If you are an IT manager, you must juggle many challenges. Mergers and restructures may require rapid systems integration as well as database and server consolidation – and, of course, business units are demanding higher service levels.

You are probably trying to meet these challenges with a complex infrastructure that already supports multiple applications and runs a wide range of servers. As well, you may be under pressure to meet ambitious new goals and to cut costs.

From consolidating multiple servers to hosting data warehouses, enterprise resource planning (ERP) applications and other industry solutions, HP Integrity is the trusted business-critical infrastructure. It provides a highly available and simplified environment for your most demanding applications. The Integrity systems family ranges from blades and entry-class all the way to Superdome and NonStop servers. Integrity systems provide a unique combination of availability, scalability and virtualisation across multiple leading operating systems that enables you to optimise your business outcomes while decreasing costs and reducing risk.
At HP, Integrity is a core value in the solutions we develop and deliver – as well as a trusted, highly available, cost-effective server platform that can adapt to ever-changing needs.

At HP, Integrity is more than a technology – it is a business-critical infrastructure as well as a core value in the solutions we develop and deliver. In fact, it has helped to make us the most trusted brand for mission-critical applications. The Integrity systems family includes:

- **HP Integrity NonStop servers** – real-time, all-the-time solutions for enterprise-class business needs
- **HP Integrity servers** – from entry-class to Superdome, a complete range of systems to meet your unique business-critical requirements
- **HP Integrity server blades** – bringing the business-critical capabilities of Integrity systems to a c-Class form factor

Make IT drive better business outcomes – we can show you how

We understand that each business is unique. Therefore, most businesses need a flexible, cost-effective infrastructure that can adapt to ever-changing needs while delivering high performance. We have designed HP Integrity systems to help you focus on three key goals:

- **Accelerating business growth** – run IT at the speed and performance that business requires
- **Decreasing costs** – achieve more with every hour, watt and dollar you spend
- **Mitigating risks** – keep business on line and reliable so that you can compete with confidence

Achieve greater speed, savings and certainty

An IT infrastructure based on Integrity systems can help you to:

- **Grow your business faster with a dynamically scalable platform** – Today’s data centres must constantly focus their server capacity on the highest-priority business needs. Dynamic scalability helps you balance your use of computing resources by taking advantage of:
  - Superior low-latency performance
  - Workload balancing that adapts on the fly to changing demands
  - Unmatched scalability in a standards-based platform
- **Decrease costs with an intelligently virtualised platform** – Keeping IT costs under control is a constant challenge, especially in light of spiralling energy and operational costs. With a server platform that pools and shares resources in innovative ways, you gain the advantages of:
  - An automated virtual infrastructure that can provision in minutes and reduce total cost of ownership by up to 50 per cent
  - A multi-operating-system ecosystem that supports more than 13,000 applications
  - Efficient power and cooling that can deliver energy savings of 50 per cent or more
- **Mitigate risks with a continuously available infrastructure** – In today’s technology-driven businesses, avoiding risks has become a key imperative. IT must be able to assure the business that systems will perform continuously, reliably and securely. HP Integrity systems meet this need by delivering:
  - Up to 100 per cent application availability and reliability
  - Five-layer adaptive security to unify the protection of IT resources
  - World-class HP services and support with a long-term commitment to Integrity systems
What if you could…?

Consider for a moment how you might apply the need for accelerated business growth, decreased costs and mitigated risks to real-life situations. Imagine being able to answer your most important challenges with a server platform that responds to your immediate needs and grows as those needs change.

What if, for example, you could accurately size and deliver the right level of performance for your business – and scale easily to meet growing needs?

How can HP Integrity systems help?
Integrity systems take the performance of standards-based computing to new heights with a platform that can scale flexibly up or out to HP-UX, Windows®, Linux, OpenVMS and NonStop OS-based computing environments. You can deliver the right level of performance with confidence, knowing that Integrity systems power many of the world’s largest application successes, including some of the world’s largest instances of SAP and Oracle®, data warehousing and other critical applications.

What if, for example, you could improve server utilization dramatically – and increase flexibility at the same time? Pooling and sharing resources to meet business demand can make a tremendous difference.

How can HP Integrity systems help?
The HP Virtual Server Environment (VSE) for Integrity servers provides an automated virtual infrastructure that can adapt in seconds with mission-critical reliability. The HP VSE allows you to optimise server utilisation in real time by creating virtual servers that can grow and shrink automatically according to business priorities and service-level objectives. With the HP VSE you can increase the return on your investments and become more agile at the same time.

What if you could purchase a single versatile server to handle all your diverse workloads? Handling mixed workloads effectively requires a server platform designed with this goal in mind.

How can HP Integrity systems help?
In today’s mixed-workload environments, you need the ability to handle not only diverse tasks but also multiple operating systems. HP Integrity servers are built to support complex analytics, large database applications and mission-critical transaction processing. A key innovation that enables all this is the HP Integrity systems architecture, which provides the increased capacity and balanced performance you need.

What if you could mitigate risks by protecting your business with continuous IT operations? You must know that your most essential business operations are protected at all times – and are able to respond with agility as needs change.

How can HP Integrity systems help?
Each aspect of HP Integrity systems is designed from the ground up to deliver the uptime today’s businesses demand. From highly available systems to clustered Serviceguard solutions to the NonStop continuously available 24x7 architecture, HP offers a range of availability and disaster-tolerant solutions for Integrity systems to safeguard your business. Full data protection and single sign-on features make your infrastructure still more secure. Integrity systems bring mainframe capabilities to a standards-based server that has multi-OS flexibility for running HP-UX 11i, Windows, Linux, OpenVMS and NonStop OS – or a combination of environments.

What if you could simplify your data-centre operations and cut costs? Simplifying IT operations can not only cut costs and increase productivity, but also free your personnel to focus on strategic projects instead of on maintaining existing systems.

How can HP Integrity systems help?
Integrity systems can simplify business-critical operations because we innovate across the data centre with standard management tools, interfaces, bladed enclosures, and power and cooling strategies. For example, HP Systems Insight Manager (SIM) gives you a single point of management for all your HP Integrity and ProLiant servers and storage. Through consolidation, you can decrease the number of processors required significantly – and thus reduce CPU-based software licensing costs. Moreover, you can spend 50 per cent less on energy costs by taking advantage of HP Smart Cooling and the energy efficiencies built into Integrity server blades.
Count on our commitment

Integrity systems are a core element of our strategy to help enterprise customers optimise business outcomes. We back this strategy with an ongoing R&D investment and a long-term commitment to our customers. Growing businesses can be confident that HP will continue to evolve and innovate its Integrity systems, continue to support those systems with world-class services and support, and continue to build on its range of 13,000-plus supported applications.

HP StorageWorks solutions

With the industry-leading HP StorageWorks range of network storage solutions, HP delivers simplicity, agility and value while keeping data protected, secure and available. HP StorageWorks solutions are also transforming storage with the advent of the StorageWorks Grid – an architecture whose capabilities make it possible to put information to work in new and exciting ways.

www.hp.com/go/storageworks

HP Financial Services

HP makes it easy on your balance sheet to put the power of the HP portfolio to work for you through HP Financial Services. One popular option is Pay per use, a metered utility pricing solution available with selected HP Integrity server platforms that lets you pay for capacity as you use it. No matter which combination of reliable and innovative HP solutions you need, HP Financial Services can help reduce your costs still further with our full range of ‘acquire-to-retire’ services.

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