Fact Sheet

HP Expands 3PAR Storage Portfolio

New HP 3PAR StoreServ Storage delivers Tier 1 capabilities to midrange storage

Overview

As midmarket organizations adopt new application and service delivery models such as virtualization and cloud computing, their need for high-end storage availability together with effortless management and efficiency has never been greater.

However, budget constraints are forcing midsize IT departments to compromise advanced capabilities for price, risking data availability and creating management complexities. HP 3PAR StoreServ Storage sets a new standard for storage in virtual and IT-as-a-Service environments with high-end resiliency and quality-of-service enhancements to the HP 3PAR Operating System Software.

The newest addition to the portfolio is HP 3PAR StoreServ 7000 Storage, which for the first time, brings Tier 1 storage availability and performance for under $40,000.[1] The 3PAR StoreServ 7000 also features an all-SSD (solid state disk) configuration, capable of hundreds of thousands of input/outputs per second (IOPS) with very low latency for performance and response-time sensitive applications. Bringing enterprise-class resiliency to this price point enables HP to go after a $11 billion external disk system segment that is growing at over 7.7% but has been underserved by legacy offerings to date.[2]

HP uniquely offers a single product family that delivers enterprise-class data services and management from the midrange to high-end deployments, across hard disk drive (HDD), SSD and tiered SSD/HDD configurations.[3]

Persistent technologies deliver Tier 1 resiliency

A unique quad-controller design and persistent technologies enable the HP 3PAR StoreServ 7000 to maintain service levels and data integrity not available in competitive midrange solutions which have legacy dual-controller designs.[3]

In addition, updates to the HP 3PAR StoreServ family enable clients to:

- Maintain consistent service levels by preserving data availability with HP 3PAR Persistent Cache on quad-controller and larger HP 3PAR StoreServ systems.

- Nondisruptively upgrade controller software and replace hardware without requiring extra software with HP 3PAR Persistent Ports.
- Maintain business continuity with transparent server failover within or between data centers without disruption to the host operating system, with HP 3PAR Peer Persistence, which has initially been qualified for VMware vSphere™ environments.
- Move live data from an existing 3PAR system to the new 3PAR StoreServ 7000 online and nondisruptively with HP 3PAR Peer Motion.

Solid state options and quality of service enhancements ensure performance

The HP 3PAR StoreServ 7000 is available in an all-SSD configuration that achieves speeds of more than 320,000 IOPS, which makes it ideal for performance-oriented applications.[3] This is 2.4 times that of a similarly priced competitive array.[4]

Organizations looking to consolidate more applications on less infrastructure can take advantage of these high-performing systems. To ensure performance is delivered where it is needed most, HP 3PAR Priority Optimization enables clients to manage the performance of individual applications to guarantee quality of service.

Increase capacity efficiency with a multiprotocol solution

The HP 3PAR StoreServ 7000 platform minimizes costs with thin technologies that reduce capacity needs by at least 50 percent over legacy platforms. HP stands behind these results with a Get Thin Guarantee.[5]

The system also supports file and block data, offering enterprise-class features for in-line thin conversion and autonomic thin reclamation. This returns capacity to any block or file-based application as files are deleted. File services include support of the Server Message Block 3.0 file protocol for increased performance as well as high availability and security features such as data encryption at rest and in flight, file-level access control and clustered file services.

Save time and simplify migration with autonomic management

HP 3PAR StoreServ Storage 7000 has self-configuring, self-provisioning and self-optimizing features that eliminate the need for specialized storage administration expertise and reduce storage management time by up to 90 percent.[6]

Like SmartStart on the HP Enterprise Virtual Array (EVA), HP 3PAR SmartStart streamlines deployment to five steps and a matter of minutes. Existing HP EVA Storage clients can also leverage the new HP 3PAR Online Import software feature to quickly and easily move data from HP EVA to HP 3PAR StoreServ using Command View EVA.

The latest HP 3PAR Operating System Software includes a Web Services Toolkit and Representational State Transfer (REST) API that allows clients to integrate with their own automation tools using a standard and sustainable interface.

