



Utility Pricing Solutions for HP servers

Scaling your IT environment—instantly and cost-effectively



Meeting customer demands today and in the future

Seasonal spikes in online business. Unexpected new business opportunities. Demands to cut costs while continuing to provide high levels of service.

These are just some of the challenges that companies like yours are facing in today's highly competitive and volatile marketplace. And if your company is like most, you've traditionally tried to address these challenges by purchasing or leasing your IT systems—and then hoping they can withstand the onslaught of internal and external pressures.

Unfortunately, you may also have seen the negative consequences of this type of planning: runaway costs associated with purchasing new systems on the fly, lost profits due to an inability to address spikes in usage, and decreased customer satisfaction from both your internal and external clientele.

Compounding those stressors is the fact that while the number of new programs and initiatives within your company have increased, your IT department's budget and personnel probably have not. For many IT organizations, addressing their companies' growing business requirements with limited budgets and staff is stretching their ability to get the job done. Added to that is the fact that IT is oftentimes asked to respond immediately to unexpected surges in business through increased computing capacity—a tough task when budgets are tight and time is short.

Yet increasing computing power is not as simple as flipping a switch. Until now.

HP's unique approach

HP Utility Pricing Solutions help you improve the utilization of your IT resources, drive rapid execution, and quickly respond to fluctuating demands. We offer:

- Plug-and-play solutions that do not disrupt your existing IT environments
- Proven methodology that supports the total lifecycle of your IT solutions
- Single point of contact that reduces support issues and increases cost predictability
- Unparalleled multivendor infrastructure expertise
- Global services capabilities

Delivering resources within hours—not weeks

At HP, we've developed an alternative to the traditional methods of planning, acquiring, implementing, and maintaining your corporate systems that can help you address these challenges head on. Utility Pricing Solutions from HP enable you to instantly—and cost-effectively—scale your IT environment to support your growing needs without depleting your budget or wasting valuable time waiting for servers to be configured, shipped, and installed.

Utility Pricing Solutions incorporate a portfolio of integrated products, services, and financing options that deliver IT resources when and where you need them—with payments based upon usage levels. Acting as your single point of contact, HP can help you reduce capital outlays, streamline your IT staffing, enable high customer service levels, and be more responsive to the time-to-market demands of your customers.

HP offers two types of Utility Pricing Solutions for HP servers:

- **Instant Capacity**—Intended for companies that have increasing but somewhat predictable demands, this program provides companies with immediate access to additional HP server capacity as their business needs grow. This program covers a range of servers in the AlphaServer GS, HP NonStop S-series, HP ProLiant and ProLiant BL, HP 9000, and HP Integrity server families.

Pay for server capacity based on actual usage.

- **Pay per use (PPU)**—Intended for companies that must address widely varying capacity requirements, this program enables companies to pay for server capacity based upon actual IT usage and to align costs to revenue. This program allows customers to choose from a variety of HP 9000 and HP Integrity servers.

Activating capacity when and where you need it

HP Instant Capacity is designed for companies that want to quickly scale their IT environments to meet business growth without straining their capital budgets. Through Instant Capacity, HP delivers across the entire family of HP servers instant capacity upgrades that are easy to implement, easy to activate, and very easy to afford. And since you only pay for the additional CPUs once they are activated, your company can reduce the amount of capital required to support your internal and external clients.

HP also offers two unique additional Instant Capacity programs for its HP 9000 and Integrity server families:

- **Temporary Instant Capacity**—enables your company to activate Instant Capacity processors for 30 CPU days. This program includes an HP-UX temporary operating environment right-to-use license and temporary hardware and software support.
- **Cell Board Instant Capacity**—an extension to the Instant Capacity program that allows your company to add memory into the Instant Capacity product offering. Cell Board Instant Capacity is a complete cell board that consists of a base cell board, CPUs, and memory as one Instant Capacity unit.

