



HP and Microsoft® Dynamics CRM sales guide

Customer resource management solution for midsize businesses



Solution summary

Microsoft Dynamics CRM Professional, formerly known as Microsoft Business Solutions CRM, is a complete customer relationship management solution that provides all of the tools and capabilities needed to create and easily maintain a clear and nearly continuous picture of customers from first contact through purchase and post-sales. In an effort to nurture profitable long-term relationships, businesses must get to know their customers on a more intimate level. Customer relationship management (CRM) solutions built on HP servers and Microsoft Dynamics CRM enable your customers to achieve that goal. Using automated CRM capabilities on a highly secure HP platform, HP and Microsoft Dynamics CRM solutions empower users to boost sales, customer satisfaction, and customer service. To provide ubiquitous access to information from virtually any device (including HP iPAQ Pocket PCs), the HP and Microsoft Dynamics CRM solution offers fast connectivity to external data sources—including Microsoft Exchange Server 2007 and Microsoft Office Outlook.

When your customers choose Microsoft Dynamics CRM on HP platforms, they benefit from greater:

- Continuity—including site-level disaster recovery, protection against data loss, and recovery from failures at the system or site level
- Security—enhanced protection against malicious attacks that would otherwise result in extended downtime or loss of confidential data
- Efficiency—quicker deployment, simplified management, and improved operations so that system administrators can add the most value to the business

Based on proven, industry-standard technologies that are easy to learn and manage, the HP and Microsoft Dynamics CRM solution offers your customers efficient deployment, low support costs, and easy scalability to cultivate customer retention while supporting business change. The highly flexible solution from HP and Microsoft scales to maintain continuity as the user's needs change, enabling companies to implement additional capabilities as necessary over time.

Table of contents

| | |
|---------------------------------------|----|
| What is Microsoft Dynamics CRM? | 2 |
| The HP and Microsoft advantage | 2 |
| What do I sell? | 3 |
| Your selling opportunity | 10 |
| Facing the competition | 12 |
| Key business drivers | 12 |
| Why act now? | 13 |
| Selling together | 13 |
| Overcoming objections | 13 |
| Sales resources | 13 |
| Contacts | 14 |



What is Microsoft Dynamics CRM?

Microsoft Dynamics CRM is a customer relationship management solution that provides the tools and capabilities needed to create and easily maintain a clear picture of customers, from first contact through to purchase and post-sales. With modules for sales, marketing, and customer service, Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution that drives consistent, measurable improvements in every business process, enabling closer relationships with customers and helping to achieve new levels of profitability.

Even for companies with the most complex of sales processes, Microsoft Dynamics CRM provides easy-to-use features and capabilities to help improve the way sales and marketing organizations target new customers, manage marketing campaigns, and drive sales activities. Microsoft Dynamics CRM is an extremely efficient way to add CRM capabilities to any organization that uses Microsoft Office system applications, including Microsoft Office Outlook. Because it was designed to partner with Microsoft Office Outlook, Microsoft Dynamics CRM delivers lower training costs, broader user adoption, less application-switching, higher productivity, and a fast return on investment.

Microsoft Dynamics CRM gives your employees direct access to customer information through Microsoft Office Outlook, enabling access to the information they need whether in the office or on the road.

Microsoft Dynamics CRM offers:

- Tight integration with the Microsoft Office system and Microsoft Office Outlook, allowing employees to easily pull information from Microsoft Dynamics CRM into Microsoft Office system applications such as Microsoft Office Excel spreadsheet software and Microsoft Office Word word processing software
- Quick and easy access to your data through context-sensitive information for populating forms or taking next steps without changing screens
- Customized workspaces that allow users to create, save, and reuse favorite views of customer data without the distraction of unneeded information
- Service Calendar that allows service schedulers and dispatchers to schedule activities by resource, time, or service

- Powerful reporting and analysis tools that make it easy to identify opportunities and problems at a glance
- Great mobile support that helps enable field workers to get instant access to customer data from most popular portable devices, including mobile phones with Web browsers and laptops

What is customer relationship management?

CRM is the well-established software category devoted to improving customer relations. Good CRM products shorten sales cycles and improve customer loyalty by automating day-to-day tasks for sales, customer service, field service, call center, and marketing professionals.

The HP and Microsoft advantage

The HP and Microsoft Frontline Partnership is a long-standing relationship, dedicated to developing and delivering industry-standard information technology in both core businesses and new strategic markets—while offering outstanding ownership satisfaction and value. HP and Microsoft have an extensive portfolio of products and solutions that are designed to work together. Our products and technology are already widely known and familiar, lessening disruption to your customer's business so they can continue to focus on what matters most. Our integrated solutions allow you to be more customer-oriented and are tested to be effective and reliable—helping to improve your business efficiency.

Together with Microsoft, HP provides an integrated and collaborative definition of customer requirements into shared desktop and server solutions as a result of:

- **Collaboration**—joint core and solutions engineering addressing business technology needs together
- **Reliability**—a 7- to 10-year lead in adopting industry best practices and incorporating them into services and software approaches; hundreds of millions of dollars invested in research and development to jointly engineer, test, and enhance solutions
- **Peace of mind**—unmatched industry leadership and more than 20 years of joint development, working side by side to design and test products and technologies in the lab and in real-life work environments

What do I sell?

