



Global ESS MM Infrastructure Virtualisation 2103219
Event in a box follow up call Guide

Cathy Shea & Roger Boss - Wave Owners
Petra Troestle & Lucile Subrebost - Marcom Managers

March 19, 2010



*Together on
the Frontline*

HP Infrastructure Virtualization Event in a Box Follow-up Call Guide

Business Objectives:

- Your goal is to generate leads and sales for HP servers and storage with Microsoft Hyper-V and drive penetration of HP virtualization solutions into Midmarket accounts. Doing so will help:
- Increase HP's share of the \$90B addressable market for global small- and medium-size IT infrastructure spend
 - Positively impact \$89M storage virtualization revenue objective for 2010
 - Generate demand for HP storage solutions using storage virtualization
 - Increase attach/penetration rate of HP Care Pack Services for HP servers and HP storage solutions
 - Create new revenue streams for partner-delivered services

Communication Strategy:

- This is a world-wide demand generation campaign with multiple touch points across a range of media such as:
- Direct Mail
 - ISV solution flyer
 - eDM (e-mail)
 - Landing/registration page with resources
 - Banners
 - Promo unit
 - HP.com home banner
 - Video
 - Newsletter blurbs
 - Social media
 - Event in a Box
 - Direct Mail (*Sales/Event Brochure, Postcard*)
 - E-mails
 - Web landing experience & online Flyer (*PDF download*)

Market Overview:

There's a strong global demand for virtualization and the current economic downturn also helps to boost virtualization adoption, because of the technology's cost-cutting benefits.

According to IDC (IDC's Top 10 System Infrastructure Software Predictions for 2009) Microsoft is expected to grow its market share in virtualization to 23% in 2009.

Hyper-V R2 now supports Live Migration and dynamic movement of virtual machines which means improved system utilization and higher levels of availability.

Hyper-V leverages the familiar Microsoft interface, with the robust benefits of Windows Server® 2008.. This means a small learning curve for administrators, and extra feature benefits from the operating system. Hyper-V was developed on HP ProLiant servers so its stability on this hardware platform is unquestionable.

HA/DR is becoming increasingly more critical in mid size businesses as they increase adoption of virtualization solutions.

Product Offerings:

- The breadth of HP's portfolio coupled with your value-added offerings allow you to offer the best virtualization solution to meet *your* customers' needs. Core products for this campaign include:
- HP StorageWorks Fibre Channel SAN Solution (partner compliant) (hero product)
 - HP ProLiant DL 380 server (mid- and next generation ProLiant servers)
 - HP ProCurve Networking
 - D2D cross-sell opportunity
 - EVA up-sell opportunity
 - HP Insight Control for System Center
 - HP Care Pack Services
 - HP Insight Remote Support
 - HP Insight Capacity Advisor Virtualization Services
 - Additional service offerings (HP or partner delivered)



Current Situation:

Prospects NOT virtualized: What's driving the project?

- Flexibility for test and development (management)
- Cost and consolidation (cost)
- Better business continuance, HA and DR (availability)

Virtualized Prospects: What are your biggest challenges?

- Virtual server sprawl (management)
- Performance bottlenecks (performance)
- Looking for an alternative to VMware?
- Reconfiguration of existing storage (management)
- Implementing storage HA and DR (availability)

General

- Multiple Sites storing/producing Data
- Sites linked
- Strong Data Growth
- Unpredictable Data Growth
- Budget constraints on storage
- Requires Synchronous Replication (HA for multiple sites)
- Requires Asynchronous Replication (DR for remote offices)
- Implementing Server virtualization (Hyper-V) and requiring shared storage

Customer Mindset:

Target customers for this campaign are aware of the need to virtualize their environments in order to realize gains in productivity and storage efficiency and benefit from reduced operational costs. Even if they adopt storage virtualization solutions, challenges of overall utilization, performance, management and availability still remain.

Customers always are looking for ways of better business continuity overall. They are looking for that end-to-end solution that will reduce costs, increase reliability and improve ease of management.

Virtualization technology from HP will deliver the right solution at the right price because they contain the right combination of servers, storage, network and software and are based on the experience and knowledge of HP partners, HP engineers and seasoned IT professionals.

