

# HP Integrity systems family

## The mission-critical foundation for business technology



### **Business technology—the convergence of technology and business**

Today, technology is no longer simply an enabler that supports business; technology now powers the business. IT risks are now business risks, and IT opportunities are now business opportunities. The HP Business Technology Infrastructure represents a shift from a model in which information technology existed as a separate department to one in which CIOs are measured by business outcomes, not just technology service-level agreements.

Leading-edge CIOs view IT expenditures as business investments that must be aligned with business goals and produce these essential business results:

- Accelerating business growth
- Lowering costs
- Mitigating risk

### **HP Integrity server family: leveraging IT to deliver better business outcomes**

The HP Adaptive Infrastructure is a key component of the Business Technology Infrastructure and plays a significant role in allowing companies to leverage IT so that they can deliver better business outcomes. To drive down costs and increase value, HP's Adaptive Infrastructure helps customers improve and manage their IT infrastructures and automate IT service delivery so that they can build a solid foundation that improves business outcomes including, lowering costs, reducing risk and accelerating business growth.

With HP Integrity and Integrity NonStop servers at the heart of a mission-critical Adaptive Infrastructure, HP delivers a next-generation data center that is capable of serving as an automated 24x7 lights-out computing environment. It's simplified, it's automated, and it's focused on delivering a standard set of IT services from a shared set of IT resources.

With HP Integrity systems—from the new HP Integrity BL860c Server Blade and entry-class HP Integrity rx2660 Server all the way up to Integrity NonStop servers—businesses can bring high-value projects up and online more quickly and meet high service-level expectations. They can gain flexible capacity for changing business needs, secured availability to preserve service levels, and simplified management to streamline operations. Integrity and Integrity NonStop servers help businesses

- Take advantage of the integrated virtualization technologies that increase resource utilization
- Create flexibility that can handle any type of workload—whether it's batch, query, or online transaction processing—and scale up or out as needs change
- Protect the business infrastructure from intruders at every level while supporting continuous operations

HP Integrity and Integrity NonStop servers provide the highest levels of availability for mission-critical needs. HP Integrity server's support of multiple operating systems and virtualization technologies allow businesses to consolidate applications while improving the utilization of their systems. Integrity NonStop servers provide the absolute highest levels of availability in the industry—up to 100 percent application uptime. With Integrity and Integrity NonStop servers, customers can meet any critical demands and keep business operations running while being able to adapt to changing business needs.

## **HP Integrity advanced technologies for better business results**

Customers tell us that their IT environments are just too expensive to manage and maintain because of skyrocketing data center operational costs. There are just too many applications, too much customization, and too many underutilized servers. They're asking, How do I drive more automation? How do I reduce labor costs? How do I start moving toward this virtualized consolidated environment? And, most importantly, How do I contribute to business success by improving business outcomes? HP brings advanced technologies to the Integrity server Adaptive Infrastructure that meet these challenges head on, helping businesses create an improved data center that drives down costs and shifts IT investments from maintenance to innovation.

### **Power and cooling**

Integrity and Integrity NonStop servers adopt a holistic approach that delivers an energy-efficient infrastructure that helps businesses achieve outstanding power utilization.

### **Management**

Integrity and Integrity NonStop servers leverage a unified management environment. The HP Systems Insight Manager (SIM) software provides a single, unified platform that simplifies control of infrastructure resources, reduces costs, and increases agility. HP SIM software unifies the management of servers and storage in both virtual and physical environments and allows a flexible approach that improves basic infrastructure resource utilization, and thereby lowers the cost of infrastructure service supply and maintenance.

### **Virtualization**

Virtualization provides an approach to pooling and sharing IT resources, so that supply meets demand. HP virtualization innovations support businesses by helping them achieve continuous

operations, so that applications can grow to meet business needs, without management complexity.

The HP Virtual Server Environment (VSE) for Integrity servers provides the flexible capacity that allows customers to double server utilization and effortlessly balance IT supply with business demand. VSE delivers additional resources to the most critical applications during peak times by creating virtual servers that automatically grow and shrink based on the service-level objectives for each application they host.

