

## MicroStrategy with HP BladeSystem

MicroStrategy 8 business intelligence solutions

### Improve business decision-making, reduce costs and enhance operational efficiencies with an enterprise-level business intelligence platform

#### Various business requirements call for different business intelligence styles

While everyone in your organization will leverage information to drive better business outcomes, not everyone requires the same level of business intelligence (BI) support. Some will focus on reporting, others on analytical processing, and some on predictive analysis, but to increase the value of your information assets, your BI should be leveraged across the entire enterprise, rather than being isolated within departments.

#### Accelerate business growth

BI solutions from HP and MicroStrategy enable improved and more predictable business performance by putting actionable information into the hands of every business person in the enterprise. With a single click, users can access scorecards, reports and analysis increasing productivity, inspiring innovation and enhancing customer service. The HP and MicroStrategy solution supports a wide range of platforms and operating environments—as well as offers high performance and scalability features—making it a clear choice for varied BI deployments starting with small up to very large data warehouses.

MicroStrategy 8 provides integrated reporting, analysis and monitoring software that enables organizations to make well-educated business decisions, leading to better business outcomes enterprise-wide. For organizations that demand advanced technical capabilities and sophisticated analytics in their BI solutions, HP and MicroStrategy is the right choice—providing the high performance and scalability necessary for success.

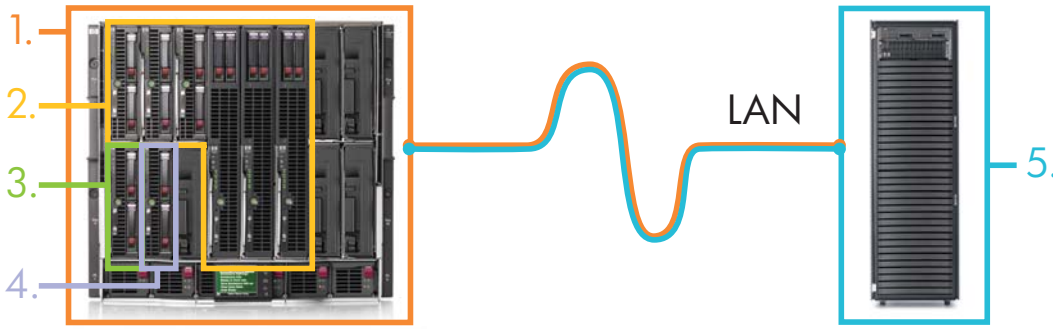
#### Solution benefits

- Increased collaboration – pervasive multi-layered security model enables successful external-facing and internal deployments
- Greater profitability – deliver time-critical business intelligence to decision-makers through an architecture optimized for performance, customization and integration
- Effective risk management – advanced analysis capabilities allow developers to build any report they can envision
- Shorter time to implementation – parameter-driven customization eliminates the need for developer support and is implemented on industry standard platforms
- Investment protection – MicroStrategy 8 solutions implemented on HP BladeSystems are highly scalable now and ready for future business intelligence needs

#### Working together with HP

Gaining business intelligence means tapping the vast pools of information residing across your enterprise. This requires sophisticated software that can integrate, analyze and report on diverse data to enable more timely and informed business decisions. Working with HP, we offer the ideal infrastructure for business intelligence.

HP BladeSystem c-Class consolidates compute, storage, power, cooling, connectivity, redundancy and security all integrated within a single rack-mount enclosure. Its modular, virtualized components help you increase the value of your information assets while managing change, conserving energy and reducing costs. HP Thermal Logic technology reduces power and cooling demands for greater energy savings and in support of worldwide environmental initiatives. And HP BladeSystem c-Class saves you money with integrated management tools to simplify administration of the entire HP BladeSystem solution. It all adds up to provide you with a best-run infrastructure—right out of the box.



1. Infrastructure enclosure
2. Application server
3. Security server
4. Management
5. Storage

## Reduce cost and complexity

HP BladeSystem make it fast and easy to deploy, customize and grow your business technology infrastructure on your terms. With HP BladeSystem, you have the ultimate in flexibility to mix and match Intel® Itanium® 2-based HP Integrity blades and x86 HP ProLiant blades with any combination of HP-UX, Linux and Microsoft® Windows® applications to efficiently support diverse workloads. With HP StorageWorks storage systems side by side with HP Integrity and HP ProLiant server blades in an integrated HP BladeSystem infrastructure, you also gain simple storage expansion and flexible data protection for data centers large and small. And with HP Insight Control, you can manage all HP BladeSystem components as one system, streamlining operations and increasing administrator productivity

### Service and support

Working with HP Services, we provide you with a complete portfolio of services tailored to your unique business and IT needs. We leverage the proven methodologies and expertise of over 65,000 HP services professionals around the world to help your company design, build, integrate, manage and evolve an HP BladeSystem infrastructure that lets you respond to business changes easily and cost-effectively.

## Bill of materials

### Infrastructure

- 1 HP Blc7000 1 PH 4 PS 6 Fan
- 1 HP Blc Bnt 1GbE2 Switch Opt Kit

### Application server

- 3 HP ProLiant BL460c, (2) Dual-Core, 2.66 GHz Intel Xeon™ processor, 4GB RAM, (2) 146GB 10k 2.5in. Hot Plug SAS Drive
- 3 HP BL860c (2) Dual-Core, 1.6 GHz Intel Itanium processor, 8GB RAM, (2) 146GB 10k 2.5in. Hot Plug SAS Drive
- MicroStrategy 8
- 5 Microsoft Windows Server 2003, server licenses
- 3 HP-UX 11i Server licenses

### Security server

- 1 HP ProLiant BL460c, (2) Dual-Core, 3.2 GHz Intel Xeon processor, 4GB RAM, (2) 36GB 15k 2.5 Single Port SAS Drive
- HP ProLiant Essentials Vulnerability and Patch Management

### Management

- 1 HP ProLiant BL460c, (2) Dual-Core, 3.2 GHz Intel Xeon processor, 4GB RAM, (2) 36GB 15k 2.5 Single Port SAS Drive
- 8 HP Insight Control DataCenter Edition
- 8 HP iLO Power Management Pack and HP ProLiant Essentials

### Storage

- 1 HP StorageWorks EVA4100, 7 TB with 300GB SAS drives

### Service and Support

- HW and SW Support - HP 1yr Next Day
- Factory Express level 1-Integrated-Simple Box Config

## Driving better business outcomes

By choosing MicroStrategy 8 on the HP BladeSystem c-Class, you can accelerate growth and mitigate risks with a simplified, consolidated infrastructure that's agile to efficiently handle change. And you can lower costs through automation, virtualization and improved IT efficiency. Together, we drive better business outcomes by making business technology a major contributor to your bottom line.

\*n = number of licenses required by vendor licenses regulations

\*\*BOM should be used as example only, architecture will vary by customer environment

## Technology for better business outcomes

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 Best In Business Intelligence