Target Audience:

Midmarket across all verticals (Midmarket defined as companies with 100–999 employees) with:

- 25 or more servers
- A minimum of one full-time IT person
- Primarily Microsoft® environments running Exchange, SQL, SharePoint
- Current HP server customers with aging server/storage infrastructure
- Customers with technology refresh requirements or those approaching the end of their technology lease
- Prospects looking to virtualize their infrastructures

Key decision makers:

- Server and storage administrators, IT directors and below



FRONTLINE PARTNERSHIP

Market situation

Customer Mindset:

- Target customers are aware of the need to virtualize their environments in order to realize gains in productivity and storage efficiency and benefit from reduced operational costs
- Customers always are looking for ways of better business continuity overall
- They are looking for that end-to-end solution that will reduce costs, increase reliability and improve ease of management
- They are considering a multi site Disaster Tolerant solution

Desired Customer Actions/Behavior:

- We want our midmarket customers to know that HP has the right end-to-end solutions for them that are robust and allow for business continuity
- Customers should know that HP can deliver an infrastructure that is integrated by design to work together for better business outcomes
- Engage with you through HP CTAs to fully benefit from offering.

Barriers to Purchase/Adoption:

- Somewhat low visibility of HP within the infrastructure virtualization space
- You are the extended reach to the HP sales force and a key component to success. Provision of more relevant assets and mechanisms for you to reach end users is crucial to alleviate this barrier.
- Lack of understanding of HA/DR solutions

Wave messaging

Insight and Core Message:

Insight and Why HP?

- Storage virtualization, once regarded as the next step forward after server virtualization, does not do enough for the midmarket customer who is constantly looking for ways to reduce operational costs and drive efficiencies
- Customers who have virtualized their servers previously, in retrospect, see the power of virtualizing their entire infrastructures; they are unable to fully optimize virtualization because they do not have enough storage
- Target customers need that competitive differentiator. A pre-engineered-by-design infrastructure that has adaptive compute, memory, storage & network resources supported by HP Software and Services, along with your value across the server—a holistic approach to a fully virtualized infrastructure
- HP and Microsoft can offer an integrated server and storage solution that can help customers a cost effective and reliable DR solution across multiple sites

The Single-Mind Wave

Take Virtualization TO THE MAX

Server virtualization, while good, is only the beginning of the virtualization journey. To fully exploit the power of virtualization—and take virtualization TO THE MAX—organizations should virtualize their entire infrastructures.

Virtualizing the infrastructures will ensure that businesses maximize productivity, efficiency and business value of their technology investments.

Wave messaging

Reasons to Believe (proof points):

- By virtualizing the complete infrastructures, businesses realize additional benefits in business agility, administrator productivity, business risk mitigation and increased resource utilization.

- 20:1 consolidation enabled with next-generation ProLiant servers: Consolidate and realize up to 97% reduction in power and cooling expenses, up to 95% fewer servers to manage and 95% fewer software licenses with the next-generation HP ProLiant servers powered by Intel® Xeon® processors 5600 series.

Source: Based on HP internal testing

- Triple the capacity of your data center: HP's exclusive Dynamic Power Capping technology allows 3x as many servers to be deployed within an existing data center.

Source: HP Dynamic Power Capping TCO and Best Practices white paper; Nov 2008

- Get 27x more performance per watt: With 27x more performance per watt, you can pack 27x more performance into the same infrastructure capacity.
* based on HP internal testing comparing hardware on DL380 G4 with Intel® Xeon® processor 5600 series

- Lower your per GB storage costs by up to 4x with the HP StorageWorks P4000 G2 SAN Solution powered by Intel® Xeon® processors 5520.

Source: 02'10 price comparison between HP StorageWorks P4300 G2 4.8 TB SAN Starter SAN Solution compared to HP P4300 4.8 TB SAN Starter SAN Solution

- NETWORKING: Up to 65% lower annual cost than the industry average when using HP ProCurve networking equipment.

Source: IDC white paper, Analyzed Ethernet Solutions for the Midmarket, August 2009

HP/Intel®/Hyper V Versioning Proof Points

Intelligent Performance:

- Hyper-V in Windows Server 2008 R2 includes the Live Migration feature which allows you to move a virtual machine between two virtualization host servers without any interruption of service.

Flexible Virtualization:

- With Intel® Hyper-V Live Migration management, you can combine servers of different generations of Intel® Xeon® processors used HP ProLiant servers into virtual resource pools.

Automate Energy Efficiency

- The latest high performance and energy-efficient Intel® and HP ProLiant next generation platforms running Hyper-V R2 virtualization can significantly lower overall operational costs—reducing power, cooling and real estate—all while delivering more IT services for a business advantage.

