HP NT4 Server Consolidation Solutions: Battle Card

Adaptive Enterprise	Achieve Better Return on IT

hp invent | **Microsoft**
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Solution Overview

To support today's rapidly evolving and value-oriented enterprise, HP is helping companies build an infrastructure that is agile, reliable and cost-effective. IT organizations face constant pressure to lower costs while improving performance, and a great way to help them meet their objectives is through server consolidation. With Windows Server 2003 you can help your customers consolidate servers while creating an easier to manage IT environment, both of which lead to lower TCO.

As systems age, TCO normally increases when functionality and performance decreases relative to newer technology. The lifecycle of NT 4.0 will soon come to an end, and customers will continue to witness an increasing TCO if they don't move to consolidate servers. Currently there are more than four million servers running NT 4.0 and Microsoft has announced the end of life support for NT4 terminating Dec. 2004. Windows Server 2003 offers significant performance and functionality improvements compared to NT 4.0. New HP hardware, such as the 64bit Itanium servers, combined with HP services extends that performance improvement with a complete package that ensures a successful migration.

As solutions in HP's Adaptive Enterprise portfolio, HP NT4 Server Consolidation Solutions based on Microsoft technologies offer many benefits:
> Cost savings resulting from server consolidation
> Cost savings resulting from decreased IT management needs
> Improved manageability through centralization and better control over complex IT environments
> Improved reliability and service levels with upgraded hardware and software
> Improved file system making it easier to find and access file across expanding networks
> Lowered risk through broad support for the latest security capabilities combined with security that it integrated into applications
> Superior scalability proven by industry benchmarks

Value to Customers

Lower costs by consolidating servers
> Increase IT staff productivity by decreasing OS and server maintenance and management requirements
> Decrease hardware cost needed to upgrade to the latest Windows OS features
> Consolidate file and print servers by up to 35%

Improve reliability
> Achieve a significant improvement in up-time with new Windows Server software (up to 99.99% - Aberdeen Group study)
> Experience unprecedented levels of reliability achieved by many major companies that have designed their infrastructure around Windows Server 2003

Enhance scalability
> Deploy HP 4 and 8-way rack-mounted servers as well as blade systems to allow smooth scaling in a 32-bit environment
> Utilize 64bit Itanium 2 systems to more easily scale to meet workloads and data management requirements

Improve deployment, management and use
> Speed implementation with familiar Microsoft software, reliable HP hardware, essential deployment software and end-to-end services and support
> Utilize easier-to-use Active Directory and Management Services to deploy new servers

HP NT4 Server Consolidation Solution Components

HP Services Methodology: HP Services follows a three-step process to enable infrastructure solutions:
1. Evaluate technology and build the business case for migration to Microsoft-based infrastructure
>> Vision to Value Service
2. Design the new infrastructure and develop the migration plan
>> Design and Planning Services
3. Deploy and manage the new infrastructure across the enterprise
>> Implementation Service
>> Review Service
>> Software licensing
>> Support service
>> Outsourcing and managed services
>> Education

HP Migration Solution Services
End-of-life transition services – providing the assistance needed to move forward
Integration services – smoothly transitioning your infrastructure to accommodate technology advances
Next-generation migration services – fast-forwarding your enterprise to the Intel Itanium processor family

HP Management Solutions Software: HP provides end-to-end management solutions for Microsoft Windows based IT infrastructure including MOM (Microsoft Operations Manager) and SMS (Systems Management Server. HP OpenView provides the perfect complement to a Windows Server 2003 infrastructure, extending the ability to effectively manage and maintain resources and service levels with lower costs across the enterprise.

HP Hardware and Storage: HP provides hardware and storage solutions that provide a highly reliable, available and scalable platform for the Windows infrastructure. From HP ProLiant and Integrity servers to high-availability StorageWorks storage solutions, HP provides award-winning, industry-standard hardware infrastructure matched to Microsoft technologies.

Microsoft Solution Components

Windows Server System: includes Windows Server 2003, Exchange Server 2003, and SQL Server 2000, Microsoft Operations Manager Server and Microsoft Systems Management Server provide low TCO solutions to address the critical infrastructure components of messaging and collaboration, security, and data management and analysis.

