

HP Gold Partner, ConRes, Deploys First Flexible Capacity Solution in the Americas

The advanced Infrastructure-as-a-Service
solution from HP



With Flexible Capacity, the hardware is located at the customer's site, yet with financing similar to a traditional cloud deployment, the pay-per-use aspect matches consumption.

WHERE IS THE NEED?

There is a trend to decrease spending on traditional IT purchases and evolve towards cloud and consumption IT payments; and HP has provided the perfect solution for one of ConRes's customers. The solution is called HP Flexible Capacity.

Not only did this solution allow ConRes's customer to decrease their capital equipment expense (CapEx), it helped them reach their objective of a new data center by financing it with operating expenses.

WHAT IS IT?

Flexible Capacity is the advanced Infrastructure-as-a-Service (IaaS) solution that ConRes recently provided to a client needing favorable financial terms and flexible IT service capacities. The benefits of Flexible Capacity impact the client's IT and finance departments as well as the company's ability to deliver the solutions that its clients need. The Flexible Capacity

solution provided the peace of mind the client needed relative to alleviating possible security threats because, unlike traditional cloud deployments, with Flexible Capacity, the hardware is located at the customer's site.

HOW WILL IT AFFECT OUR FINANCE DEPARTMENT?

An HP Flexible Capacity solution is financed using operational expenses, in the same manner as a cloud deployment. However, the HP servers, storage, and networking equipment is located on the customer's premises thereby making it a best of both worlds/best of many worlds solution. Traditional technical support services are provided by HP.

The client's financial managers didn't make a large capital expenditure. Instead, they used operating expense (OpEx) to finance the solution. And they're planning for the operational budget to increase gradually, helping them gain a firmer grip on their projected spending.

TOP SIX BENEFITS OF FLEXIBLE CAPACITY

Why is Flexible Capacity better than traditional cloud services?

1. Elasticity: so more capacity can be provisioned in minutes, not weeks.
2. Zero capital outlay: acquisition made using operating expenses (OpEx) not with funds earmarked for capital equipment
3. Optimized cash flows
4. Pay-per-use matches consumption
5. Security: on-site hardware reduces security threats
6. Enterprise-grade service for operational efficiency, both internally and as a key element in the solution that they offer to their clients.

HOW WILL TECHNICAL MANAGERS BENEFIT?

In this instance, technical managers gained an always-at-hand capacity buffer of 10-15% for both CPU compute horsepower and storage capacity. In fact, the customer gained these added capacities prior to having to pay for them.

As a result, the customer gets increased agility and scalability with a more optimized use of their capital and cash flow. Perhaps even more important than either the significant financial or technical aspects is the peace of mind related to security threats. It is worth repeating. Since the hardware is located on-site, it is less susceptible to security breaches and other external threats. The client always knows where their data (and/or their customers' data) is stored and is not concerned that it resides on a storage device located in a hostile land or an unstable environment.

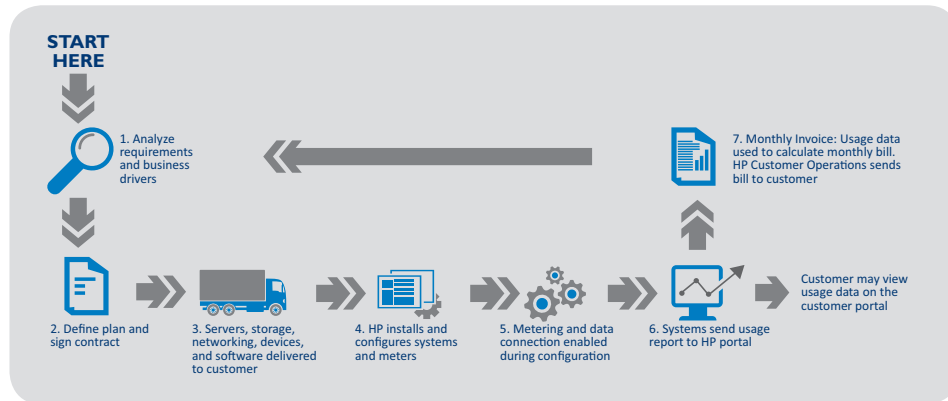


Dun & Bradstreet Rating: 5A2



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HP FLEXIBLE CAPACITY WORKFLOW



Why pay for it, if you're not using it? Monitor your usage with HP's customer portal and track the benefits of the pay-as-you-go model.

ABOUT THE END-USER WHO BENEFITTED FROM THE FLEXIBLE CAPACITY SOLUTION FROM HP AND CONRES

The ConRes customer, whose name is purposely withheld from this document, is an IT Services Provider (IaaS and SaaS) with its corporate offices in the mid-west, 103 locations across the world (including the data center operation based in the northeast), and approximately 1,000 employees.

Their value proposition is the measurement of the performance of a client's website. Their web performance analysis services extend well beyond merely technical aspects and into the web visitor's behavioral characteristics and the modification necessary to affect those characteristics. Additional services provided by our customer extend into many operational areas of their client's web assets.

Our customer needed a new data center but didn't want to make the very large capital expenditure associated with such a deployment. They also recognized that they couldn't predict the exact level of service they would need to provide at day-one nor at any time into the foreseeable future... But, they also couldn't lose business due to lack of capacity.

It was the pay-as-you-go, pay-as-you-need aspect of the Flexible Capacity service that eliminated the undesirable nature of a large capital outlay while ensuring that they would not be capacity-restrained. Now, they're confident that they won't lose an order from an existing or prospective client due to lack of capacity.

BROAD SPECTRUM OF HP SOLUTIONS

In addition to HP Flexible Capacity service, ConRes offers a wide variety of HP solutions including:

- HP Virtualization Solutions
- HP BladeSystems
- HP Integrity Servers (Unix)
- HP ProLiant ML/DL/SL Servers
- HP ProCurve
- HP Enterprise Storage
- HP Enterprise Networking
- HP ASP
- HP P4000 SAN Solutions
- Thin Client Solutions
- Desktops, Workstations, and Notebooks
- Imaging and Printing Solutions
- HP Services
- HP Microsoft Virtualization

THE CONRES AND HP RELATIONSHIP

With ConRes being an HP Gold Partner, clients find the HP solutions they need for mission critical computing, high performance computing, and other industry and IT solutions. ConRes delivers HP products and services to medium and large enterprises and within higher education and local and state government environments.

ConRes helps each client find the most suitable HP solution for their unique requirements. In addition to Flexible Capacity, you can check out the complete list of HP-related offerings from ConRes at www.hp.conres.com.



Continental Resources, Inc. | 800.937.4688

Worldwide Headquarters: 175 Middlesex Tpke Ste 1 | Bedford, MA 01730-9137

Local USA Contacts: Boston | Chicago | NH | NJ | NYC | Philadelphia | Washington DC

International: Toronto | Liverpool | Hong Kong

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