News release

HP Makes Storage Networking Simple and Affordable for Growing Small and Mid-size Business Market

ORLANDO, Fla., Storage Networking World, Oct. 26, 2004 – HP today unveiled new storage area network (SAN) and network-attached storage (NAS) solutions featuring breakthroughs in ease of use and affordability.

The offerings are specifically designed to address the IT budget and resource constraints of customers in the fast-growing small and mid-size business (SMB) segment in order to broaden the reach of storage networking beyond its traditional enterprise customer base.

"The market opportunity for network storage solutions with small businesses will continue to grow as lower prices and easier-to-implement solutions attract new customers," said John McArthur, group vice president and general manager, IDC. "Products such as HP's new entry-level network storage solutions should be compelling offerings for SMB customers and channel partners serving the lower end of the market."

Available through HP and its resellers, the HP StorageWorks Modular Smart Array (MSA) 1000 Small Business SAN Kit is an entry-level yet complete solution ideal for first-time SAN customers. The kit helps to reduce the cost, complexity and risk of SAN deployments – and enables customers with minimal technical expertise to deploy an entire SAN in just minutes.

HP also unveiled a new family of NAS offerings under the umbrella brand of HP ProLiant Storage Servers. The family expands HP's existing NAS portfolio for file and print services with new solutions based on industry-standard HP ProLiant servers and Microsoft Windows® Storage Server software.

Both storage offerings build on the HP Smart Office framework for small and mid-size businesses by providing customers with reliable, high-quality products and a simplified experience with technology.

HP simplifies the SAN experience
The HP StorageWorks MSA1000 Small Business SAN Kit is designed to accelerate SAN adoption for customers that have little or no storage expertise by providing breakthrough simplicity in SAN acquisition, configuration and installation.

The kit eliminates the complexity associated with SAN installation and maintenance for businesses that want to migrate from direct-attached storage to a first-time SAN deployment for consolidation of storage resources and simplified data management and

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Small business customer St. Mary's and All Angels School – an International Baccalaureate primary through middle school with stringent, hands-on technology requirements – needed to deploy its first SAN to handle rapidly expanding storage requirements.

"Last year, as our curriculum evolved generating greater focus on students' digital images and movies, we found ourselves in a situation that mandated the need for more storage capacity," said Mike Magaldi, teacher and technology director, St. Mary's and All Angels School. "The HP StorageWorks MSA1000 Small Business SAN Kit was simple to set up and deploy, and in a short time has significantly helped us manage our students' digital multimedia projects."

The kit offers a turnkey SAN solution for HP partners such as value-added resellers and technology consultants that support small businesses. Each kit includes the HP StorageWorks MSA1000, a 2-gigabyte (GB) Fibre Channel disk array, with two QLogic SANblade HBAs (host bus adapters) and an eight-port Fibre Channel QLogic SANbox Switch – all in a single box and at a 24 percent price advantage over the purchase of individual components.

An included installation CD simplifies set up and configuration. Based on the QLogic SANsurfer Small Business SAN Wizard, the installation software enables customers to get the entire SAN up and running in a matter of minutes with less than 25 mouse clicks.

The HP StorageWorks MSA1000 Small Business SAN Kit is expected to be available on Nov. 1, with an estimated U.S. street price of $9,999.[1]

HP ProLiant Storage Servers: Lower cost, simple-to-install NAS
HP has expanded on its existing line of NAS offerings for SMB customers with the introduction of the HP ProLiant ML350, ML370 and DL380 Storage Servers. HP NAS products are built on the same underlying technology as general-purpose HP ProLiant servers, but offer a more cost-effective solution for storage expansion or file server consolidation.

HP NAS products provide customers with a lower cost, simple-to-install and manage solution that is optimized for dedicated file and print serving needs, or as a file-serving front end for SAN infrastructures.

"We're educating customers constantly on how storage technologies can benefit them," said Steve Winandy, director of advanced technologies, CDW. "Simplifying product names reduces customer confusion and makes distinguishing among products easier. After all, network-attached storage devices are fundamentally file servers optimized for scalability and performance."

In support of its expanded NAS family, HP also announced enhancements to its HP ProLiant iSCSI Feature Pack products. The Feature Pack software protects customers' existing IT investments in Ethernet by eliminating the need for the costly upgrade to a Fibre Channel when migrating from multiple direct-attached storage devices to a consolidated network storage infrastructure.

In addition to support for Microsoft SQL Server 2000 and Oracle® Database 9i and 10g, the iSCSI Feature Pack now includes new HP ProLiant Application Storage Manager software that delivers simplified hosting and management of Microsoft Exchange storage on HP ProLiant Storage Servers. The software reduces training and management cost by automating the configuration process and provides administrators with a single point of management for monitoring and allocating storage capacity.

Two new HP ProLiant Storage Server 5U tower models include up to 1.8 terabyte (TB) of internal SCSI storage and support for HP iSCSI Feature Pack software, which enables the hosting of file, print and block storage services on a single platform:

• HP ProLiant ML350 G4 Storage Server – Provides value for SMB customers or remote offices deploying file, print and Exchange solutions. Along with a base model, customers can select a model with 1.2 TB of user storage featuring four 300 GB SCSI drives. Remote management is optional.

• HP ProLiant ML370 G4 Storage Server – Ideal for SMB customers or remote offices looking for more performance for their needs, the ML370 features either a single- or dual-processor and includes Standard LightsOut support for remote management as well as an upgraded Smart Array controller for expandability beyond the internal storage capacity.

A 2U rack-mounted model, the HP ProLiant DL380 G4 Storage Server is available in multiple variations including a gateway model for NAS/SAN fusion. This device offers enterprise customers and workgroup environments quick and simple network storage with the flexibility of multi-protocol file support and scalability up to 48 TB.

The new HP ProLiant Storage Server portfolio is expected to be available through HP and its channel partners beginning Nov. 1.

More information about these products and HP's entire storage portfolio is available at www.hp.com/go/storage.

About HP
HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, personal computing and access devices, global services and imaging and printing. For the four fiscal quarters ended July 31, 2004, HP revenue totaled $78.4 billion. More information about HP (NYSE, NASDAQ: HPQ) is available at www.hp.com.

[1] Actual prices may vary.

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