



Reimagine the server. Think compute.

HP ProLiant Gen9 Sales Pack v4

March 27th 2015

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Gen9 Portfolio Positioning & Transition Guidance

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HP ProLiant Gen9 Series – Available Now

The right compute, for the right workload, at the right economics

10 series



DL60 Gen9

DL80 Gen9

100 series



DL120 Gen9

DL160 Gen9

DL180 Gen9

ML150 Gen9

300 series



DL360 Gen9

DL380 Gen9

ML350 Gen9

BL400 series



BL460c

Price Positioning BTO Models from (List Price correct as of 22/01/15)

£1029 (HP DL60 Gen9 777394-B21)

£1135 (HP DL160 Gen9 769503-B21)

£1785 (DL380 Gen9 766342-B21)

£2125 (BL460c Gen9 727026-B21)

HP ProLiant Gen9 Rack & Tower Portfolio

New!

10 Series

- **Simple, easy** to deploy servers at an **affordable** price
- Designed for the **right-sized** first time workload for SMB

SMB

100 Series

- Optimized with the **right balance of storage, performance, efficiency and manageability**
- Address multiple workloads for growing SMB & Enterprises

SMB & Enterprise

300 Series

- THE industry-standard, tailored with flexible choices for compute intensive workloads
- **High system performance, manageability, expansion and security** for Enterprise & High Performance Compute

SMB, Enterprise & High Performance Compute

Delivering the right compute, for the right workload, at the right economics...every time



Gen9 portfolio interline positioning guidance

Feature	New to Servers (10 series)	New IT Growth (100 series)	Traditional IT (300 series)
Chassis	Reduced depth (<24")	Reduced depth (<24")	Standard depth
Processor supported	Limited stack (up to 105w)	Limited stack (up to 105w)	Full stack (up to 145w)
Memory	8 DDR4 DIMM slots	Upto 16 DDR4 DIMM slots	Upto 24 DDR4 DIMM slots
PCI-e slots	Fewest	Few	Maximum
Networking	2x1Gb embedded + optional Flexible LOM on riser	2x1Gb embedded + optional Flexible LOM on riser	4x1Gb embedded, Flexible LOM optional
Storage controller	Embedded SATA with optional PCI-e Smart Array / HBA Cards	Embedded SATA with optional PCI-e Smart Array / HBA Cards	Embedded SATA with optional Smart Array AROC and PCI-e
Drive expansion	Low-Medium	Medium-High	Maximum
Express Bay support	No	No	Supported
GPU support	None to limited	Limited	Maximum
Power supply	Non common slot with NHP and HP redundant options	Non common slot with NHP and HP redundant options	Flex slot hot plug only
Cooling	Hot-swap / non-redundant fans w/ optional redundancy	Hot-swap / non-redundant fans w/ optional redundancy	Hot plug redundant fans
Warranty	1 year (1-1-1)	3 year limited (3-1-1)	3 years (3-3-3)



1S/2S 1U Comparison

	DL60	DL120	DL160	DL360
Processor	2 x Intel Xeon E5-2600v3 up to 105W	1 x Intel Xeon E5-2600v3 up to 105W	2 x Intel Xeon E5-2600v3 up to 105W	2 x Intel Xeon E5-2600v3 up to 145W
Memory	8xDDR4 DIMM slots up to 2133 MHz	8xDDR4 DIMM slots up to 2133 MHz	16xDDR4 DIMM slots up to 2133 MHz	24xDDR4 DIMM slots up to 2133 MHz, Persistent memory future
PCIe 3.0 slots	Up to 3 PCIe 3.0 slots Up to 3 x PCIe Gen3 Slots (CPU1 : 2 LP + FlexibleLOM or x8 FH)	Up to 3 PCIe 3.0 slots CPU1 : 1 x16 LP and 1 x8 LP + x8 FlexibleLOM or 1 x8 LP + x8 FHHL or 1 x16 GPU FHFL	Up to 3 PCIe 3.0 slots CPU1 : 1x16 Gen3 FHHL, 1x8 Gen3 Low Profile or 1X8 Gen3 FHHL, 1X8 Gen 3 low Profile (FlexibleLOM enablement riser card) CPU2 : 1x16 Gen3 Low Profile	Up to 3 PCIe 3.0 slots
Network	2x1Gb embedded NIC (optional FlexibleLOM on riser)	2x1Gb embedded NIC (optional FlexibleLOM on riser)	2x1Gb embedded NIC (optional FlexibleLOM on riser)	4x1Gb embedded, x8 FlexibleLOM optional
Storage Controller	Standard 10 ports of Intel SATA RAID (B140i) and SAS via PCIe stand up card	Standard 10 ports of Intel SATA RAID (B140i) and SAS via PCIe stand up card	Standard 10 ports of Intel SATA RAID (B140i) and SAS via PCIe stand up card	Standard 10 ports of Intel SATA RAID (B140i) and AROC (x8 PCIe 3.0) for SAS
SAS/SATA Drives	LFF chassis: 4LFF NHP, 4LFF HP	LFF chassis: 4LFF NHP, 4LFF HP SFF Chassis 8SFF	LFF chassis: 4LFF NHP, 4LFF HP SFF Chassis 8SFF	LFF Chassis: 4LFF HP SFF Chassis 8SFF, 10SFF (8+2)
GPU support	None	One FHFL, 80W card	None	Single-Wide Active only
Power Supply	Non CS 550W 85% non-redundant NHP, Optional 900W 92% HP RPS	Non CS 550W 85% non-redundant NHP, Optional 900W 92% HP RPS	Non CS 550W 85% non-redundant NHP, Optional 900W 92% HP RPS	Next Gen FlexSlot PS – Hot Plug with redundancy optional
Fan	Hot swap fan with optional redundancy	Hot swap fan with optional redundancy	Hot swap fan with optional redundancy	Hot plug redundant fan
Internal ODD	Optional	Optional	Optional	Optional
Mgmt	Mid-Tier iLO, No optional upgrade	Mid-Tier iLO, No optional upgrade	Mid-Tier iLO, Optional upgrade to dedicated iLO NIC port	Enterprise Tier iLO
Express bay	Not offered	Not offered	Not offered	PCIe add-on card solution
SID	Not offered	Not offered	Not offered	Optional
Chassis depth	23.9"	23.9"	23.9"	27.5" (SFF), 29.5" (LFF)
Warranty	1/1/1	3/1/1	3/1/1	3/3/3

2S 2U Comparison

	DL80	DL180	DL380
Processor	2 x Intel Xeon E5-2600v3 up to 105W	2 x Intel Xeon E5-2600v3 up to 105W	2 x Intel Xeon E5-2600v3 up to 145W
Memory	8xDDR4 DIMM slots up to 2133 MHz	16xDDR4 DIMM slots up to 2133 MHz	24xDDR4 DIMM slots up to 2133 MHz, Persistent memory future
PCIe 3.0 slots	Up to 5 x PCIe Gen3 Slots CPU1: 3 standup LP w/o riser or 2 standup LP + (FlexibleLOM + LP) by riser CPU2: 2 standup LP w/o riser	Up to 6 PCIe 3.0 slots CPU1: 1 FHFL(x16 Gen3, 1FHHL(x8 Gen3) or 3 FHHL(x8 Gen3) or 2 FHHL(x8 Gen3) + FlexibleLOM CPU2: 1 FHFL(x16 Gen3)+1FHHL(x8 Gen3) or 3 FHHL(x8 Gen3) or 2 FHHL(x8 Gen3) + FlexibleLOM)	Up to 6 PCIe 3.0 slots
Network	2x1Gb embedded NIC (optional FlexibleLOM on riser)	2x1Gb embedded NIC (optional FlexibleLOM on riser)	4x1Gb embedded, x8 FlexibleLOM optional
Storage Controller	Standard 10 ports of Intel SATA RAID (B140i) and SAS via PCIe stand up card	Standard 10 ports of Intel SATA RAID (B140i) and SAS via PCIe stand up card	Standard 10 ports of Intel SATA RAID (B140i) and AROC (x8 PCIe 3.0) for SAS
SAS/SATA Drives	LFF chassis: 4/8LFF NHP, 8/12LFF HP Rear Drive: 2 SFF	LFF chassis: 4/8LFF NHP, 8/12LFF HP SFF Chassis: 8SFF, 16SFF (8+8)	LFF Chassis: 4/12LFF HP SFF Chassis: 8SFF, 16SFF (8+8), 24SFF (8+8+8) Rear Drive: 2 SFF / 3 LFF (only with 12 LFF or 24 SFF)
GPU support	None	Single-Wide Active only	Single/Double-Wide & Active/Passive up to 10.5"
Power Supply	Non CS 550w 85% non-redundant NHP, Optional 900W 92% HP RPS	Non CS 550W 85% non-redundant NHP, Optional 900W 94% HP RPS	Next Gen FlexSlot PS – Hot Plug with redundancy optional
Fan	Hot swap fan with optional redundancy	Hot swap fan with optional redundancy	Hot plug redundant fan
Internal ODD	not supported	Optional with SFF, not supported for LFF	Yes with , 8SFF, not supported for LFF
Mgmt	Mid-Tier iLO , No optional upgrade	Mid-Tier iLO , Optional upgrade to dedicated iLO NIC port	Enterprise Tier iLO
Express bay	Not offered	Not offered	PCIe add-on card solution in the Future
SID	Not offered	Not offered	Optional
Chassis depth	23.9"	23.9"	26.75" (SFF), 28.75" (LFF)
Warranty	1/1/1	3/1/1	3/3/3

Gen8 EOL Dates

HP Confidential – For Internal or Authorised Channel Partners Only

Product Family	Last Transition Date	Transition To Gen9 Model
ProLiant ML350p Gen8*	August 2015	ProLiant ML350 Gen9
ProLiant DL160 Gen8	March 2015	ProLiant DL160 Gen9
ProLiant DL360e Gen8	May 2015	ProLiant DL160 Gen9
ProLiant DL360p Gen8*	September 2015	ProLiant DL360 Gen9
ProLiant DL380e Gen8	May 2015	ProLiant DL180 Gen9
ProLiant DL380p Gen8*	September 2015	ProLiant DL380 Gen9
ProLiant BL460c Gen8*	October 2015	ProLiant BL460c Gen9
ProLiant DL320 Gen8*	June 2015	ProLiant DL120 Gen9
ProLiant ML350e Gen8 v2	May 2015	ProLiant ML150 Gen9

