

Database Appliances?



Microsoft

HP / MICROSOFT SQL SERVER APPLIANCE SOLUTIONS

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Microsoft

Why Appliances?



Microsoft

Unprecedented Partnership



Microsoft

HP and Microsoft Strategic Partnership

Igniting the contribution of IT to the business



Microsoft | **HP**

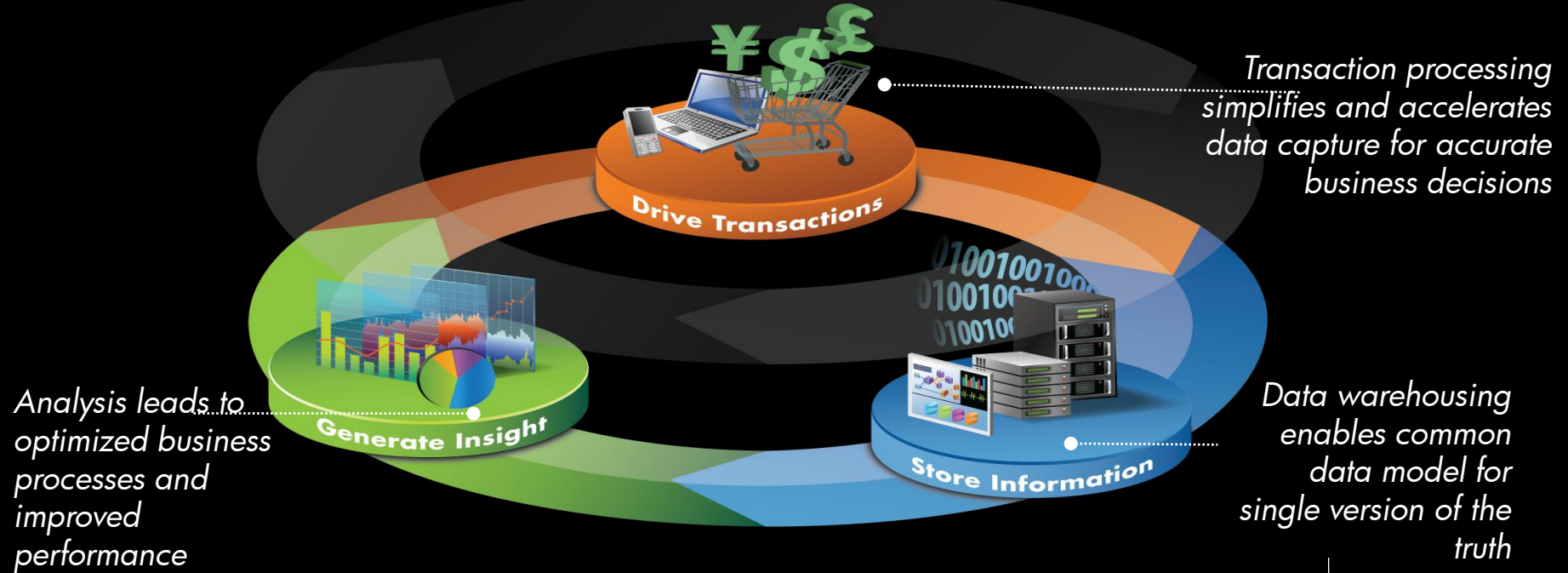
World-leading software and hardware companies

- 3-year, \$250M joint investment
- Portfolio of solutions delivers rapid time to value
- Integrated HP and Microsoft Services
- Bridge the path to the cloud