Highly Available and Disaster Tolerant

- The joint HP/Microsoft solution allows customer to implement a cost effective highly available and disaster tolerant solution using Industry Standard servers and StorageWorks P4000 technology.



FRONTLINE PARTNERSHIP

Tone of Voice, Suggested Introduction and Conversation Starters

Tone of Voice:

The voice of all HP marketing efforts should speak with the strength and authority of the world's leading technology company. Your tone should be:

- Bold, but never arrogant
- Proud, but never boastful
- Customer-focused with an understanding of our customers' business outcomes
- Direct, pragmatic and familiar

It is important that you are confident and take a stand on both where the industry is headed and how HP fits into that direction.

Introduction:

"Hello, this is [rep name] calling from [partner name]. You recently attended a seminar from HP and Microsoft called [Sustaining Business Continuity through Virtualization](#)." I'd like to follow up with you on what you learned.

Conversation Starters:

Did you...

- Request your copy of the Forrester whitepaper, [Sample Your Virtualization Benefits](#). What was the most interesting part?
- Identify your sources of downtime?
- Learn how virtualization can improve your storage economics?
- Develop a comprehensive business continuity plan?
- Feel like you came away with the information you need to take advantage of the latest virtualization technologies?
- Learn how virtualization can help you lower bills and create a greener data center?
- Learn about the four pitfalls to avoid in virtual environments?
- Determine what's next in your quest for efficiency?
- Know that Hyper-V provides the highest uptime for virtual machines?
- Realize that disaster recovery with Hyper-V costs 75% less than VMware?
- Know that the fastest way to reduce costs is to consolidate servers with Hyper-V?
- Would you like to learn how to implement an HA/DR solution quickly and cost effectively?**

Competitive landscape

HP Competitive Differentiation

- Only HP offers an end-to-end fully virtual infrastructure—virtual desktop, virtual server, virtual storage, virtual connect, management software and end-to-end virtual services—delivering cost savings and flexibility across the entire infrastructure.

- HP can deliver an entire converged solution providing greater integration with one vendor to call. 13:1 consolidation with next-generation ProLiant servers helps customers realize up to 95% reduction in power and cooling expenses and up to 90% reduction in software licenses and number of physical servers to manage.

- HP has control over all aspects of the infrastructure (both physical and virtual) with HP Insight Control—deploying servers quickly, helping optimize power consumption and control from anywhere.

- Maximize application availability and protect disaster recovery by using HP P4000 solutions and Enterprise Virtual Arrays (EVA) with Microsoft Live Migration.

- HP provides enterprise-class “always on availability” for small and midsize IT environments, requiring the highest level of availability.

- Lower the cost of providing stretched Ethernet and wireless networking services while improving the quality of those services.

Competitive Advantage over Dell

Response: HP Virtual Infrastructure, a part of HP Converged Infrastructure

- End-to-end Virtual Infrastructure delivers cost savings and flexibility
- Openness and innovation helps integration with existing infrastructure
- Single-vendor solution provides greater integration benefits, X-86 hardware platform and simplified customer support (one throat to choke)
- High performance P4000 solutions provides customer with no single point of failure

Competitive Advantage over IBM

Response: HP Virtual Infrastructure, a part of HP Converged Infrastructure

- “Integrated by design” vs. “Integrated by committee”
- End-to-end Virtual Infrastructure delivers cost savings and flexibility
- Openness and innovation helps integration with existing infrastructure
- Single-vendor solution provides greater integration benefits, X-86 base hardware platform
- High performance P4000 solutions provides customer with no single point of failure

Competitive Advantage over Cisco

Response: HP Virtual Infrastructure, a part of HP Converged Infrastructure

- End-to-end Virtual Infrastructure delivers cost savings and flexibility
- “Integrated by design” vs. “Integrated by committee”
- Single-vendor solution provides greater integration benefits, X-86 base hardware platform and simplified customer support (one throat to choke)
- Can integrate with existing infrastructure
- Provides end-to-end management and end-to-end services
- All storage available from same vendor as infrastructure

Overcoming Barriers

Barriers to Purchase

Overcoming Barriers

“HP Virtual Infrastructure (Converged Infrastructure) fosters the dreaded ‘vendor lock-in.’ Once you adopt HP, there’s pressure to keep buying HP.”