IMPORTANT: E5-2600 (SandyBridge) BTO SKUs transition date is March 2015

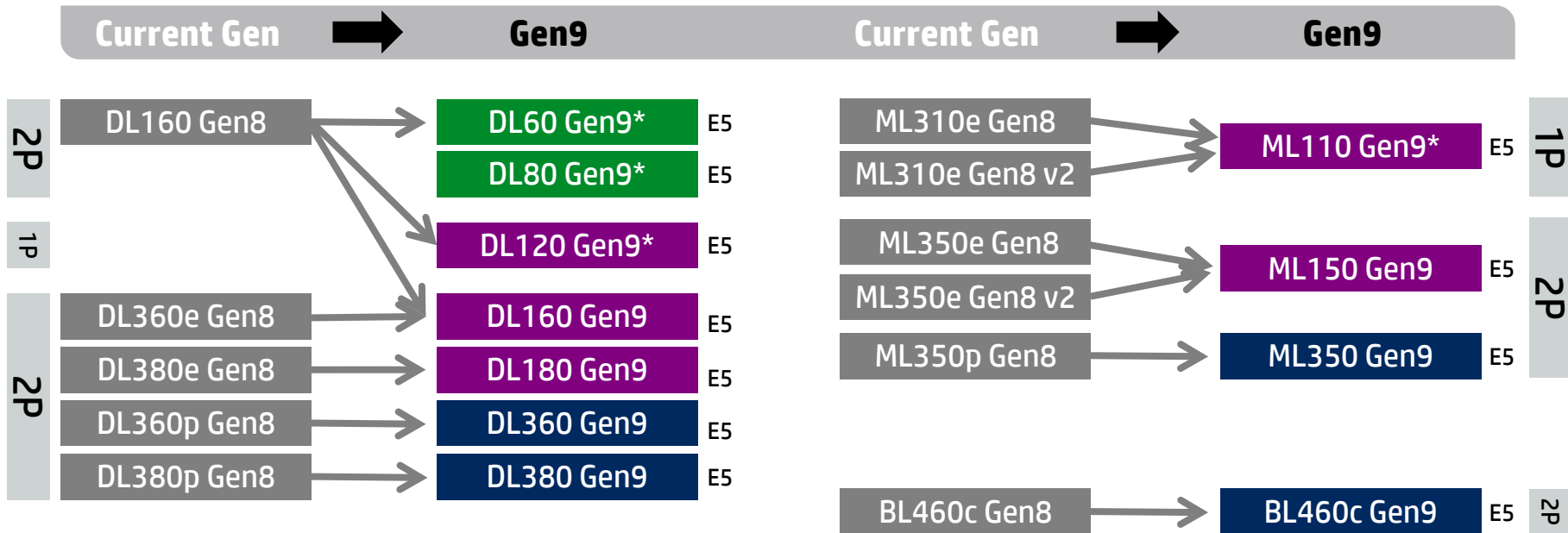
The above table shows the final dates of transition per product family for each Gen9 model. Please ensure that you encourage your customers to transition to Gen9 ASAP. There is no guarantee that ProLiant Gen8 Server models will be available up to these dates and dates are subject to change.



Gen9 Model transitions

Gateway	Premium
Entry	Scale Up
Value	

Note: Please refer to the official roadmap document for details on actual products to be delivered

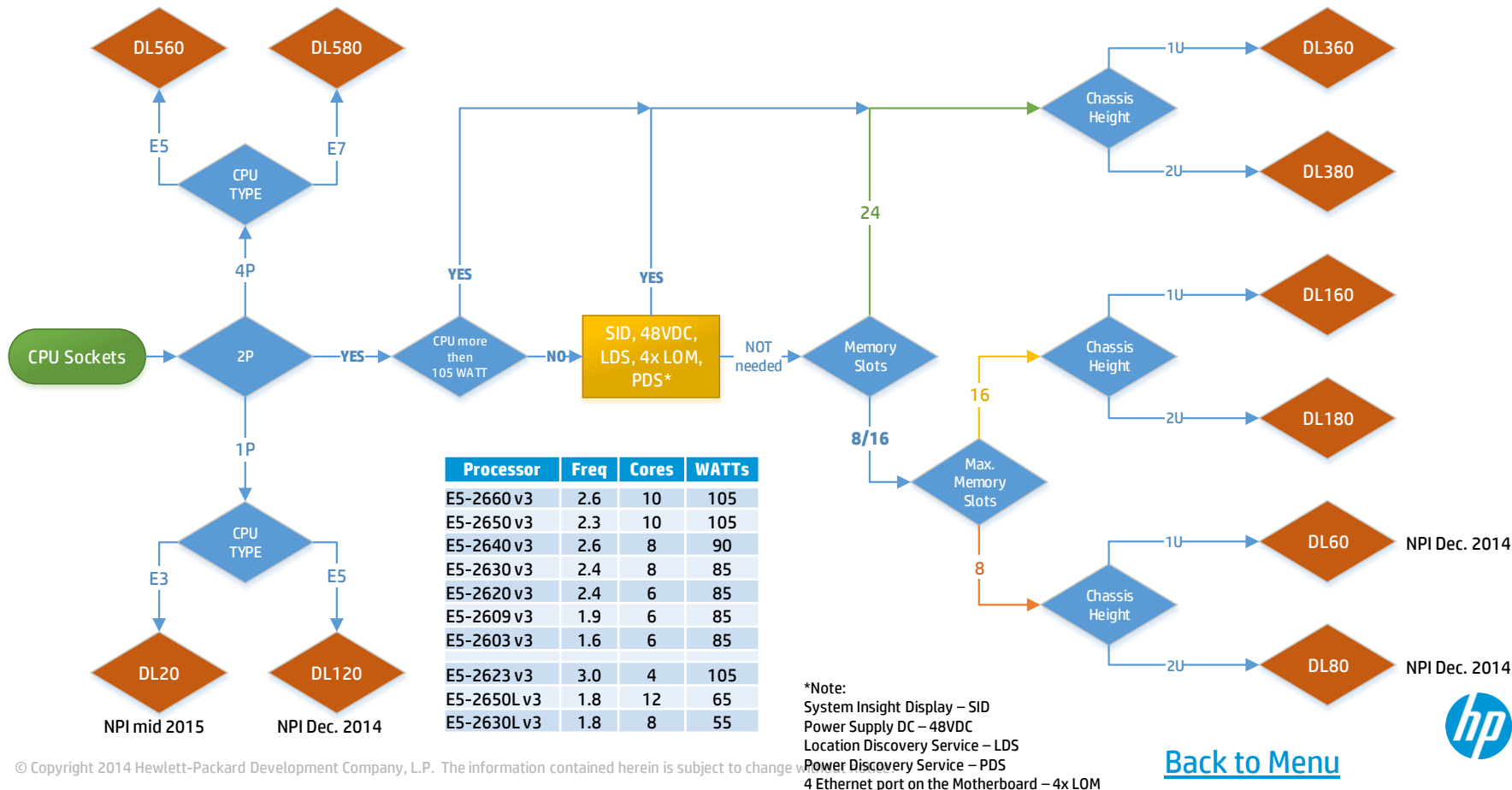


* New ProLiant Gen9 products



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CPU / Memory capability – Rack Gen9 Platforms



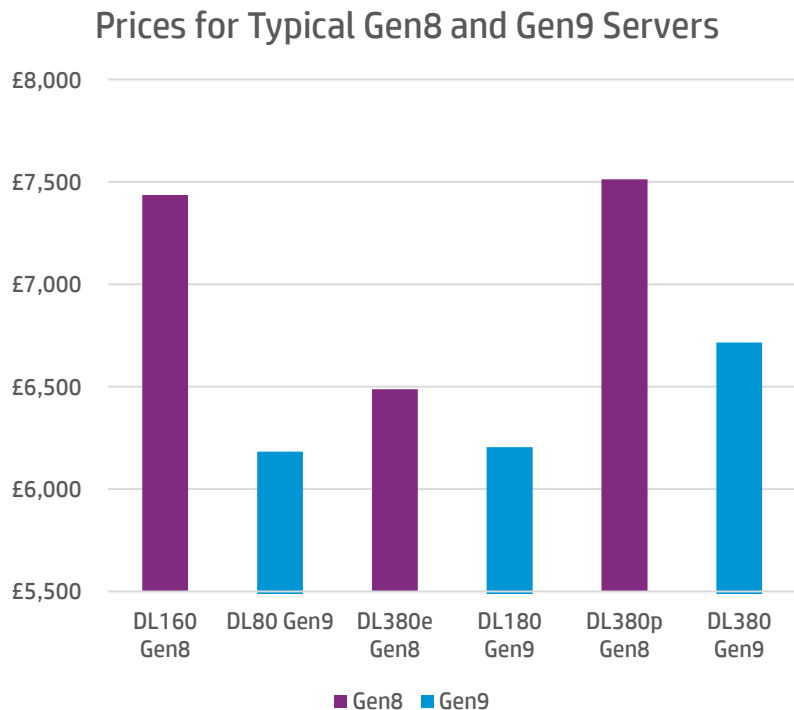
Gen8 vs. Gen9

Cost & Performance Analysis

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Gen8 to Gen9 like-for-like Comparison



Gen9 servers are on average
11% cheaper than the
equivalent Gen8 offering

Based on a
typical mixed
workload
configuration*

Common spec
for app server
or
virtualization
host

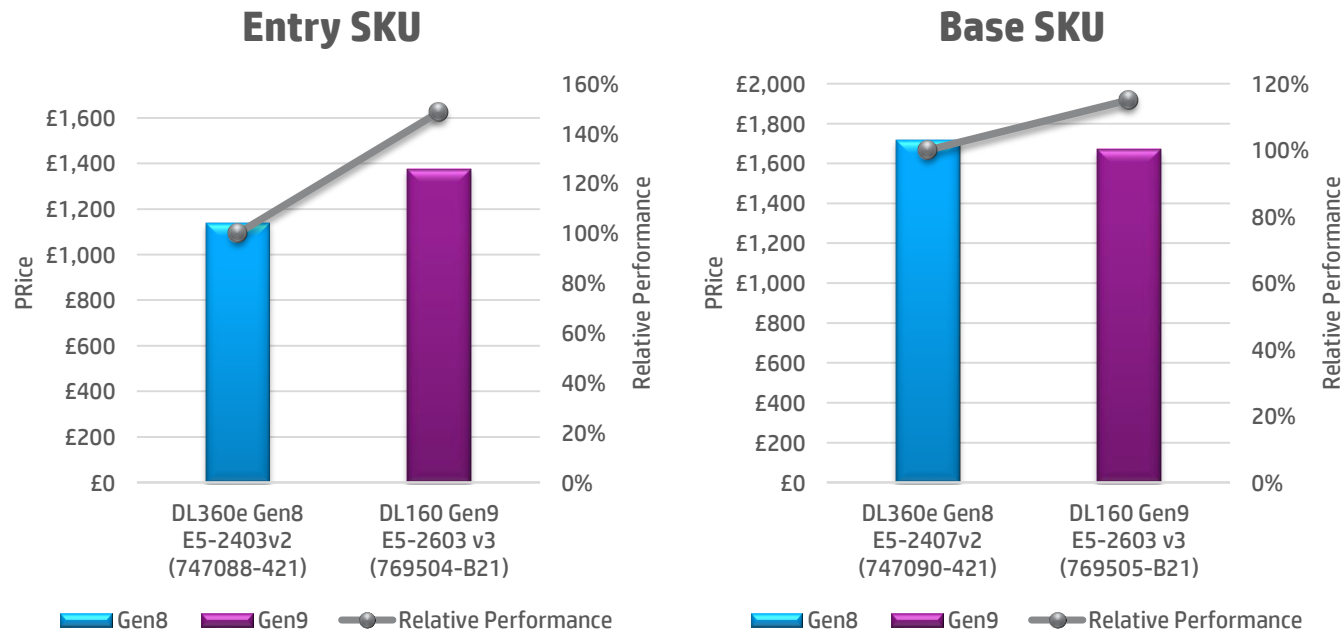
Does not take
into account
other Gen9
benefits like
faster
memory

**All servers in this comparison include:*

- Two Intel Xeon 8-core CPUs with ± 2.5 GHz clock speed
- 128GB RAM using 16GB DIMMs
- Two 300GB 15k SAS HDDs
- Four 1Gb Ethernet ports
- Dual power supplies
- Base warranty included with server