Application Virtualization for Integrity NonStop servers creates flexibility, simultaneously handling complex, real-time transaction processing; standard queries; and large ad hoc queries against terabytes of storage without partitioning workloads. Integrity NonStop systems balance and prioritize workloads so that the most critical tasks receive the shortest turnaround.

### **Automation**

HP Integrity and Integrity NonStop servers offer advanced automation capabilities that let businesses shift away from labor-intensive IT tasks to focus on intelligent workflow. Intelligent workflow uses automation to allow data center components to become self-monitoring, with self-healing capabilities that recover from error and self-acting capabilities that deliver real-time IT services. As a result, downtime is reduced, and costs for both system management and application development are lowered. More importantly, time to market for new and innovative products and services is accelerated—all of which adds up to higher customer satisfaction and more growth.

Integrity NonStop servers offer the most comprehensive set of self-management technologies—including self-configuration, self-optimization, self-diagnosis, self-healing, and self-protection—that continually improves performance and efficiency and defends against malicious attacks and cascading failures. The HP Integrity Essentials Global workload manager (gWLM) provides an intelligent policy engine that automatically allocates resources among multiple workloads. It increases server utilization while helping customers better meet service levels for high-priority applications.

### **Security**

Proactive best practices, management, and full lifecycle services with built-in protection help customers maintain business reliability and availability and meet regulatory compliance, helping to mitigate business risks. For example, HP-UX 11i security provides a highly secure commercial UNIX® operating system that provides the fortification needed to prevail against hacking and cyber attacks, including security containment technologies for the operating environment, automatic monitoring with a Host Intrusion Detection System, and identity management and single sign-on capabilities.

## **HP Services: evolve your infrastructure confidently with a partner that stands accountable**

HP's 69,000 services professionals make your business agenda our business agenda. HP has the breadth and depth of services capabilities to solve everything from warranty to fully managed light-outs environments. HP support provides a broad spectrum of services for hardware and software support throughout HP and multivendor platforms and products, including access devices, desktops, servers, storage, networks, and printing, and imaging devices. These innovative, flexible, and easy-to-buy services help improve the availability of

the evolving IT environment by increasing its efficiency and productivity, as well as producing support levels and global consistency across geographies and technologies.

HP also offers solutions and integrated products that come together in different ways to help each unique customer situation. Our Adaptive Infrastructure solution portfolio includes

- HP Business Continuity & Availability solutions that help evaluate specific business requirements, assess IT operational risk and the potential impact of disruptions, gauge compliance with regulatory requirements, and define and manage solutions that align with business requirements.
- HP IT Consolidation solutions respond to the challenge of IT complexity with products that span the data center to the workplace, allowing businesses to simplify and improve IT to increase business value, reduce cost, and align to meet changing business needs.

## **HP Financial Services: reducing your costs even further**

In addition to having the industry's strongest portfolio of products, services, people, tools, methodologies, and world-class partnerships, HP makes it easy to put the power of Integrity and Integrity NonStop servers to work through HP Financial Services. Our financial solutions can help businesses

- Evolve to the latest Integrity and Integrity NonStop systems
- Acquire new HP Business Technology Infrastructure solutions
- Cost-effectively manage solutions

HP Financial Services offers a complete array of leasing and financial lifecycle management services around the world. Our goal is to help you increase the return on your IT investment, reduce risk, and get the most from your HP solutions. For more information, contact your HP sales representative or visit: [www.hp.com/go/hpfinancialservices](http://www.hp.com/go/hpfinancialservices)

## **Integrity and Integrity NonStop server customer proof points**

### **Sprint**

Sprint relies on a Real Time Enterprise architecture (ZLE) using Integrity NonStop servers to deliver cost savings, greater flexibility, and the ability to support several services.

Sprint has used NonStop servers since early in its history to handle everything from research and the complicated algorithms involved in switching international calls to capturing data from around the globe.