Microsoft

Appliances to Power Data Management and Business Intelligence Lifecycle



Microsoft

Transforming Business Intelligence and Information Management

One-size-fits-all approach has fundamental flaws

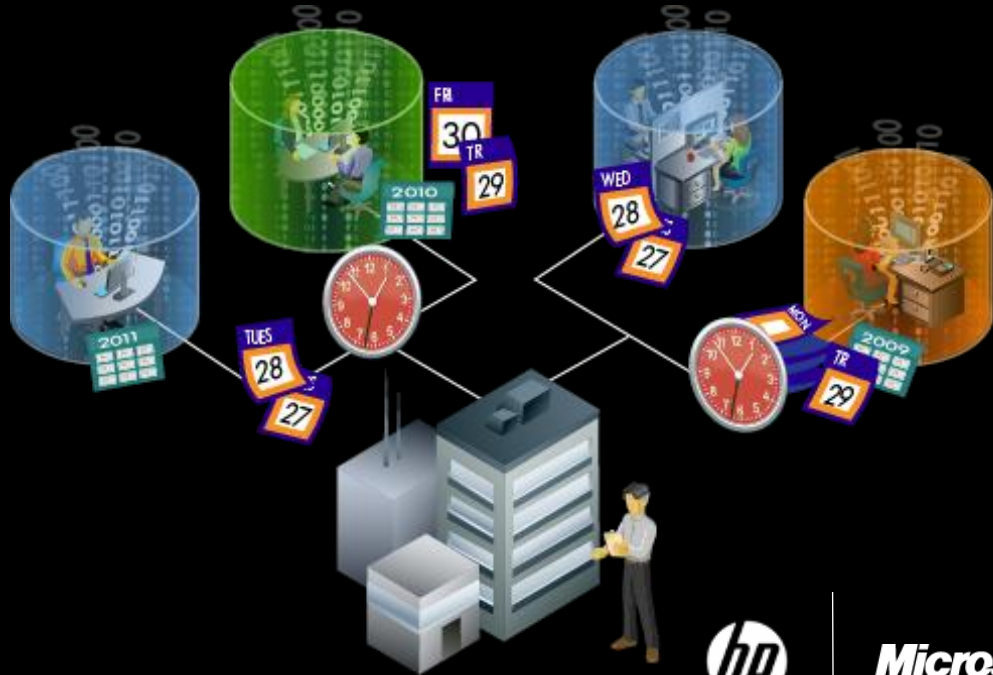
Months/years to deploy

**Need real-time
decision support**

**Poor performance at scale
Requires constant tuning**

**Big data from
multiple sources**

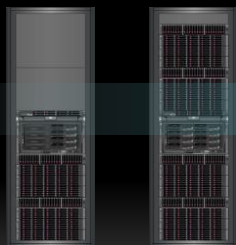
**Locked-in to
monolithic architectures**



Microsoft

Purpose-Built Solutions from HP and Microsoft

Portfolio of architectures and appliances that work together



Drive Transactions

- HP Database Consolidation Solution

Tier 1 service for consolidating tier-2 and tier-3 databases



Store Information

- HP Enterprise Data Warehouse Appliance
- HP Fast Track Data Warehouse Solutions
- HP Business Data Warehouse Appliance