Gen8 to Gen9 Cost/Performance Analysis

Comparison list prices and relative SPECint performance of DL160 BT0 models

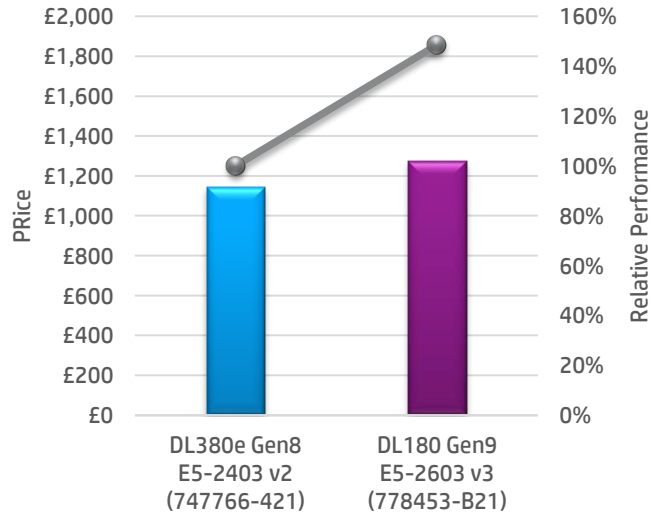


*List price correct as of September 2014 and is subject to change. Please use as a guide only

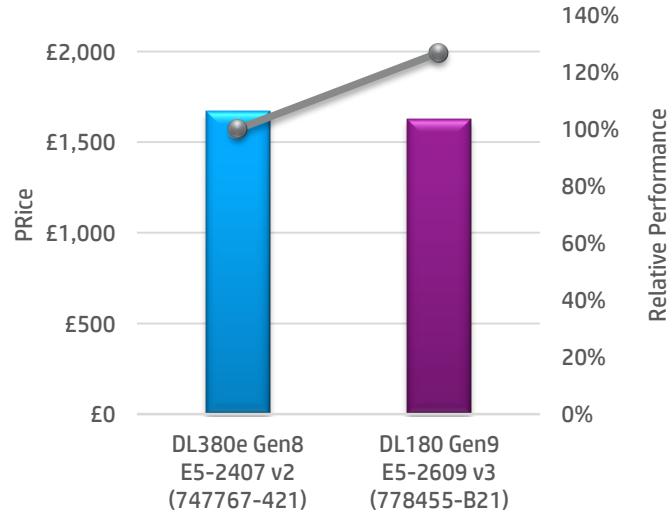
Gen8 to Gen9 Cost/Performance Analysis

Comparison list prices and relative SPECint performance of DL180 BT0 models

Entry SKU



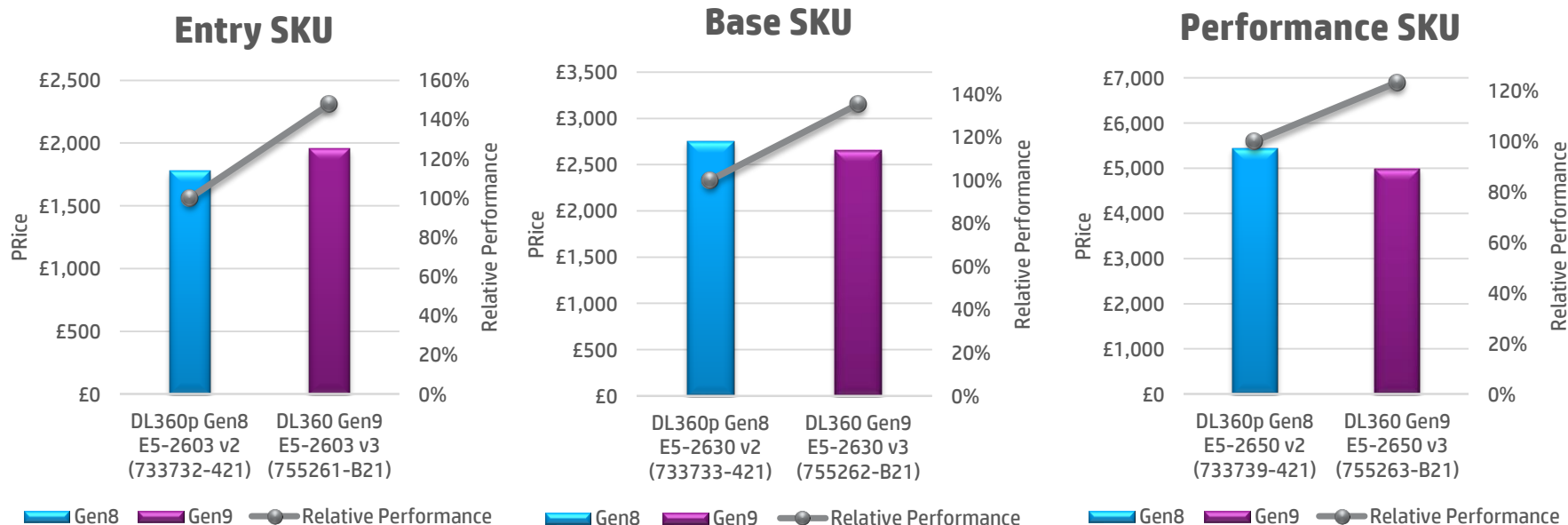
Base SKU



*List price correct as of September 2014 and is subject to change. Please use as a guide only

Gen8 to Gen9 Cost/Performance Analysis

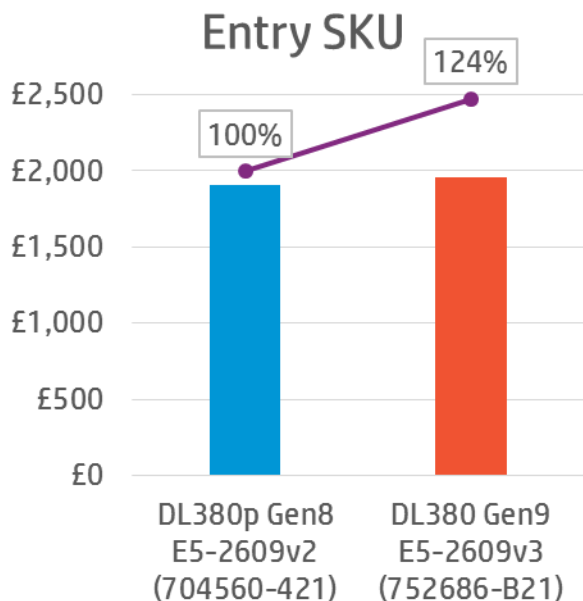
Comparison list prices and relative SPECint performance of DL360 BT0 models



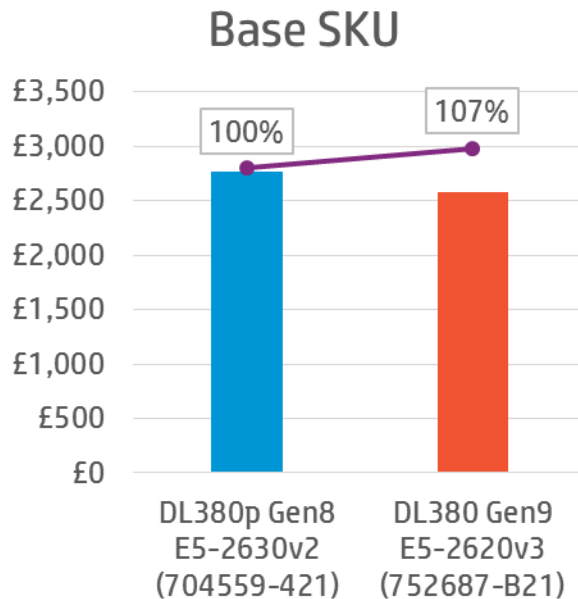
*List price correct as of September 2014 and is subject to change. Please use as a guide only

Gen8 to Gen9 Cost/Performance Analysis

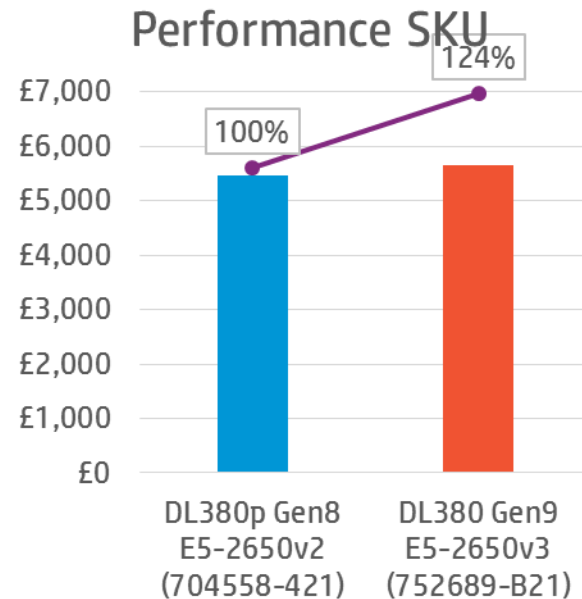
Comparison list prices and relative SPECint performance of DL380 BT0 models



— Relative Performance



— Relative Performance



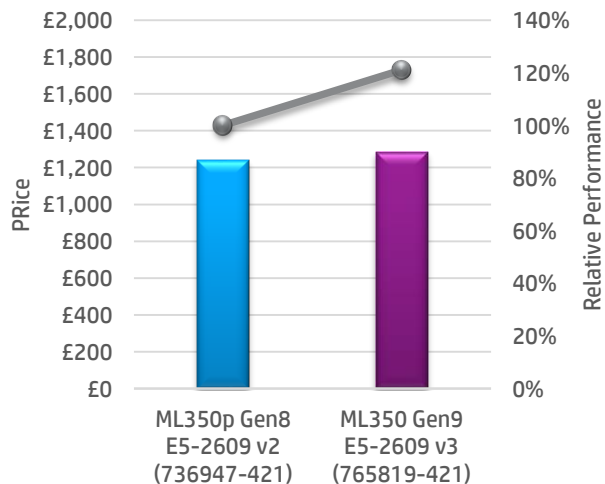
— Relative Performance

*List price correct as of September 2014 and is subject to change. Please use as a guide only

Gen8 to Gen9 Cost/Performance Analysis

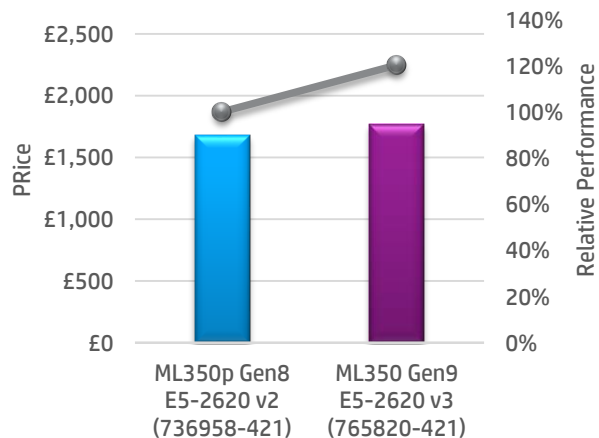
Comparison list prices and relative SPECint performance of ML350 BTO models