Optimize performance, management and efficiency for virtualization

With its advanced data services and system-wide striped architecture optimized for virtualization, HP 3PAR StoreServ 7000 is able to guarantee that customers can double VM density in VMware environments which enables customers to reduce infrastructure costs through additional consolidation.[7] In addition, the platform has tight integration with VMware and Microsoft virtualization platforms to deliver maximum performance, efficiency, and simplified management. VMware integration includes vStorage API support, vCenter management plug-in, Site Recovery Manager replication adapter, and HP 3PAR Recovery Manager for VMware. Microsoft integration includes support for Offload Data Transfer (ODX), thin provisioning, space reclamation, and SMI-S Provider for System Center 2012 integrated management.

Services help speed implementation, optimize investment

To speed and simplify clients' transition from HP EVA Storage Arrays to HP 3PAR Storage, HP Technology Services is offering new consulting and support services, including:

- HP EVA to HP 3PAR StoreServ Acceleration Service: HP guides clients through the data migration process, or performs the migration on their behalf, to mitigate risk and lower costs. HP Data Migration Service offers expertise and proven methodology to help clients easily transition from competitive products to HP 3PAR StoreServ Storage.
- HP 3PAR StoreServ 7000 Storage Installation and Startup Service: HP helps clients deploy, configure and test the HP 3PAR StoreServ 7000 Storage System to speed implementation and maximize investment.
- HP 3PAR 7000 Replication Software Suite Installation and Startup Service, and HP 3PAR Peer Persistence Software Installation and Startup Service: HP helps clients plan, implement and test new storage software to speed implementation, while specialists provide demonstrations for effective utilization.

Pricing and availability[8]

- The HP 3PAR StoreServ 7200 redefines the midrange with enterprise-class functionality from $20,000. The quad-controller capable HP 3PAR StoreServ 7400 delivers Tier 1 storage starting at $32,000. Both models will be available globally from HP or HP certified channel partners December 14.
- Existing HP 3PAR clients with a current maintenance contract can upgrade to HP 3PAR OS 3.1.2 at no extra cost.
- HP 3PAR Priority Optimization software is expected to be available in 2013.
- All available HP 3PAR thin software titles are included in the HP 3PAR 7000 OS Software Suite at no extra charge.
- New HP 3PAR StoreServ services are available now worldwide and pricing is based on customer configuration requirements.

In addition to mixed SSD/HDD and all-SSD configurations across the HP 3PAR StoreServ family, HP has announced the intent to develop an SSD-optimized hardware model based on the 3PAR operating system.

Additional information is available at www.hp.com/go/3PARStoreServ.

(1) HP internal competitive pricing and feature analysis of competitors with tracked market share using the following Tier 1 definition: Tier 1 storage has more than 2 independent controllers, 2 paths to back-end disk, graceful handling of controller failures without impacting service levels, sub-LUN tiering across HDDs and SSDs, and synchronized 3 way replication.

(2) IDC Worldwide Quarterly Disk Storage Systems Forecast, 2012Q2.

(3) Based on HP internal comparative analysis of publicly available data from major competitors.

(4) Based on HP internal IOMETER test results of like hardware configurations using 8K 100% Random Reads comparing an All-SSD HP 3PAR StoreServ 7000 vs. a market share leading midrange array.

(5) The above is intended to highlight certain aspects of HP's Get Thin Guarantee and does not contain the full terms, conditions, limitations, definitions, and other provisions ("Terms") of the Get Thin Guarantee. The Terms shall be contained in a written Get Thin Guarantee Terms and Conditions, which shall take precedence over the above. Qualification for our Get Thin Guarantee is subject to your acceptance of the Get Thin Guarantee Terms and Conditions and your satisfaction of those Terms.

(6) TechValidate, Research on HP 3PAR Utility Storage, 2010, http://www.techvalidate.com/product-research/3par-utility-storage/facts

(7) This news release is intended to highlight certain aspects of the Get Virtual Guarantee and does not contain the full terms, conditions, limitations, definitions, and other provisions ("Terms") of the Get Virtual Guarantee. The Terms shall be contained in a written Get Virtual Guarantee Terms and Conditions which shall take precedence over the above. Qualification for the Get Virtual Guarantee is subject to acceptance of the Get Virtual Guarantee terms and conditions and compliance with such terms. A copy of the Get Virtual Guarantee Terms and Conditions will be provided by HP sales representatives.

(8) Estimated U.S. list price. Actual price may vary.