Getting to Shared Services with HP BladeSystem Matrix

HP – Illuminata Webcast
Today’s speakers

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Shared Services Model

- Service-Oriented (SOA)
- Consolidated & Shared (reduce silos & fiefdoms)
- Standardized and Simplified (iteratively)
- Agile and Effective (the outcome)
- Details may vary, but these core attributes do not
• *Everything!*

• That’s only *slightly* hyperbolic, considering today is:
  
  – Static
  – Sprawling
  – Siloed and divided
  – Hard and risky to change
  – Expensive / unscalable

• *Efficient, Agile, Effective = the reward*
Tomorrow’s business will be built on a converged infrastructure

- Servers
- Storage
- Power & cooling
- Management software
- Network

Virtualized • Resilient • Orchestrated • Optimized • Modular
Shared Services: Benefits

- **Being Efficient, Agile, Effective**
  - IT that can operate at business scale and speed
  - Low cost of IT per service or transaction accomplished
  - Ability to rapidly change IT as conditions change
  - Low cost and risk of change
  - Lower risk of IT failure, even though more dynamic
  - Strong mapping of IT to business needs & outcomes
  - Insight into IT’s performance, because measured
  - Increased ability to shed / outsource low-value work
Shared Services: Hurdles

• Change is *hard*

• Everyone there *eventually*; some fast, some slow

• Organizations must rethink & retool
  – De-silo & share
  – Use architected approach
  – Look beyond pieces to outcomes
  – Organize around services delivered
  – Measure, improve, and prune – ongoing cycle

• Others will take slower, more incremental road
HP BladeSystem: The ideal foundation for converged infrastructure – from desktop to NonStop

- **Client Virtualization**: Virtual Desktop, Workstation Blades
  - 1st under $1000 per seat

- **Small & Remote site**: c3000, Storage Blades
  - #1 SMB blade, Optimized for the "undatacenter"

- **Enterprise Data Center**: C7000, Virtualization, Telco
  - #1 in blades 11 consecutive quarters

- **Massive Scale Out & HPC**: 2-in-1 Compute Blades, StorageWorks X9000
  - #1 platform on Top500 list

- **Mission Critical**: Integrity, Integrity Nonstop
  - 1st NonStop 24x7 service levels on blades

- **Shared Services**: BladeSystem Matrix
  - 1st converged infrastructure for shared services
Converged Infrastructure with HP BladeSystem Matrix
Get the benefits of shared services today

Instantly adjust to dynamic business demands
Provision and modify complex infrastructure in minutes, not months

Transform the economics of your data center
Double admin productivity with payback in less than a year

Integrated by design
Built on the industry’s leading blade architecture, pre-configured and installed by HP experts
What’s Special About Matrix?

• That it is designed, bought, operated as a whole

• High-level management baked in
  – Unified network
  – Virtualization
  – Provisioning
  – Orchestration

• Basically, it’s a Shared Services Engine

• Get IT out of the build-it-yourself, piece-parts & tweaking business

• Re-focus IT on apps / services only they can build
Tackling the toughest IT projects

Continuous consolidation
Transform long-term projects into ongoing efforts

Energy-aware planning
Consolidate workloads for maximum power efficiency

Everyday high availability
Fast and affordable recovery and maintenance

Dynamic infrastructure provisioning
Quickly repurpose infrastructure without re-installation
Stein Mart
Upscale, off-price retailer offers choice, style and convenience to 276 neighborhood locations throughout the U.S.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Help bare-bones IT staff simplify application rollouts, adapt to economic changes and maintain 200+ stores</th>
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<tbody>
<tr>
<td>Solution</td>
<td>Created a central data center based on BladeSystem Matrix to support corporate functions and servers in each store</td>
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<tr>
<td>Results</td>
<td>Turned IT into a competitive weapon by accelerating time to deployment, lowering operating costs and improving flexibility to respond to market demands</td>
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50% improvement in hardware deployment time

Bare-metal server to live application in **3 hours** in any location

**Lowered cost** for deployment of new and upgrade systems
IT Aims Toward Efficiency, Flexibility

• Many layers
  – Virtual, consolidated, modular, standardized, managed
  – Infrastructure by the Pound
  – Shared Services Model

• Common aim: Efficient, flexible IT

• Use every lever and tool in the box
  – Virtualization, standards, networks, integration, SOA, SLM, SLAs, modularity, sharing, de-silozation, orchestration, …
  – To up-level IT & return focus to delivered outcomes
Q & A
For more information visit: www.hp.com/go/matrix

Thank You