You have the opportunity to sell the hardware (servers, storage, clients, and printers), operating system (OS), and Microsoft SQL Server, along with installation, configuration, and maintenance services.

There are a number of participants in the sales and deployment cycle for Microsoft Dynamics CRM. The application is typically deployed by a systems integrator. If you do not have a Microsoft Dynamics CRM practice, you will more than likely get called into the sales cycle by either the customer or the systems integrator. They will look to you to provide the appropriate hardware for the Microsoft Dynamics CRM deployment in reference to the customer's existing infrastructure and with consideration of their future needs.

A majority of deployments will also include third-party vertical applications that run on top of Microsoft Dynamics CRM. The relationship with the independent software vendor (ISV) could be managed by either the customer or the systems integrator.

There are many factors that must be considered that can affect the requirements, including:

- Number of servers involved and how they are configured
- Dependency of Microsoft Dynamics CRM on Microsoft SQL Server
- Number of concurrent users the Microsoft Dynamics CRM implementation will support
- Integration of Microsoft Dynamics CRM with the Microsoft Exchange servers
- Performance of your customer's servers and the local area network
- Whether or not the customer already has Microsoft SQL Server Reporting Services installed

Highly efficient HP ProLiant servers

HP ProLiant servers offer an ideal platform for your customer's Microsoft Dynamics CRM implementation. In addition to exceptional product reliability, HP innovations provide platforms and solutions that improve data-center efficiency while helping customers manage complexity and lower risk of disruptions to business operations. HP ProLiant 300 and 500 series servers are designed to offer value-added functionality for improved performance and flexibility. The HP ProLiant management infrastructure creates an environment for lifecycle management that increases

data-center efficiency and affordability, lowering total cost of ownership (TCO). Paired with HP Integrated Lights-Out technology (iLO2), HP ProLiant servers can improve system security with remote management, system health status check, and power monitoring.

Modular HP BladeSystem solutions

If you need flexibility in addition to efficiency and reliability, an HP BladeSystem solution offers a simple, modular infrastructure for your customer's Microsoft Dynamics CRM implementation. The HP BladeSystem infrastructure is consolidated up front to save you more time, energy, and money—regardless of what you put inside. In one consolidated enclosure, an HP BladeSystem solution supports HP ProLiant and Integrity server blades, HP StorageWorks storage offerings, and a variety of virtual desktop and workstation solutions. With the essential IT elements—compute, network, storage, management, and power and cooling—built in, the HP BladeSystem solution is a more efficient way to deliver reliable, cost-effective services to your business.

HP software offerings

HP Insight Control Management Suite

HP Insight Control addresses all aspects of HP ProLiant and BladeSystem server management by bringing together HP intelligent embedded technology, HP Systems Insight Manager, and core HP ProLiant Essentials software in simple, integrated packages and streamlined licensing. The HP Insight Control Environment offers:

- Comprehensive health monitoring—proactively monitor server health and trigger critical alerts in a timely fashion
- Proactive performance management—quickly pinpoint and resolve performance bottlenecks to get the most out of the existing server infrastructure
- Lights-Out remote control—use this highly secure solution to take control of servers, from any location, independent from the state of the operating environment
- Precise power management and regulation—gain a true understanding of power consumption and thermal output, and set power regulation policies across groups of servers
- Rapid server deployment—quickly and reliably configure server hardware, and deploy the chosen operating environment and applications

- Quick and easy inventory reporting—create comprehensive inventory reports for the entire server population in under a minute; export results to CSV files for use in other applications such as Microsoft Office Excel or Microsoft Office Access
- Consolidated vulnerability and patch management—scan for operating system and application security vulnerabilities, and patch them in concert
- Powerful system software version control—pinpoint out-of-date BIOS, driver versions, and agent versions, and then update them en masse from within HP Systems Insight Manager

For more information, visit:

<http://h18004.www1.hp.com/products/servers/management/ice/index.html>

HP Systems Insight Manager and HP ProLiant Essentials

HP Systems Insight Manager and the HP ProLiant Essentials tools interact with the integrated HP ProLiant and BladeSystem infrastructure to present a simplified, single console view of all components, enabling dynamic control and even server role changes, regardless of physical location. This facilitates policy-based automation without the need to physically reconfigure or keep track of specific resource elements. Administrators can create or choose automated policies that, when triggered, deploy or adjust application environments, assigning server, network, and storage resources based on the needs of the business—enabling efficient deployment of business resources.

To simplify physical server migration, HP ProLiant Essentials Server Migration Pack (Physical to ProLiant Edition) enables automated migrations of operating system, applications, and data from any x86 server to an HP ProLiant server.

To simplify virtual machines management and deployment, HP ProLiant Essentials Virtual Machine Management Pack and HP ProLiant Essentials Server Migration Pack plug-ins extend HP Systems Insight Manager capabilities to manage virtual machines.

