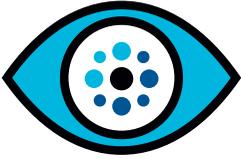# HP partners exceed business goals and customer expectations with HP iLO Advanced Pack

"HP iLO Advanced enables about $4 million of our HP services revenue by making many portions of our 24x7 service practical because we can administer servers from remote."

— Austin Park, Chief Technology Officer, PDS

Anytime, anywhere

Here's a quick quiz for anyone who takes care of servers:

1. Server administration should be:

   a) Simplified

   b) Automated

   c) Enabled from a Web browser anywhere, making it easy to work flexibly

   d) All of the above—with HP Integrated Lights-Out (iLO) Advanced Pack

2. HP iLO Advanced helps drive business for:

   a) Small, medium, and large businesses

   b) Small HP partners

   c) Large HP partners

   d) All of the above

As you can guess, the answer to both questions is d. But few people can guess *how much* business value HP iLO Advanced is generating for HP partners and customers. That's what several partners and customers report.

For instance, Wisconsin-based Paragon Development Systems, Inc. (PDS, www.pdspc.com) is an HP partner with 250 employees and revenues of $134 million. "Once our customers see what HP iLO Advanced can do, they ask for it on all their servers," says Austin Park, chief technology officer at PDS. "HP iLO Advanced enables about $4 million of our HP services revenue by making many portions of our 24x7 service practical because we can administer servers from remote."

Meanwhile, in Charlotte, North Carolina, a score of small businesses pay Jim Gordon to *stay away*; he is a senior network engineer for a five-person HP partner

named Computer Marketing Group (CMG, www.cmgsales.com). They've been doing this for years and are quite happy about it. They like Gordon, but if they're not seeing him, it means their servers are up and running. Gordon uses iLO Advanced to perform updates and maintenance remotely during off hours—even late at night.

"Most of our customers don't have IT people on staff," Gordon says. "At CMG, *we're* their IT department. Without iLO Advanced, we'd have to double the number of people we have on staff to keep up our level of service. And iLO Advanced makes it cost-efficient for our customers to engage us—and for us to service them in off hours when a reboot will have the least impact."

What's iLO Advanced?
First, a quick definition: HP Integrated Lights-Out (iLO) Standard enables basic remote access such as the ability to power on and off. It comes with every ProLiant server, and it's free with the server purchase.

HP iLO Advanced Pack *extends* those iLO capabilities with a graphical user interface, full remote control of system KVM (remote console) regardless of server status, and the ability to remotely update server software and firmware over a network. Available at a minimal price, its license unlocks a number of features already present in the server itself.

A difference you can see
"The graphical interface of iLO Advanced is probably its biggest selling point," Park says. "We don't push it, we just use it. For instance, when we virtualize a customer's data center on the HP BladeSystem, we

perform a one-week jumpstart service and knowledge transfer." On the first day, the PDS engineer mounts the customer's new server hardware in the data center. "Then we never go back in there again," Park explains. "As we move their servers to the HP server blades and perform a physical to virtual migration, we're able to mount CDs, reboot, allocate functions and do the entire installation from remote using HP iLO Advanced. The typical customer says 'wow, this is the way I should be running my entire data center.'"

Park adds that PDS couldn't perform this session if it had to take place in the data center itself. "The decibel level would be so high that we'd be yelling back and forth and we'd all be standing because there would be no room. Using HP iLO Advanced, we're all sitting at a conference table, so it's easy to explain things and do useful work."

Truth captured on video
CMG's Gordon appreciates the video playback feature of iLO Advanced. "We configure it to capture the last time the server failed and the most recent boot sequence," he says. "Being able to review these sequences from remote gives us tremendous diagnostic value."

Additionally, this video playback feature can be used to manually record and save any console sequence to the client hard drive for replay from the iLO2 Integrated Remote Console. "We are looking into using this feature for training," Park says. "Our senior people can do our jump starts with their eyes closed, and our junior people could learn to do them by watching the video replays."

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> —Jim Gordon, Senior Network Engineer and Partner, Computer Marketing Group

Collaboration online

Another iLO Advanced benefit is the ability to have up to four users at remote sites join and drive a session from anywhere, with the first user managing the delegation of control. Some competitive remote solutions don't allow more than two users in a session. Says Park: "iLO Advanced lets our engineers reach out to our specialists—wherever they may be—and bring them as needed into customer sessions. This extra help would be practically impossible if travel was required."

Gordon notes that at CMG, "iLO Advanced remote sessions help us teach customers about their servers without going onsite—saving them additional money."

Security enhanced

HP iLO Advanced increases security by integrating iLO user administration with Microsoft Active Directory through advanced two-factor authentication. PDS' Park says, "The security features of Advanced Pack and its integration with Active Directory appeal to our customers when they're using a third-party resource like PDS to support their server environment."

Better business outcomes by the bundle

iLO Advanced helps PDS add value for a number of customers. A large hospital chain, for instance, needed to consolidate its data centers so it could use the reclaimed square footage for patient care. "We helped them consolidate and virtualize servers in one location, achieving an 8 to 1 ratio," Park says. "iLO Advanced enables them to give unique hardware access rights for each server to different IT administrators who are in different locations, without fancy IP-based KVM. They get back tens of thousands of square feet for patient care and save quite a bit of money operationally."

Another PDS customer is a fast-growing regional telecom with servers in 140 field locations. Its administrators often traveled for hours to troubleshoot those servers. "Now they get iLO Advanced with every server, and issues that took a day to fix before are now resolved in 15 minutes from remote," Park says. "This company saved millions in operational costs and used the funds to buy redundant systems for each location. Availability increased from 80 percent to 99.999 percent. Customers love it. iLO Advanced is a no-brainer."

iLO Advanced is helping another PDS customer, a large national bank, develop a new source of revenue. "Their data center was sized for maximum processing demand—and was underutilized most of the time," Park says. "HP iLO Advanced gives them the flexibility to make changes on the fly if needed. This is part of the confidence they now have to take unused processing power and sell it to an affiliate. Their return is 20 percent of their capital budget."

A food service customer of CMG's is able to manage several remote data centers, including their disaster recovery site, without additional resources, Gordon observes, because IT can administer the site's servers remotely using iLO Advanced.

Solution at a glance

HP partners Paragon Development Systems, Inc. (PDS) and Computer Marketing Group (CMG) report that easy, lights-out server administration with HP iLO Advanced Pack can bring five, six, and seven-figure gains to customers.

Primary hardware
• HP ProLiant servers with HP iLO Advanced Pack

Power costs cooled

A dramatic savings in cooling costs is also possible with a lights-out data center, PDS' Park notes. "We have a brand new customer that has just two administrators sitting in a 10,000 square foot data center cooled to 68 degrees Fahrenheit. They told us their power costs are high. We're going to show them how iLO Advanced can enable those two people to administer the servers from outside, and the data center can then run at 78 degrees. A data center can be uncomfortable for people—it can be 90 degrees—if the ambient air in front of the servers is 78 degrees. That kind of change could save this customer a high five-figures each year in power costs."

A fast payback

With its nominal price, few expenditures in IT seem to pay back faster or in higher multiples than easy, remote server administration with HP iLO Advanced Pack. That's why it's said that when it comes to controlling servers, "nothing else is remotely close."

To learn more about iLO Advanced Pack, visit **www.hp.com/go/iLO** or **www.hp.com/go/InsightControl** or contact your local HP rep. If you're a partner, visit the HP Partner Portal for more on this solution.

Technology for better business outcomes

To learn more, visit www.hp.com

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