

## Making Enterprise Architecture of the Future a Reality

HP



HP has announced new innovations and sustainable enterprise infrastructure solutions designed to deliver the simplicity, efficiency and investment protection organizations need to bridge the datacenter technologies of today and tomorrow. Big data, mobility, security and cloud computing are forcing organizations to rethink their approach to technology, causing them to invest heavily in IT infrastructure. According to Gartner, "Datacenter hardware spending from new types of products and new types of big data deployments will reach \$9.4 billion in 2014."

HP is helping enterprises create a foundation for the next generation of enterprise architecture with new solutions and services that address power and physical constraints, accelerate applications, simplify management, create efficiencies and enhance agility — while also lowering IT and operational expenses. The new offerings, which enable a software-defined datacenter that is supported by cloud delivery models and built on a converged infrastructure that spans compute, storage and network technologies, include:

High-performance computing (HPC) offerings, including [HP Apollo](#) [1] HPC systems, capable of delivering breakthrough performance while using less space and energy.

Enhancements to the [all-flash HP 3PAR StoreServ](#) [2] and [HP StoreOnce Backup](#) [3] family accelerate mission-critical applications and eliminate complex backup silos.

Networking offerings like the [HP Virtual Cloud Networking \(VCN\) SDN Application](#) [4], designed to simplify the transition to a software-defined datacenter.

The enhanced [HP ConvergedSystem platform for IT-as-a-Service](#) [5], which offers increased performance with radically reduced cost, time and complexity.

[HP Datacenter Care Flexible Capacity](#) [6], a pay-as-you-go model that removes the boundaries between datacenter and cloud resources for easy management of a hybrid IT environment.

"As customers look ahead, they need business outcome-driven infrastructure that enables the New Style of IT," said [Bill Veghte](#) [7], executive vice president and general manager, Enterprise Group, HP. "With the products and services we are launching at Discover, HP is reducing complexity for customers while speeding time to value."

### *Redefining the enterprise HPC landscape with new supercomputer family*

HPC enables critical breakthroughs in science and engineering, and use of the technology is expanding beyond governments and academia to enterprises, where it can help them enhance research and development efforts while gaining a competitive edge. However, many organizations aren't equipped to handle the massive compute demands required by traditional HPC systems.

HP is addressing these space, power and datacenter efficiency challenges with the introduction of [HP Apollo](#) [8], a new family of HPC solutions that brings the power of HPC to organizations of all sizes. These new servers combine a modular design with innovative power distribution and air- and liquid-cooling techniques for extreme performance at rack scale, providing up to four times more performance per square foot than standard rack servers.

HP also introduced [HP Helion Self-Service HPC](#) [9], a private cloud solution based on the HP Helion OpenStack cloud platform that provides a self-service portal containing HPC resources via a user-friendly application interface.

### *Architecting for simplicity with converged storage and software-defined networks*

HP is helping customers accelerate the transition to a next-generation IT infrastructure while maintaining business continuity and simplicity with enhanced offerings that provide ease of management from data creation throughout the life cycle:

The all-flash [HP 3PAR StoreServ 7450 Storage](#) [10] array delivers flash storage at under \$2 per usable gigabyte via inline deduplication without compromising performance or guaranteed 99.9999 percent data availability.

New backup, recovery and archive (BURA) solutions, including enhancements to the [HP StoreOnce Backup](#) [11] family. These offerings eliminate the requirement to manage isolated single node backup targets, enabling customers to protect increasing volumes of data while simplifying data management.

Organizations wrestling with the complexity of a legacy network architecture are prevented from unleashing the full potential of the cloud. Transitioning to software-defined networking (SDN) provides the flexibility an enterprise needs to ensure success in the cloud and

bring simplicity and agility to the datacenter network. The new [HP Virtual Cloud Networking SDN Application](#) [12] and [HP FlexFabric Datacenter 7900](#) [13] series switch rapidly virtualize the datacenter, enabling customers to deploy and optimize secure, isolated cloud networks in minutes vs. months. In addition, HP Trusted Network Transformation is an end-to-end approach that provides customers the confidence to successfully transform their datacenter network while maintaining business continuity.

### *Creating efficiency and investment protection for tomorrow's enterprise*

To meet growing business demands for service delivery and serve as a driver of profitable opportunities, IT administrators need to automate delivery and operations of IT services, all within an infrastructure that requires fewer resources to support it.

To help organizations achieve this transformation, HP has refreshed [HP OneView](#) [14] with enhancements that enable customers to leverage a software-defined converged management approach within their datacenter. HP OneView automates routine IT tasks, reduces IT operational expenses and speeds response times to business needs, improving efficiency and reducing operational costs. A key enhancement to HP OneView includes extended management across HP 3PAR storage and support flexible storage resource pools with converging automation of servers and storage.

HP also has integrated [HP ConvergedSystem for Virtualization](#) [15] with HP OneView, delivering a common management platform across servers, storage, networking and third-party software, enabling customers to deploy and automate the management of their IT environment in as little as 20 days.

A hybrid IT environment delivers business agility and flexibility but needs to offer shared pools of resources onsite and from the public cloud to be efficient. [HP Datacenter Care Flexible Capacity](#) [16], a new, pay-as-you-go solution from HP Technology Services, delivers a public cloud experience with the benefits of public and/or on-premises IT. With flexible pricing models, scalability and flexible usage across the datacenter, customers can gain the benefits of a public cloud, on-premises or hybrid delivery model to retain control and improve security, while maintaining an enterprise-quality support experience.

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