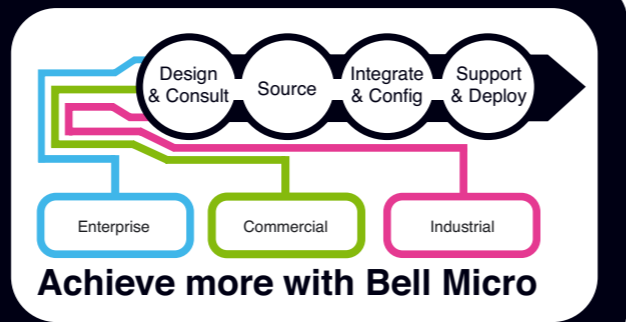


Bell Micro is a specialist IT distributor that occupies a central position in the IT supply chain between those companies who create IT products and services and those who supply end-users. We provide a complete service that is designed to enhance the capabilities and performance of our partners in this channel. The services and technologies we supply are wide-ranging, so too the ways we assist our partners. For some, it is a case of ensuring the right IT products are available at the right time and cost, for others the service is more extensive with Bell Micro working in partnership to address opportunities at every stage of the technology lifecycle – from design to deployment. Bell Micro operates through three channels to market – industrial, commercial and enterprise – each of which offers a wide range of services and products from major IT vendors.



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HP Storage Essentials

keeping software **simple**, so you
don't go round in circles



HP Storage Essentials – your USP

HP Storage Essentials offers you a powerful and unique selling tool. This portfolio of software allows customers to simplify their IT infrastructure, reduce their costs and respond faster to business opportunities.

These are key benefits for any customer given that 80% of their overall IT costs relate to systems monitoring, management and deployment. These software tools also enable you to protect your customers' investment, by integrating seamlessly with existing hardware and software environments.

Spending a little time appreciating the features and benefits of HP Storage Essentials will help you to demonstrate your commitment to customers by delivering a better IT service and strengthening your relationship further.

What is HP Storage Essentials?

HP Storage Essentials is a suite of value-added plug-ins that enable advanced heterogeneous storage management functionality, storage resource management, provisioning and application infrastructure monitoring. Each of these features enhance your customers' networks by making things easier to control, manage and deploy.

Why should you promote HP Storage Essentials?

The facts speak for themselves, as research has proven that customers who deploy HP management solutions are more satisfied and less likely to switch suppliers. Just consider the benefits and see why. With the help of HP Storage Essentials your customers can reduce unplanned downtime, lower TCO and make their IT service more responsive. Get to grips with HP Storage Essentials and you can:

- Transform your customer relationships helping reduce their ongoing operational costs, not just providing a good deal on hardware
- Add value to the functionality provided by HP Systems Insight Manager (SIM) and HP OpenView Operation Manager, with which HP Storage Essentials dovetails seamlessly
- Deliver set-up and configuration services around HP Storage Essentials
- Differentiate your offering against the competition and compete with service-led vendors
- Offer customers with existing Oracle, Sybase, Microsoft Exchange and SQL applications a cost effective resource management system.

Why will customers listen?

Given that just 20% of your customers' total IT costs are hardware related, it's hardly surprising that 'feeds and speeds' discussions have limited potential. With HP Storage Essentials you can focus on hotter topics like costs, service levels and organisational responsiveness. You can help them reduce TCO through better management of their systems and the ability to:

- Quickly configure and deploy operating systems and applications
- Integrate with industry standard applications, thereby protecting their investment
- Improve capacity utilisation of their system
- Provide customised reporting on network and system performance
- Detect server and storage performance issues in advance of failure
- Use a unified server and storage management system through integration with HP Systems Insight Manager
- Easily understand their system by pictorially mapping their storage network and back-up typology through a comprehensive user interface
- Add new plug-ins to their existing implementation as they need them, rather than purchase the suite in its entirety
- Ultimately increase administrator efficiency to manage and reduce the costs of storage growth

Ideal adoption scenarios

Getting started with HP Storage Essentials is simple. You just need to spot customer situations that are ideally suited to the technology. For each of the 10 plug-ins we've highlighted some ideal customers and questions to ask. Look out for these and you've made the critical first step to capitalising on the enormous opportunity created by HP Storage Essentials.



HP Storage Essentials Enterprise Edition

Delivers integrated heterogeneous functionality for network management, storage management, provisioning and application infrastructure monitoring.

