



windows web hosting for hp ProLiant BL server blades

dynamic platform for increased profitability

With competitive and economic pressures mounting, you need to get more out of your web hosting investments than ever before. That means having a versatile, secure, and cost-effective infrastructure for rapidly deploying new services.

HP and Microsoft® can help you build a web hosting environment that adapts to your changing needs, reduces operating costs, and increases your revenue potential from every user. The key is Microsoft Windows® Web Hosting software combined with a prescriptive architecture, running on ultra-dense ProLiant BL e-Class and high-performance ProLiant BL p-Class server blades from the new HP. ProLiant is the number one platform for Windows web servers according to an IDC Workload Study, and the ProLiant BL blades clearly illustrate why.

Developed for adaptive computing, and optimized for rapid deployment and automated provisioning, the ProLiant BL e-Class and p-Class blades provide dynamic scaling, and are remotely manageable from anywhere in the world. Deployed in a multi-tier architecture, these flexible servers are designed to handle rapidly changing and unpredictable requirements.

It's the ideal platform for web services. And it's the key to accelerating customer provisioning cycles, simplifying service management, and increasing profitability.

benefits

- **adaptability** – The HP Adaptive Infrastructure vision and innovative ProLiant blade technologies provide a flexible foundation for rapid deployment and automated provisioning
- **high performance and availability** – Advanced Intel® processors and redundant components, along with load balancing, maximize performance and availability

- **scalability** – Server blades can be deployed and redeployed in just minutes, reducing operating system installation and server provisioning time by up to 300%
- **cable reduction** – Innovative design cuts cabling at least 80%.* The interconnect switch is used to consolidate server blade network cables to a manageable quantity. In addition to network cabling reduction, the ProLiant BL server blades are designed for headless management so there are no keyboard, video, or mouse cables to connect.
- **lights-out management** – Integrated technology allows remote deployment, configuration, monitoring, and management for more effective control of distributed remote sites and data centers
- **innovative tools** – ProLiant Essentials Software from the new HP, along with specialized Windows tools, enable dynamic resource scaling, virtual presence and control, rapid deployment, and automated provisioning
- **best practices** – Documented best practices provide for faster solution deployment, higher quality, and rapid return on investment
- **world-class hp services** – Global support and single point of accountability are your assurance of long-term success

* Compared to traditional 1U servers using an interconnect switch

rapid deployment of web servers

With Microsoft Windows web hosting solutions from HP, you get detailed architectures, sample configurations, and best practices that speed implementation and help you achieve long-term profitable growth. Working with Microsoft, we provide a complete web hosting platform based on Windows 2000 and Microsoft Internet Information Services (IIS). In fact, you can have a web server ready for customer use in as little as 20 minutes. What's more, with so many applications written for the Windows environment, you can easily roll out additional value-added services to maximize revenue from each customer.

optimized for versatility and economy

ProLiant BL e-Class and p-Class server blades play a central role in enabling rapid deployment and flexible, cost-effective



management of your Windows web hosting solution. ProLiant BL e-Class edge-server blades offer industry-leading, power-efficient performance and scalability, while the ProLiant BL p-Class blades offer enterprise performance and availability.

The key to making this environment truly adaptable, while also conserving valuable resources, is the HP Dynamic Internet Solutions Architecture (DISA). DISA enables the scaling up and out of web, application, and data resource tiers, leveraging the industry-defining technology of ProLiant servers to create an infrastructure optimized for flexibility, performance, availability, and economy.

adaptability

ProLiant BL e-Class and p-Class blades maximize your ability to handle dynamically changing business requirements. You can add computing resources by simply snapping in a new blade. And because they support dynamic resource scaling, you can deploy and redeploy hundreds of blades by simply dragging and dropping predefined scripts and images. Graphical tools provided with ProLiant Essentials Rapid Deployment Pack Software make it fast and easy.

performance and availability

ProLiant BL p-Class blades also bring a new level of performance and availability to enterprise computing in a blade form factor. With key component redundancy, intelligent management, and "rip-and-replace" serviceability, these feature-packed servers deliver the uptime you need to meet the intense demands of web hosting.

economy

For all their power and versatility, ProLiant BL p-Class blades are designed with economy in mind. A flexible forward-compatible infrastructure accommodates future blades with increasing performance, and offers plenty of power headroom so you don't have to repurchase power infrastructure for the next generation of blades. Automated, dynamic provisioning greatly reduces the burden on IT staff—along with the associated costs.

lights-out management

In addition, major management savings come from the HP Integrated Lights-Out management capabilities. For example, using these capabilities you can install, configure, monitor, update, and troubleshoot remote ProLiant BL p-Class blades from anywhere, anytime—all via a standard web browser. And your entire ProLiant server infrastructure is easily managed with HP Insight Manager, which includes a visualization tool that provides up-to-the-minute status of all the blades in a rack, with full graphical location detail.

more information

For more information on how Microsoft Windows web hosting solutions powered by ProLiant BL server blades can help you streamline provisioning and slash operational costs, please contact your HP representative or reseller, or visit hp.com/solutions/microsoft/wwh.

hp dynamic internet solutions architecture (DISA)

