

HP ProLiant Plus

Contents:

Promotional Offers—
December 2008

- HP ProLiant Plus Promotion
- HP Free Second Processor Offer
- Free Insight Control Offer
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Quicker decisions

HP ProLiant Plus makes working with us easier, more rewarding and more profitable.

All the month's special offers are in the menu on the left—simply choose the ones you want to promote to your customers.

In this issue, learn about:

- HP ProLiant Plus, TopValue and Channel Promotions
- HP ProLiant TopValue
 - New TopValue sales tool
 - Options attach
 - Roadmap
- HP ProLiant Tools and Resources



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Customer offers

HP ProLiant FREE Second Processor and FREE Insight Control Offer

HP ProLiant FREE Second Processor Offer

When customers purchase any qualifying server with an additional processor we will refund the cost of the extra processor.

SAVE UP TO £809! Valid between 1-31st December 2008

www.hp.com/uk/proliantfreecpu

HP FREE Insight Control Promotion Offer

Save real time and real money by managing your infrastructure with Insight Control! When an end user customer purchases a qualifying HP server with Insight Control Software HP will refund the price of the software or remote management card.

SAVE UP TO £295! Valid between 1-31st December 2008

www.hp.com/uk/proliantinsightcontrol

New! HP Care Pack Service with DMR

Introducing NEW HP Care Pack Service with Defective Media Retention (DMR) Plus great savings on HP Care Pack Services.

Available 1st December 2008

[Click here](#) for more information

New! 0% Finance Offer over 30 months

Help your customers unlock their business potential with the latest HP Technology at a special 0% lease rate. This convenient offer allows them to spread the entire cost of their HP solution over 30 months and enables them to give their budget a break!

For more information contact our Finance Outsource Partner, De Lage Landen on **0845 600 4060**.

HP BladeSystem promotion

Populate 50% of the BladeSystem enclosure, include your choice of two interconnect modules and receive the enclosure and one interconnect free

SAVE UP TO AN AMAZING £14,118! Valid between 1-31st December 2008

www.hp.com/uk/freebladeenclosure

Channel Partner promotions

HP Accelerate reseller sales person incentive

Fantastic points-for-prizes scheme which offers reseller sales people a real incentive to sell HP Products.

Earn **500 points** for selected Options and **500 points** for qualifying servers you sell!

Log on to www.hp-accelerate.com or call us on **0845 217 1654**.

HP reseller demo programme

The HP ISS Business Unit offers support to any HP Reseller wanting to invest in an HP ProLiant/BladeSystem Demo Centre.

For more information contact your HP Account Manager.

New 0% Offer!

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Help your customers unlock their business potential with the latest HP Technology at a special 0% lease rate.

- Minimum threshold £10,000
- Quarterly Payments (30 Month Term)
- 0% Interest over this period
- Server/Storage Hardware Only
- Save now, save later

End of lease options

- Customer returns Kit
- Customer upgrades to new technology and starts a new agreement
- If the customer wants to own the equipment after this period they pay a one off fee (fair market value) or spread this over 6 months

Other Conditions

- Administration fee of 1% on capital value of deal to be paid by customer or discounted by supplier

Reseller Benefits

- Shorter Sales Cycle
- More opportunities to review their customers requirements
- It's credit crunch friendly and bridges the gap of uncertainty in the marketplace
- Makes their offers affordable
- Helps them upsell

For more information contact our Finance Outsource Partner, De Lage Landen on **0845 600 4060**



Get HP Insight Control

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Why HP Insight Control

- It enables you to control your systems remotely at any time and from almost anywhere
- You can monitor servers, storage and more with one simple interface
- HP Insight Control enables your administrators to manage up to 200 servers each—10 times what they can do with other competitors' tools
- Insight Control will give you increased flexibility and significant time savings through simplified setup and updates

What HP Insight Control delivers:

- IT staff efficiencies—42%*
- User productivity savings—26%*
- IT infrastructure cost savings—18%*

Act now! FREE HP Insight Control

HP Insight Control runs exclusively on HP ProLiant and now is an excellent time to get it from HP absolutely free until 31st December![†]



*IDC White Paper, 'Gaining Business Value and ROI with HP Insight Control', February 2008

†Free HP Insight Control cash-back offer applies to selected HP ProLiant servers. For qualifying products and terms and conditions please visit www.hp.com/uk/control

Sharpen your IT with HP BladeSystem

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Why HP BladeSystem

BladeSystem is an infrastructure in a box proven to save time, power and money in data centres large and small.