Most scalable line of DW solutions in the industry at leading \$/GB



Generate Insight

- HP Business Decision Appliance

Fast analysis, easily shared

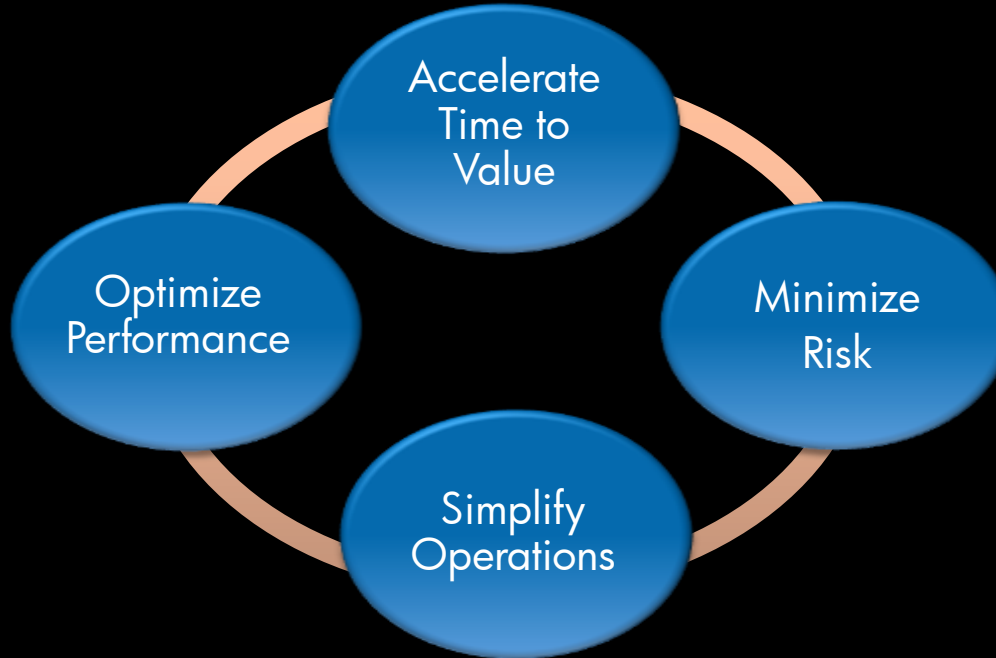


Microsoft

Converged Systems deliver bigger business impact

Deploy in days or
weeks, not months

Boost
application
performance
on balanced
systems



Deliver with
confidence and
ensure project
success

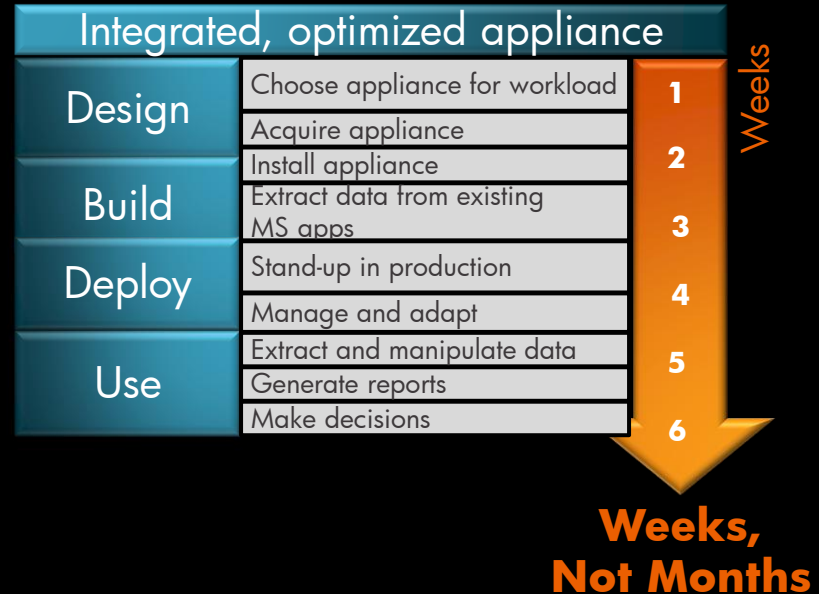
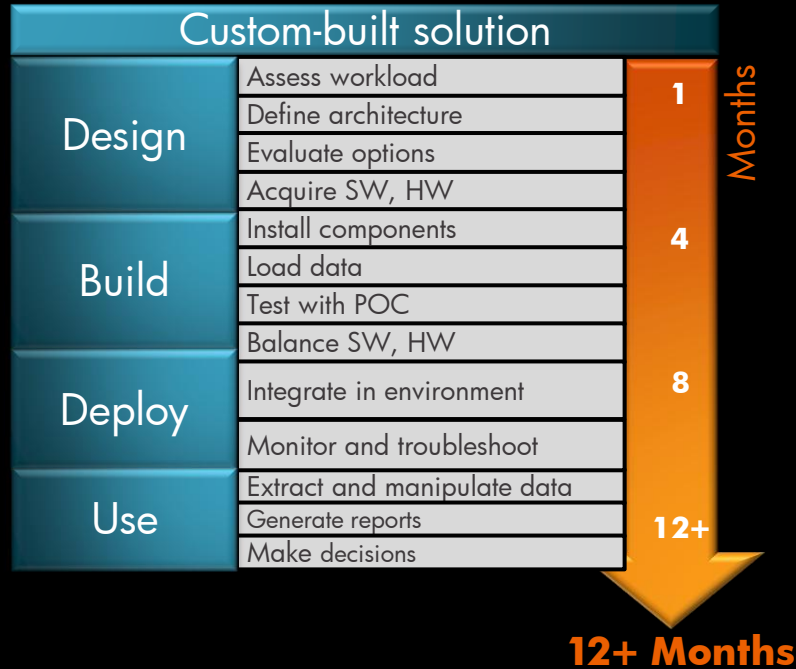
Streamline management
and lower TCO