For more information, visit:

<http://h18002.www1.hp.com/products/servers/management/hpsim/index.html>

HP storage offerings

This section covers some of the differences between direct-attached storage (DAS) and the storage area network (SAN). HP has a comprehensive selection of solutions for both DAS and SAN, including Serial Attached SCSI (SAS), Fibre Channel, and iSCSI. Deciding among the solutions for Microsoft Dynamics CRM is often determined by the need for:

- Clustering support and the shared SAN storage required
- High availability and the type of fault tolerance offered by SANs
- Replication solutions available in SANs, particularly for data-center or site resilience
- Data protection offered by snapshots and snapclones, as part of the volume shadowcopy services (VSS)

In addition to the above decision criteria, a further consideration is the number of disks required to support the user load and mailbox storage capacity. The choice between DAS and SAN may also be driven by storage capacity, ease of expansion, and manageability. While the exact data capacity requirements for each customized solution will vary, you can use the sample configurations at the end of this section to learn what HP recommends for storage solutions and disk configurations for a typical deployment.

The HP StorageWorks Modular Smart Array (MSA) family delivers simple, affordable technology to provide superior storage performance and enhanced investment protection. These robust solutions offer the improved price/performance features for direct-attached environments, small clusters, and entry-level and midrange SAN environments. For more information, visit: www.hp.com/go/msa

Storage area network solutions

As a worldwide leader in storage area networks, HP StorageWorks software delivers flexible, open, standards-based storage infrastructure solutions that enable adaptive infrastructures. HP SAN products and solutions are designed to meet a range of storage networking needs, including those of small and midsize organizations. HP StorageWorks SAN solutions deliver the scalability, performance, and broad interoperability required for business-critical data and applications. Products in the portfolio of HP SAN products include switches, host bus adapters, routers and gateways, and storage virtualization. For more information, visit: www.hp.com/go/san

HP StorageWorks All-in-One (AiO) storage systems are radically simple, integrated, and affordable network storage solutions that enable small and midsize companies to easily manage, grow, and protect their data—without requiring them to become storage experts. Designed for IT generalists, HP StorageWorks All-in-One systems improve efficiency by reducing complexity and providing a single console for managing the complete AiO environment. For more information, visit: www.hp.com/go/aiostorage

Network-attached storage solutions

Network-attached storage (NAS) is a flexible, intelligent, and manageable storage resource. NAS cannot only keep up with today's business challenges, but it can also continue to adapt as business needs and requirements evolve. A NAS solution increases efficiency by reducing the amount of time it takes to manage and allocate disk space. In addition, a NAS solution enables the sharing of storage resources between workstations running different operating systems. For more information, visit:

www.hp.com/go/storageservers

Tape and storage blade solutions

The HP StorageWorks Ultrium 448c and Ultrium 920c Tape Blades provide integrated data protection for HP BladeSystem c-Class enclosures, leading to increased security of business-critical information. Energy efficiency is achieved in Dynamic Power Saving mode, which can reduce power requirements by up to 22 percent compared to traditional rack-mounted servers.

HP StorageWorks storage blades offer simple storage expansion and flexible data protection solutions that can help save money, time, and power—making change easy while enabling system continuity through flexibility. Using the onboard HP Smart Array technology, the HP StorageWorks SB40c Storage Blade provides industry-leading performance, availability, and storage density to meet customers' demand for increased storage capacity. For more information on storage and tape blade solutions, visit:

www.hp.com/sbso/serverstorage/ultimate.html

For more information on all HP Storage products, visit:

www.hp.com/go/storage

HP related offerings

ProCurve Networking by HP

ProCurve ProActive Defense delivers a trusted network infrastructure that is resistant to threats, controllable for appropriate use, and able to protect data and integrity for all users. For more information, visit:

www.procurve.com

HP ProtectTools security solutions

HP ProtectTools solutions is a portfolio of client security software that can protect both data and access to the IT infrastructure. HP ProtectTools' modular architecture provides customers with the flexibility to deploy software specifically oriented to meet their business needs. The modules—accessible and manageable through a single console, HP Security Manager—include:

- BIOS Configuration
- Credential Manager
- Drive Encryption
- Device Access Manager
- Embedded Security
- Java™ Card Security

HP ProtectTools architecture is pre-installed or Web downloadable on most HP business notebooks and either pre-installed or available as an after-market option on most business desktops and workstations. Portions of HP ProtectTools solutions were designed and developed within HP. Other modules were created in collaboration with key security partners. HP ProtectTools modules are considered client versions of enterprise solutions. HP and security partner enterprise-class solutions provide the customer with the capability to remotely manage the HP ProtectTools modules already included on their client-based systems, and also permit the extension of this security software to non-HP platforms.

HP Services

HP Services can provide you with the support to enhance the value of Microsoft infrastructure solutions built on HP servers by backing your team with the expertise to implement the infrastructure quickly and cost-effectively, and support it for continued smooth operations. HP Services offers consulting and integration services, lifecycle management, and financial service programs to help support customer needs.