With its Real Time ZLE solution based on HP Integrity NonStop servers, Sprint effectively manages enormous data volume, turning it into an asset that addresses new marketing demands and solidifies its leading position in the telecommunications market. Instantaneous access to and analysis of data has led to

- Significant improvements in customer service
- Fraud detection
- Bandwidth management
- Enhanced regulatory network availability

## **MobilTel AD**

To maintain its leadership position and to keep up with subscriber growth as well as transaction-intensive processes related to activations and provisioning sophisticated telecommunication services, MobilTel consolidated its business support systems and accommodated subscriber growth by migrating to an HP Integrity Superdome platform running multiple applications. This has led to

- High-speed data access and heightened IT response: database performance that is two times faster
- Sixty percent savings on software licenses and support
- Six-week implementation—no code or data changes
- Lower TCO: consolidation to single platform with multiple-system support

## **Chicago Mercantile Exchange (CME)**

Chicago Mercantile Exchange (CME), the largest, most diverse financial exchange for trading futures and options, uses Integrity NonStop servers to handle more than 1 billion futures contracts worth more than USD 636 trillion:

- Speeds time to market with scalability that supports phenomenal growth of futures and options trading—500 percent
- Improves operational efficiency, handling peak transaction volumes of more than 13 million a day, with average response time of less than <50 milliseconds
- Reduces business risks, protecting electronic trading with 24x7 availability and secure processing of each and every transaction

## **Coca-Cola HBC**

Coca-Cola HBC achieves a dramatic IT consolidation across 26 countries by creating a Virtual Server Environment with HP Integrity Superdome servers running the HP-UX 11i v2 operating system:

- Virtualization supports business requirements with fewer servers and higher CPU utilization
- Significant consolidation savings and lower TCO with centralized data center management.
- High availability platform and 24x7 service levels across 26 countries
- Greater competitive advantage through fast, centralized reporting
- Simplified maintenance
- Rapid deployment and resource provisioning

## **General Mills**

One of the largest food companies in the world, General Mills has one of the lowest IT spends per revenue dollar in the consumer packaged goods manufacturing industry. General Mills operates its entire global enterprise on HP systems—from the HP Integrity servers that run its SAP ERP and Business Information Warehouse to the HP iPAQ Pocket PCs used by its retail sales force. General Mills has been able to achieve dramatic IT consolidation and TCO reduction with HP Integrity Superdome servers running the HP-UX 11i v2 operating system, and has

- Achieved one of the lowest IT spends per revenue dollar in the consumer packaged food industry

- Consolidated SAP ERP and SAP Business Warehouse database servers to single instance, in a single partition, and on a single server
- Reduced data center size by a factor of seven

### **KDDI Corporation**

Tokyo-based KDDI Corporation, supported by Integrity NonStop servers, leads the industry in Japan with subscriber growth for mobile services. It has accomplished this by driving the convergence of fixed and mobile networks so that it can provide “whenever, wherever, whoever, whatever” communications:

- Captures market share by supporting rapid increases in subscriber base with massive, highly scalable installation of more than 1,500 Integrity NonStop processors
- Meets customer demand by quickly developing and deploying new, standards-based mobile services
- Improves operational efficiency, with twice the performance at half the cost of a previous generation of NonStop systems
- Reduces business risks by meeting growth and 24x7 availability requirements

### **First American Title Insurance**

First American Title Insurance Company needed to improve the efficiency of its core business—title and escrow settlement.

First American chose HP Integrity Superdome servers and Microsoft® Windows® Server 2003 Data Center Edition to run FAST, its core transaction systems that deliver better performance and more stability in the company’s mission-critical systems. HP Integrity servers deliver the cost and flexibility benefits that First American Title needed while providing a proven path to scale the systems as its customer base and data volume continue to expand:

- Contribute to USD 100 million in annual savings due to increased efficiency and reduced processing time
- By improving productivity, First American Title can deliver valuable services to customers
- Proven path to scale systems enables First American Title to move from maintenance to expansion
- Support for ongoing business continuity in 1,300 offices

### **GZS Card Processing, Germany**

Germany’s GZS Card Processing simultaneously handles authorization transactions from 355,000 outlets and query plus analysis real-time transactional information plus historical transactions for fraud detection:

- Immense reduction in fraud volume due to query and analysis access to real-time transactional data and complete transaction history on the same system and in the same database management system (DBMS)
- Simplification of application development and evolving applications

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