Reduced costs—A universal infrastructure that saves time and money on acquisition, installation, configuration, power, integration and day-to-day operations. With HP BladeSystem your customers can save up to 60% of their energy costs and reduces facilities costs by around 25% and capital costs by 36%.*

Simplify your IT—All devices are consolidated and connected into a common infrastructure managed by common automation tools to reduce effort and time for all operations. HP BladeSystem costs up to 90% less to deploy.

Adapting IT—HP BladeSystem is modular and ready now to take advantage of future technologies in computing, networking, management and storage. The blading concept extends across customer infrastructures to transition more of their existing IT resources to a blade architecture that goes beyond just servers to include storage and networking. HP offers the widest choice with nine servers and numerous networking and storage options. There's a blade offering for every market.

Application availability—HP BladeSystem servers and storage run all applications developed for the following operating systems: Microsoft® Windows®, HP-UX, Linux, Open VMS, Solaris and NetWare on a variety of Integrity and ProLiant server blades.

* IDC White Paper, 'Forecasting Total Cost of Ownership for Initial Deployment of Server Blades', June 2006

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Disasters happen, fact.

They don't have to be in the flood or hurricane league; a fire, or equipment failure can cripple a business. While businesses are out of action, they can lose customers and revenue. But what's truly frightening is that less than half of all businesses have a disaster recovery plan, due to a lack of understanding of the risks and complexity of available disaster recovery solutions.

With the systems featured here, your customers can choose from a number of easy to use, affordable disaster recovery solutions that enable business continuity under almost any circumstances. All of which can give your customer peace of mind.

HP StorageWorks RDX Removable Disk Backup System

- Delivers an easy to use, affordable and rugged data protection solution for workstations and entry level servers.
- Backups are simple and pain-free with drag and drop file access.
- Protect your entire system with the included 'hands free' HP RDX continuous data protection software.

RDX Removable Disk Backup System

- Offers fast disk based performance with the ability to store 160GB or 320GB of data on a single removable disk cartridge at speeds of up to 108GB/hr.
- Portable, durable and rugged removable disk cartridges enable you to simply and securely store backups off site for complete data protection and peace of mind.

Prices start at £148.

Don't forget to attach an HP Care Pack

Earn additional revenue and margin

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Customer offers

HP Care Pack Services with Defective Media Retention (DMR)

Do your customers need to retain their defective hard drives? New HP Care Pack Services with Defective Media Retention (DMR). **Available 1st December 2008**

Customer Benefits

Security and control—Data will never leave their control

Compliance—Helps customer meet current data privacy regulations

Risk mitigation—Proper control and disposition of sensitive data. Can mitigate the risk of expensive regulatory or civil liability

Convenience—Convenient, prepaid HP Care Pack Service removes the hassle and expense of ordering new hard disk

Cost effective—Eliminates need to budget for unexpected replacement costs

Full details in HP Care Pack Newsletter [click here](#) or visit www.hp.com/uk/carepack

Channel Partner promotions

HP Accelerate - Earn 5 times more points promotion

Earn 5 times as many points! Simply attach HP Care Pack Services with DMR to every ProLiant server sale

Example

- Sell 5 Year 24x7, 4 hour response with DMR for 100 or 300 series—earn £25 (2500 points)
- Sell 5 Year 24x7, 6 hour call to repair with DRM for 500 series—earn £30 (3000 points)

Log onto www.hp-accelerate.com or call **0845 217 1654**

£100 cash-back HP Care Pack promotion plus FREE CPU

When customers purchase a 3 year, 24x7, 4 hour response HP Care Pack plus qualifying server with additional CPU, HP will refund £100 of the cost of the HP Care Pack

SAVE £100! Valid between 1st-31st December 2008

Offer applies to DL360 and DL380

www.hp.com/uk/serverandstoragepromotions

Free Insight Control HP Care Pack 3 Year 24x7 Software Support promotion

When customers purchase an HP Care Pack0 with qualifying Insight Control licence plus qualifying server, HP will refund the cost of the HP Care Pack!

SAVE £113 Valid 1-31st December

www.hp.com/uk/proliantinsightcontrol

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Great December Savings

TopValue prices offer you great savings against the price of all the components that make up a TopValue server.