Ideal customer candidates include those that:

- Wish to improve operational efficiency
- Want to ensure data availability and avoid capacity shortages
- Require the freedom to buy storage hardware that meets business and budget needs
- Need a simplified but holistic view of their server and storage management systems via a master console
- Possess a storage infrastructure that is large and complex
- Want a unified server and storage management that integrates perfectly with HP Systems Insight Manager
- Need support for HP EVA and MSA, Xiotech or 3PAR arrays (few competitive products support these arrays; all leading arrays are also supported)

Questions to ask to spot issues and establish trust:

- How do you monitor server and storage performance for your whole network?
- Can you identify causes of capacity, performance and configuration problems wherever they occur in the storage stack?
- Do you want to plan your network more proactively to improve system performance?
- Would you like to reduce TCO through a system that integrates seamlessly with your existing hardware and software?

Provisioning Manager

Accelerates IT's ability to bring new revenue-generating projects and applications on-line and expand the capacity of existing applications by providing interactive and guided path provisioning of heterogeneous storage systems and fabric switches.

Ideal customer candidates include those that:

- Wish to improve accuracy and speed of allocating storage capacity
- Need to accelerate deployment of revenue-generating applications
- Want to provision ILM tiers through a common interface

Questions to ask to spot issues and establish trust

- Do you find capacity requirements often push your system to limit?
- Would you like to reallocate unused capacity to more critical areas quickly and efficiently?
- How can you improve the quality of service delivered by your network?

Viewers for Oracle, Sybase, Exchange and SQL Server

A range of individual packages which enable you to anticipate and pinpoint the root causes of capacity performance and availability problems.

Ideal customer candidates include those that:

- Operate Oracle, Sybase and SQL Server databases
- Rely on Microsoft Exchange for internal and external communication
- Wish to predict SAN changes on the business
- Need to ensure application availability of Oracle, Sybase, Microsoft Exchange and SQL Server

Questions to ask to spot issues and establish trust:

- How will storage changes impact on your applications?
- Do you run multiple database applications, but are unable to view their overall performance in the same interface?
- Do you experience users exceeding their mailbox capacities?

File System Viewer

Provides high performance, highly scalable file-level scanning, analysis, reporting and policy-based management capabilities to reclaim wasted disk space, respond faster to file server out-of-space conditions and classify unstructured data in support of ILM initiatives.

Ideal customer candidates include those that:

- Wish to defer capital expenditures by reclaiming capacity
- Have to determine what data can be moved to lower cost storage tiers
- Want to implement ILM with greater accuracy and speed

Questions to ask to spot issues and establish trust:

- Do you know how to reduce your storage costs?
- How quickly can you access information to identify ways to reduce your storage costs?

Chargeback Manager

Auto discovers and registers all physical and logical storage assets and asset attributes; and provides two methods of cost accounting that enable IT to align storage service levels and costs with business needs.

Ideal customer candidates include those that:

- Wish to align storage costs with business units that are responsible for them
- Want to communicate the business value of storage infrastructure
- Need to identify out-of-date storage assets, firmware and drivers

Questions to ask to spot issues and establish trust:

- How do you align your storage costs with the business and its sub-divisions?
- Would you like the information to accurately appropriate storage costs to particular business areas?

Global Reporter

Rolls-up key statistics from multiple HP management servers to give you enterprise-wide control over distributed data centre operations. Take advantage of the flexible Aggregator/Satellite design to meet all of your consolidated reporting needs.

Ideal customer candidates include those that:

- Require a server and storage resource management system (SRM) with enough scalability for worldwide deployments
- Want the ability to roll up information for individual SRM servers to a master console
- Need enterprise-wide control over distributed data centre operations

Questions to ask to spot issues and establish trust:

- Would you like real time enterprise-wide data on your server and storage resource management system?
- How do you maintain control of enterprise wide server and storage management systems?
- Do you currently use locally based systems administrators at many different sites?

Report Designer

Facilitates the creation of custom reports to satisfy your unique reporting requirements. Design, build and deliver new reports that augment the built-in library of 100+ canned reports to empower line of business managers and IT staff with actionable business intelligence.

Ideal customer candidates include those that:

- Need to comply with regulatory requirements and internal audits
- Want to develop custom reports for storage infrastructure
- Require to empower line of business managers and IT staff with actionable business intelligence

Questions to ask to spot issues and establish trust:

- Do you feel confident in reporting to senior management on the status of your network?
- Are you able to easily identify and report on server and storage management issues?
- Would you like well-constructed and conclusive evidence to back-up any proposals you make for network changes?

