is projected to be more than double that for hardware acquisitions through 2008?
- Where you aware that close to 40% of all operational costs are consumed by initial server and software deployment, server maintenance and tuning, and platform migrations?

If you didn't, I would encourage you to take a look at your company's IT expenditures and see how they break down.

If you did, I bet you're wondering how you could reduce in some of those expenses.

Well

- What if it only took you about 10 minutes to cable and configure your blade infrastructure?
- What if you could deploy your servers without leaving your desk, even deploy them before they arrived in the data center?
- What if you could migrate older servers to your new BladeSystem hardware in the time it took to read the morning newspaper?
- What if you could monitor and update all of your BladeSystem resources – servers, networking devices, and storage – whether physical or virtual, from a single management toolset?

That would probably help you reduce some of your operational costs and restore some sanity to your day-to-day workload.

HP is driving innovation in time-smart management in the areas of deployment, remote control, and server migration on a solid foundation of system health and performance monitoring.

HP also delivers a powerful set of virtual machine management capabilities that help maximize the flexibility of your IT operations and ensures that compute resources meet application demand.

We call this collection of capabilities Insight Control management.

Let's take a look.

Intelligent Infrastructure

It all starts with the platforms – where manageability is built in from the start.

Our new c-Class infrastructure takes this to the next level by building Intelligent Infrastructure into every enclosure and every blade.

Onboard Administrator [build 1]

- Onboard Administrator is an enclosure management module that plugs into the back of the c-Class infrastructure [show module].

You can access the Onboard Administrator locally through an LCD display or remotely through a web browser.

- It significantly simplifies the initial configuration of the BladeSystem enclosure by walking users through a step-by-step set-up wizard.

When you're done your infrastructure is ready for deployment.

- The Onboard Administrator also displays system health statistics and configuration information, and provides instant access to all of the Integrated Lights-Out management processors in your blade environment.

iLO2 [build 2]

- All new blade servers, starting with c-Class, will ship with the Integrated Lights-Out 2 (or iLO2) management processor.

- With Virtual KVM that is 15 times faster than the existing iLO console, you can now use iLO2 for everyday remote administration instead of saving it for use in disaster recovery situations where typical software-based remote management tools won't work.

Onboard Administrator and iLO2 also work hand-in-hand to provide detailed information on power usage and thermal output and allow administrators to control power states across their environment.

Now, we'll take a quick look at the Onboard Administrator in action.

Insight Control Data Center Edition and Linux Edition

HP delivers Insight Control management through a set of convenient management packages that leverage BladeSystem Intelligent Infrastructure.

Insight Control Data Center Edition will release this summer along with the c-Class blades and delivers monitoring, provisioning, performance management and patch management in one integrated package.

Insight Control Data Center Edition is built on HP Systems Insight Manager and ProLiant Essentials software, allowing your team to manage multiple enclosures of blades from a single console.

The product is installed through a single installer and a new licensing process simplifies product activation.

Insight Control Data Center Edition makes your data center more time smart by allowing you to...

- Monitor your BladeSystem servers, storage, and networking gear from a single console.
- Pre-provision blades before they are even inserted in the enclosure.
- Assess your infrastructure for potential security vulnerabilities and patch them before they turn into real security problems.
- And quickly identify and resolve performance bottlenecks

You will have the opportunity to purchase the Insight Control Data Center Edition and future Insight Control management packages with your BladeSystem enclosure or as a software-only package.

In Autumn 2006, HP will introduce the Insight Control Linux Edition. Based on award winning Control Tower technology.

This package will deliver deployment, monitoring, and flexible task execution optimized for Linux environments.

The Insight Control Linux Edition leverages Open Source tools familiar to Linux administrators, supports agentless system monitoring, and enables one-click access

to the c-Class Onboard Administrator and Integrated Lights-Out processor.

Since it is delivered as a software appliance, Insight Control Linux Edition can be deployed in minutes and electronic licensing streamlines post installation setup.

Server Migration

Let's talk for a moment about server migration.

Do you ever have problems deciding what to do when your server comes off warranty or lease?

Ever wonder what to do when one of your servers starts to reach performance limits?

HP has the answer.

With the Server Migration Pack – Physical to ProLiant Edition, HP makes it possible to migrate from older platforms to high performance BladeSystem servers through a simple wizard-based process.

This software alone can save organizations days even weeks by removing the need for painstaking research and meticulous server rebuilds each time you want to move to new hardware.

Let's take a look at how simple this process really is...

Virtualization

You probably understand the value that virtualization delivers in terms of simplifying server consolidation, making application workloads more flexible and mobile, and providing cost-effective high availability.

The issue is how do you manage all of your virtualized assets without introducing a completely new set of management tools? Customers have been looking to HP to provide a single management environment for physical servers and virtual machines and HP's Virtual Machine Management software does just that.

With HP Virtual Machine Management Software you gain the ability to

- Monitor virtual machine health and performance as well as control, copy, and move virtual machines from server to server.
- Easily migrate from physical to virtual servers and back again.

Don't feel that you need separate staff and expertise to manage virtual environments.

The Virtual Machine Management Software installs on top of Insight Control Data Center Edition and delivers management of virtual and physical systems from the same toolset.

Futures

Policy Based Automation

Before wrapping up I'd would like to introduce you to some capabilities that HP plans to deliver for BladeSystem in the near future.

As part of our adaptive infrastructure strategy, HP is working to deliver improved data center automation.

In its initial iteration this technology will help eliminate manual steps in the provisioning of servers, storage and network resources, dramatically improving the overall cycle time of these operations.

Automation is also important in building highly available blade systems that can recover quickly and predictably from unplanned downtime.

Overall, datacenter automation promises to be an exciting new addition to our management portfolio.

And of course, you can expect this to be delivered through the same tools used to manage your p-Class servers today and your c-Class servers into the future.

[Pause]

Well, I hope this session helped you understand how HP innovation in systems management is helping to make your IT operations more time-smart and cost-effective.

If you want to learn more about HP BladeSystem and Insight Control management, please feel free to talk to your HP or HP partner sales team.

They're ready to help you get started with c-Class Blades and HP management solutions.