For customers who want to perform system healthchecks and assessments, offer HP System Healthcheck, which covers security, system performance, and availability.

- Security Quick Assessment:
<http://h20219.www2.hp.com/services/cache/10720-0-0-225-121.html>
- System Security Healthcheck
- Database Security Healthcheck
- Intranet Security Healthcheck
- For more information on HP systems Healthchecks, visit: <http://h20219.www2.hp.com/services/cache/10723-0-0-225-121.html>

HP Financial Services offers a complete array of leasing and financial lifecycle management services in more than 40 countries around the world.

Example configurations

Application architecture

Microsoft Dynamics CRM has a multi-tier architecture consisting of a Web-based client, a highly configurable business logic layer, and a back-end database. To access the application, users simply use a Web browser and connect to the CRM Web application. This allows Microsoft Dynamics CRM to work well for office workers, remote VPN clients, and even mobile workers. This highly scalable design allows Microsoft Dynamics CRM to work with businesses of any size. For the smallest businesses, the Microsoft Dynamics CRM Small Business Edition can be installed in a single-server environment running Microsoft Small Business Server (SBS). In this case, all the tiers of the solution can run alongside core infrastructure services, providing a low-cost solution.

As the number of CRM users increase, the business logic layer (IIS Web server) and database layer can be separated onto dedicated servers, providing increased performance and throughput. For the largest deployments, this can be further extended by scaling out the business logic layer to balance the user load across multiple servers. Not only does this allow a greater user count, but it also provides built-in redundancy, because the remaining servers can take up the slack in the event of a server failure. For the high-availability solution, the back-end database layer (Microsoft SQL Server) can be clustered when using a shared storage solution.

Continuity, security, and efficiency features

Features:

- Storage controller with battery-backed write cache
- Mirrored RAM memory with online spare capabilities
- Redundant fans
- Integrated Lights-Out technology (iLO2): remote management, system health status check, and power monitoring

Options:

- Redundant power
- Backup data encryption with HP Data Protector Express
- If a test/development system is included, your customer may replace the test/development system with virtual partitions on the production server using virtualization software (may require resizing of production server)

Stand-alone deployment

In small companies with fewer than 25 CRM users and fewer than 50 total network users, the Dynamics CRM Small Business Edition can be deployed on a server running Microsoft Small Business Server Premium Edition. In this case, the single server supports the network infrastructure, Microsoft Exchange Server, and the Microsoft Dynamics CRM Web front-end and Microsoft SQL Server database. When used as a stand-alone application server, this same hardware configuration is capable of supporting 75 to 100 concurrent Microsoft Dynamics CRM users (less than 10 GB database). In this case, the Microsoft Windows® infrastructure services and the Microsoft Exchange Server Connector are deployed on separate dedicated systems.

Split deployment

For deployments of up to 250 concurrent users and databases up to 50 GB, a split deployment model is recommended. Here the CRM Web application and the Microsoft SQL Server database run on separate machines.

This allows the hardware choices to be tailored to the demands of each application tier. Because of the number of disk spindles required for increased Microsoft SQL Server performance, the external storage solution is based on the HP StorageWorks MSA70 Array.

Integrated infrastructure

For certain stand-alone or split deployments of Microsoft Dynamics CRM, additional benefit comes from deploying your entire infrastructure on the HP BladeSystem platform. The c3000 enclosure provides up to eight slots for server and storage blades. Below is an example Microsoft infrastructure for a company of up to 250 employees, all implemented on the HP BladeSystem platform. In addition, a stand-alone deployment of Microsoft Dynamics CRM is included to support around 75 to 100 concurrent users. This configuration could be expanded to include a split Microsoft Dynamics CRM

deployment, separating the CRM Web front-end onto an additional blade server. Alternately, a consolidated external storage solution could be used for the various workloads, such as the HP StorageWorks AiO1200 or even an HP MSA iSCSI or Fibre Channel-based SAN. This allows the c3000 enclosure to support even more servers for further expansion of the infrastructure or application services such as Microsoft SQL Reporting Services, additional Microsoft Dynamics CRM Web servers, or Terminal Services.

High-availability scale-out deployment

Here is an example of a Microsoft Dynamics CRM deployment supporting up to 500 concurrent users. Multiple HP BladeSystem BL465c Server Blades are load-balanced and serve as the Web front-end of the CRM application. This allows for distribution of the workload and provides fault tolerance against a single server failure. The Microsoft SQL Server database is deployed on a clustered pair of BL685c blade servers, which feature two Dual-Core AMD™ Opteron™ processors. Expandable to four processors, this represents one of the highest-performing industry-standard database platforms available. A storage area network based on the HP EVA4100 Starter Kit is used to increase the data throughput and disk spindle count required for high database performance levels.

