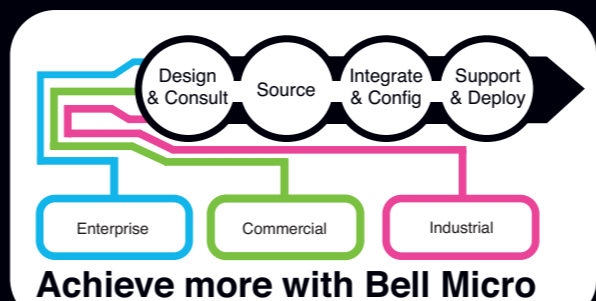




Bell Micro is a specialist IT distributor that occupies a central position in the IT supply chain between those companies who create IT products and services and those who supply end-users. We provide a complete service that is designed to enhance the capabilities and performance of our partners in this 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.

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HP Storage Essentials

Storage – organised

business partner



The contents are as follows

- 1 What is HP Storage Essentials?
- 2 Customer storage pain points
- 3 What's in it for your customer
- 4 What's in it for you
- 5 How can Bell Micro help?
- 6 Opportunity spotting HP Storage Essentials
- 7 Key customer features & benefits

What is HP Storage Essentials?

HP Storage Essentials is a Storage Resource Management (SRM) solution that enables both mid-market and enterprise size organisations to manage their IT storage more effectively and economically. There are two versions: Standard Edition (aimed at the mid market) and Enterprise Edition (for large organisations).

Storage Essentials is able to drive extensive benefits to both IT and Business as follows:

From an
IT perspective

Imagine a solution that can map your complete storage infrastructure, manage the effectiveness of the resources within it (such as disk capacity and provisioning), reveal their effect on your key services & applications, generate audit/compliance reports and allow you to proactively plan for the future. All in real time, across multiple vendors and from one central console!

From a
business perspective

Imagine a solution that provides you with the ability to increase the efficiency, availability and the agility within your business whilst at the same time reallocating the savings in resources and budgets to more proactive and innovative business tasks.

1

Customer storage pain points

- 1 Business objectives:** Every organisation looks to deliver key business objectives but often do not have the information required to effectively implement them.
- 2 Visibility & Performance:** IT often has little or no visibility of their storage infrastructure and changes within it as they occur. On average only 40-50% of storage is utilised efficiently.
- 3 Sticky Tape Strategies:** Lack of information leads to IT reacting to business needs by simply adding hardware to their storage infrastructure. On average storage is growing 80% year on year.
- 4 Multiple Storage Solutions:** No customer standardizes on one storage vendor. Multiple vendor solutions are often administered through multiple teams, resources and processes. For every £1 spent on storage hardware £7 is spent on its management.
- 5 Firefighting:** Due to lack of information and problem resolution tools IT departments are spending 80% of their time firefighting issues when business needs them to concentrate on more innovative tasks.

For every organisation a strategic approach to SRM has become a business critical issue.

2



Allows customers to standardise storage management across both multiple infrastructures (i.e. NAS, DAS, Arrays, switches and servers) and vendors (i.e. HP, IBM, EMC, Hitachi, Sun etc). Reduces resource requirements and automates up to 20% administration tasks.

Unified storage management (heterogeneous)

Easily identifies all storage devices through auto discovery, visualisation and topology mapping. Uses in-built monitoring tools to measure utilisation, provision storage and reduced problem resolution time. Reduces hardware purchasing, increases asset utilisation.

Effective identification and monitoring

What's in it for your customer

By mapping storage to key applications customers can reveal their effect on both internal and external services. Allows to forecast future requirements and deal with current bottlenecks affecting service levels.

Aligns storage to business services

Through extensive report packs and trend analysis tools IT and Business can predict storage requirements for both existing and future projects. Align IT with the business.

Future proofing

By focusing on solutions which meet your customers' business needs you are increasing your profile, increasing your customers' loyalty to you and making it hard for competitors to remove you from the account.

Increases your customer loyalty

Storage Essentials attaches to your existing storage business and opens new high margin streams for software and associated services.

Increase your revenue and margin

What's in it for you

Managing data and increasing the efficiency and economy of the storage infrastructure are key business issues for your customers.

Meets customers' business needs

How can Bell Micro help?

- Bell Micro has extensive experience in HP Storage Essentials solutions, working with partners at every point in the deal to ensure they win and profit from this technology.
- Our people are on hand to help you scope and deliver any type of HP Storage Essentials business. Bell Micro Presales and Account Support will help you to qualify and quote any type of deal whilst our Partner Services consultants are available to compliment your in-house skills with deployment.
- We are able to offer a number of opportunity generating services, such as seed units, discovery and demonstrations.
- Our marketing department can help and advise on lead generation activities, including materials, events and campaigns.
- Your Bell Micro Account Manager will be able to provide details on how to access these resources.



5

Opportunity spotting HP Storage Essentials

Profile

- Any storage intensive industry and/or an organisation experiencing rapid storage growth.
- Both medium size (100-999 employees) and larger organisations (up to 5000 employees).
- Customers who have heterogeneous networked storage.
- People: SAN architect, storage administrator, system administrator, CIO, IT Director, Business Systems and Knowledge workers.
- Organisations with an existing EVA investment. 8-12 servers, 1-4 EVAs, 6-8 TBs, 2 switches 16 or 32 ports.

Listen out for customers mentioning:

- A variety of management tools already in-situ, HP OpenView.
- A low tolerance for downtime.
- Being reliant upon whiteboards, spreadsheets, custom scripts, home-grown software and device specific management tools in place.
- Multiple planned projects to be implemented.
- Have key SLA's / SLM's need to deliver to internal/external customers.
- IT budget constraints.
- Limited staff/IT resource.
- Experiencing high volumes of data growth (in conjunction with above).
- Storage consolidation.