Entry SKU



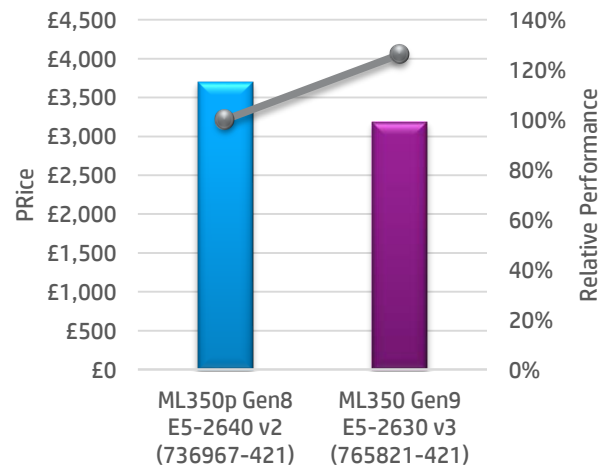
Gen8 Gen9 Relative Performance

Base SKU



Gen8 Gen9 Relative Performance

Performance SKU

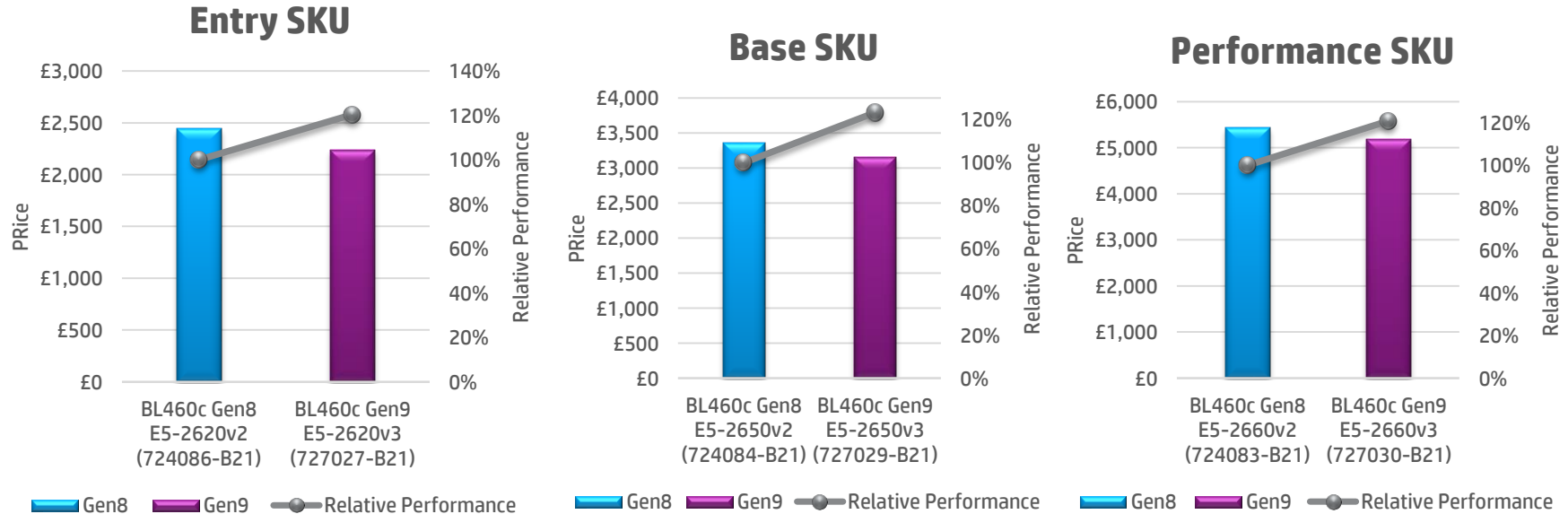


Gen8 Gen9 Relative Performance

*List price correct as of September 2014 and is subject to change. Please use as a guide only

Gen8 to Gen9 Cost/Performance Analysis

Comparison list prices and relative SPECint performance of BL460c BT0 models



*List price correct as of September 2014 and is subject to change. Please use as a guide only

Quick Reference Guides

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Quick Reference Guides

DL60	DL80	DL120	DL160	DL180	DL360
DL380	ML10v2	ML110	ML150	ML350	BL460c
WS460c					

Platforms released as of September 2014

Platforms released as of 1st December 2014

Platforms released as of 30th March 2015



HP ProLiant DL60 Gen9

Affordable compute and scalability packaged in dense design



Key selling points

The HP ProLiant DL60 Gen9 Server provides just the right density, performance and manageability in a compact 1U chassis at an affordable price to meet the needs of cost conscious service providers and SMBs.

Ideal for...

Cost conscious service providers and SMBs needing just the right performance in a dense chassis for file and print, messaging, collaboration workloads and cloud environments.

Price positioning

- Standard 1-1-1
- US ILP* - Entry SATA starting @ \$1416

hp.com/servers/dl60Gen9

Up to (2) Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12 Cores

(8) DDR4, (256 GB max)

Up to (4) LFF max, HDD/SSD

Standard HP Dynamic Smart Array B140i

2x1GbE embedded + Choice of FlexibleLOM

(3) PCIe 3.0 slots (FH/FL)

HP iLO 4 v2.0, UEFI and legacy boot mode

up to 92% eff. (Gold), 550W multi-output, 800 RPS/900W Non-RPS

Standard 1-1-1 warranty

TPM option

over a previous generation product



Competition

- Dell R420
- LenovoThinkServer RD340
- Huawei RH1285H V2
- Sugon I410-G10

Key competitive advantages

- Entry 2S 1U Server
- FLEXibleLOM support for networking flexibility and up to three PCIe slots for IO expandability
- Embedded management stack
- Simplified service support

HP ProLiant DL80 Gen9

Affordable storage and scalability for the cost conscious

For sales & channel only



Key selling points

- Affordable Storage and IO expandability for service providers and SMBs
- Just enough compute capabilities for basic IT infrastructure workloads
- Agile Infrastructure management for accelerating IT service delivery

Ideal for...

- Cost conscious service providers and SMBs needing just the right storage and scalability for basic IT infrastructure/collaboration and database WLS
- **SALES PLAY** : Just right IT

Price positioning

- Standard 1-1-1
- US ILP* - Entry SATA starting @ \$1400

hp.com/servers/dl80Gen9

Up to 2 Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12 Cores

(8) **DDR4**, (512 GB max)

12 LFF max, HDD/SSD

Std. HP Dynamic Smart Array **B140i**

Embedded 2 x1GbE **with optional Flexible LOM on riser**

6 PCIe 3.0 slots

HP iLO 4 v2.0, UEFI and legacy boot mode

Up to 92% Efficiency, 1U ATX FF

Standard 1-1-1 warranty

TPM option

Blue text designates new or improved feature over a previous generation product

Competition

- Dell R520
- Huawei 2288(China)
- Sugon I620-G10
- Lenovo RD630

Key competitive advantages

- Affordable storage
- Embedded NIC + FlexibleLOM
- Embedded management stack
- Flexible options, like HP Universal Media Bay
- Simplified service support



HP ProLiant DL120 Gen9

Enterprise-class 1-socket dense server for performance driven and virtualized workloads

Key selling points

Virtualization capabilities in single Socket value server (socket based pricing).
Much better performance than traditional single Socket, higher sweet spot memory capacity.

Ideal for...

Virtualization (collaborative W/Ls), business processing W/L requirements, Web streaming and other hyperscale workloads for large customers.

Price positioning

- Standard 3-1-1
- US ILP* - Entry SATA starting @ \$1200



hp.com/servers/dl120Gen9

Up to (1) Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12 Cores

(8) **DDR4**, (256 GB max)

Up to (8) SFF/(4) LFF max, HDD/SSD

Standard HP Dynamic Smart Array **B140i**

2x1GbE embedded + Choice of FlexibleLOM

(3) **PCIe 3.0** slots (FH/FL)

HP iLO 4 v2.0, UEFI and legacy boot mode

up to 92% eff. (Gold), 550W multi-output, 900W RPS

Standard 3-1-1 warranty

TPM option

Replaces **DL320e Gen8**

Competition

- Dell R320

Key competitive advantages

- Higher performance on single socket
- Embedded NIC + FlexibleLOM
- Embedded management stack
- Flexible options, like HP Universal Media Bay
- Simplified service support



HP ProLiant DL160 Gen9



Right sized performance and storage density for space and budget constrained environments

Key selling points

- Essential Combination of Performance, manageability and Storage for the IT needs of SMBs
- Scalability and Efficiency in a dense design for Hyperscale Environments
- Agile Infrastructure Management for Accelerating IT Service Delivery

Ideal for...

- Mid level virtualization, IT/web infrastructure for SMBs, small enterprises
- Distributed computing: compute nodes, NoSQL apps
- SALES PLAY : Just Right IT

Price positioning

- Standard 3-1-1
- US ILP* Entry SATA starting@ \$1,719 to Base \$2,569

Competition

- DellR420/R410 is the key competition.
- IBMx3530 M4
- PRC local vendors' products: Sugon1410, Inspur5140, Lenovo RD630
- DL160 Gen9 offers flexibility to achieve lower price through features like shorter chassis, MO power supply, NHP drives along with option-up capability for higher reliability, flexibility and expandability for improved competitive position in 2P 1U rack space.

Key competitive advantages

- Advanced features expanded over Gen8 – UEFI, higher ambient temp support and flexibility to offer a lower price
- HP OneView¹ for improved manageability in large environment
- Built-in iLO 4 to simplify IT infrastructure mgmt. for customers/partners at 0 incremental cost
- FLEXIBLELOM² support for networking flexibility and up to three PCIe slots for IO expandability

hp.com/servers/dl160Gen9

Up to 2 Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12 Cores

(16) DDR4, (512GB max)

Up to 8 SFF/4 LFF max, HDD/SSD

Standard HP Dynamic Smart Array B140i

Embedded 2 x1GbE, FLEXIBLELOM¹

3 PCIe 3.0 slots

HP iLO 4 v2.0, UEFI and legacy boot mode

up to 94% Efficiency (Platinum), 550W multi-output, 900W RPS³

Standard 3-1-1 warranty

TPM option

Replaces DL360e Gen8/ DL160 Gen8

Blue text designates new or improved feature over a previous generation product



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*US ILP and subject to change without notice

HP ProLiant DL180 Gen9

The new standard for growing datacenter needs



Key selling points

- Scalability and Performance to Meet the New Standard of Growing Data Center Needs
- High Availability and Efficiency for Dense Storage Applications
- Agile Infrastructure Management for Accelerating IT Service Delivery

Ideal for...

- General purpose requirements for SMB and Budget conscious enterprises
- Dense storage at optimal performance for Web Infrastructure and Service Providers
- Scalability & expandability for cloud and virtualization requirements

Price positioning

- US ILP* for Entry 4LFF NHP starting @ \$ 1,829 to Base \$ 2,459.
- Standard 3-1-1 Warranty
- Optimal performance and affordability offering flexible configurations and scalable options to meet varied customer requirements

Competition

- Dell R530 : ProLiant DL180 Gen9 offers both LFF & SFF drives with a choice of controllers, GPU Support¹ and more slots and more ports.
- IBM X3630 M5 : ProLiant DL180 Gen9 offers options and flexibility, smart technologies and management.
- UCS C24 M4: ProLiant DL180 Gen9 offers more storage capacity, PCIe options and management features.

Key competitive advantages

- Leading storage capacity and wide variety of options to choose from.
- Supports up to 6 PCIe slots
- Support for GPU up to one single wide Active card¹
- Shorter chassis depth

hp.com/servers/dl180Gen9

Up to 2 Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12 Cores

(16) DDR4, (512 GB max)

16 SFF / 12 LFF max, HDD/SSD

Std. HP Dynamic Smart Array B140i

Embedded 2 x1GbE with optional Flexible LOM on riser

6 PCIe 3.0 slots (3 + 3 FH/HL)

HP iLO 4 v2.0, UEFI and legacy boot mode

Up to 94%² Efficiency, 1U ATX FF

Standard 3-1-1 warranty

TPM option

Replaces DL380e Gen8

Blue text designates new or improved feature over a previous generation product



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HP ProLiant DL360 Gen9

Dense performance for multi-workload computes in the data center



Key Selling Points

- Dense and flexible high performance compute
- Industry leading energy efficiency, for a quicker return on your investment & industry recognized benchmarks.
- Agile Infrastructure management for accelerating IT service delivery

Ideal for...