HP ProLiant DL380 G5 Intel Quad-Core rack server (Part No: 470064-612)
From £1024—**save £200!**

This server is applicable to the Insight Control end-user rebate. **Save £295**

Also there is 20% discount available on key options:

Hard Drive—**Save £39**

Memory—**Save £20**

Redundant power supply—**Save £23**

With these offers it is this simple to achieve a total of **£577 saving!**

For more information please refer to our brand new TopValue Savings Summary!

Other market leading TopValue offers in December:

ML110 entry level tower server at **£169!**

ML115 entry level tower server at **£149!**

DL120 entry level rack server at **£399!**

Don't forget to talk to your customers about our **0% lease offer!**

Clearance Models

We're offering fantastic discounts in order to clear channel stock of end-of-life TopValue servers. Hurry while stocks last!

Server of the Month—DL380 G5

Best Selling
Server
Worldwide



The HP ProLiant DL380 G5 server delivers on its heritage of engineering excellence with increased flexibility, enterprise-class uptime and manageability, 2-processor Dual Core Intel Xeon performance, and 2U density for a variety of applications.

Key benefits:

- Proven performance for demanding scale-out applications
- Versatility and availability for a wide range of deployments
- Industry-leading management solutions enable powerful administration
- Engineered for reliability and ease of ownership
- Delivering best-run server infrastructure

Starting as low as £1,024! Buy now!

To find out more about these offers please contact your HP Distribution Partner.

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Savings Summary—New TopValue Sales Tool!

Each month in TopValue we're offering fantastic end-user promotions, price reductions and Accelerate points to help you drive your business.

[Click here](#) to see the total savings potential for all our products and offers available this month.

Roadmap

Each month HP ProLiant server roadmaps are updated on HP SmartPortal, including the roadmap for HP ProLiant TopValue.

[Click here](#) for the HP ProLiant TopValue server roadmap showing all current and future server models.

Options Attach

HP ProLiant TopValue servers are designed to offer a competitive price with a low internal configuration. This enables you to customise your ProLiant offering with a range of Options, increasing your revenue and margin.

[Click here](#) for a spreadsheet with examples of Options Attach configurations. The spreadsheet is interactive, so you can add in your own pricing and quantities.

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One Stop Location for Special Pricing requests from HP!

Did you know...

- 50% of all approved ISS quote requests are issued within just 4 hours of submission
- It takes only 6 simple steps to create a SmartQuote request
- With SmartQuote you can easily monitor the progress of your quote
- You have higher chances to win more deals by using SmartQuote
- SmartQuote is the only method to submit all your new special pricing requests (except Globals and Frameworks)

NEW—Experience SmartQuote for yourself

Take our all new interactive SmartQuote tour today. It takes just 5 minutes and features music & audio narration so ensure your volume is turned up! [Click here](#)

For more information on SmartQuote visit the HP Smart Portal at www.hp.com/eur/smartportal

We are continually reviewing the effectiveness and performance of SmartQuote, so if you have specific feedback please contact your HP Partner Business Manager.

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HP ProLiant Mobile Training Team:

North: julian.stiles@hpmobiletraining.com

South: zak.thakur@hpmobiletraining.com

HP Product Bulletin Tool—[Click here](#) for information about HP commercial products, solutions, and services. It contains the complete set of HP QuickSpecs.

HP Systems Selling Guide—The Systems Selling Guide (SSG) is a guided selling tool for HP's sales force and Partners that quickly provides over 300 HP ProLiant server and StorageWorks solutions, with up sell offerings, based on the customer's intent and requirements. The SSG will propose rich solutions optimised with all possible additional options, storage, software and services. The SSG also contains links to other sales tools, product bulletins, competitive information and sizers. [Download](#) the guide from the pre-sales section on the HP SmartPortal.

HP InfoCenter—Is a free-of-charge technical pre-sales support service. Please contact them on **0800 70317031** or email infocenter@hp.com

HP Proposal Web—Is the web-based online proposal generator—saving you valuable sales time. It enables you to quickly and efficiently generate both standard and customised customer proposals. [Click here](#) for more.

HP BladeSystem Workshops—Remember, there is a full programme of BladeSystem workshops available for you and your customers, and dates are scheduled in both Wood Street and Warrington throughout 2008. [Click here](#) for further details of the sessions, which include Citrix and VMware, and to register.

HP Active Answers—Provides state of the art applications that help you configure, size, performance analyse and utilise HP products and solutions. [Click here](#) for more information.