Windows Server 2003 Standard Edition: Business server operating system (OS), provides functionality for file and print, Web communication and application servers.

Windows Server 2003 Enterprise Edition: Powerful mid-range server OS with all features of Windows Server 2003, plus advanced availability and increased scalability for larger enterprise applications.

Windows Server 2003 Datacenter Edition: Powerful, scalable enterprise solution for data warehouses and transaction-intensive applications.

Supporting Microsoft Infrastructure Components:
> Microsoft SQL Server 2000
> Microsoft SQL Server 2004 (Yukon)
> Microsoft Operations Manager (MOM)
> Microsoft Systems Management Server (SMS)
> Microsoft Application Center
> Microsoft Metadirectory Services
> Microsoft Internet Security and Acceleration Server
> Microsoft Systems Architecture for developing standardized enterprise-class data center architectures
> Microsoft Windows Terminal Services
> Microsoft SharePoint Portal Server

Customer Targeting

Ideal HP NT4 Server Migration customers are:
> Large global or multinational companies
> Searching for ways to reduce the cost of their IT infrastructure
> Seeking ways to automate their value chain and link more easily to customers and business partners
> Searching for ways to consolidate NT4 workloads in File/Print, Messaging, Network, Applications, Web and Database for operational efficiency.
> Concerned with risk, and need expertise in deploying a Microsoft-oriented solution
> Concerned about managing IT environment
> Distributed IT enterprise, but believes in the value of centralized IT
> Current Microsoft NT4 users are :
   1. Not happy: dissatisfied due to problems with reliability, scalability and TCO of existing NT4 systems.
   2. Happy: have achieved stability with NT4 and often do not see the value in upgrading satisfied, but may be attracted to new capabilities of Windows Server 2003, lower TCO, ease of management, and maintaining an up-to-date, standardized environment.

Business Decision Maker (BDM) Pain Points

Pain: Not maximizing asset utilization and conserving capital

HP/Microsoft Solution Value: Consolidating servers allows an organization to decrease the number of servers needed, thereby saving costs.

Pain: IT maintenance and system management costs are high

HP/Microsoft Solution Value: Consolidating with HP servers (running Windows Server 2003), software, and services creates a less complex environment with better management tools - allowing IT to do more with less.

Building an adaptive enterprise with HP and Microsoft

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Technical Decision Maker (TDM) Pain Points

Pain: Continuing pressure to decrease costs combined with a high TCO from NT4

HP/Microsoft Solution Value: Consolidation of servers allows an organization to simplify their IT environment making it easier to manage over time – at much lower costs.

Pain: Systems are becoming too complex and unmanageable

HP/Microsoft Solution Value: Combining leading management tools, such as HP OpenView and HP Insight Manager with the increased flexibility of Windows Server 2003 aids in developing a simplified environment that allows organizations to more easily manage their systems while making them more responsive to end user and business needs.

Pain: Lack of experience and resources to handle a complex server software migration

HP/Microsoft Solution Value: HP provides an extensive array of services backed by the experience derived from hundreds of Windows Server 2003 migrations. In fact, HP has successfully implemented these technologies in-house during HP's large, complex merger.

Pain: Reliable service has been difficult to maintain with NT4, and it is not very scalable

HP/Microsoft Solution Value: HP solutions with Windows Server 2003 on HP servers have achieved 99.99% up time and have increased the ability to scale significantly.

Competitive Overview

Alternatives to HP and Microsoft infrastructure solutions include:
Organization status quo or do-it-yourself mindset: unwillingness to change or upgrade due to perceived high costs, limited resources to migrate, satisfaction with their current systems, or the belief they can do it themselves
Vendors with competitive infrastructure platform offerings: IBM, Dell and Unisys
Vendors with infrastructure service offerings: EDS and IBM GS, and many national and regional System Integrators

General Advantage Points

> **Partnership** – Microsoft has recognized HP as a Prime Integrator for Windows 2003, Exchange 2003 and .NET Technologies. Also, HP has created an optimized Microsoft systems environment and HP and Microsoft engage in joint R&D.
> **Superior Product Line Breadth** – HP is able to offer a the most complete range of servers and storage in the industry.

