



HP Unveils World's Most Efficient Modular Data Center

HP EcoPOD offers clients breakthrough time, cost and energy savings

LAS VEGAS, June 6, 2011 – HP today unveiled the world's most efficient modular data center that can be deployed faster than any competitive offering – in just 12 weeks – and at a quarter of the cost when compared to a traditional brick-and-mortar data center.⁽¹⁾

Utilizing 95 percent less facilities energy, the [HP POD 240a](#), also referred to as the "HP EcoPOD," extends HP's leadership in modular data centers and represents a new class in the company's family of [HP Performance Optimized Data Centers \(PODs\)](#).

The HP EcoPOD exemplifies decades of real-world experience and the most advanced engineering in the industry from HP. Built on [HP Converged Infrastructure](#), the turnkey solution and services provide clients that are currently burdened with aging infrastructure, limited space and shrinking budgets the agility needed to rapidly scale and meet increasing capacity demands.

Ideal for data center expansion, new capacity and disaster recovery, or as temporary capacity during data center renovations, the HP EcoPOD delivers maximum density with a no-compromise approach to serviceability.

The HP EcoPOD streamlines a 10,000-square-foot data center into a compact, modular package in one-tenth the space. It provides a traditional data center service model while housing up to 44 industry standard racks of IT equipment and more than 4,400 servers. The technology is accessible via two cold aisles or a shared eight-foot hot aisle for streamlined serviceability.

Unique HP Adaptive Cooling technology developed in part by [HP Labs](#), the company's central research facility, enables clients to intelligently optimize energy savings based on IT load, climate and policy by automatically adjusting cooling methods, including using outside air. As a

Editorial Contacts

Dayna Fried, HP
+1 949 422 7206
dayna.fried@hp.com

Kimberly LaFleur
Burson-Marsteller for HP
+1 312 596 3412
kimberly.lafleur@bm.com

HP Media Hotline
+1 866 266 7272
www.hp.com/go/newsroom



result, clients can reduce energy use by 95 percent when compared to a traditional facility.⁽²⁾

Additionally, the HP EcoPOD Environmental Control System provides comprehensive management, automation and integration. With powerful remote access capabilities, it is simple, programmable and extensible to existing building control systems.

"The revolutionary, low-cost, modular approach to data centers will dramatically increase our compute power while using one-tenth of the typical data center space," said Laura Patterson, chief information officer, University of Michigan. "The compelling energy savings demonstrates reducing operating costs can be done in a sustainable way, which is a top priority of our campus."

"Constrained by budget, power and space limitations, customers need a cost-efficient, modular computing environment that can be quickly deployed," said Michelle Bailey, vice president, Research, IDC. "The new HP EcoPOD addresses key requirements that make modular data centers a more attractive option to a broader set of customers, industries and usage models."

The highly efficient, modular HP EcoPOD enables clients to:

- Speed time to value by 88 percent with [HP POD-Works](#). The world's first assembly facility for accelerating delivery of modular data centers provides clients a fully integrated, pretested HP EcoPOD in as little as 12 weeks. Traditional data centers can take two years or more to plan, build and deploy.⁽³⁾
- Reduce capital investment costs by up to 75 percent. The HP EcoPod offers a unique, modular design and turnkey solution approach that can result in as much as \$24.7 million savings for clients, compared with building a traditional 1.2-megawatt data center.⁽⁴⁾
- Decrease facilities energy costs by up to 95 percent utilizing HP Adaptive Cooling technology with a Power Usage Effectiveness (PUE) as low as 1.05, compared to a PUE of 2.0 or more for a traditional brick-and-mortar facility.⁽⁵⁾

Customers gain a faster return on their investment through HP's comprehensive life cycle services that include planning, design, onsite



support and simplified service support management.

HP EcoPOD availability

The HP EcoPOD is currently available in limited quantities to early-adopter clients. Broad availability is scheduled for the end of the year in North America, and will follow in other regions.

[HP Converged Infrastructure](#) is a key element to an [Instant-On Enterprise](#). In a world of continuous connectivity, the Instant-On Enterprise embeds technology in everything it does to serve customers, employees, partners and citizens with whatever they need, instantly.

HP's premier client event, [HP DISCOVER](#), takes place June 6 - 10 in Las Vegas and Nov. 29 - Dec. 1 in Vienna, Austria. The event showcases how organizations can get started on their [Instant-On Enterprise](#) journeys.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

- (1) The HP POD 240a offers a reduction in deployment time, capital spend and annual energy savings when compared with traditional data centers built from the ground up, based on HP internal engineering analyses.
- (2) New POD technology from HP offers 95 percent greater energy efficiency compared to a traditional brick-and-mortar data center, based on internal HP testing.
- (3) Construction costs are derived from HP internal testing and comparisons of assembling a POD compared to building a traditional data center. Implementation time savings of 88 percent is derived from HP internal testing and comparisons of assembling a POD compared to average construction time for traditional data centers.
- (4) Based on HP cost estimates and comparisons to building a traditional data center.
- (5) Based on HP estimates and analysis of energy savings comparisons between an EcoPOD and traditional data center

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