

HP BladeSystem and Microsoft Exchange Server 2007 solution

Sales battlecard

Improving business agility with unified messaging and collaboration



Solution overview

In today's highly distributed working environments, organizations face many challenges such as increasing employee productivity, improving information sharing and collaboration, reducing duplication of effort, and lowering administrative costs. To resolve these challenges (and more), your customers can implement a consolidated messaging environment using the HP BladeSystem platform with Microsoft® Exchange Server 2007. Advanced functionality addresses the evolving needs of all workers in the organization, including mobile professionals (such as increased security and always-on accessibility from virtually any device). Using a modular, industry standards-based architecture, your customers can easily add e-mail and unified messaging capacity and functionality as their business needs change.

The HP BladeSystem and Microsoft Exchange Server 2007 platform is a lower-cost solution because it's consolidated from the start. The HP BladeSystem solution integrates compute, storage, networking, power, cooling and management into the same intelligent enclosure. In addition, HP Thermal Logic technology uses built-in instrumentation, accurate monitoring and control to share and allocate the right amount of power and cooling to match demand. HP It ensures your blade solution never wastes a watt of power or a gram of air.

Why we win

- Microsoft Exchange Server 2007 offers unified messaging, archiving and compliance; anti-virus/anti-spam; high availability; and a range of mobile messaging options.
- 47% of all Microsoft Exchange Server implementations are on HP servers, more than any other vendor; 24% of all Microsoft Exchange Server implementations are on HP StorageWorks storage, sharing leadership with EMC and Dell.¹
- The HP BladeSystem environment offers a simple, hassle-free, integrated infrastructure—with the user's choice of HP server, storage and network blades.
- Advanced software tools (HP Insight Control, HP StorageWorks storage software, Integrated Lights Out, Rapid Deployment Pack) make Microsoft Exchange Server solutions easier to deploy and manage.
- HP Services is designated by Microsoft as a Global Prime Integrator for Exchange Server 2007.
- HP Services has deployed or has under contract 15 million seats of Exchange Server and hosts 1.4 million users via our HP Outsourcing Services.
- HP invests in joint solutions engineering with Microsoft on Exchange Server, creating pre-tested solutions for customers available on HP ActiveAnswers.

Key differentiators

- Increased flexibility from HP BladeSystem modular architecture, enabling businesses to design an Exchange Server deployment to meet their IT requirements and rapidly adjust to changing business requirements
- Unique functionality with centralized management and deployment, using HP Systems Insight Manager (SIM) 5.0 and the HP ProLiant Essentials Rapid Deployment Pack (RDP) Battery-Backed Write Cache for 70% improvement in user response times and 50–250% improvement in number of users

- Business continuity and shared redundancy through virtualization of servers, storage, power and networking
- Expert pre-tested solutions backed by the services and support of HP, and the worldwide network of authorized HP channel partners and resellers

HP and Microsoft value proposition

The HP BladeSystem and Microsoft Exchange Server 2007 solution provides a consolidated, easy-to-deploy messaging and collaboration solution that works in concert with the current environment to lower costs, increase productivity and save time.

What to sell

- **Microsoft Exchange Server 2007** – new features provide built-in protection, operational efficiency and anywhere access
- **HP BladeSystem solution** – for small and midsize businesses (SMB) or enterprise customers who need less than 8 slots in an enclosure, position the HP BladeSystem c3000 enclosure and build a “business in a box” with the applications and storage options of the HP BladeSystem architecture; when your customers outgrow the 8-slot c3000 enclosure, they can seamlessly upgrade to the 16-slot HP BladeSystem c7000 enclosure for even more choice and flexibility
- **HP Insight Control** – addresses all aspects of HP ProLiant and HP BladeSystem server management by bringing together HP Intelligent embedded technology, HP Systems Insight Manager and core HP ProLiant Essentials software in simple, integrated packages and streamlined licensing
- **HP client devices** – desktops, notebook PCs, HP iPAQ Pocket PCs, thin clients
- **HP StorageWorks storage solutions** – SB600c, SB40c; Ultrium 448c Tape Blades; All-in-One; Modular Smart Array (MSA), Enterprise Virtual Array (EVA) and XP disk array solutions for larger configurations; HP StorageWorks Storage Mirroring and HP StorageWorks Storage Essentials
- **HP Business Technology Optimization software** (formerly HP OpenView and Mercury management software)
- **Additional Microsoft software** – Microsoft Windows® Server 2003 x64 edition
- **HP C&I Services** (available worldwide) – Proof of Concept, Planning and Design, Implementation Service; Software Support, Update Subscription, License Subscription Services
- **HP Technology Services** (HP Care Packs available worldwide) – education, deployment and support options; assessment services and proactive support
- **HP Financial Services** – flexible leasing options

Target industries/companies/sweet spots

- Cross-industry solution; Fortune 500,000 companies – sell the c3000-based infrastructure for the 3–8 server per site configurations, and to those sites without three-phase power; sell the c7000-based infrastructure for enterprise customers with 2–6 IT staff and IT budget of \$100K–2M U.S.
- Current Exchange Server 2000 customers requiring costly extended support from Microsoft and with aging server hardware ready for refresh; need to reduce IT costs while increasing productivity; provide greater support for mobile users, including mobile access to e-mail, voicemail and fax; provide unified messaging and communication capabilities; consolidate and standardize their messaging/e-mail platform; provide high availability and business continuity; review and improve compliance and archiving implementations