Response: We do not restrict you to buying everything from HP—we can easily integrate into existing infrastructures. However, HP Virtual Infrastructure takes it to the next level by providing a highly integrated infrastructure that delivers cost savings and flexibility that you cannot get when you get off-the-shelf components from multiple vendors.

“I can’t afford to buy new systems.”

Response: HP is taking necessary steps so up-front costs are not a deterrent to run the most efficient and powerful infrastructure possible. Here are a few examples:

- HP Financial Services offers special, lease-back programs and financing options.
- With P4000 SANs clustering, you buy only the capacity you need and grow incrementally.
- You cannot afford to hold on to your old server platforms.
 - New servers pay for themselves in as little as three months
 - 20:1 consolidation ratio
 - Up to a 95% reduction in software licensing expenses

“We can’t afford to invest in a virtualized storage solution right now—it’s too expensive.”

Response: You won’t be able to realize the benefits of server virtualization investment if your storage environment is not ready to handle the dynamic nature of it. It’s too easy to spend your savings from server virtualization on inefficient storage systems.

And depending on your hardware replacement cycle, it may or may not require greater upfront costs. ROI evaluations typically show significant cost and operational benefits such as reduced server and storage purchases, decreased power and cooling costs, and reduced management costs.

It could take less than a year to recover the upfront costs. Leasing eliminates upfront capital expenditures and spreads payments over the useful life of your storage environment.

“We’re happy with our HA and DR processes.”

Response: What does it do for you that you really like? Is it integrated with virtualization solutions like Microsoft and Citrix? Does it offer zero downtime or instant recovery? Remember, if one virtual server goes down, all applications go down—will you be happy with your solution then? Have you tested your HA and DR processes and do they meet or exceed your expectations? Does the competitive vendor provide a blueprint to help you implement an HA/DR solution?



Overcoming Barriers

Barriers to Purchase

Overcoming Barriers

“We can’t afford a solution that spans the entire environment.”

Response: That’s fine. We can work with you to do a phased approach and prioritize systems for consolidation. The ROI is often quick and significant, and addresses both operating and capital expenses—from reduced storage and server purchases to decreased power and cooling costs to reduced management costs.

We can start with a single application or a datacenter and once you see the benefits, move to the next phase. Have you considered leasing as a way to reduce your upfront expenditures and lower overall TCO?

“I’ve already implemented server virtualization.”

Response: Server virtualization does not automatically equate to lower costs and more flexibility. It can actually lead to more complexity with additional layers of abstraction and virtual server sprawl on top of existing physical sprawl. It requires a strategic, holistic approach and intelligent, integrated management to realize ROI promises. Virtualization is not simply a server technology, it is the convergence of servers, storage, and applications in a way that fundamentally changes how you utilize the resources in your IT infrastructure and impact your ability to respond to business needs. To maximize the value of your virtualization investments, you need a master plan for your infrastructure. HP has been a leader in IT infrastructure for decades and is the only partner with the hardware, software, services, and support to deliver a complete solution.

“Why should I buy an integrated virtual infrastructure from HP instead of the individual components as I need them?”

Response: With HP Virtual Infrastructure, you have an integrated-by-design virtual infrastructure solution that provides power, cooling, capital and management savings.

Next steps

Follow-up with your customers attending the HP Infrastructure Virtualization event and schedule an assessment of their environment. If your company does not offer virtualization assessment or other services, contact your HP Partner Sales rep to request assistance from HP Enterprise Services

Web Resources

SAMPLE

Insert screenshot(s) of local page here

Insert local market URL here.

www.hpXXXXX

EPC

Concept Statement

For risk-averse IT professionals, an exercise in imagining possibilities may be necessary to start them seriously considering virtualizing their entire infrastructures. We want to whet their appetites about the opportunities inherent in complete infrastructure virtualization and encourage them to investigate it, while also helping them understand that making it happen is completely attainable.

REALIZE

“REALIZE” has multiple meanings. In our treatment of it, we’ll make it clear that by saying “REALIZE,” we primarily mean “make it happen,” “bring it to reality” or “bring it to actuality.” A double meaning also could be inferred from “REALIZE” in that we’ll help customers understand and believe that they’re empowered to actualize the benefits of infrastructure virtualization for their companies.

REALIZE better availability, productivity, and resource utilization.

REALIZE 15% fewer servers to manage.

REALIZE 97% less power and cooling expenses.

REALIZE 3x the data center capacity.

REALIZE the potential of virtualization in your infrastructure—see how today.



Post card invitation



Poster



Email



Event registration page