- Dynamic workloads in dense virtualized environments
- Compute intensive applications
- Low latency and transactional applications
- SALES PLAY : Just Right IT

Price Positioning

- Standard 3-3-3.
- US ILP* Entry SATA (B140i) @ \$ 2,799 to high Performance SAS (P440ar/2GB) @ \$ 7,659

hp.com/servers/dl360Gen9

Up to 2 Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12/14 Cores

(24) **DDR4**, (768GB max)

Up to **8+2 SFF/4 LFF** max, HDD/SSD

Std. HP Dynamic Smart Array **B140i**
Choice of HP Flexible Smart Array or HP Smart HBA Controllers for performance or additional features

Choice of 4x1GbE embedded + FlexibleLOM

3 PCIe 3.0 slots (UP to 1 FH/FL and 2 LP or 2 FH/FL)

HP iLO 4 v2.0, UEFI and legacy boot mode

up to 94% Efficiency (Platinum Plus), **smaller Flexible Slot FF**

Standard 3-3-3 warranty

HP Secure Encryption & TPM option

Replaces DL360p Gen8

Competition

- Dell R620
- IBM x3550 m4
- Cisco C220
- Huawei 1288
- SuperMicro SuperServer 2017-WC1R/T
- ZT Systems 1200Ri

Key Competitive Advantages

- HP Quality
- HP Smart Array
- HP iLO
- HP OneView¹ for improved manageability in large environment

¹HP OneView support for ProLiant Gen9 in DL and BL servers expected later in 2014.

*US ILP and subject to change without notice

Blue text designates new or improved feature over a previous generation product

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HP ProLiant DL380 Gen9

THE no-compromise data center standard for multi-workload compute



Key selling points

- "Future proof" design keeps up with your business needs
- Industry leading energy efficiency, for a quicker return on your investment & industry recognized benchmarks.
- Agile Infrastructure management for accelerating IT service delivery

Ideal for...

- Enterprise customers with Workloads / Apps : Virtualization, Big data, Storage centric Apps, Data Warehousing/analytics, CRM, ERP, VDI, SAP etc.
- **SALES PLAY** : Virtualization, Productivity workhorse with the ability to adapt to any environment even down to Remote Office/Branch Office

Price positioning

- Standard 3-3-3
- US ILP* - Entry SATA starting @ \$2,819 to Performance \$8,649

hp.com/servers/dl380Gen9

Up to 2 Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12/14/16/18 Cores

(24) DDR4, (768GB max)

Up to 24+2 SFF/12+3 LFF max, HDD/SSD

Std. HP Dynamic Smart Array B140i
Choice of HP Flexible Smart Array or HP Smart HBA Controllers for performance or additional features

4x1GbE embedded + Choice of FlexibleLOM + Standup

6 PCIe 3.0 slots (FH/FL)

HP iLO 4 v2.0, UEFI and legacy boot mode

up to 94% Efficiency (Platinum Plus),
smaller Flexible Slot FF

Standard 3-3-3 warranty

HP Secure Encryption & TPM option

Replaces DL380p Gen8 and DL380 G7

Blue text designates new or improved feature over a previous generation product

Competition

- Dell R720(XD)
- Huawei 2288(China)
- IBM x3650
- Sugon I620-G10
- Cisco UCS C240 M3
- Lenovo RD630

Key competitive advantages

- Embedded NIC + FlexibleLOM
- Embedded management stack
- Flexible options, like HP Universal Media Bay
- Performance gains with 12Gb HP Smart Array and HP Smart Memory DDR4

New!

Important note: HP ProLiant ML10 v2 platform is based on Gen8 technology – it is not a new Gen9 platform

HP ProLiant ML10 v2

An ideal first server for small businesses to run general purpose applications

Key selling points

Low Acquisition Cost for the Budget Conscious
Increased connectivity slots for storage and networking
Optimal computing with built-in reliability
Agile Management with Essential Simplicity and Automation

Ideal for...

- The HP ProLiant ML10 v2 Server is an ideal first server for small businesses to run general purpose applications
- SALES PLAY:
 - Just Right IT
 - Remote Office and Branch Office

Price positioning

- Standard 1-0-0
- Not To Exceed Pricing @ \$xxx to Performance \$ xxx

Competition

- Dell T20
- Lenovo TS140
- Fujitsu TX1320

Key competitive advantages

- Up to 6 LFF HDD support (post launch)
- Embedded 2 ports NIC
- Embedded iLO
- Warranty 1-0-0

For sales & channel only



hp.com/servers/ML10v2

Up to 1 Intel® Xeon® **E3-1200 v3** Series, 4 Cores

(4) **DDR3**, (32GB max)

Up to **6 LFF** max, HDD

Standard HP Dynamic Smart Array **B120i**. Optional HP **Smart HBA Controllers** for performance or additional features

2x1GbE embedded

2 PCIe 3.0 / 2 PCIe 2.0 slots

HP iLO 4, HP SUM

up to 85% eff. , 350W multi-output, non-RPS

Standard 1-0-0 warranty

HP Secure Encryption & TPM option

*US ILP and subject to change without notice

Blue text designates new or improved feature over a previous generation product



New!

For sales & channel only

HP ProLiant ML110 Gen9

Performance optimized, expandable and affordable tower server designed to meet SMB compute demands

Key selling points

- Right-sized, delivering better performance at an affordable price
- Memory, HDD and I/O expansion for growing business needs
- Optimized compute for SMB physical and virtual workloads and apps
- Agile Infrastructure Management with Essential Simplicity and Automation

Ideal for...

- The HP ProLiant ML110 Gen9 Server is an 1P/ 4U affordable single-socket tower server featuring better performance, expansion, and growth than previous 1P single-socket tower models. Designed to meet small and midsized businesses' performance compute demands the ML110 Gen9 delivers exceptional value at an affordable price.
- SALES PLAY:
Just Right IT
Remote Office and Branch Office

Price positioning

- Standard 3-1-1
- Not To Exceed Pricing @
\$xxx to Base \$ xxxx

Competition

- Dell PE T3x0
- Fujitsu TX150 Sx

Key competitive advantages

- Embedded management stack
- Performance gains with 12Gb HP Smart Array and HP Smart Memory DDR4
- Warranty 3-1-1
- HP Insight Online dashboard and mobile app for tracking device health and support status.

hp.com/servers/ml110Gen9

Up to 1 Intel® Xeon® **E5-2600 v3**
E5-1600 v3 Series, 4/6/8/10 Cores

(8) **DDR4**, (256GB max)

Up to **16 SFF/8 LFF** max, HDD/SSD

Standard HP Dynamic Smart Array
B140i. Optional **HP Smart Array** or
HP **Smart HBA Controllers** for
performance or additional features

2x1GbE embedded

5 PCIe 3.0 slots

HP iLO 4, HP SUM/SPP, HP
Intelligent Provisioning, UEFI

up to 92% eff. (Gold), 350/550W
multi-output, 750W RPS

Standard 3-1-1 warranty

HP Secure Encryption & TPM option

*US ILP and subject to change without notice

Blue text designates new or improved feature over a previous generation product



HP ProLiant ML150 Gen9

Right Value Tower server that delivers performance, efficiency, and expandability

Key selling points

- Essential performance with the lowest acquisition cost
- Reduced chassis depth <24" using less office space
- Flexible in design allowing easy expansion for businesses with a low upfront investment

Ideal for...

- The HP ProLiant ML150 Gen9 Server provides efficiency and productivity for both the small to medium organization that is growing.
- SALES PLAY:
- Just Right IT
- Remote Office and Branch Office

Price positioning

- Standard 3-1-1
- Not To Exceed Pricing @ \$(TBD) to Performance \$ (TBD)



hp.com/servers/ml150Gen9

Up to (2) Intel® Xeon® **E5-2600 v3** Series, **6/8/12** Cores

(16) **DDR4**, (256 GB max)

Up to (16) **SFF/(10) LFF** max, HDD/SSD

Standard HP Dynamic Smart Array **B140i**. Optional **HP Smart Array** or **HP Smart HBA Controllers** for performance or additional features

1x1GbE embedded + Standup

(6) PCIe 3.0 slots

HP iLO 4, HP SUM, HP RESTful interface tool, UEFI

up to 94 Efficiency (Platinum Plus) **Flexible Slot**

Standard 3-1-1 warranty

HP Secure Encryption & TPM option

Replaces ML350e Gen8 v2

Competition

- Dell T420
- IBM x3300

Key competitive advantages

- Greater Expansion with 16 SFF/10 LFF
- Greater I/O Expansion with 6 PCIe / 8 USB ports
- Embedded 2 ports NIC
- Embedded management stack
- Performance gains with 12Gb HP Smart Array and HP Smart Memory DDR4
- Warranty 3-1-1

*US ILP and subject to change without notice

Blue text designates new or improved feature over a previous generation product

HP ProLiant ML350 Gen9

For sales & channel only



Efficient, high-performance server delivers expandability, manageability and reliability

Key selling points

- Performance with unmatched capacity and reliability
- Availability, expandability and serviceability – a winning combination
- Agile Infrastructure Management for Essential Administration

Ideal for...

- SMBs, remote offices of larger businesses or data centers
Workloads / Apps : CRM/ERP, Demanding workloads where storage performance, CPU and RAM size are at a premium.
- **Sales Play:**
 - Just Right IT
 - Remote Office and Branch Office

Price positioning

- Standard 3-3-3
- US ILP* starting @ \$ 2,109 to E-Star \$ 6,339

hp.com/servers/ml350Gen9

Up to 2 Intel® Xeon® **E5-2600 v3** Series, 4/6/8/10/12/**14/16/18** Cores

(24) **DDR4**, (768GB max)

Up to **48 SFF/24 LFF** max, HDD/SSD

Standard HP Dynamic Smart Array **B140i**.
Choice of **HP Flexible Smart Array** or **HP Smart HBA Controllers** for performance or additional features

4x1GbE embedded + Standup

8 PCIe 3.0 slots, **1 PCIe 2.0** slot (FH/FL)

HP iLO 4, **HP SUM**, **HP RESTful interface tool**, **UEFI**

up to 94 Efficiency (Platinum Plus)
Flexible Slot

Standard 3-3-3 warranty

HP Secure Encryption & TPM option

Replaces ML350p Gen8 / ML350 G6

Blue text designates new or improved feature over a previous generation product

Back to Menu

*US ILP and subject to change without notice



Competition

- Dell T620
- IBMx3500 M4
- Fujitsu TX300 S8

Key competitive advantages

- Greater Expansion with 24 LFF/48 SFF
- Greater I/O Expansion with 9 PCIe / 8 USB ports
- Embedded 4 ports NIC
- Embedded management stack
- Performance gains with 12Gb HP Smart Array and HP Smart Memory DDR4

HP ProLiant BL460c Gen9 Blade Server

The world's leading blade server



hp.com/servers/bl460c-Gen9

Key selling points

- Flexible embedded storage controller strategy for an ideal balance of performance & price
- Up to 50% performance increase with the new Intel® Xeon® E5-2600 v3 processors
- Agile Infrastructure management for essential simplicity and automation

Ideal for...

