



“Here I Come to Save the Day” — HP Steps Up for the Littlest Data Center

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Management Summary

Do you remember the 1940's cartoon character *Mighty Mouse*? A miniature version of Superman, Mighty Mouse could *fly*, he had *extraordinary strength*, and he was *invulnerable*. He used his super powers to help any underdog (pun intended) to solve any crisis (usually involving any number of evil cats). Mighty Mouse proved the old adage that *good things can come in small packages*. That has never been as true as it is today when you look at the information technology (IT) requirements of the smallest businesses.

Major enterprises are never at a loss for IT suitors. Systems vendors always will continue to knock down their doors to get in line to sell them a thousand blades or a petabyte of storage at a time. Even the enterprises known as *SMBs* (small and medium businesses) – with anywhere from 100 to 1000 employees – have IT requirements of a sufficient size to warrant everyone from Dell to HP to IBM, and seemingly everyone else, to come calling with an IT solution tailored to their requirements. There are literally thousands of SMBs commanding the attention of these major players. But what about the company with less than 100 employees? Or, perhaps, even less than 10? What type of IT solution has ever been packaged to make the life of one of these entrepreneurs any easier? Where can a sub-SMB purchasing their first server go to find an economical solution with a high-speed processor (that can really fly), can service up to 10 users (extraordinary strength), and has the reliability to consolidate backups and resist unexpected failures (invulnerability)? One vendor that the micro-business can look to for an economical solution to reduce the total cost of ownership (TCO) is HP.

This month, HP announced the arrival of the HP *ProLiant MicroServer*, a mighty platform designed with the micro-business in mind, with *Just Right IT*. The ProLiant MicroServer is a secure server with the ability to adapt to the needs of the business and the capability to share access and resources with an office-full of clients. To learn more about the ProLiant MicroServer, please read on.

Challenges for the Micro-Business

For a class of business so large, it is surprising that so little attention has been paid to the micro-business. HP has estimated that there are 1.7 million small businesses with less than 10 employees, or clients PCs on a peer-to-peer network, out there looking to buy their first server. These organizations will be looking for an end-to-end solution that meets all of their priorities and is easy to deploy and manage, especially so with the aid of a Value-Added Reseller (VAR) who can provide the required applications and services to complete the solution.

Just like there big brothers, and bigger brothers, the micro-business needs to do more with less. However, the micro-business is starting from an entirely different position. With anywhere from one to ten PCs running in a very distributed fashion, the micro-business does not have a server or an IT department, and needs to create a simplified

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and centralized environment to position itself for growth while reducing costs. What are some of the challenges they face? First and foremost, any enterprise needs to protect its business information and improve the response time to their customers. In addition, they must improve efficiency without sacrificing simplicity. Furthermore, they must continually improve employee productivity in an era of changing business priorities. The question they face is “How to do that?”

One vehicle that has the capability to address all of these issues is an application server with the capability to centralize information distribution for faster access with file and application sharing. A centralized resource can enable management to improve control over who has access to sensitive enterprise information, protecting valuable company assets. A server also enables the business to adapt quickly to meet expanding needs and to respond to customer requirements and competitor challenges. Without an IT staff to resolve server issues, the micro-business needs to find a supplier with an end-to-end solution to relieve the business of that responsibility.

In HP, and with HP’s channel, the micro-business has just such a partner. With everything that the micro-business needs for success, from networking to clients to printers and imaging, HP can deliver the server-surround environment to facilitate a successful deployment of IT services. Moreover, with over 20 years of history in designing, manufacturing, and servicing over 20 million servers, HP has the experience necessary to deliver the right amount of IT for the micro-business, not a stripped-down, compromised version of an enterprise server economized to fit the micro-business environment, but a carefully designed platform with simple and cost-effective information management and the right amount of headroom to enable a growing business to expand at their own pace. Combined with their server-surround capabilities, HP has now designed the HP *ProLiant MicroServer* to fit the micro-business with *Just Right IT*.

