



## HP Introduces Servers, Customer Management Portfolio to Reduce Costs for Midsize Businesses

PALO ALTO, Calif., March 31, 2008 – HP today announced two affordable, power-efficient HP ProLiant servers and an expanded customer relationship management (CRM) portfolio designed to help small to midsize businesses reduce costs, improve security and manage customer relationships.

According to an AMI-Partners report,<sup>(1)</sup> this year more than 60 percent of midmarket companies<sup>(2)</sup> surveyed plan to invest in technology specifically for customer relationship management and secure remote access.

To address this market, HP has introduced the HP ProLiant BL260c G5 and DL120 G5 servers, enhanced CRM configuration options, Linux-based management tools and remote access technology.

“Through extensive research and customer interaction, HP has gained valuable insight into the needs of midsize business customers,” said Urs Renggli, director, worldwide small and midmarket business, Technology Solutions Group, HP. “As a result, we can deliver customized, affordable and effective technology designed specifically for them.”

### Affordable, power-efficient HP ProLiant servers

The HP ProLiant BL260c G5 offers customers the most power-efficient and affordable server blade in the industry. The BL260c costs 20 percent less<sup>(3)</sup> and is 64 percent more power-efficient<sup>(4)</sup> than any other blade on the market. The BL260c, for use with the award-winning HP BladeSystem c3000 and c7000 enclosures, is designed for branch offices and remote sites with small or virtual machine environments. It supports CRM, enterprise resource planning, database applications, web applications, file/print services and high-performance computing.

In addition, the new HP ProLiant DL120 G5 is the most affordable rack-optimized HP ProLiant server available and offers midsize businesses improved efficiency. The single-processor DL120 features the latest Intel® Xeon® technology.

### Expanded CRM configuration options

HP has integrated next-generation server and storage technologies into HP-approved midsize Microsoft® Dynamics CRM configurations that can significantly reduce deployment time and support a customer-centric business strategy. Additionally, new [Oracle® Siebel CRM Professional Edition](#) configurations, validated by Oracle, offer midsize companies an affordable

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and easy-to-manage solution.

To meet the growing demand for robust Linux-based solutions for midsize businesses, HP introduced:

- Five HP-approved Oracle database configurations for HP BladeSystem and ProLiant systems running on Linux. These configurations provide support for 75 to 400 users, reduce time to deployment and lower costs.
- HP Insight Control Environment for Linux, a complete, easy-to-deploy Linux management solution. It features powerful Linux cluster technology that improves application performance, which can sharpen a business's competitive edge.

#### Mobile security for midsize companies

HP also announced HP Secure Remote Access, which helps midsize businesses customers create sales opportunities by offering convenient, secure and complete access to critical business information from anywhere at any time. It interfaces with other HP devices, such as desktop PCs, thin clients, business notebooks, tablet PCs, iPAQ handhelds and smartphones. HP Secure Remote Access includes Citrix Access Essentials, Microsoft Windows® Server 2003 and Microsoft Small Business Server 2003 R2.

"HP offers midsize businesses like ours the opportunity to manage customers using technology that is easy to use and mitigates risk," said Henry Chace, chief information officer at Burns & Levinson, a Boston-based legal firm with 260 employees. "This allows us to focus on our core mission of providing clients with the services they need."

#### HP reinforces channel support

As part of a continuing effort to empower channel members, HP also announced an advanced online configuration tool to help value-added resellers and other channel partners quickly and easily select the best configuration for their customers' business applications.

"We are very happy with HP's comprehensive product portfolio. It allows our midsize business clients to grow and create incremental revenue opportunities," said Romi Randawa, president, HPM Networks, an HP-certified reseller based in Fremont, Calif. "The fact that HP continues to invest in its channel shows a true commitment to the midsize market."

#### Availability and pricing

All products, services and solutions are available today. Pricing for the HP ProLiant BL260c G5 starts at \$1,199 and the HP ProLiant DL120 G5 at \$699.<sup>(5)</sup> Pricing of the CRM solutions is available through HP channel partners and varies based on the number of users or capacity requirements.

#### About HP

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- (1) AMI-Partners, "2007-08 WW Medium Business IT Infrastructure Market research," Feb. 4, 2008, based on AMI's annual tracking studies conducted in 14 countries.
- (2) HP defines midmarket as market of midsize businesses with 100-999 employees.
- (3) Compared to the lowest price configuration of the Dell M600 server blade available on Dell's website.
- (4) Based on HP internal benchmarks.
- (5) Estimated U.S. street prices. Actual prices may vary.

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