> **Advanced Software Tools** – Management and deployment tools (HP OpenView & HP ProLiant Essentials) help customers deploy Windows solutions more effectively.
> **Recognized expertise** – HP has a wealth of experience around Microsoft solutions with millions of seats of Windows NT/2000/2003 and Exchange 5.5/2000/2003 seats deployed or under contract. HP has completed hundreds of migrations from NT4 and adds experience across heterogeneous environments. HP also offers the "QuickStart" assessment service for building a consolidation plan and tools like "Business Value Advisor" and "REJ" to determine a value justification.
> **Integrated solutions** – HP has worked closely with Microsoft since the initial releases of Windows, Exchange and other technologies. In fact, Windows 2000 and Windows Server 2003 were developed on HP ProLiant platforms. HP has designed Active Directories for some of the world's largest implementations.
> **Internal use** – HP has successfully implemented these tools to run HP's own business.

Objection Handling/Q&A

Q: Sure NT4 is working fine. I know I can consolidate, but that costs money and, if it isn't broken, why fix it?
A: NT4 could be described as the "pre-Internet OS" and, as such, it doesn't offer the abilities to address current challenges for security and stability. Additionally, Windows Server 2003 offers much greater value to your customers in terms of ease of administration, ease of management, reliability, and containing long term costs.

Q: Is this version of Windows really reliable? My NT4 servers crashed all the time.
A: Microsoft has proven that it can provide 99.99% availability to leading corporations such as Barnes & Noble, H&R Block, and NASDAQ. Aberdeen Group has studied 10 early W2K adopters and found reliability approaching 99.99%.

Q: Windows won't scale to meet my needs, will it?
A: Windows Server 2003, Datacenter Edition on HP Integrity Superdome, reached a 64-way non-clustered TPC-C result of over 786,000 transactions per minute-C results. Also, compared with NT4, Microsoft tests show that Windows 2000 Server performance on the same hardware is 25% better (running Windows 2000 client) to 175% better (running Windows XP client). These benefits are multiplied by scaling up to more processors.

Q: Migration to Active Directory will be difficult, won't it?
A: Windows Server 2003 does not require Active Directory for services such as file and print, VPN, application and web services. Even without Active Directory, your customer will enjoy a more reliable and more manageable solution. You can phase in Active Directory, domain by domain, to take advantage of capabilities like centralized desktop management and domain consolidation.

Q: Some of our in-house applications won't work on Windows Server 2003. What's the implication?
A: Many applications and devices are certified to run on Windows Server 2003, or will be soon. Microsoft offers tools for legacy apps.

Case Studies

NASDAQ – NASDAQ consolidated NT4 servers by 30%, decreasing costs and increasing application speed.

Reed Elsevier - Implementing a standardized, high-performance IT infrastructure based on services and solutions from HP and Microsoft®. This includes HP ProLiant servers, StorageWorks storage, Microsoft Windows® Server 2003, Exchange Server 2000/2003, and Microsoft Windows XP. This new global IT environment will reduce total cost of ownership (TCO), improve security, and streamline communications for the publisher's four main business units

Key Reference Customers: Lockheed Martin, Credit Suisse First Boston, HP Internal systems

Additional Resources

HP
HP and Microsoft Windows Server 2003
http://h71028.www7.hp.com/enterprise/html/8179-0-0-0-121.html
HP Solutions for Microsoft
http://h71028.www7.hp.com/enterprise/html/8168-0-0-0-121.html
HP Migration Services
www.hp.com/hps/agility/optimize/op_migration.html
HP Operating Systems Services
www.hp.com/hps/os/os_windows.html
HP IT Consolidation
http://h71028.www7.hp.com/enterprise/html/4197-0-0-225-121.html
HP ProLiant IT Consolidation
http://www.hp.com/servers/proliant/consolidation
HP and Microsoft Alliance
http://h71028.www7.hp.com/enterprise/html/8161-0-0-0-121.html
Server Consolidation Sales Portal
http://salesportal/productview/ServerConsolidation.aspx?filename=ProductView_Server%20Consolidation.xml&ArsenalTag
Microsoft
Microsoft Windows Server 2003
www.microsoft.com/windowsserver2003/default.mspx
Microsoft Windows Server System
www.microsoft.com/windowsserversystem

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