

Prompt, reliable issue resolution

Plus a time-saving, cost-saving update service

HP Insight Control Environment and Insight Control Environment for BladeSystem include one year of 24 x 7 HP Software Technical Support and Update Service, ensuring rapid access to HP support staff and proactive delivery of software updates. A 3 year uplift option is also available as a Care Pack.

Service highlights include:

Software Updates

Complete Insight Control product and documentation updates are made available to the system manager.

Software Licensing

Customers receive a licence to use and copy updates for all systems covered by the original software licence.

Electronic Software Information

Access to HP's electronic support facility for Insight Control software patches, a symptom-solution database, product descriptions, specifications, technical literature and more.

NB: Registration is critical:

Whilst the support and update entitlement period begins on the date of purchase;

- Customers cannot download updates without registering
- Customers will not get recognised for support without registering

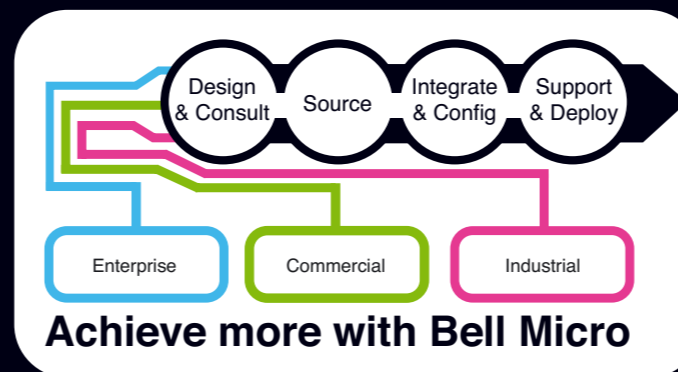


For detailed information on HP Insight Control and associated support uplift, go to HP Product Bulletin or call your Bell Micro Account Manager

Bell Micro is a specialist IT distributor that occupies a central position in the IT supply chain between those companies who create IT products and services and those who supply end-users. We provide a complete service that is designed to enhance the capabilities and performance of our partners in this channel. The services and technologies we supply are wide-ranging, so too are the ways we assist our partners. For some, it is a case of ensuring the right IT products are available at the right time and cost, for others the service is more extensive with Bell Micro working in partnership to address opportunities at every stage of the technology lifecycle – from design to deployment. Bell Micro operates through three channels to market – industrial, commercial and enterprise – each of which offers a wide range of services and products from major IT vendors.

For more information and contact details visit:

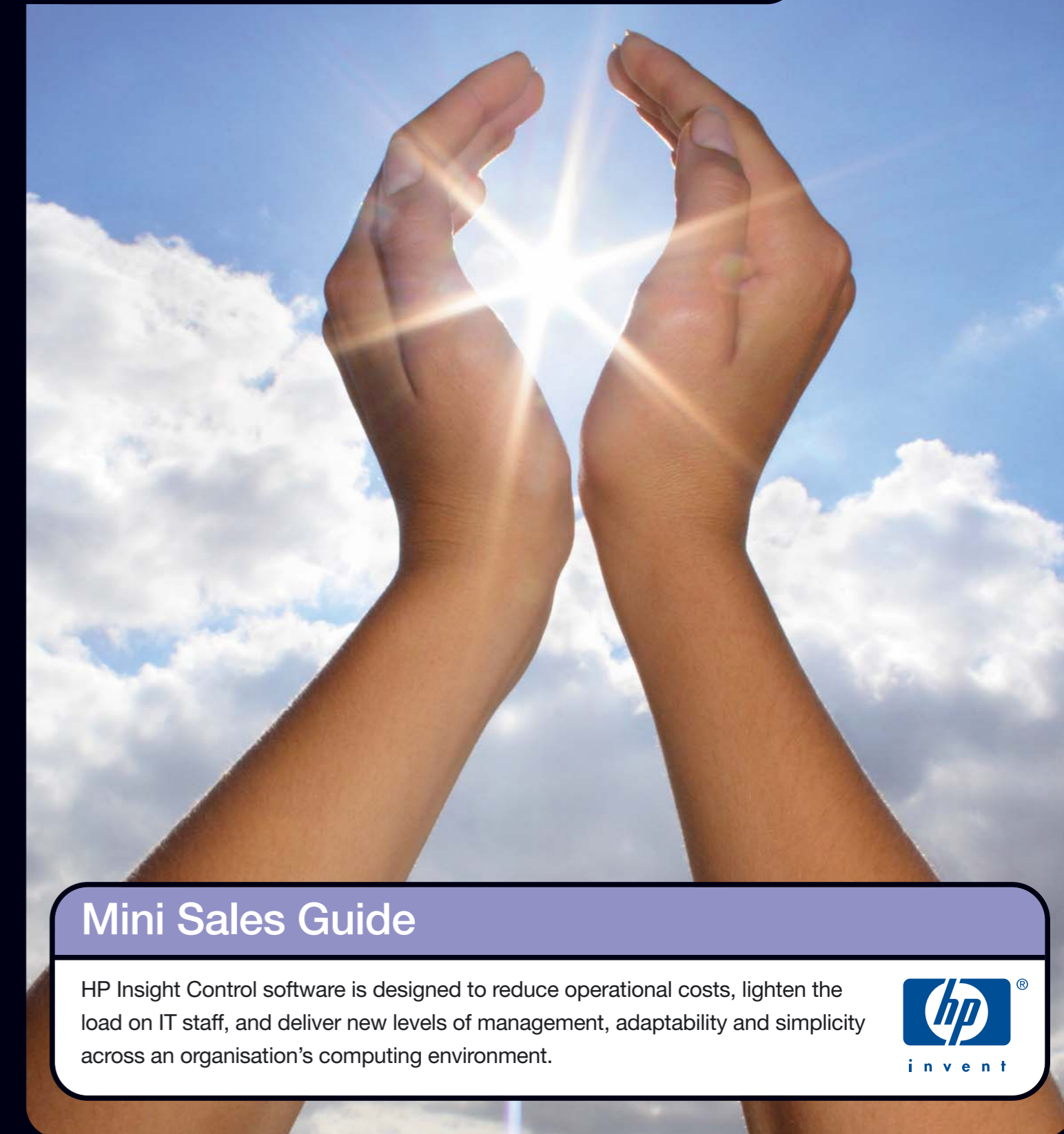
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HP Insight Control