HP and Microsoft Dynamics CRM *suggested* configuration for 25–100 concurrent users*



HP ProLiant DL385 Server
Microsoft Dynamics CRM
Web front-end and Microsoft
SQL Server database

* Does not equate to number of employees and varies greatly by industry (not everyone in midsize business will use CRM)

Simple connectivity

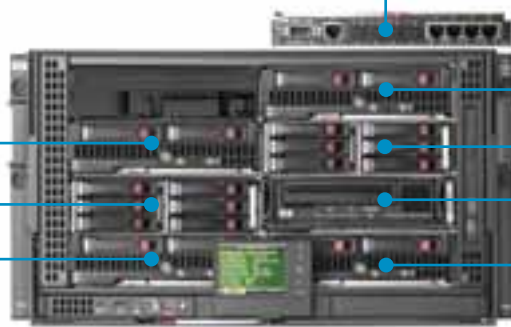
1 HP Ethernet blade switch

Security

HP BladeSystem BL465c Server Blade
 ISA Firewall/ Virtual private network (VPN)
 or
 Microsoft Exchange Server Edge e-mail filtering

Messaging

HP BladeSystem BL465c Server Blade
 Microsoft Exchange Server Mailbox Server plus Web/mobile, plus
HP StorageWorks SB40c Storage Blade



Microsoft Dynamics CRM application/database server
HP ProLiant BL465c Server Blade
 plus **HP StorageWorks SB40c Storage Blade**

Business continuity

HP StorageWorks Ultrium tape blade with **HP Data Protector Software**

Core services

HP ProLiant BL465c Server Blade
 Microsoft Windows Server 2003 Active Directory
 Domain name system (DNS) and Dynamic Host Configuration Protocol (DHCP)
 File/print

Management

Microsoft System Center Essentials
HP Systems Insight Manager

Collaboration

Microsoft Office SharePoint Server

Note: Basic Microsoft Windows infrastructure is shown for context.

Simple connectivity

1 HP Ethernet blade switch

Security

HP BladeSystem BL465c Server Blade
 ISA Firewall/ Virtual private network (VPN)
 or
 Microsoft Exchange Server Edge e-mail filtering

Messaging

HP BladeSystem BL465c Server Blade
 Microsoft Exchange Server Mailbox Server plus Web/mobile

Shared storage

HP StorageWorks 1200 All-in-One Storage System



Microsoft Dynamics CRM application/database server
HP ProLiant BL465c Server Blade

Core services

HP ProLiant BL465c Server Blade
 Microsoft Windows Server 2003 Active Directory
 Domain name system (DNS) and Dynamic Host Configuration Protocol (DHCP)