If your company is looking for ways to quickly respond to fluctuating user demands, reduce the chance of system outages, reduce administrative tasks, and remain within budget, then Instant Capacity is just right for you. Here's how it works:

- You evaluate and examine your CPU server needs and order an Instant Capacity configuration.
- You specify the number of owned CPUs you require, as well as the number of Instant Capacity CPUs.
- Once the Instant Capacity system is delivered and e-mail is configured, you can then activate any of the Instant Capacity CPUs at any time.
- Once an Instant Capacity CPU is activated, it then becomes an enabled CPU and must be purchased. The only exception is if you have purchased Temporary Instant Capacity for the HP 9000 or HP Integrity server.
- The activation of Instant Capacity CPUs is monitored by you or by HP via encrypted e-mail.
- As your business grows, you may activate Instant Capacity CPUs to an existing server at any time as long as the requirements for participation in the Instant Capacity program are met.

The Instant Capacity program offers a unique solution that spans the full range of HP servers. You can select from members of the HP NonStop S-series line of servers, including the NonStop S74000, S76000, and S86000 processor units, or from the AlphaServer GS family of servers, including the GS80, GS160, and GS320 systems. Or choose from the HP ProLiant server family, including members of the HP ProLiant BL, HP ProLiant DL, HP ProLiant ML, and HP TC server lines; or select from the breadth of HP 9000 and HP Integrity Enterprise Server products.

HP Instant Capacity benefits

- Reduces business risks caused by forecast uncertainty
- Maintains system availability when adding CPU capacity since system throughput can be increased on the fly with no interruptions
- Helps you easily manage rapid or unpredictable demand for processing power
- Helps you control costs and reduce assets on your balance sheet
- Allows you to focus your IT staff on the business, not procurement procedures



Paying for the server capacity you use

The HP Pay per use (PPU) program for HP 9000 and HP Integrity servers is designed specifically for companies that face highly variable short- or long-term server demands. With PPU, companies take possession of configured HP 9000 and HP Integrity servers and pay a varying monthly amount, consisting of a fixed “base” payment and a variable payment reflecting metered usage. Related HP software and services are also available with PPU.

HP offers two different PPU programs. *Active CPU* measures how many CPUs are activated. You determine when to light up additional capacity and when to deactivate. *Percent CPU* measures the actual CPU utilization level—and bills you accordingly. All of the CPUs are active and available for processing the workload all of the time.

If your company wants to find better ways to align costs with revenue and reduce capital and investment risks—and if you can’t afford to fall short of capacity—then PPU for HP 9000 and Integrity servers is just right for you. Here’s how it works:

- You select the system configuration, capacity, software, and services that are appropriate for your business.
- HP quotes a price based upon the CPU usage metric and a usage schedule.
- HP installs the metering appliances at your site.
- The metering technology measures capacity usage and transmits that data to HP.
- Each month you are charged for the system based on CPU usage and your usage schedule.

- At the end of the contract you have the option to extend the deal, purchase the equipment, or simply return the equipment to HP.

- As the business grows and needs expand, additional capacity can be added to the existing system.

PPU automates, accelerates, and streamlines planning, acquisition, deployment, support, and billing. As part of the PPU program, HP offers you access to:

- Assessment, design, installation, configuration, and startup services
- HP-UX Workload Manager software that provides automatic provisioning of workloads across and within a system to increase system utilization and decrease IT costs
- Security that enables an implementation based upon company security policies
- Remote monitoring and incident resolution
- Capacity management featuring storage monitoring and allocation and online provisioning
- Performance management and reporting
- Secure Web portal for monthly client management reports

Pay per use benefits

- Improves service levels by enabling you to react quickly to spikes in demand
- Simplifies your capacity planning and procurement
- Reduces business risks by lowering upfront IT investments
- Enables you to save money during lower-demand periods
- Aligns costs with revenues



