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## **HP Readies Client Networks for Virtualization, Multimedia and Mobile Devices**

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### **New offerings speed application delivery across data center, campus and branch**

ASIA PACIFIC, Oct. 5, 2011 – HP today announced new networking products and services based on the HP FlexNetwork architecture that deliver the increased flexibility clients need to keep pace with the demands of globalization and IT consumerization.

Legacy network infrastructures typically lack the flexibility required to support virtualized infrastructures, the bandwidth for intensive multimedia applications and the scalability required for the growing number of connected mobile devices.

Introduced at Interop New York, the new HP Networking solutions for virtualization, multimedia applications and enterprise mobility simplify migration to newer Internet Protocols, the 10 Gigabit Ethernet (GbE) networking standard and virtualized branch services.

— HP FlexFabric solutions for the data center include the new 10 GbE HP 5900 top-of-rack switch and the updated HP 12500 switch series, which enables clients to improve the performance of server-to-server traffic by up to 80 percent,(1)

— HP FlexCampus offerings include the new HP 3800 stackable switches, which provide up to 450 percent higher performance,(2) and a new reference architecture for campus environments that unifies wired and wireless networks to support mobility and high-bandwidth multimedia applications;

— An expanded HP FlexBranch portfolio of new virtualized service modules with technology from HP partners VMware and Citrix helps to speed the service delivery of applications to branch offices, while saving 21 percent in cost; (3)

— HP FlexManagement with integrated mobile network access control (NAC) in HP Intelligent Management Center 5.1 streamlines enterprise access to mobile devices and protects IT infrastructure from mobile threats;

— New specialized services facilitate the migration to IPv6 while simplifying the customer transition, ensuring business continuity and minimizing business risk;

— New low-rate financing program allows U.S. channel partners to affordably acquire HP Networking demonstration equipment with minimal up-front capital investment.

—Enterprises need a simpler networking infrastructure that's scalable and flexible to keep pace with the dynamic needs of business applications,|| said Bethany Mayer, senior vice president and general manager, Networking, HP. —HP is the only company with a unified approach to networking across the data center, campus and branch that enables clients to embrace the adoption of video, cloud and rich multimedia applications.||

### **Dynamic application delivery through data center networks**

HP FlexFabric solutions deliver a simplified data center network fabric that eliminates unnecessary layers of equipment, reduces bottlenecks, and leads to increased performance and greater simplicity in implementing and managing applications on the network. HP has expanded the HP FlexFabric portfolio with solutions that offer clients:

— Up to 300 percent greater network scalability with the new HP 5900 top-of-rack series of 10-GbE switches. The switch reduces the number of logical devices in the server access layer by 50 percent, lowering total cost of ownership by 50 percent. The switch is powered by the HP Intelligent Resilient Framework (IRF), an HP innovation that allows four HP 5900 switches to be virtualized and operate as a single switch.(1)

— Improved network resiliency and performance of the HP 12500 switch series through the addition of the updated HP IRF technology. The switch provides full IPv6 support, double the throughput and reduced network recovery time by more than 500 times.(1)

### **Managing multimedia and mobility demands in the campus**

New HP FlexCampus solutions that deliver increased network performance, ease deployment and simplify management of campus environments offer:

— Up to 76 percent lower latency and 122 percent higher 10 GbE port density with HP 3800 stackable switches. With support for Energy Efficient Ethernet, the HP 3800 reduces power usage by 14 percent versus competing products.(2)

— Improved performance and resiliency while reducing costs by up to 35 percent<sup>(3)</sup> with the HP FlexCampus Reference Architecture, which provides best-practice design for implementing campus networks optimized for video and unified communications.

### **Orchestrating and securing smart mobile device access**

HP now offers unified management of both virtual and physical environments across heterogeneous networks with HP FlexManagement, the updated HP Intelligent Management Center (IMC) 5.1 that now supports 5,786 devices from more than 150 manufacturers and helps protect IT infrastructures from possible threats from mobile devices and mobile-centric applications.

### **Delivering virtualized network services to the branch**

To ease the deployment of network-based services, HP also unveiled virtualized services modules for the HP 5400zl and 8200zl switches, the first in the industry to converge blade servers at the branch into a network infrastructure capable of hosting multiple applications and services. The HP Advanced Services zl Module with VMware vSphere® 5 and HP Advanced Services zl Module with Citrix XenServer® platforms deliver 57 percent lower power consumption and 43 percent reduction in space versus competing products.<sup>(3)</sup>

### **Managing the economics of change**

New HP Network Consulting services assist enterprises and governments migrating from Internet Protocol version 4 (IPv4) to IPv6. These services enable clients to capitalize on IPv6, maximize the effectiveness of an organization's infrastructure and minimize the risks of failing to connect to customers and partners.

HP Financial Services new financing promotion enables U.S. channel partners to lease HP Networking products as demonstration equipment at customer sites for a monthly payment of 1.5 percent of list price for 18 months.

### **Pricing and availability<sup>(4)</sup>**

— HP 5900 top-of-rack switch series is expected to be available in early 2012 in the United States with a starting list price of \$38,000.

— HP 12500 switch with four-chassis virtualized core will be available this fall at no additional cost.

— HP 10500 campus core switch is available now worldwide starting at \$38,000.

— HP 3800 line of switches is available now worldwide starting at \$4,969.

— HP zl service modules for VMware and Citrix environments are available now worldwide. The HP Advanced Services zl Module with VMware vSphere 5 (including support and subscription, 8GB of RAM) starts at \$5,299. The HP Advanced Services zl Module with Citrix XenServer (including support and subscription, 4GB of RAM) starts at \$4,499.

— HP Intelligent Management Center 5.1 is expected to be available in early 2012 with a list price of \$6,995.

A core component of the HP Converged Infrastructure, the HP FlexNetwork architecture converges network silos by ensuring protocols are implemented consistently across all networked devices throughout an enterprise. As a result, clients are able to simplify and speed service delivery across the data center, campus and branch, driving increased agility and innovation.

HP's premier client event, HP DISCOVER, takes place Nov. 29 – Dec. 1 in Vienna, Austria. The event showcases how organizations can get started on their Instant-On Enterprise journeys.

More information about HP Networking solutions is available at [www.hp.com/networking](http://www.hp.com/networking). More information about HP's offerings at Interop is available at [www.hp.com/go/Interop](http://www.hp.com/go/Interop).

### **About HP**

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