Intel IT Center

Vendor Spotlight

HP Innovation for the Next-Generation Data Center

Steven Dietch, *Vice President, Worldwide Cloud, HP*

Steven Dietch talks about how HP helps IT organizations find the optimal mix of traditional IT with innovative services such as cloud computing with a broad portfolio of products and solutions based on the Intel® Xeon® processor E5 family.

Organizations of all kinds are looking to capitalize on opportunities for revenue growth and competitive advantage. This means overcoming a set of challenges—the inability to rapidly change direction, lack of access to real-time information, and the need to bring new products or services to market more quickly. These challenges place a tremendous amount of pressure on IT to accelerate delivery of services that contribute to organizational success.

HP is focused on helping organizations address these particular challenges and, not only support the business, but actually shape it. We're doing this by creating the means for organizations to determine the optimal mix of traditional IT, which is always going to be relevant, with emerging technologies such as private, hybrid, or public clouds. Ultimately, we want organizations to be able to deliver the right services from the right sources at the right time from the right device.

Broad and Deep Approach to Cloud

For cloud computing, HP recognizes that our customers have a range of needs requiring different approaches. HP offers a broad and deep portfolio of products, solutions, and services that include best-in-class converged infrastructure and automated management and security. We also provide options to consume cloud services through our HP* Enterprise Cloud Services for mission-critical workloads and our forthcoming HP Cloud Services, which is still in private beta. All these are supported by a broad set of professional services.

HP has just released an entirely new generation of the HP ProLiant* servers. The HP ProLiant Generation 8 (Gen8) servers are a perfect

fit for our cloud offering, including HP CloudSystem, our flagship solution for customers building and managing private, public, and hybrid cloud environments. The new servers are extremely self-sufficient, featuring embedded automation and intelligence that cut life-cycle operation tasks, facilities overhead, and downtime cost.

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HP* ProLiant* Gen8 Servers and the Intel Xeon Processor E5 Family

The HP ProLiant Gen8 servers are built on the Intel® Xeon® processor E5 family and take advantage of the increased performance and built-in capabilities of the new processor. Add to that more than 150 innovations to the ProLiant architecture that optimize application performance, proactively decrease downtime, and provide better insight into the infrastructure.

Consequently, the new HP ProLiant Gen8 portfolio offers customers much more than an incremental upgrade. It's a game-changing innovation for the data center with a strong focus on the needs of cloud computing. With significant improvements on the performance side, built-in security, low storage and network latency, integrated I/O, energy efficiency, and power optimization, the combination of Intel's new processor with ProLiant's architecture is redefining how customers can design and move their data centers forward in the future.

Integrated Solutions from HP

The partnership between HP and Intel enables us to integrate our products and solutions from silicon to software for unmatched depth and innovation. Together HP and Intel bring an open and flexible approach to cloud computing with infrastructure solutions that truly address the major challenges that our customers face today. Plus, we enable an extremely broad ecosystem of providers that ensures that our customers have the flexibility and choice to meet every IT need.

For more information about HP cloud solutions, go to hp.com/go/cloud.

For more information about the HP ProLiant Gen8 servers, go to hp.com/go/ProLiantGen8.

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