NAS Manager

Provides comprehensive Network Attached Storage (NAS) management capabilities for HP ProLiant Storage Server and NetApp® network solutions. Visualise your distributed HP NAS solutions and NetApp filers and centrally manage their capacity, performance, events and dependencies to ensure NAS availability and performance and unify SAN and NAS management.

Ideal customer candidates include those that:

- Need to ensure storage availability for departments and regional offices
- Want to extend operational efficiencies from a SAN environment to NetApp filers and HP ProLiant Storage Servers

Questions to ask to spot issues and establish trust:

- Do you operate many different storage technologies?
- Would you like to be able to centrally manage different storage media such as SAN and NAS?

Back-up Manager

Back-up Manager for HP Storage Essentials provides a single view of back-up activities. It identifies unprotected applications, servers and files and delivers root cause analysis of back-up failure alongside increased utilisation of back-up resources.

Ideal customer candidates include those that:

- Need to identify unprotected servers, files and applications
- Want to pinpoint root causes of back-up failure
- Require a means of comparing and communicating actual performance against back-up and recovery service SLAs

Questions to ask to spot issues and establish trust:

- How do you comply with audits and SLAs?
- Do you find the location of specific back-up data difficult and laborious?
- Would you like enterprise-wide back-up data to be at your fingertips for quick and efficient recovery?

Data Protector

Data Protector manages back-up and recovery from both disks and tapes, providing maximum data protection and continuous 24x7 business operations. It is simple to install, automates routine tasks and offers a range of intuitive features.

HP Data Protector integrates a range of techniques to eliminate back-up windows and simplify back-up and recovery operations. These techniques include: on-line back-up, open file back-up, instant recovery and zero downtime back-ups. A combination of instant-recovery features and other integrated disaster recovery alternatives enable even the most complex enterprises to recover critical data within minutes and minimise operational disruption.

HP Data Protector delivers tracking and management of offline storage media. The product maximises media operations, staff productivity and increases data availability by automating the tracking and management of removable storage media. With media operations, customers can manage the complete lifecycle of removable storage media; shortening recovery time, reducing financial and business risks from lost data and minimising opportunities for human error.

HP Data Protector 6.0 enhanced features:

- An industry-first and unique virtual full back-up. Uses 'pointers' rather than duplicating data to reduce the time and resources required for back-up
- Synthetic full back-ups – eliminate the need to run regular full back-ups by consolidating incremental back-ups, providing the ideal solution for distributed computing environments and minimising network traffic
- Automated and instant recovery of Microsoft Exchange databases. Combines Microsoft Volume Shadow copy service (VSS) with HP EVA replication technologies to offer continuous mail services during back-up
- Data Protector cell manager on Linux, provides high performance, network-wide data protection for Linux systems
- Incremental Zero Downtime back-up – captures only those changes to fit specific back-up criterion, reducing the number of full back-ups required
- Overcomes local data loss by performing back-up on the copy of the production data in the remote site with HP StorageWorks EVA



Why choose Bell Micro?

No one is better placed to help you capitalise on the potential of ProLiant Essentials. We already have a complete understanding of the technology and its wealth of business applications. We are here to help you identify opportunities and win business with the support of:

- Pre-Sales and Account Management – our dedicated team of account managers, sales support staff and pre-sales specialists are on hand to provide support to all resellers. We can help you identify, qualify and close projects and will even attend scoping meetings with you and your end-users.
- Education and training – our in-house specialists provide training to keep you up-to-date with the latest products and technologies – including HP Storage Essentials with sales training to complement this guide to ensure you can maximise sales opportunities.
- Information and events – providing you with all the essential information needed to position products within the HP Storage Essentials portfolio. Initiatives include our HP Storage Essentials Sales and Best Practice Workshops.
- Sales and marketing support – with sales tools and marketing collateral to help you position HP Storage Essentials including PowerPoint presentations, quick reference guides and solution selling tactics.
- Enterprise Solution Centre – as your opportunities progress, you can take advantage of this great demonstration and proof-of-concept facility to close HP Storage Essentials business.
- Partner Services – our dedicated services organisation can represent your business, delivering services on your behalf, to your customers as part of your overall value proposition. HP Storage Essentials related skills include pre-delivery configuration, implementation, upgrade and education/training services.