- Enterprise customers with Workloads / Apps : Virtualization, IT and Web infrastructure, collaborative systems, and HPC
- **SALES PLAY** : Virtualization, Productivity workhorse with the ability to adapt to any blades environment

Price positioning

- Standard 3-3-3
- Not to Exceed Entry starting@ \$3,619 to Performance SKUs starting at \$8,419

Up to 2 Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12/14 /16 /18 Cores

(16) **DDR4**, (512GB max), support for **NVDIMM**

2 SFF max, HDD/SSD, **12Gb SAS** support

Std. HP Dynamic Smart Array **B140i** **Choice of** HP Smart HBA H244br or HP Smart Array P244br for performance or additional features

Choice of 2x10GbE, FlexFabric 10Gb, FlexFabric 10/20Gb

2 PCIe 3.0 mezzanine slots

HP OneView, **HP iLO**, **HP RESTful Interface Tool**, **UEFI**

Standard 3-3-3 warranty

HP Secure Encryption & TPM option

Replaces BL460c Gen8 Server Blade

Blue text designates new or improved feature over a previous generation model

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Competition

- Cisco B200 M3
- Dell PowerEdge M620
- IBM FlexSystems x240
- Huawei Tecal CH121 Compute Node (China)

Key competitive advantages

- HP Quality
- Flexible embedded controller strategy
- 20Gb Virtual Connect
- Performance gains with 12Gb SAS and HP Smart Memory
- HP OneView & Next generation iLO technologies
- Future support for NVDIMMs, optional redundant mSD, and M.2

HP ProLiant WS460c Gen9 to Gen8 compare

The world's leading server blade



	ProLiant W460c Gen9	ProLiant WS460c Gen8
Compute	Up to 2 Intel® Xeon® E5-2600 v3 Series, 4/6/8/10/12/ 14 /16 /18 Cores PCIe 3.0, 2 available mezzanine slot	Up to 2 Intel® Xeon® E5-2600/-2600 v2 Series, 2/4/6/8/10/12 Cores PCIe 3.0, 2 available mezzanine slot
Memory	HP Smart Memory (16) DDR4 , up to 2133 MHz (512GB max)	HP Smart Memory (16) DDR3, up to 1866MHz (512GB max)
Storage	Standard HP Dynamic Smart Array B140i Choice of HP Smart HBA H244br or HP Smart Array P244br for performance or additional features	Standard HP Smart Array P220i/P230i
FBWC	1GB DDR3- 1866 MHz, 72-bit wide bus at 14.9 GB/s on P244br	512MB DDR3-1600 MHz, 72-bit wide bus at 10.6 GB/s on P220i
Battery	HP BLc 12W Smart Storage Battery	Super-cap
HP SmartDrives	2 SFF max, HDD/SSD, 12Gb SAS support	2 SFF max, HDD/SSD
Networking	Choice of 2x10GbE, FlexFabric 10Gb, FlexFabric 10/20 Gb, RoCE, VXLAN	Choice of 2x10GbE, Flex-10, FlexFabric
USB Ports/SD/Other	1 x USB 3.0, 1 x Micro-SD, future support for Optional Dual Micro SD/ Optional M.2 Support	1 x USB 2.0, 1 Micro-SD
GPU Support	NVIDIA Quadro K3100M, K6000, K5000, K4000, GRID MXM , GRID K1, K2; AMD FirePro S4000X (plan)	NVIDIA Quadro K3100M, 3000M, 1000M, 500M, K6000, K5000, K4000, GRID K1, K2; AMD FirePro S4000X
Management		
On Premise	HP OneView¹ and HP iLO Advanced	HP OneView and HP Insight Control
On Cloud	HP Insight Online with enhanced mobile appl	HP Insight Online
On System	HP iLO, HP SUM, RESTful Interface Tool, UEFI , Agentless Management	HP iLO, HP SUM
Power & Cooling	Enclosure-based (94% Platinum Plus)	Enclosure-based (94% Platinum Plus)
Industry Compliance	ASHRAE A3 (limited configurations)	NA
Power Discovery Services	Enclosure-based	Enclosure-based
Location Discovery Services	Enclosure-based	Enclosure-based
Warranty	3/3/3	3/3/3

Blue text
designates
new or
improved
feature
over a
previous
generation
product

TCO Tools

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TCO Competitive Calculator

ROI and TCO Analysis

- ProLiant Business Value Calculator - <https://roianalyst.alinean.com/go/HPProLiantBVC/>



General Information

You may experience a delay in loading of pages when you move to and from this page.

Specify Information about the Organization & Data Center

Customer Name	<input type="text"/>	i
Name of Organization	<input type="text"/>	i
Organization Location	Select One ▼	i
Country	Select One ▼	i
Primary Industry	Select One ▼	i
Employee Size	0	i
How many different types of servers you'd like to compare?	1 ▼	i
Do you want to compare all Existing servers to one type of Target server?	No ▼	i



ProLiant Business Value Calculator

The HP ProLiant Business Value Calculator has been created to provide you insights into the Return on Investment or Total Cost of Own in a variety of scenarios. These scenarios include legacy migrations as well as head to head comparisons, such as rack vs. blade servers be continuously updated with additional products from HP. Detailed financials available after registering for the report. We have provided guideline, more in-depth studies should be conducted with a HP representative or Partner for a more accurate view.

Inputs

What is the name of your organization?	<input type="text"/>
Which country is your organization located?	Select One ▼
Which industry represents your business?	Select One ▼
Which Scenario you want to create?	Legacy Migration to HP ProLiant ▼
What is the type of comparison?	Rack to Blade ▼
Over what period should the analysis be?	3 Years ▼



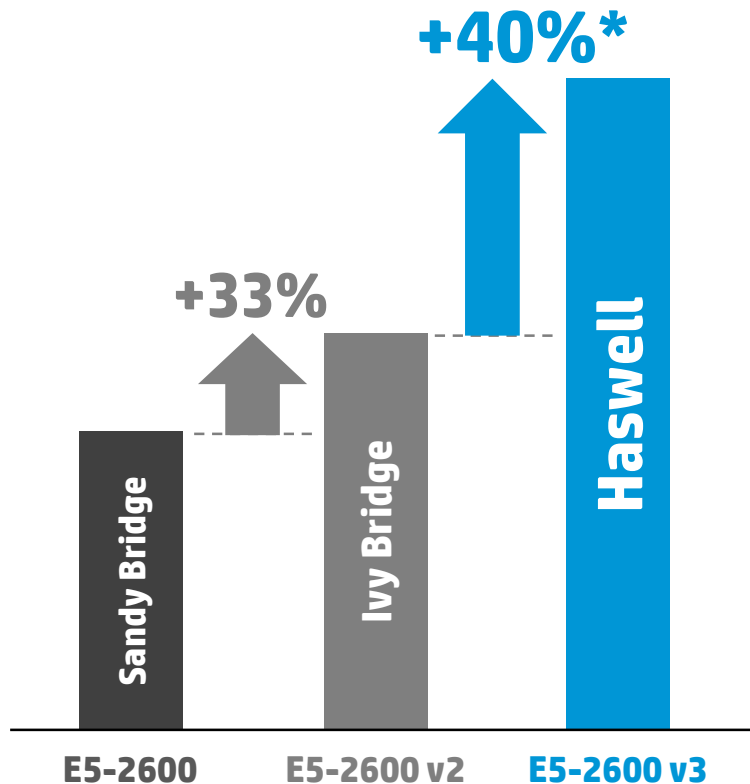
Intel E5-2600v3 CPU



Intel® Xeon® E5-2600 v3 Series

Description	Is – What is the 'new', unique differentiator	Does – What it does – function	Means – Customer value statement, benefit	Associated Quants/Claims
Intel® Xeon® E5-2600 v3 Series	Next Generation of Intel performance processors	All ProLiant Gen9 Snap1 servers have Intel® Xeon® E5-2600 v3 Series	Increase compute performance across multiple workloads by combining HP ProLiant innovations with Intel Next-Gen EP processors	<ul style="list-style-type: none"> • Up to 70% increase in workload performance with Intel® AVX 2 • Up to 36% increase in power efficiency with smarter power cores with Per Core P-States (PCPS) • Enabling virtualization orchestration with Cache QoS monitoring • DDR4 memory support <ul style="list-style-type: none"> • Up to 50% increased bandwidth with 3DPC • Up to 50% increased power efficiency • With DDR4 you can support higher memory bandwidth with lower density DIMMs; Overall platform price impact is minimal even assuming a 30% premium for DDR4 memory

Xeon E5-2600 Processor: Performance Projections



Gen8 Ivy Bridge: +33% over Sandy Bridge

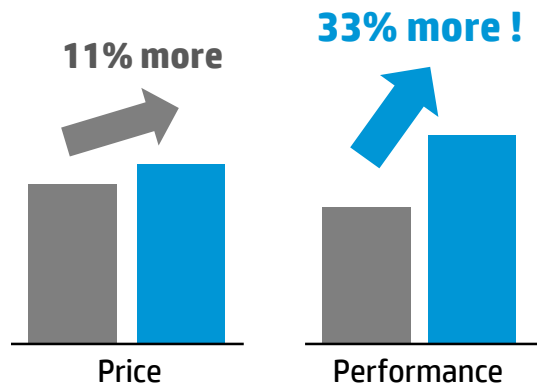
- ✓ Higher core count
- ✓ Higher memory speed

Gen9 Haswell: +40%* over Ivy Bridge

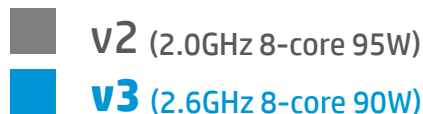
- ✓ New IA micro Architecture
- ✓ Higher core count (12 → 18)
- ✓ Higher QPI speed (8.0 → 9.6 GT/s)
- ✓ Higher memory speed (DDR4 2133MT/s)

Three examples for v2/v3 comparison

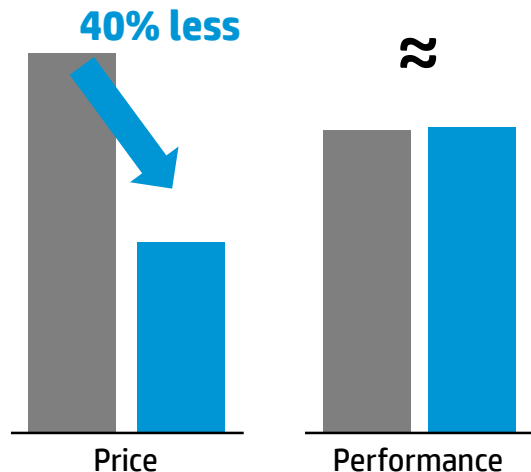
“same model”



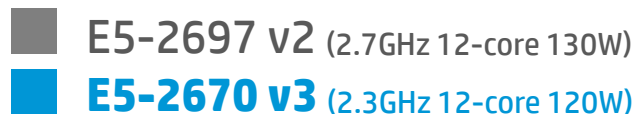
E5-2640



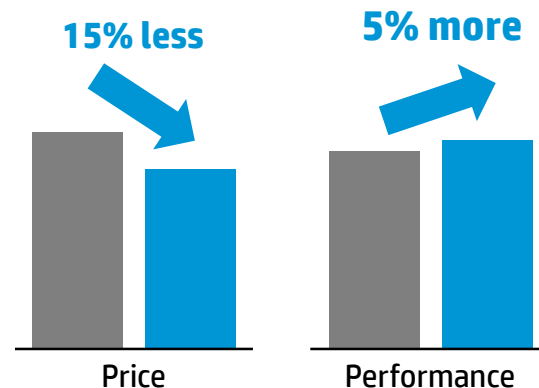
“same performance”