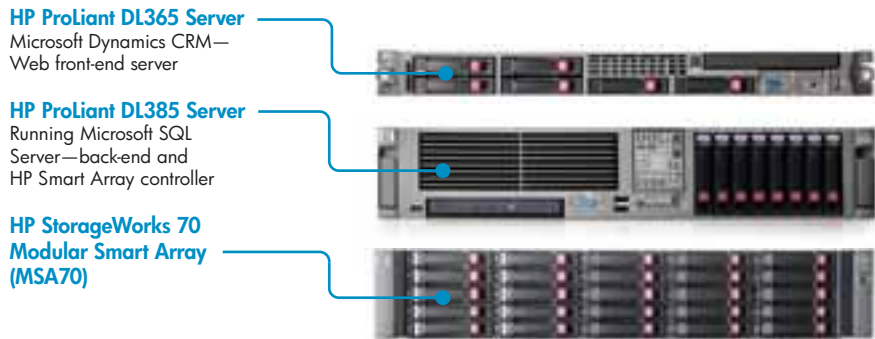
Management

Microsoft System Center Essentials
HP Systems Insight Manager

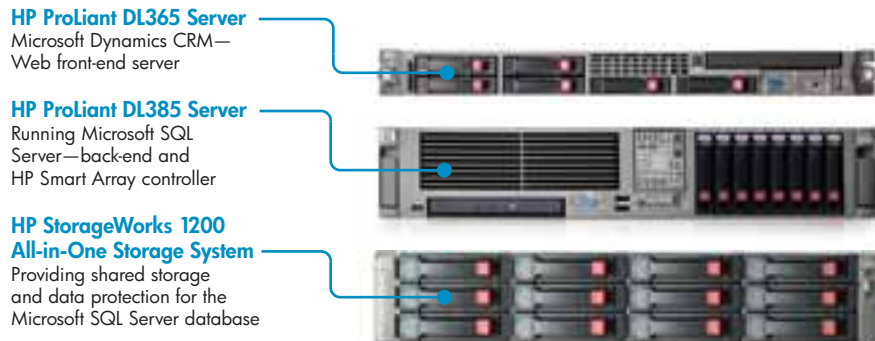
Collaboration

Microsoft Office SharePoint Server

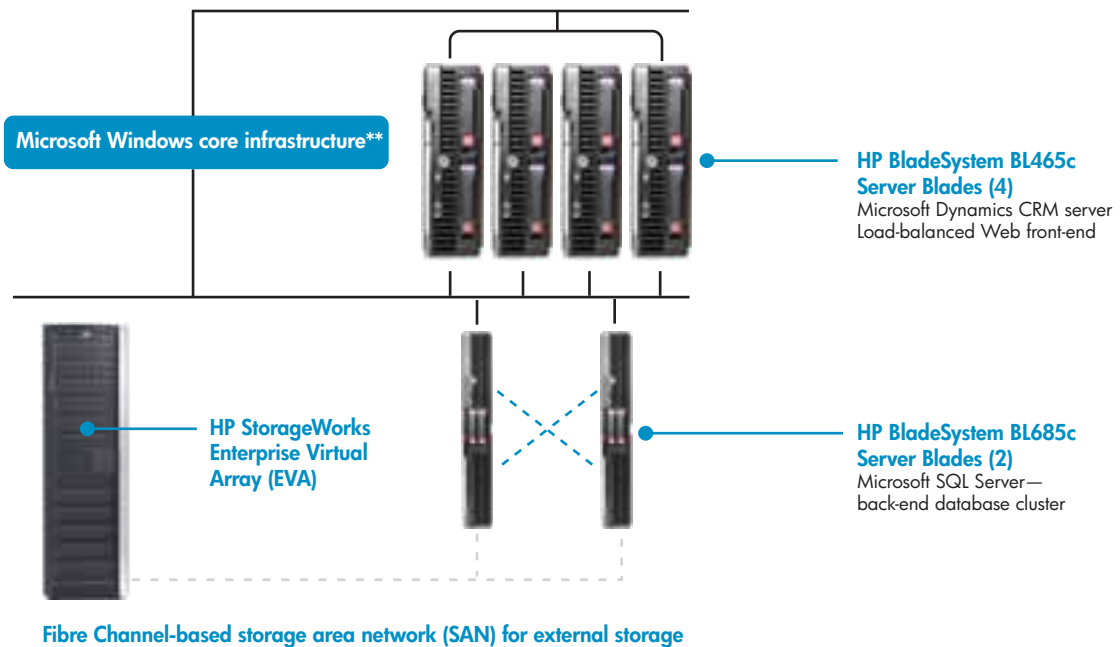
Note: Basic Microsoft Windows infrastructure is shown for context.



* Does not equate to number of employees and varies greatly by industry (not everyone in midsize business will use CRM).



* Does not equate to number of employees and varies greatly by industry (not everyone in midsize business will use CRM).



* Does not equate to number of employees and varies greatly by industry (not everyone in midsize business will use CRM).
 ** Networking services (DNS, DHCP), Active Directory, Management, File/Print, Security, Messaging, etc.

Your selling opportunity

Target customer profile

This solution is particularly well-suited for companies requiring expertise in manufacturing (mixed-mode environments), distribution, supply-chain management, customer relationship management, financial management, human resource management, project management, and business analytics.

Why we win

- **Continuity**—Tested HP server and storage configurations provide reliable solutions.
- **Efficiency**—HP ProLiant Management Pack for Microsoft System Center Essentials allows HP servers and HP BladeSystem platforms to be intuitively managed from a Microsoft System Center Essentials console.
- **Security**—Storage servers are powered by a Microsoft Windows-based operating system and include all of the standard security features built into the operating system.

- **Service support**—Integrated HP Services and worldwide HP Channel Partner programs support partners with comprehensive service options.
- **Consolidation**—HP ProLiant Essentials Foundation Pack includes all the software tools needed to install, configure, and manage the HP BladeSystem and Microsoft Dynamics CRM solution.

Upsell opportunities

Continuity, security, and efficiency are the top IT concerns of midsize businesses. The following information is provided as a guide for addressing these concerns in the context of a Microsoft Dynamics CRM deployment. These are enhancements that can be made to the configuration to strengthen it.

Efficiency—increase number of disks for performance.

As workloads increase, overall performance for Microsoft SQL Server-based applications can typically be significantly improved by increasing the available disk I/O bandwidth on the data volumes. This is done primarily by increasing the number of disks in the

| Increasing continuity with HP and partner business technology | Increasing security with HP and partner business technology | Increasing efficiency with HP and partner business technology |
|---|--|---|
| <ul style="list-style-type: none"> • Data protection, backup, and recovery • Data replication • Disaster recovery capabilities • Clustering • E-mail archiving and compliance • Improved application response time • HP Proactive 24 Service | <ul style="list-style-type: none"> • Encryption of backup data • Hard drive encryption for notebooks • Vulnerability scanning, notification, and resolution • Automated compliance reporting • Highly secure remote access to apps and data • Single sign-on for identity management • Endpoint security with partners • Highly secure networking • Security assessments (system, intranet, database) | <ul style="list-style-type: none"> • Simplified server and storage management • User remote control of managed systems • Rapid reprovisioning and patch management • Backup with no application downtime • Blades for server and application consolidation with reduced power consumption • Virtualization to reduce number of servers and to lower overhead • Storage consolidation platforms • Unified network operation and management from core to edge |

array. Depending on the workload of a particular customer, it may be necessary to move from internal server storage to an external storage solution to achieve the required number of drives. A progression of commonly deployed storage solutions might be:

