



HP AppSystem Portfolio Improves Enterprise Agility with Convergence from Infrastructure Through Applications

Overview

To increase agility, speed innovation and successfully transform to an [Instant-On Enterprise](#), clients need to rapidly deploy and harness the power of next-generation applications.

New application deployments can be complex, taking up to 18 months to roll out and optimize for the business. The complexity of maintaining and integrating these environments often results in missed deadlines, incomplete projects, increased costs and lost opportunities. In fact, only 32 percent⁽¹⁾ of application deployments are rated as “successful” by organizations.

Built on the HP [Converged Infrastructure](#), the new HP AppSystems portfolio offers a fully integrated technology stack that includes hardware, management software, applications, tailored consulting and HP Solution Support services.

These highly optimized solutions greatly improve application performance and reduce implementation from months to a matter of minutes. HP AppSystem solutions are optimized for key application areas, including business intelligence, real-time analytics, data management and collaboration.

HP AppSystems are built on industry-standard components which delivers flexibility and agility while many competitive offerings are proprietary, creating additional silos within an enterprise that increase complexity, cost and risk.

HP AppSystem solutions can be rapidly deployed, allowing enterprise and midmarket clients to quickly realize the value of their applications and capitalize on new market opportunities. The AppSystem portfolio supports a client’s choice of applications and is built on open standards

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to seamlessly integrate within existing infrastructures.

The HP AppSystem portfolio includes the following:

- [The HP Vertica Analytics System](#) allows clients the ability to analyze massive amounts of data in real time, unlocking predictive trends and patterns, providing competitive differentiation and delivering the operational insight that allows customers to monetization their data. The system's innovative architecture is built from the ground up as an analytic work load engine for speed and scale. It allows clients to load data up to 1,000 times faster than traditional databases, while scaling to hundreds of nodes as well as petabytes of data efficiently without performance degradation. The system is uniquely designed to provide predictive analysis and trending across structured, unstructured and semi-structured data. Built on the [HP BladeSystem](#) platform, this next generation analytics database engine provides an integrated solution for the fastest time to business value.
- [The HP Business Data Warehouse Appliance](#) reduces the complexities and costs faced by many midmarket clients when deploying data warehouses up to 5 terabyte. Optimized for Microsoft® SQL Server 2008 R2, the system is easy to deploy and can be implemented 66 percent faster than competing solutions for less than \$13,000 per terabyte. Jointly engineered with Microsoft, the solution results in up to 50 percent faster input/output bandwidth to speed data load and query response.
- [The HP Database Consolidation Solution optimized for Microsoft SQL Server 2008 R2](#) simplifies the management of virtualized infrastructures associated with the proliferation of SQL server databases. This solution consolidates hundreds of transactional databases into a single, virtual environment while enabling applications to access data. Once installed, new high-performance SQL Server databases can be provisioned in minutes and migrations can be accomplished with near-zero downtime.

These new solutions expand HP's line of turnkey appliances, which also includes: [HP Enterprise Data Warehouse Appliance](#) and [HP Business Decision Appliance](#).

Life cycle support and consulting services



To further reduce the complexity of applications in the enterprise, HP Technology Services provides a full life cycle of consulting services, from strategy, assessment, design, test, implementation, training and HP Solution Support for ongoing peace of mind.

The new HP AppStart consulting services, tailored to select AppSystems, are designed to accelerate time to application value. HP Solution Support provides single-point-of-contact services for the entire turnkey solution, including third-party software.

Availability

The HP Vertica Analytics System, HP Database Consolidation Solution and HP Business Data Warehouse Appliance are available today.

Launched at HP's premier client event, [HP DISCOVER](#), which is taking place through June 10 in Las Vegas and Nov. 29 - Dec. 1 in Vienna, Austria, these appliances support the critical role agility plays in today's [Instant-On Enterprise](#). In an age of "instant" expectations, businesses and governments need to have the ability to respond quickly and effectively to the changing needs of businesses and citizens.

(1) CHAOS Summary 2009, Jim Johnson, Standish Group, April 2009.

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