Microsoft

Accelerate time to value

Deploy in weeks rather than months



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Reference Architectures



Microsoft Data Warehouse Fast Track Reference Architecture

HP Configurations to scale from 1TB to 80TB

Broadest range of solutions to meet your data warehousing needs

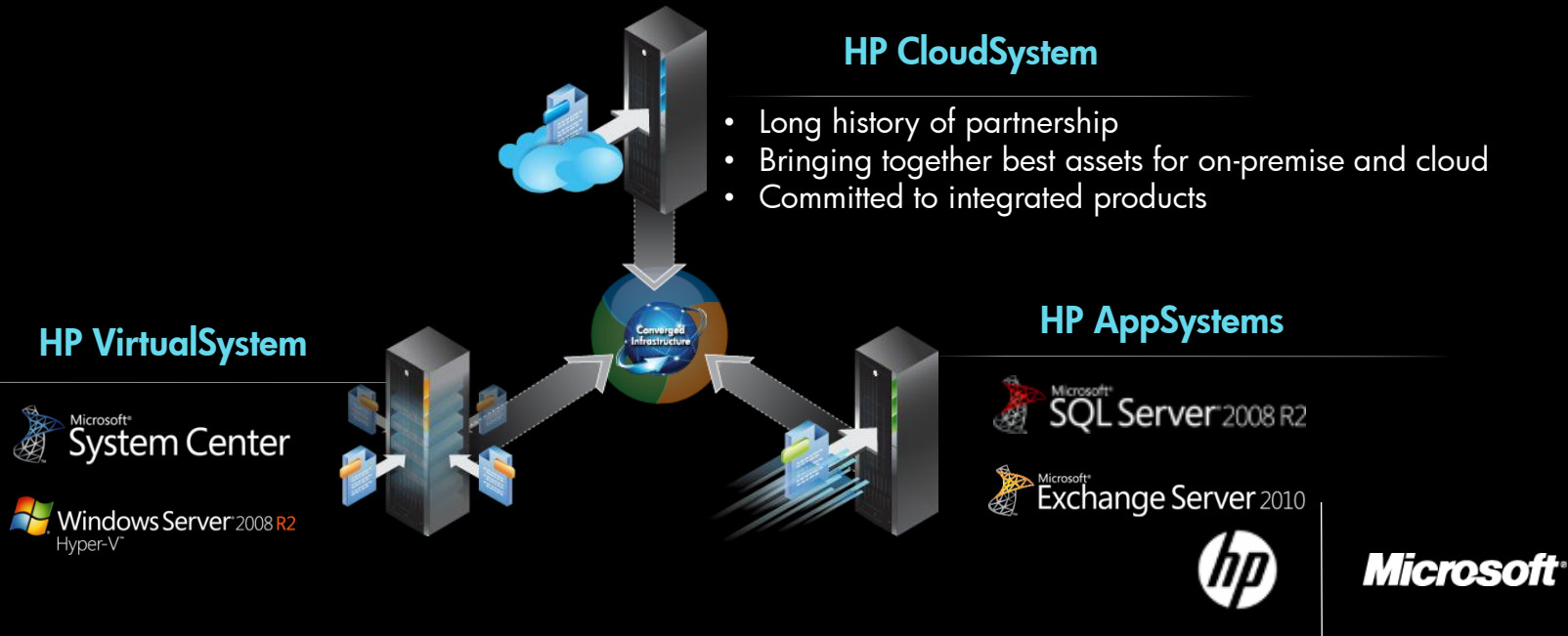


Microsoft

Microsoft Hyper-V Cloud Fast Track Reference Architecture

HP Configurations to handle all tiers and workloads

Workload-optimized systems built to work together.



Appliances!



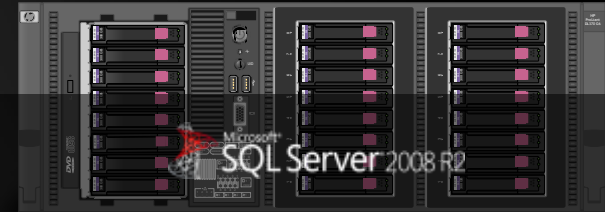
HP Business Data Warehouse Appliance

Optimized for SQL Server 2008 R2

New
BDW MP
Shipping
Today!

