



New HP Storage Consulting Services Drive Agility

LAS VEGAS, June 6, 2011 – HP today announced new [Storage Consulting Services](#) that will enable clients to design and deploy a flexible storage environment that maintains data access, improves management and reduces costs.

Today, exabytes of digital information are created, captured and replicated, and it is complex and time consuming to manage and exploit information at this massive scale. Enterprises need to capture, protect, archive, search and retrieve the data needed to power the enterprise.

New HP Storage Consulting Services offer clients real-world experience in planning, designing and deploying storage for an HP Converged Infrastructure. This modernized infrastructure includes converged storage options that align data with a storage system that improves organizational agility. Greater data accessibility and manageability enables clients to rapidly respond to changing market demands.

“Our clients require storage that will increase their agility without adding complexity,” said Steve Walsh, vice president, Storage Consulting, HP. “HP consultants help clients build a highly flexible storage infrastructure that manages and secures data, while ensuring accessibility. As a result, clients can more quickly align their IT to changing business strategies while decreasing the cost and risk of the storage in the data center.”

The new HP Storage Consulting Service include:

- [HP Backup/Recovery Impact Analysis](#) and [HP Storage Impact Analysis Service](#) that enable clients to create a roadmap for changes to improve backup and recovery systems as well as storage infrastructure. This includes assessing how converged storage can, reduce risks and improve performance and lower costs. Evaluation of backup and recovery system support plans, as well as required modernization to include data stored with cloud or virtualized services, is also available.
- [HP Backup/Recovery Modernization](#) and [HP Storage Modernization](#)

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Services deliver on the results of the Impact Analysis Services with planning, design and implementation of systems can deliver a consolidated, virtualized, standardized infrastructure, enabling customers to be ready for the cloud increase utilization of storage resources, and lower operational costs.

- HP 3PAR Start Service accelerates the design and implementation of HP 3PAR Utility Storage, using HP best practices to ensure a quick implementation that reduces the time to value for clients.
- HP Data Migration Service migrates data from legacy to modernized converged storage systems, including fat-to-thin migrations HP uses advanced tools and methodologies to manage complex migrations simply. Clients are ensured of a reliable and fast transition that keeps data accessible.
- HP Residency Services Consulting infuses HP expertise with a client's IT staff. HP consultants work side by side with the client to manage, architect and transition the storage infrastructure quickly and efficiently to maintain data accessibility.

HP Storage Consulting Services are available through HP Technology Consulting Services. Pricing varies according to location and implementation. More information is available at www.hp.com/services/storage.

About HP

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(1) "The State of Innovation," research by Burson-Marsteller on behalf of HP, March 2011.

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