



**streamline
the delivery of
hosted services**

**“HP has a solid understanding
of the pressures facing web-hosting
providers, and knows that downtime is
not an option.”**

Demian Sellfors
Chief Technology Officer
Media Temple Inc.



i n v e n t

Ensim hosting management for hp ProLiant servers running Linux

simplify implementation and operations

Getting innovative services to market quickly and cost effectively—that’s the cornerstone of success for service providers in today’s competitive hosting business. When you’re managing a large-scale hosting operation, however, growing complexity and staff limitations can place a serious drag on your ability to compete effectively.

HP and Ensim have the answer to these challenges: a solution that simplifies the implementation and operation of Linux-based hosted services, enabling xSPs, telcos, and Internet data center operators to:

- configure and deploy web servers running on Linux in the data center
- provide easy-to-use control panels to enable end-users to manage their websites
- define compelling service plans offered on managed web servers—shared, dedicated, private server, or private-label reseller—bundling in the most popular third-party applications
- build a profitable reseller channel
- receive and deploy product updates and patch releases for managed servers
- integrate other modules for automated order management, service provisioning, billing, and support ticketing

By combining Ensim hosting management software with ProLiant servers from the new HP, we deliver a powerful solution for service providers to build and operate a more scalable and profitable hosting business. It’s the key to streamlining the entire hosting life cycle—reducing operating costs and increasing profit margins.

efficiently deliver hosted service plans

ProLiant servers are the industry-leading servers for Linux, and Ensim hosting management software has been optimized to take full advantage of this powerful and innovative computing platform. With HP and Ensim, service providers can build and scale hosted services quickly, easily, and cost-effectively.

The Ensim Service Delivery Platform simplifies all major hosting activities. This solution enables you to automatically configure and deploy the Linux operating system on web servers in your environment. And, you can also efficiently define and provision compelling service plans that include popular third party applications such as MySQL, SquirrelMail,

Tomcat, and Miva e-commerce. You have complete control over your entire environment from a centralized web interface, including integration with order management, billing, and trouble ticketing modules. In addition, the companion WEBppliance software from Ensim provides control panels to streamline administration of hosted websites for you, your resellers and your customers.

rely on a proven Linux server platform

ProLiant servers are proven in the toughest Linux environments and are ideal for dynamic hosting. This versatile and proven server family is renowned for its industry-defining technology, reliability, and cost-effectiveness. Modular, ultra-thin ProLiant servers deliver the performance, scalability, availability, and flexibility you need in a small space. And innovations such as data center-class server blades offer powerful, yet simple, computing that easily adapts to rapidly changing business requirements.

simplify management

Every ProLiant server is designed with HP Integrated Lights-Out management capabilities built in, providing more effective control of distributed remote sites and data centers, while reducing management effort and cost. And HP Management Agents for Linux further enhance your management capabilities by providing overall system status and direct access to in-depth subsystem information—all through a convenient web interface.

grow your reseller channel

Ensim's hosting management solution enables service providers to sell directly to end-customers, as well as build an efficient reseller channel. Resellers can leverage this solution to easily automate their selling, service provisioning, customer billing and support processes.

adapt smoothly to change

HP provides you with a complete hosting management solution built on the HP Adaptive Infrastructure, providing a flexible foundation for the remote deployment of software and user services. Based on unifying industry standards and powered by innovative next-generation technologies, the HP Adaptive Infrastructure integrates easily with your existing environment and scales seamlessly as your needs evolve. It's your assurance of being able to adapt, conserve, and respond to rapidly changing business requirements.

leverage valuable online resources

To ensure a rapid, smooth implementation of your hosting management solution, the HP ActiveAnswers website provides an online knowledge base with best practices for planning, deploying, and operating Ensim software on ProLiant servers running Linux. It's an invaluable resource to help you maximize the benefits from this unique solution.

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get more information

For more information on HP and Ensim hosting management solutions, please contact your HP representative or reseller, or visit hp.com/solutions/ensim.