Mini Sales Guide

HP Insight Control software is designed to reduce operational costs, lighten the load on IT staff, and deliver new levels of management, adaptability and simplicity across an organisation's computing environment.



Introduction

HP BladeSystem/ProLiant solutions come with one of the most comprehensive management software portfolios in the IT industry. The HP Insight Control Suite addresses all aspects of HP BladeSystem/ProLiant server management, by bringing together HP Intelligent embedded technology, Systems Insight Manager (SIM) and core ProLiant essentials software in simple, integrated packages, with streamlined licensing.

Insight Control enables you to:

- Integrate
- Deploy
- Monitor
- Control
- Protect
- Optimise

This means that organisations benefit from:

Total Control

Maximum Flexibility

Tangible Savings

What's in it for the reseller?

1. Having sold an HP BladeSystem/ProLiant solution, the HP Insight Control Suite options enable you to **increase revenue**, and add **margin rich services** into the mix.
2. You can **add real value into the customer**, delivering a solution that includes tools for monitoring, analysis, power regulation, patch management, automation and rapid deployment.
3. As your customer will have to register in order to receive support and download updates for Insight Control, you have the ideal opportunity to **protect yourself in the account as their preferred solution provider**.
4. Including 1 year of 24 x 7 HP Software Technical Support and Update Service as standard, you have the opportunity to offer a 3 year uplift option – also available as a Care Pack, which will **strengthen your position with the customer for an even longer period of time**.
5. **Extensive support from Bell Micro**. Our pre and post sales expertise is available to help you progress any Insight Control sales opportunities, from discovery to closure.

Key customer messages

Control

Gives total command over management resources and greater flexibility in the way those resources are deployed.

Predictability

Delivers tangible cost savings through enhanced infrastructure stability and reduced unplanned downtime.

Affordability

Reduces the time and cost associated with infrastructure roll-out, change and update.

Efficiency

Optimises utilisation of datacentre power and cooling facilities.

Optimisation

Implementation services help to streamline deployment, give a head-start on leveraging advanced capabilities, and minimise installation-related risk and disruption.

Opportunity spotting

Profile

Enterprise datacentres that depend on ProLiant and BladeSystem infrastructure

Mid-sized organisations, struggling with infrastructure complexity and limited resources

Listen out for customers mentioning:

- Reactive rather than proactive problem detection processes that frequently rely on end users to notify IT that there is a problem.
- Manual, ad-hoc and inconsistent processes used for time-consuming activities such as performance monitoring, root cause identification and service-level reporting.
- Lack of remote management tools, resulting in the need to dispatch IT staff to site to conduct simple hardware and software maintenance, upgrade or repair activities.
- Overuse of manual software distribution and deployment processes, resulting in inconsistent end-user environments and increased business risk due to missing or delayed security upgrades.
- Lack of timely and accurate configuration and performance data necessary to plan or implement changes, resulting in delays and faulty implementations.
- Poor communication and difficulties sharing information between IT staff.

Key features & benefits

Total Control

Take complete control of your ProLiant and BladeSystem infrastructure from anywhere, to help maximise IT infrastructure stability and minimise risk.

Monitor: Monitor servers, storage and more, with one simple interface and receive proactive notification of impending or actual failures.

Control: Remotely control systems at any time, from anywhere – independent of the OS state.

Protect: Detect server security vulnerabilities and deploy system software, OS and application patches to prevent potential exploits.

Maximum Flexibility

Achieve maximum flexibility in workload deployment and optimisation, to enhance IT responsiveness to changing business needs and accelerate business growth.

Deploy: Quickly and reliably deploy and manage inventory of critical IT assets.

Optimise: Fine tune utilisation of server and facilities resources through unified management of virtual and physical infrastructure and accurate power measurement, capping and regulation.

Integrate: Easily integrate into existing management processes via industry standards.

Tangible Savings

Realise tangible savings and make the most of every pound you invest in server assets, staff and facilities.

- Maximise infrastructure stability and reduce incidence of unplanned downtime.
- Reduce time and cost associated with infrastructure roll-out, change and update.
- Optimise utilisation of server resources and datacentre facilities.
- Maximise the scalability of scarce IT talent.