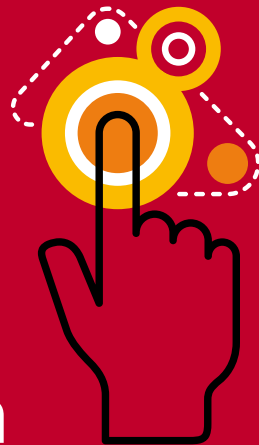


Great ways to save with HP BladeSystem

See inside for your vouchers



2009
Preferred Partner
GOLD



HP BladeSystem. Infrastructure in a box

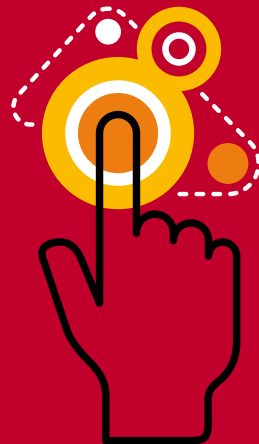
With HP BladeSystem, you can support your business with solutions that are more affordable, take less time to maintain, use less power and are ready to grow with you.

Inside the all-in-one design, you can host a choice from thousands of applications on Windows®, Linux, HP-UX and more. You can support a combination of virtual machines, storage and server blades—ProLiant, Integrity and StorageWorks. And you can connect to a variety of the most popular networking brands and standards.

HP blades range from servers and storage devices to workstations and virtual desktops. Each blade is inserted into the BladeSystem enclosure which provides redundancy, network connections and a more efficient shared power and cooling design.

HP BladeSystem is ready for the applications you rely on today and for those you may add in the future.

Save 69% of
your power and
cooling costs¹



Contact XMA's Government team now on **0115 846 4696**
or visit **www.xma4govt.co.uk** for more details.

Move out of a rack-mount environment and into HP blades

HP BladeSystem is designed to share components between enclosures, making it fast and easy to create, customise and grow.

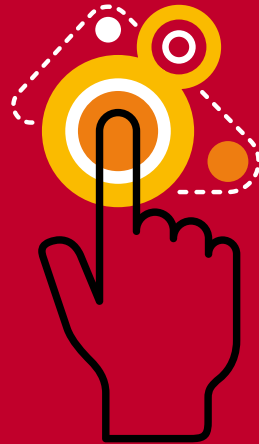
Compared to rack-mount servers, you can expect increased reliability thanks to pre-integrated power, cooling, networking and management, plus built-in reliability and security features.

You can add storage expansion and data protection without adding more cables or special management. You can run your same business applications, trust the same HP server and storage components and connect to your same networks.

So you can boost productivity, while saving time, money and energy.

¹IDC White Paper, 'Forecasting Total Cost of Ownership for Initial Deployments of Server Blades', June

Reduce IT
maintenance time
by up to 90%²



Contact XMA's Government team now on **0115 846 4696**
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Take time or save time? Your choice

Keeping the lights on. Fire fighting. Constant monitoring. Haven't you got anything better to do with your time?

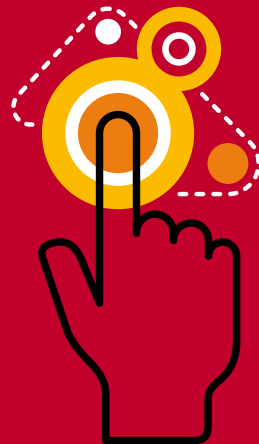
Of course you have. But all too often, strategic initiatives and driving innovation to fuel growth in the business take a back seat to dull, repetitive maintenance tasks. HP BladeSystem shrinks both your infrastructure and the time you have to spend looking after it.

With its consolidated design, built-in control and integrated software tools for unified infrastructure management, BladeSystem is efficient to manage and easy to change—saving you time and money everyday.

HP BladeSystem. Less time on maintenance, more time on what really matters.