≈ 940 *



“same cores and freq”



8-core 2.6GHz



Server Management

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Menu](#)



HP Server Management

The world's best managed server

On Cloud



HP Insight Online

Cloud-based management for service ticket and warranty tracking, plus health & alerting

On Premise



HP OneView

Converged management for servers, storage, and networks with automation simplicity

On System

HP iLO Management and Smart Update



Intelligence on every HP server enabling setup, health and alerting, and firmware maintenance

Find out more [here](#)

HP OneView

Converged management for the software defined datacenter

What's new for HP OneView V1.2

HP OneView extends CI Management of servers, storage and networking to include:

- Gen 9 Server management
- Virtual Connect Migration Tool
- Standard/Advanced Packages
- G6 & G7 Server Monitoring
- Proactive Email Notifications
- Customizable Dashboard
- Canned Reports

HP Insight Control 7.4 available for ProLiant Gen9 support



Converged

simplified & consistent management across servers, storage, and networking

Software-Defined

rapid, repeatable, and reliable operations at lower costs using infrastructure templates

Automated

streamlined delivery of IT services to speed the transition to hybrid cloud



Servers



Storage



Networking

vmware

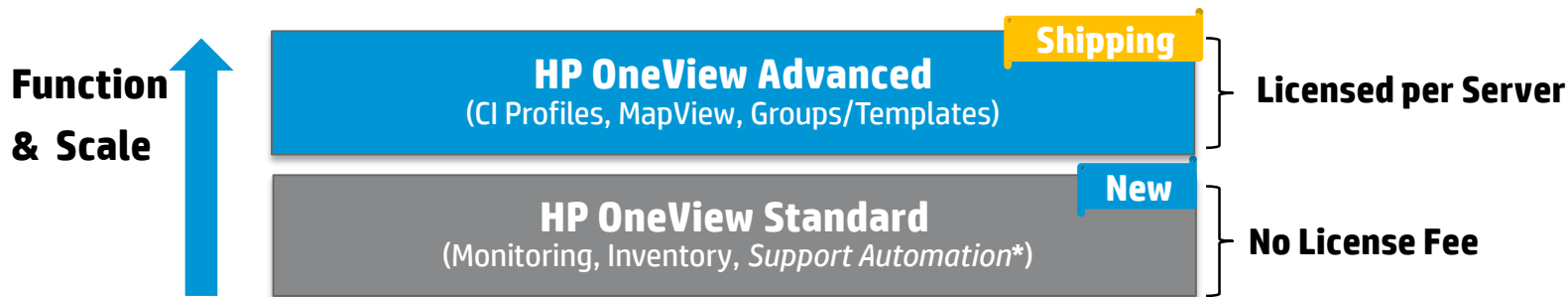


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¹HP OneView 1.2 support for BL and DL only. Expected Availability December 2014. Other platforms refer to HP Insight Mgmt products,

HP OneView Packaging Model – V1.2

One appliance model – simple license key unlock higher value



- ✓ **Standard Package** – “no fee license” included with platform purchase
- ✓ **Advanced Package** – “for fee license” provides powerful CI profiles & templates

HP OneView 'Standard' vs. 'Advanced'

Features	HP OneView Standard	HP OneView Advanced
Partner Integrations		X
SW-defined infrastructure (profiles, groups, sets...)		X
Storage monitoring, provisioning, management		X
Virtual Connect advanced management		X
Firmware management		X
Power management (3D visualization)		X
OS provisioning		X
iLO Advanced		X
Map View		X
Smart Search, Activity View, Dashboard	X	X
Monitoring	X	X
Inventory	X	X
Reporting	X (basic)	X (advanced*)
Remote Support*	X*	X*
Technical Support & SW Updates	1-year 9x5 support (option)	3-years 24x7 support (std)



HP OneView

Description	Is – What is the 'new', unique differentiator	Does – What it does – function	Means – Customer value statement, benefit	Associated Quants/Claims
Converged management designed to accelerate IT operations for managing servers, storage, and network resources.	Eliminating infrastructure complexity with automation simplicity.	<ul style="list-style-type: none"> Automates the delivery and operations of IT services, transforming everyday management of server, storage and network resources in physical and virtual environments. Based on the unique Fusion architecture featuring a software-defined approach to converged management that shifts the focus from 'devices' to 'how people work'. An intelligent automation hub that provides out-of-the-box integration with HP, VMware, Microsoft, Red Hat solutions and easy integration with many other management products. 	<p><u>IT Pros:</u> SDx approach to infrastructure management helps reduce server configuration and manual deployment time – while speeding provisioning and delivery of infrastructure components. Thus improving IT staff efficiency and speed.</p> <p><u>IT BDMs:</u> SDx is the approach that IT must adopt to meet business SLAs, and accelerate IT service delivery</p>	<ul style="list-style-type: none"> Complete deployment of a Hyper-V cluster in 5 easy steps as compared to 15 complex steps 50% reduction in the tools to learn, manage, deploy and integrate Automated cluster creation is more than 6x faster than with current server, SAN and storage management tools. There can be 66x faster service delivery with simple automation, saving admin time and reduced errors from manual steps. 40% less staff time for build and maintenance operations 4 API commands, infinite possibilities Provision infrastructure for ESX clusters >20X faster



HP OneView cont.

Description	Associated Quants/Claims
<p>Converged management designed to accelerate IT operations for managing servers, storage, and network resources.</p>	<ul style="list-style-type: none"> • HP OneView takes about 30 seconds and 4 steps vs. UCS takes about 2 hours and >480 steps to retire a network of 160 servers. • Network configurations are 24x faster • Configure servers 96x faster • BladeSystem with HP OneView delivers approximately 40% lower TCO • 220% ROI and 6 month payback • Migrate workloads 5x faster • 42% lower TCO • Reduce IT acquisition costs up to 41% • Reduce IT management operational costs by 54% • Reduce datacenter hardware costs by 50% • Reduce datacenter electricity usage by 13% (OpEx) • Single management view vs. dozens of separate views • Deploy servers approximately 23% less time • Migrate physical workloads 3x faster • A single, integrated management platform up and running 20x faster • Deploy BladeSystem infrastructure 45% faster • Complete deployment of a VMware vSphere cluster in 5 easy steps as compared to 15 complex steps • Deliver infrastructure and application services in minutes • Seconds to provision VMs for the cloud



HP Support Centre & Insight Online

Access IT infrastructure information anytime, anywhere



Servers



Storage



Networking

Log & Track Service Events

- Save time by logging cases online
- Track case progress
- View reports

Contract & Warranty Information

- View information in one place
- Manage renewals efficiently

Secure 24x7 Hardware Monitoring*

- Accurate & automated phone home support
- Achieve faster diagnosis



Save time with efficient contract, warranty, case and service credit management



Reduce costs with 24x7 remote monitoring, automated cases and parts replacement

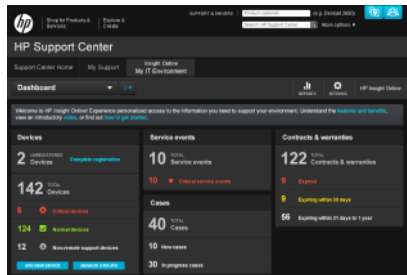


Reduce risk by fixing problems faster and reducing downtime

HP Insight Online & Remote Support Tools

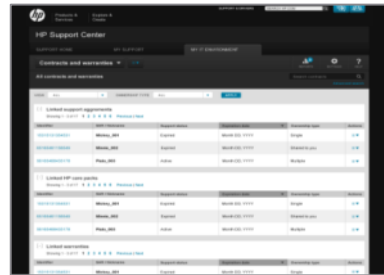
Monitor, manage & support your IT infrastructure online

**Personalized
dashboard**



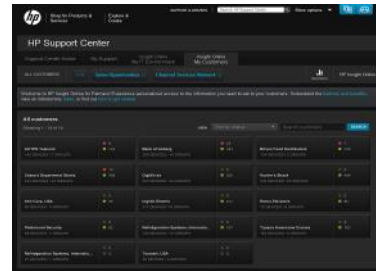
Monitor device health,
events & support status and
easily navigate to details

**Manage
HP support**



Proactively manage your
contract & warranty status,
support cases and service credit
balance

**Channel Partner
integration**



Share device views for
proactive support and
consultation

**Integration with
Remote Support Tools**



Support cases created for you
and replacement parts sent to
your door

Integrated into HP Support Center and HP remote support

Available at no additional cost with HP warranty or support agreements

Choice of HP remote support tools with Insight Online

Direct Connect

- ProLiant Gen8/Gen9 servers only (iLO4)
- No software installation or on-site console
- Simple sign up & activation
- Ideal for SMB or remote IT environment
- HP Insight Online personalized dashboard and partner view

Insight RS 7.1¹

- Supports most HP servers, storage, network devices
- Monitors up to 2500 devices per host server
- Requires host management server (can be virtual)
- SIM/Insight Control integration
- Optional HP Insight Online dashboard and Partner view

¹Software installation required



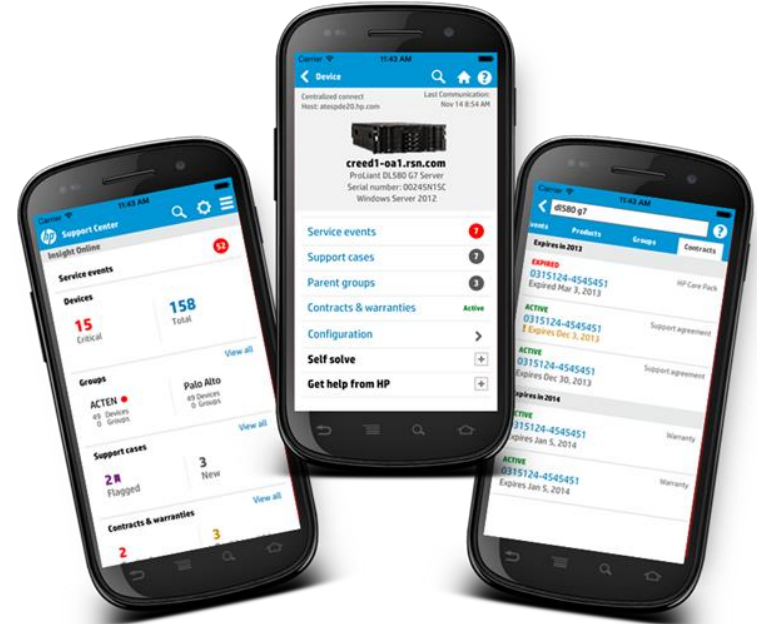
Insight Online My IT mobile dashboard

Get connected via Insight Online mobile dashboard



HP Enterprise Support Center Mobile

- **Mobile** and **personalized access** to device health and support information for anywhere, anytime access
- 24X7 remote monitoring, **automated** case creation and problem resolution for servers, storage and networking
- User friendly navigation to detail
- Available for **Apple iOS**, **Google Android** and **Microsoft Win 8 Phone** devices



Access information while you're on the go!