¹ HP-sponsored primary research conducted by Penton Publishing, December 2004

- Current Microsoft Exchange 5.5, 2000 and 2003 users who need new capabilities from Exchange Server 2007; need to migrate to Exchange Server 2007 since mainstream support for Exchange 2000 has ended

Functional/contact target

Executive-level decision-maker within IT – CIO, VP of IT, Director of IT

Selling HP BladeSystem Solution Blocks

HP BladeSystem solutions are modular and built on industry standards, making it easy for your customers to build on a foundation of Microsoft Windows services—with core applications, storage, networking, etc.—to precisely fit their needs. For a Microsoft Windows Application Delivery solution, this structure allows Microsoft to share a blade enclosure with the applications it is hosting, creating a common architecture for the customer's entire infrastructure. If your customers are considering an application access solution, suggest they also consider the following approach—solution building blocks:

- **Microsoft Starter Kit** – start with the core Microsoft Windows Services such as Dynamic Host Configuration Protocol (DHCP) and Active Directory

Layered on the starter kit, build the complete business solution in the enclosure:

- **Microsoft Exchange Server 2007**
- **Enterprise applications** – SAP, Siebel CRM, JD Edwards, SAGE SalesLogix, Microsoft Dynamics, Microsoft SharePoint Server
- **HP Insight Control** – addresses all aspects of HP ProLiant and HP BladeSystem server management by bringing together HP Intelligent embedded technology, HP Systems Insight Manager and core HP ProLiant Essentials software in simple, integrated packages and streamlined licensing
- **HP StorageWorks storage solutions** – SB600c, SB40c, MSA; HP StorageWorks Storage Essentials

For enterprise-level customers:

- **Enterprise portals** – BEA WebLogic, SAP Enterprise Portal, IBM WebSphere
- **HP StorageWorks storage solutions** – MSA, EVA, XP disk arrays; HP StorageWorks Storage Essentials
- **HP Business Technology Optimization software** – demand and portfolio management, project management, and service-oriented architecture (SOA) governance solutions

Working with Microsoft

For enterprise sales, the HP sales force will work directly with its Microsoft counterparts. For mid-market sales, HP and Microsoft authorized channel partners will work together. For both enterprise and mid-market sales, schedule a get-to-know-you meeting and collaborate on a sales strategy; build trust with customers; communicate the HP BladeSystem and Microsoft Exchange Server 2007 value propositions; drive the sales process to closure.

Customer pain points

Pain: The IT staff is already lean. We need to make it easier for them to deploy and manage e-mail systems while controlling costs.

Solution: Microsoft Exchange Server 2007 makes deployment and management easier by providing a command line interface through PowerShell, improved Exchange System Manager Console, better setup and migration tools, server roles that enable you to deploy only the software needed on each server, and extensibility features that allow you to integrate Microsoft Exchange Server 2007 management into existing systems and tools.

Pain: Both software and hardware upgrades are required for Microsoft Exchange Server 2007. Is it really worth the cost?

Solution: Yes. Consider these bottom-line benefits: additional productivity, improved scalability and consolidation possibilities, larger mailboxes, wider range of access options, compliance, unified messaging and enhanced security features.

Qualification questions

- Does your current e-mail and messaging solution provide full mobile support, increased mailbox size, ubiquitous access to e-mail, integration between telephony systems, unified voice and e-mail messaging, and integrated anti-virus/anti-spam in the perimeter network?
- Do you need to streamline and simplify messaging across your organization (i.e., are management costs escalating)?
- Does your messaging platform offer the performance and scalability to address your growing business requirements?
- Can your storage solution for messaging handle the growing number of e-mails and attachments that your employees receive?
- Do you want a modular approach to data access, one that reduces setup time, simplifies operational tasks, and effectively eliminates barriers to change?
- Do you need centralized management of your entire system?
- Do you need a virtualized solution that more fully utilizes servers, leading to lower costs and fewer servers in your system's footprint?

Overcoming objections

Objection: Our system is stable on an older version of Exchange. E-mail is so important to our organization that we can't afford any unnecessary downtime.

Response: We completely understand your concerns about downtime during an upgrade. Our plan is to perform the upgrade behind the scenes, and then flip the switch to Microsoft Exchange Server 2007. The process will be transparent to your users and will not affect their productivity.

Objection: I'm not sure we have the budget for a new server solution or for an upgrade to Microsoft Exchange Server 2007.

Response: The HP and Microsoft Exchange Server solution consolidates your IT environment up front, lowering costs and improving IT productivity. And with the high-performance HP BladeSystem platform, you can accomplish more with fewer servers, automatically reducing management and maintenance costs, licensing costs, power and cooling costs, and more.

Support tools and resources

HP BladeSystem solution – www.hp.com/go/bladesystem

HP Microsoft Exchange Server Sales Engine – www.hp.com/go/salesengines/exchange

HP and Microsoft Exchange Server – <http://www.hp.com/solutions/microsoft/exchange>

HP ActiveAnswers – <http://www.hp.com/solutions/activeanswers/exchange>

HP Messaging and Collaboration Solutions – <http://h71028.www7.hp.com/enterprise/cache/256344-0-0-0-121.html>

Microsoft Exchange Server 2007 home page – <http://www.microsoft.com/exchange>

HP BladeSystem and Microsoft Exchange server solutions – <http://h18004.www1.hp.com/products/blades/solutions/solutions-msExchange.html>

HP Insight Control – www.hp.com/go/insightcontrol

HP Services – www.hp.com/services/bladesystemsolutions

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