Feature-rich data warehousing made easy

- Pre-optimized, tuned solution results in up to 50% I/O increase, leading to faster decisions¹
- Unique Quick Deployment Tool reduces implementation time by up to 66%²
- Industry-standard components provide competitive price/performance of less than \$13K/TB
- Guided by Data Warehouse Fast Track RA



Target: 1-5TB DWs

¹ Compared to existing reference architectures.

² Based on Beta customer experience.

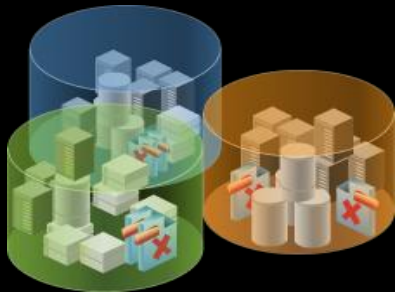


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HP Enterprise Data Warehouse Appliance

Transforming SQL deployment

BEFORE



- No single view of data across the enterprise
- Multiple siloed SQL data marts
- Proprietary, expensive EDW appliances

AFTER



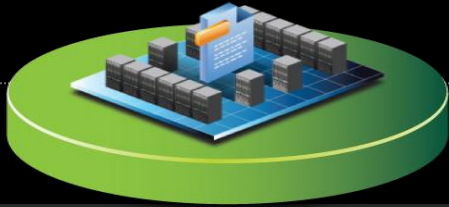
- The world's most scalable, easy-to-manage enterprise data warehousing solution
- Over 600TB = 60x Library of Congress printed collection



Microsoft

HP Enterprise Data Warehouse Appliance

Optimized for SQL Server 2008 R2 Parallel Data Warehouse



Complete

- All-in-one data warehouse appliance for mission-critical environments; New consulting services for HP Enterprise Data Warehouse



Optimized

- Single view of information across the enterprise
- One-step solution update
- Enterprise-class scalability for complex queries at market-leading \$/TB



Agile

The world's most scalable, easy-to-manage enterprise data warehousing solution
Offers 8x scale to over 600 TB, and 40x to 200x faster queries



Microsoft

*"Our success to manage the business for more than 220 retail stores depends on our ability to gain insight into those stores to make the most optimal decisions, so that we can proactively manage fluctuations in demand, enhance operations and bolster business growth. Microsoft Parallel Data Warehouse based HP Enterprise Data Warehouse (EDW) Appliance's turn-key approach, coupled with HP and MSFT's best practices allowed us to **deploy the EDW Appliance in a few days**. It only takes **3 hours to load data**, which used to take more than 7 days to load. We are able to make business decisions significantly faster as report generation and analysis of the information is performed in a more timely manner."*

- Assistant VP of Data Warehousing, Large US-based retail chain



Microsoft

Demo: HP Enterprise Data Warehouse Appliance

Push Button Update Capabilities



Microsoft

HP Business Decision Appliance

Optimized for SQL Server 2008 and SharePoint 2010

New BDA
HA
Whitepaper
Today!



Complete

- All HW, SW and Support included, installed, tested
- One step solution update
- Windows Server + SQL Server + SharePoint Server + PowerPivot for SharePoint



Optimized

- Share and refresh PowerPivot workbooks (often containing millions of rows and multiple data sources) with ease



Agile

- Deploy in less than an hour
- Improved management capabilities: centralized console, System Center pack, integrated servicing and support



Microsoft

Demo: HP Business Decision Appliance

Managed Self-Service BI in just under an hour



Microsoft

Database Consolidation Solution



HP Database Consolidation Solution

Optimized for SQL Server Workloads

Configuration available today:

- Driven by ongoing DBC Appliance work announced in June. Designed for demanding I/O intensive workloads
- Services-led installation of HW & SW
- Superior I/O capability to vblock¹
- Industry-standard components in HA configuration – no single failure points
- Guided by Hyper-V Cloud Fast Track RA

¹ Compared to public specs



Microsoft

Best-of-breed Partnership

Delivering faster time to value

HP + Microsoft
co-innovation



Integration of Converged
Infrastructure through
application services



R&D + Services + Partner
investments



Microsoft

Thank You



Microsoft