Addressing today's business challenges

Insight Online integrated with HP remote support

Save time with efficient contract, warranty, case and service credit management

Decrease costs through 24x7 remote monitoring, automated case creation and parts replacement

Reduce risk by fixing problems faster and reducing downtime



Up to **90%**
time saved on contract /warranty status²

50%
service call time reduction¹

66%
less unplanned downtime¹

¹IDC White Paper Sponsored by HP & Intel, The Business Value of the HP Proactive Insight Experience, Doc# 239199, March, 2013

²Internal lab estimate

Insight Online & Remote Support

-Questions to ask your customers

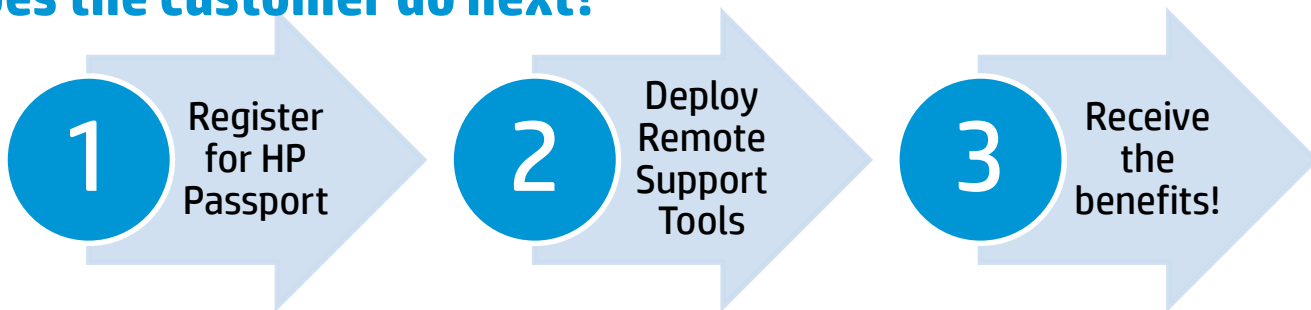
How do you manage support cases?

- Log cases with ease on the HP Support Centre
- Take it one step further with proactive failure alerting, and automated case logging with HP Remote Support Tools
- Option to allow partner access

How do you keep track of contract and warranties?

- Link contract & warranties to your HP Passport to see contract & warranty information in one place
- Automatically add contract & warranty information when using HP Remote Support Tools
- Option to allow partner access

What does the customer do next?



Insight Online & Remote Support

Find Out More

[Server Management Sales Portal](#) (HP internal only)

Insight Online

[Customer Presentation](#) (HP internal only)

[My IT Environment Demo/Simulator](#)

Insight Remote Support

Videos

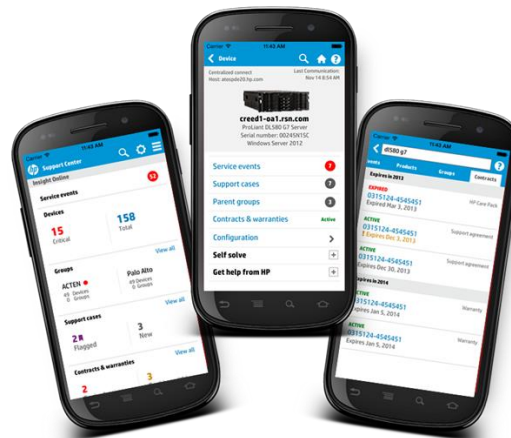
- [Benefit and Value](#)
- [Remote Monitoring](#)
- [Remote Data Collection](#)
- [Security](#)

[More information](#)

HP Support Centre Home

Q. Can HP OneView be used with HP Insight Remote Support and HP Insight Online?
A. Yes, coexistence with these support automation tools is important to many customers. HP OneView can coexist with HP Insight Remote Support. If HP Insight Remote Support 7.x is used, then that device information can be displayed and monitored in Insight Online.

Support Centre App



Services

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Menu](#)



HP Technology Services

Description	Is – What is the ‘new’, unique differentiator	Does – What it does – function	Means – Customer value statement, benefit	Associated Quants/Claims
<p>Technology Consulting and Support services that can be purchased with new HP servers.</p> <p>Our services help organizations and government agencies reduce risk, realize agility and stability as they blend tomorrow’s innovations with today’s technology to run their operations.</p>	<ul style="list-style-type: none"> Foundation Care SKUs are greatly simplified with no legacy foundational support SKU’s launched on ProLiant Gen9 Products Proactive Care Advanced – new service, launched in May, promoted on ProLiant Gen9 Blades for the first time 	<p>Provides IT advice and consulting to transform, deploy and integrate new technology plus flexible ongoing support services for organizations and government agencies.</p>	<ul style="list-style-type: none"> Support portfolio is a simplified and standardized portfolio of support services across all technologies, offered uniformly in all geographies. HP remote support technology allows customers to get connected to HP for 24x7 coverage, proactive problem prevention, accurate problem diagnosis and faster problem resolution, as well as interactive support portals and tools. 	<ul style="list-style-type: none"> \$112K/year potential savings with proactive services when products are connected to HP Prevent issues before they impact business (up to 66% less downtime) Analysis & planning for systems migration, consolidation & virtualization Up to 50% reduction in service calls Get up and running with trained workforce and minimum risk and disruption Deliver workloads and IT as a service your way Reduce deployment time with factory integration & technical consultants...Order to operations in as few as 15 days Near 100% diagnostic accuracy HP Support Center Mobile app



Support for ProLiant Gen9 Servers

Remember to attach HP Care Pack - increase order value and margin

Get connected



Resolve problems with
HP Foundation Care

Minimum Service : HP Foundation Care

Keep my systems up and running

- Faster problem resolution by connection your server to HP
- Coverage levels and response times that best fit your needs
- 24x7 coverage, 4 hour response

Get connected



Prevent problems with
HP Proactive Care

Recommended Upsell : HP Proactive Care

Prevent issues and access to best experts, who will own case from start to finish

- Prevent problems with predictive analytics and proactive consultation
- Solve problems faster with near 100% diagnostic accuracy and rapid access to advanced technical experts



Keep it simple What to sell – ProLiant Gen 9

Server	DL160 Gen 9 DL180 Gen 9	DL360 Gen 9 DL380 Gen 9 ML350 Gen 9	BL460c Gen 9
Warranty	1 Year Onsite Next Business day (Years 2 and 3 Parts only – NO ONSITE COVER)	3 Years onsite Next Business Day	
+++++Warranty only provides limited cover Monday to Friday 8am to 5pm only & excludes Bank Holidays+++++			
Should your server develop a fault Friday morning it may Monday afternoon before an engineer is onsite			
Minimum Service	3 Year NBD Foundation Care	3 Year 24x7 Foundation Care	3 Year 24x7 Proactive Care
Recommended	3 Year 24x7 Foundation Care	3 Year 24x7 Proactive Care	3 Year 24x7 PC Advanced
Upsell	Install/Startup, Foundation Care Software Support & consider 4 or 5 Years cover		



HP Technology Support Services

Personalized, proactive, simplified

Support for Converged Infrastructure

Foundation Care



Keep my converged infrastructure running

Per Device

Proactive Care



Prevent issues and get me to your best experts when there is an issue

Proactive Care Advanced

Dedicated resources to help maximize performance

Device or System/Solution

IT Environment support

Datacenter Care

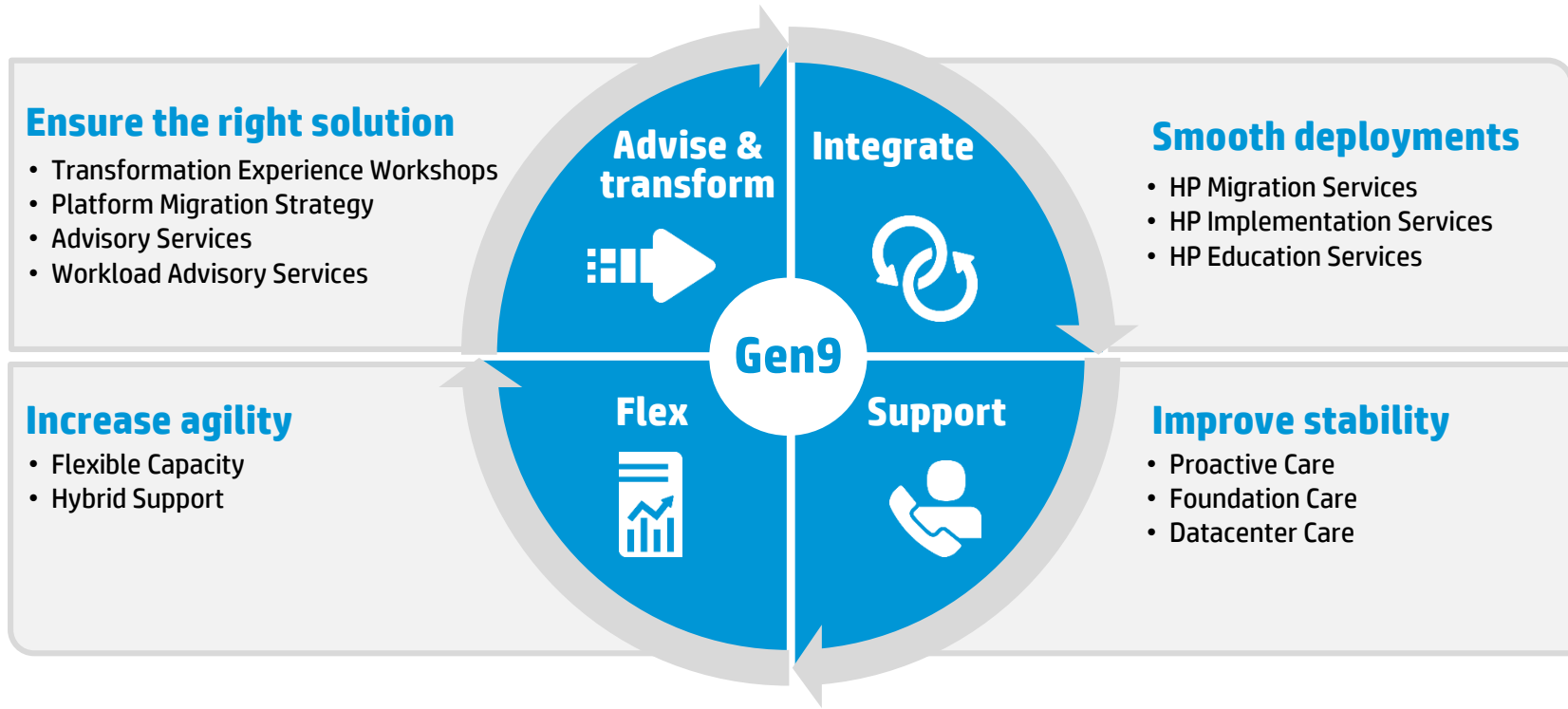


Help me better operate what I have today and evolve to Hybrid IT

Environment



Your partner for the life of your datacenter



HP Technology Services for HP ProLiant Gen9

New Foundation Care services for ProLiant servers

Simplified portfolio reduces complexity and streamlines support

Consistent support choices across HP
servers, software, storage and networking products

Call to repair choices

6 Hour call to repair

**HP Foundation
Care
Call to Repair**

Other CTR

Coverage window choices

4 hour, 24x7 HW support

2 hour, 24x7 SW support

2 hour, 24x7 HW support

HP Foundation Care 24x7

4 hour, 24x7 SW support

4 hour, 13x5 HW support

4 hour, 9x5 SW support

4 hour, 9x5 HW support

Support Plus 24

NBD hardware

**HP Foundation Care
Next Business Day**

Support Plus

Scheduled onsite

- Foundation Care for ProLiant, Apollo and Moonshot includes collaborative software support
- Care Pack Services available for 3,4, or 5 years