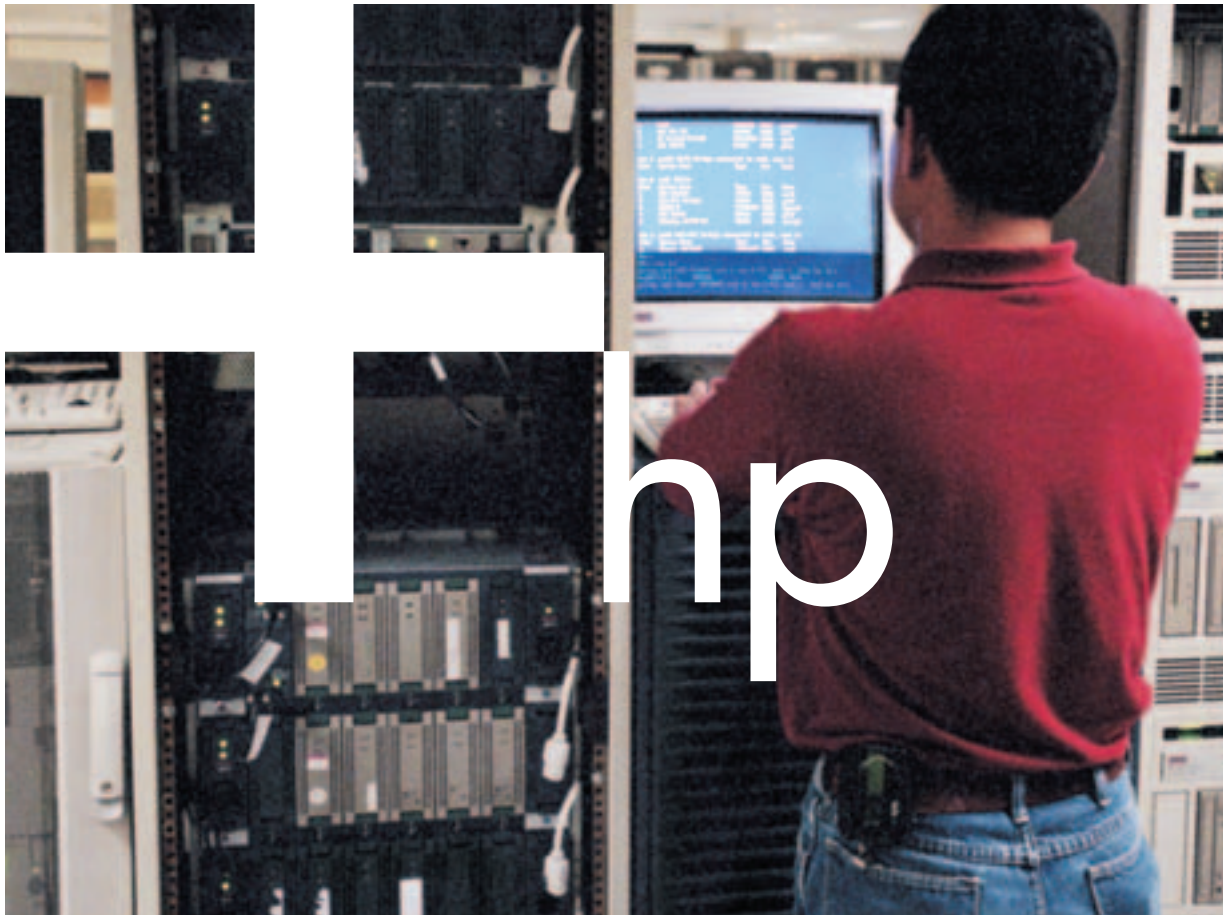
Save money during lower-demand periods.

Building an Adaptive Enterprise

Utility Pricing Solutions for HP servers are part of the larger HP Utility Pricing Solutions program that covers a broad range of IT infrastructure needs, including servers, storage, access devices, printing and imaging, and mail and messaging services, all with pricing based on usage. Through these programs, HP offers a flexible capacity and cost structure that can help you improve the utilization of assets for tomorrow, reduce risks today, and enhance agility for rapidly changing business environments.

For more information

To learn more about these Utility Pricing Solutions, contact your local HP sales representative or visit our HP Utility Pricing Web site at:
www.hp.com/go/utilitypricing



To learn more, visit www.hp.com

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