²IDC White Paper, 'Forecasting Total Cost of Ownership for Initial Deployments of Server Blades', June

Save up to
94% on space
and cabling with
HP BladeSystem³



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Cut cables, without cutting corners

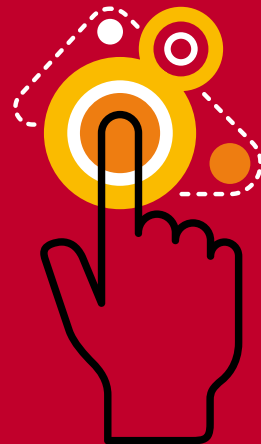
HP Virtual Connect architecture reduces the number of cables and switches needed (16 vs 168) so you can add, replace and move servers on the fly with minimum risk.

And with HP Insight Control Manager you can unify infrastructure management in one interface, streamlining operations and increasing administrator productivity.

The less time your people spend 'keeping the lights on', the more they can invest in innovation for the business.

³ Comparing all cable requirements of 16 c-Class server blades versus 16 standard 1U servers

HP BladeSystem
costs up to 90%
less to deploy than
competitive systems³



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or visit **www.xma4govt.co.uk** for more details.

Easier to install, manage and maintain

HP blades are designed to be simple to manage, with a modular design for easy maintenance and scalability. Wizard-driven interfaces enable quick setup, troubleshooting and recovery. In fact, you can configure your infrastructure in 15 minutes or less, right out of the box.

You can also reduce time to perform upgrades and patches from 10 minutes to 20 seconds per server. That's down to fewer components and unique technologies to save power and simplify change.

And with tools such as Physical to ProLiant (P2P), which replicates any server image, regardless of make or model, it's easier to integrate BladeSystem into your existing environment.

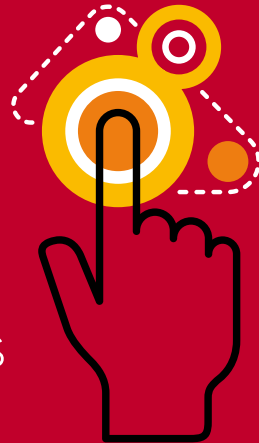
So you can get back to managing, instead of fire fighting

⁴ IDC White Paper, 'Forecasting Total Cost of Ownership for Initial Deployments of Server Blades', June

HP Blade Server '3 for 2' Promotion. Purchase 3 c-Class Blade servers and get 1 Free

Offer ends 31st July. Terms and conditions apply.
Contact XMA for full details.

Contact XMA's Government team now on **0115 846 4696**
or visit **www.xma4govt.co.uk** for more details.



Why XMA?

XMA, a HP BladeSystem Professional Services Partner, has been supplying IT products, services and solutions to the Public Sector for over 20 years. Our manufacturer accreditations are unrivalled throughout the Government sector and our experienced solutions team are trained to the highest level through vendor qualifications. XMA offers an end-to-end HP blade and commercial server solution, incorporating an audit of your current environment, design and recommendations, deployment of the solution and after care support on-site or remotely.

XMA's solutions team can demonstrate how HP BladeSystems and virtualisation technology can make your server environment more efficient. We'll show you how you can reduce your power consumption and demonstrate your reduced impact on the environment.

As experts in IT solutions, whatever stage you are at with your IT infrastructure projects, XMA will partner with you to guide all aspects of your project planning, implementation and support, making sure that you achieve your business objectives and an effective return on your investment.

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Why HP?

HP is the clear leader in the blade market, offering flexibility and choice.

With by far the widest range of storage and server blades and thousands of different configurations—including AMD and Intel options—we make it easy for you to get exactly the right solution.

Choose HP BladeSystem, and you'll have all of HP's experience and expertise in blades behind you—we were first with blades, and we've led the UK and Ireland blade market for the last two years⁸.

HP BladeSystem is an important step to optimising your data centre. By reducing the cost of IT operations, delivering a higher quality of service with lower risk and increasing the speed of IT resource deployment, you can be more responsive to the changing needs of the business.

Learn more about HP BladeSystem and how it can help you gain and save.
Visit **www.hp.com/uk/bladessystem**

⁸ IDC Market Share Data, Oct-Dec 2008 (Q4 08)

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Technology for better business outcomes