6

Key customer problems, features & benefits

Problems	HP Storage Essentials Features	Benefits
<p>PROBLEM – The IT department has little or no visibility re the performance of the organisations storage environment.</p> <p>PROBLEM – Average utilisation of storage is only 40% to 50%.</p>	<p>Automatically discovers and maps the storage network (DAS, SAN, and NAS) and backup topology by pictorially displaying the objects, path and zones between the application and LUN on which the corresponding data resides.</p> <p>Inbuilt storage capacity provisioning tools featuring alerts for predefined thresholds.</p> <p>Provides the information to monitor and make decisions, resulting in quicker time to problem resolution. Identify root cause of performance impact.</p> <p>Monitors availability and utilisation at host, switch and array.</p> <p>Monitors performance of key applications in relations to the storage subsystems and file identification. Reveal their effect on your key services & applications.</p> <p>Monitors application, host, HBA, switch, disk subsystem.</p> <p>Manage systems remotely from any location.</p>	<p>Reduces the time and resource required to monitor, administrate and resolve incidents within the storage infrastructure.</p> <p>For example: To provision 1TB = with SE 15 min; Manually = 6-8 hours.</p> <p>Enables quick detections of performance “bottleneck”, so service level agreements (SLA) are maintained or exceeded.</p> <p>Link SLA's across entire infrastructure.</p> <p>Allows resource to be freed up for more innovative business tasks.</p> <p>Makes IT more aligned to business needs.</p> <p>Allows assets to be fully utilised and maximised. Thus reduces the cost of hardware upgrades and associated software/services etc.</p>

7

Problems	HP Storage Essentials Features	Benefits
<p>PROBLEM – Very few customers standardise on one vendor. Storage is usually split in to silos based on particular vendor solutions, separate teams, resources and processes.</p>	<p>Multi-vendor infrastructure – NAS, DAS, arrays, fabric switches and HBA. Multi-vendor support including IBM, EMC, HDS, Hitachi, 3PAR, Sun.</p> <p>HP Storage Essentials standardises and automates processes. Centralise and automate routine tasks. Automate tasks and reduce the risk of human errors and avoid costly downtime.</p> <p>Centralises multiple teams.</p> <p>Storage Essentials won an SNIA award for being 100% compatible with all storage environments (not including mainframe).</p>	<p>Automation leads to on average 20% reduction of manual administration tasks.</p> <p>Increases security and reduces human error and associated costly penalties in compliance failures.</p> <p>Increases speed of deployments and reduces associated costs.</p> <p>Lowers training costs.</p> <p>Reduces overall TCO of support team(s) as their growth is no longer tied with storage infrastructure expansion.</p> <p>Allows resource to be freed up for more innovative business tasks. Makes IT more aligned to business needs.</p>
<p>PROBLEM – Business is looking to deliver key objectives but IT does not have the information necessary to accurately predict any additional capacity needed so either under or over estimate requirements.</p>	<p>Allows IT and the business to proactively predict storage requirements for both existing and new project requirements.</p> <p>Includes graphical trending and forecasting.</p> <p>Soft Quota management allows proactive monitoring of consumption levels, and file system management provides file-level scanning, analysis, reporting, and policy-based management capabilities.</p> <p>Supports a wide variety of reporting formats, including HTML, XML, Microsoft Excel, and PDF.</p>	<p>Allows business and IT to work together on common objectives.</p> <p>Allows forecasting and proactive planning.</p> <p>Reduces the risk of change and costs of failure.</p> <p>Allows resource to be freed up for more innovative business tasks.</p> <p>Makes IT more aligned to business needs.</p>

8

Problems	HP Storage Essentials Features	Benefits
<p>PROBLEM – As a result IT spends most of its time reacting to current requirements and spending budget on short term fixes.</p> <p>PROBLEM – Data storage is increasing 100% year-on-year and for every £1 spent on hardware £7 is spent on storage management (Gartner).</p> <p>PROBLEM – On average only 10% of the IT budget is spent proactively, 90% is spent on reactive tasks.</p>	<p>Extensive set of reports can be customised and scheduled for automatic e-mail distribution, satisfying requirements for capacity and performance management, planning, asset management, and chargeback.</p> <p>Allows customer to see what storage they already have.</p> <p>Automatically discovers storage utilisation.</p> <p>Inbuilt storage capacity provisioning tools with alerts for predefined thresholds.</p> <p>Allows customer to move and provision storage to where it is needed.</p>	<p>Allows customers to fulfil the popular aim of ‘doing more with less’, thus reducing the cost of hardware upgrades and associated software/services.</p> <p>Allows resource to be freed up for more innovative business tasks.</p> <p>Makes IT more aligned to business needs.</p>
<p>PROBLEM – When auditing IT customers have to audit each server individually so information is never 100% accurate and in real time.</p>	<p>Automatically keeps track of changes within the infrastructure.</p> <p>Extensive set of reports can be customised and scheduled for automatic e-mail distribution, satisfying requirements for capacity and performance management and planning, asset management and chargeback.</p> <p>Supports a wide variety of reporting formats, including HTML, XML, Microsoft Excel, and PDF.</p> <p>Quick access to business operation metrics (e.g. audit and usage reports). Within hours rather than days/weeks.</p>	<p>Reduces the time and resource required to keep track of changes within the infrastructure.</p> <p>Increases security and reduces human error and associated costly penalties in compliance failures.</p> <p>Allows resource to be freed up for more innovative business tasks.</p> <p>Makes IT more aligned to business needs.</p>

9