



transforming corporate
communications and
information delivery

streaming media for hp ProLiant BL server blades

greater flexibility, easier management

Whether you're providing rich media on-demand through your website, or broadcasting to large audiences in real time, you depend on a powerful, yet flexible infrastructure. And with financial and competitive pressures increasing every day, conserving valuable resources is critical.

HP offers the ideal streaming media solution which rapidly and easily scales to support changing requirements, while delivering reliable, consistent performance. It's the foundation for a complete solution that leverages Microsoft® Windows Media Technologies and the modular ProLiant BL server blades from the new HP.

Developed for adaptive computing, and optimized for rapid deployment and automated provisioning, the ProLiant BL e-Class and p-Class blades provide dynamic scaling and are remotely manageable from anywhere in the world. Deployed in a multi-tier architecture, these flexible servers are designed to handle rapidly changing and unpredictable requirements.

With HP, you get a space-efficient, easily managed streaming media solution designed for the enterprise demands of today's online marketplace.

benefits

- **adaptability** – The HP Adaptive Infrastructure vision and innovative ProLiant blade technologies provide a flexible foundation for rapid deployment and automated provisioning
- **high performance and availability** – Advanced Intel® processors and redundant components, along with load balancing, maximize performance and availability
- **scalability** – Server blades can be deployed and redeployed in just minutes, reducing operating system installation and server provisioning time by up to 300%

- **cable reduction** – Innovative design cuts cabling at least 80%.* The interconnect switch is used to consolidate server blade network cables to a manageable quantity. In addition to network cabling reduction, the ProLiant BL server blades are designed for headless management so there are no keyboard, video, or mouse cables to connect.
- **lights-out management** – Integrated technology allows remote deployment, configuration, monitoring, and management for more effective control of distributed remote sites and data centers
- **innovative tools** – ProLiant Essentials Software from the new HP enables dynamic resource scaling, virtual presence and control, rapid deployment, and automated provisioning, while Windows Media Tools simplify delivery of audio and video content
- **best practices** – Documented best practices provide for faster solution deployment, higher quality, and rapid return on investment
- **world-class hp services** – Global support and single point of accountability are your assurance of long-term success

* Compared to traditional 1U servers using an interconnect switch

enhanced user experience

By leveraging the advanced capabilities of Windows Media Technologies, HP provides you with a Windows-based rich media environment that scales to your business, enhances the user experience inside and outside your corporation, and provides a communications and information tool that offers a compelling ROI.

Windows Media Services runs as an integrated component of Windows 2000 Server, providing a comprehensive set of services to simplify delivery of audio and video content. It also includes a web-based utility for configuring and monitoring Windows Media components. And Windows-based encoding tools further simplify the process of converting existing content to streaming media formats.

dynamic, cost-effective infrastructure

ProLiant BL e-Class and p-Class server blades play a central role in enabling rapid deployment and flexible, cost-effective management of your streaming media solution. ProLiant BL e-Class edge-server blades offer industry-leading, power-efficient performance and scalability, while the ProLiant BL p-Class blades offer enterprise performance and availability.



The key to making this environment truly adaptable, while also conserving valuable resources, is the HP Dynamic Internet Solutions Architecture (DISA). DISA enables the scaling up and out of web, application, and data resource tiers, leveraging the industry-defining technology of ProLiant servers to create an infrastructure optimized for flexibility, performance, availability, and economy.

adaptability

ProLiant BL e-Class and p-Class blades maximize your ability to handle dynamically changing business requirements. You can add computing resources by simply snapping in a new blade. And because they support dynamic resource scaling, you can deploy and redeploy hundreds of blades by simply dragging and dropping predefined scripts and images. Graphical tools provided with ProLiant Essentials Rapid Deployment Pack Software make it fast and easy.

performance and availability

ProLiant BL p-Class blades also bring a new level of performance and availability to enterprise computing in a blade form factor. With key component redundancy, intelligent management, and “rip-and-replace” serviceability, these feature-packed servers deliver the uptime you need to meet the intense demands of streaming media.

economy

For all their power and versatility, ProLiant BL p-Class blades are designed with economy in mind. A flexible forward-compatible infrastructure accommodates future blades with increasing performance, and offers plenty of power headroom so you don't have to repurchase power infrastructure for the next generation of blades. Automated, dynamic provisioning greatly reduces the burden on IT staff—along with the associated costs.

lights-out management

In addition, major management savings come from the HP Integrated Lights-Out management capabilities. For example, using these capabilities you can install, configure, monitor, update, and troubleshoot remote ProLiant BL p-Class blades from anywhere, anytime—all via a standard web browser. And your entire ProLiant server infrastructure is easily managed with HP Insight Manager, which includes a visualization tool that provides up-to-the-minute status of all the blades in a rack, with full graphical location detail.

With streaming media solutions from HP, you can provide employees, customers, partners, and shareholders with a timely selection of content, opening up a whole host of opportunities to enhance your competitive edge.

more information

For more information on how HP streaming media solutions powered by ProLiant BL server blades can help you expand your opportunities for delivering rich media, please contact your HP representative or reseller, or visit hp.com/solutions/streamingmedia.

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hp dynamic internet solutions architecture (DISA)