HP’s ProLiant MicroServer Solution

HP has designed the ProLiant MicroServer to provide essential server functions at an affordable price. It can **share** a centralized information store enabling version control, provide a **secure** and **reliable** access with enhanced control over who gains access to sensitive company information, and is **adaptable** to meet the changing needs of a growing company. At an affordable

\$329, the MicroServer has more than enough resources to consolidate multiple client PCs into that single, centralized resource.

Based upon AMD’s dual-core *Athlon* processor running at 1.3GHz with 2MB of cache, the MicroServer comes with 1GB of ECC DDR3 memory to reduce the chance of memory corruption and a 160GB third-generation SATA disk drive running at 7200rpm. It has an embedded SATA RAID controller with RAID 0/1 support to help prevent data loss and an embedded PCIe Gigabit Ethernet adapter. The MicroServer comes with a low 200W power supply, in order to help reduce the TCO, and has an environmentally-friendly decibel rating of less than 24dB, which makes it ideal for an inhabited office environment. The MicroServer comes with a one-year, next-business-day parts replacement warranty; however, a three-year on-site warranty is also available for an additional \$126. HP’s *Hardware Support Onsite Service* provides high-quality remote assistance and onsite support for your covered hardware, helping you to improve product uptime.

In terms of adaptability and flexibility, the ProLiant MicroServer is more than adequate. The micro-business can choose between Microsoft *Windows Server 2008 R2 (Foundation or Standard Edition)*, and *Red Hat 5 Linux*. With two DIMM slots, the system can expand from a standard 1GB to a full 8GB configuration. There is room in the MicroServer for up to four plug-gable drives (which are inserted into drive carriers to facilitate adding drives without having to cable each drive to the storage controller) and two PCI Express slots for additional controllers. The drives come with capacities that range from the standard 160GB up to 2TB, providing the system with up to 8TB of storage capacity. Even with the maximum memory and maximum disk storage, the price is under \$3800, well within the budget of the more data-intensive micro-business. In addition, there are a variety of internal and external backup devices certified, including a DAT40 internal tape drive and RDX160 and RDX320 external drives.

In keeping with a “design for simplicity” objective, HP provides a “Health LED (i.e. the HP logo). This indicator light provides health status on the CPU, memory, and fan (amber, blue or red for non-critical issue, ongoing activity or critical issue, respectively). HP also provides the HP *ProLiant MicroServer User Diagnostics Solution*, which is a proactive server management

tool that provides diagnostics and troubleshooting capabilities to assist the user in verifying server installations, troubleshooting problems, and performing repair validations.

With an entire application solution from a single vendor, product evaluation and system integration are easier and faster than ever, to help reduce the TCO of the IT infrastructure. In addition, with a single point of contact, keeping your server operational is easier, whether you are contracting directly with HP for service or using the VAR who knows your entire environment, including the application.

Conclusion

A centralized server enables the micro-business to present one version of the truth to its employees and to its customers, putting the right information into the right hands at the right time. With a single information store, the micro-business can protect its valuable assets and have them shared by all. Moreover, with the ProLiant MicroServer, the micro-business has an asset that will grow with them, protecting the investment that the business makes in its IT infrastructure.

With the MicroServer, the business will be installing a reliable server with fewer points of failure than with a peer-to-peer network, and will be easier to manage and service. With the latest technology, you can replace aging, and probably out-of-date, PCs with an inexpensive and faster system. For this micro business segment, the channel partner or reseller provides the customized integrated solution, allowing the customer to work with a local trusted advisor.

With a small *Ultra Micro Tower* form-factor (10.5”h x 10.2”d x 8.3”w), the MicroServer can literally be installed anywhere, on your desk, under a table, or even in the break room. It is a whisper quiet server operating at less than 24 dB, suitable for any workplace.

With a base price of \$329, HP provides the micro-business with an answer to all of its IT growth needs. If your small business is straining with a complex network of PCs and fragmented storage, take a look at the ProLiant MicroServer, it may be the answer you have been looking for to save your day, as well.



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