- Direct-attached storage (DL, ML)
 - HP ProLiant DL385 Server—8 internal SFF SAS drives
 - HP ProLiant ML370 Server—16 internal SFF SAS drives
 - HP Smart Array P800 + MSA70 (25 SFF SAS drives each); cascading allows up to 100 drives
- Direct-attached storage (BL)
 - HP StorageWorks SB40c Storage Blade—6 SFF SAS drives; one SB40c Storage Blade can be connected to a single c-Class blade server
- Shared storage (DL, ML, BL)
 - HP StorageWorks AiO 1200—iSCSI-based SAN; internal LFF SAS or with Smart Array P800 plus one or more MSA70 external enclosures
 - HP StorageWorks EVA4100—Fibre Channel-based SAN solution (with iSCSI option)

Efficiency—increase RAM. Depending on the type of workload, Microsoft SQL Server based applications can also benefit from additional RAM. The most efficient use of RAM with Microsoft SQL Server is possible when it is used in combination with the 64-bit edition of Microsoft Windows Server.

Efficiency—CPU. For the largest workloads, additional CPU horsepower may be needed:

- Dual-core to quad-core processors
- 2-socket (ML, DL3xx, BL4xx) to 4-socket (DL58x, BL685) configurations

Efficiency—HP BladeSystem solutions. These solutions are appropriate for customer environments that may need more than eight blade slots:

- HP BladeSystem c3000 enclosure to HP BladeSystem c7000 enclosure

Continuity—backup solutions. Customers sometimes prefer to dedicate a backup solution to their CRM systems. Depending on the type of servers selected for the deployment, a variety of solutions are available to protect critical data:

- All-in-One Storage System
 - Provides snapshots of file and database information stored on the device as well as direct backup to tape
- Ultrium 448 or 920 Tape Drives (ML, DL)
 - Tape-based data protection solution ideal for customers who are not in a SAN
 - Complete data protection and disaster recovery solution by providing HP StorageWorks Data Protector Express Single Server Edition and One-Button Disaster Recovery (OBDR) functionality
 - Versatile data protection solution by offering direct-attach backup and network backup capability for other data that resides on external servers
- Ultrium 448c or 920c Tape Blades (BL)
 - Half-height blade form factor that enhances the use of available slots within the HP BladeSystem c-Class enclosure
 - Up to 800 GB compressed data cartridge capacity
 - Ships standard with HP StorageWorks Data Protector Express Single Server Edition

- MSL 2024/4048 Tape Library
 - Provides direct-attach or SAN attach data protection for the attached server for all servers on the network
 - SCSI or FC attach
 - 24- or 48-cartridge slot library
- HP StorageWorks Storage Mirroring Software
 - Enables disaster recovery protection by replicating data to remote server
 - Performs real-time data copies through continual, asynchronous replication over IP networks
 - Completely protects an entire Microsoft Exchange or Microsoft SQL server environment
 - Supports the replication of open and closed files in a data set or Microsoft application
 - Enables local or wide area server failover in a one-to-one or a many-to-one configuration
 - Can be installed on the All-in-One Storage System to provide array-level replication to another system

Continuity—redundancy. Appropriate solutions for providing redundancy include:

- NIC teaming and multipathing (ML, DL, BL)
- Redundant network switches (BL)
- Microsoft Dynamics CRM
 - Additional CRM Web servers can be used to distribute the user load, reducing the impact of a hardware or software failure
 - Supports the use of clustering with Microsoft SQL Server for complete failover protection with an additional server

Facing the competition

The key to beating the competition is to establish a trusted relationship with the system integrator (SI), independent software vendor (ISV), and customer. This requires a trusted advisor that works collaboratively with all of the parties involved in the sales cycle can recommend and deploy the infrastructure that is needed for increased performance while addressing continuity, security, and efficiency.

IBM

- Compete head to head with IBM in replacing databases, decision support, and collaboration tools on ERP systems.
- Team with leading independent software vendors and systems integrators, with whom IBM frequently competes.

- Sell the industry-standard server strategy of choice, stressing flexibility and lowest total cost of ownership vs. multiple, proprietary eServer lines.
- Discuss the superior HP value proposition vs. IBM's hidden-dollar lock-in strategy.
- Stress collaboration between HP and Microsoft—for example, joint development of solutions through the HP/Microsoft Frontline Partnership.
- Offer an unsolicited TCO assessment proposal around offloading or replacing aged mainframes and iSeries boxes.

Dell

- Position HP as a technology solution provider, as compared to Dell, which focuses mainly on selling products rather than comprehensive solutions for your business.
- The more complex the deal, the more likely you are to win against Dell.
- Dell has a limited portfolio of standards-based products and services. When they need to deliver standards-based products and services, they must leverage them from third parties.
- Focus on your customer's business needs; take full advantage of the wide HP portfolio of products, services, and programs to build an effective solution; focus on one-stop shopping for your customer.
- HP does not always offer the lowest price, so place a strong emphasis on the value of HP solutions.
- Dell representatives tend to target purchasing agents.
- Build strong relationships at the executive level; Dell is not comfortable in the boardroom, but you want to deal at a business level with the key decision-makers.

Key business drivers

Here are signs that your customer has outgrown their business software:

- The level of user complaints has risen significantly.
- Employees ask to add non-authorized software to the system.
- Requests for information from partners or customers can't be fulfilled in their preferred format and timeframe.
- They're still not making full use of the Internet.
- They have gaps between front-end and back-end systems that are plugged by unsatisfactory customized solutions.
- The software inhibits users from completing tasks.
- They have multiple, non-integrated information stores.

- They find themselves contemplating hiring contractors to write add-ons.
- Support costs have risen.
- They don't have enough support resources.

Why act now?

Growth in the CRM market is estimated at nine to ten percent, with annual customer investments of more than US\$2.5 billion. Microsoft CRM is growing more than 100 percent annually, and Microsoft Dynamics CRM is poised to grow even faster.

Microsoft Dynamics CRM can help you win customers across different segments, including enterprise, midsize, and small business segments, depending on your market and on your geographic focus.

Selling together

There are a number of participants in the sales and deployment cycle for Microsoft Dynamics CRM. The application is deployed by a systems integrator. You will more than likely get called into the sales cycle by either the customer or the systems integrator. They will look to you to provide the appropriate hardware for the Microsoft Dynamics CRM deployment in reference to the customer's existing infrastructure and with consideration of their future needs.

Sales resources

HP ProLiant servers—www.hp.com/go/proliant

HP BladeSystem solutions—www.hp.com/go/bladestem

HP Business Technology Optimization Software solutions for Citrix—
<http://managementsoftware.hp.com/partner/isv/Citrix.jsp>

HP Insight Control—www.hp.com/go/insightcontrol

HP Services—www.hp.com/services

Microsoft Dynamics CRM product information—www.microsoft.com/dynamics/crm

For the latest HP partner information, please check the following links:

For the EMEA Smart portal—www.hp.com/eur/smartportal

For the U.S. partner portal—www.hp.com/partners/us

For the Canada partner portal—www.hp.com/partners/ca

For the Latin America partner portal—www.conecta.latinamerica.hp.com

For the APJ partner portal—www.hp.com/partners/ap

A majority of deployments will also include third-party vertical applications that run on top of Microsoft Dynamics CRM. The relationship with the ISV could be managed by either the customer or the systems integrator.

Overcoming objections

Objection: We are very concerned with the effort involved in updating our entire system.

Response: Rather than updating your entire system using a “Big Bang” approach or waiting until you are in a state of disaster recovery, you can plan and execute infrastructure updates now in an orderly manner. We are here to help you every step of the way.

Objection: My old business management solution is working just fine. Why should I move to HP and Microsoft?

Response: Microsoft Dynamics CRM on the HP BladeSystem platform offers a wide range of change, cost, and time benefits. With the powerful out-of-the box functionality of the HP and Microsoft solution, you can speed implementation and enhance productivity. You can also consolidate computing resources, which helps reduce operating expenses. And with a familiar user interface—similar to the one in Microsoft Office and Microsoft Exchange Server—your employees can be up and running and productive in no time.

Contacts

Who do I work with at HP?

HP/Microsoft Frontline Partnership SMB alliance contacts:

- Worldwide FLP SMB Program Manager—Bob MacMillan, bob.macmillan@hp.com
- Americas Alliance Manager—Jack Baratta, jack.barratta@hp.com
- EMEA SMB Alliance Manager—Violetta Bedendo, violetta.bedendo@hp.com
- Japan Alliance Manager—Asako Yamaguchi, asako.yamaguchi@hp.com
- Asia Pacific (except Japan)—Amit Malhotra, amit.malhotra@hp.com

Who do I work with at Microsoft?

Contact a Microsoft Certified Partner. Microsoft Certified Partners can build the Microsoft Dynamics CRM system that is right for any business. Partners can integrate software from non-Microsoft vendors, identify hardware requirements, and design services to help provide smooth implementation.

To find a Microsoft Certified Partner, call a local Microsoft Dynamics office and ask for a recommendation.

HP/Microsoft Frontline Partnership SMB alliance contacts:

- Cathy Birkelbach—Worldwide SMB Alliance Manager, cathy.birkelbach@microsoft.com
- Trent Burns—Americas Alliance Manager, trentb@microsoft.com
- Cathy Birkelbach—EMEA SMB Alliance Manager (acting), cathy.birkelbach@microsoft.com
- Ryoji Sugihara—Japan Alliance Manager, ryojis@microsoft.com
- Bright Zhou—GRC Alliance Manager, shzhou@microsoft.com
- Xavier Pereira—Asia Pacific Alliance Manager, xavierp@microsoft.com

For more information, visit www.hp.com

HP Restricted. For HP, Microsoft and Channel Partner Internal Use.

© Copyright 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Microsoft and Windows are U.S. registered trademarks of Microsoft Corporation. Java is a U.S. trademark of Sun Microsystems, Inc. AMD and Opteron are trademarks of AMD Corporation.

4AA1-5206ENW Rev. 1, February 2008



Microsoft