Your old storage is standing in the way of growth
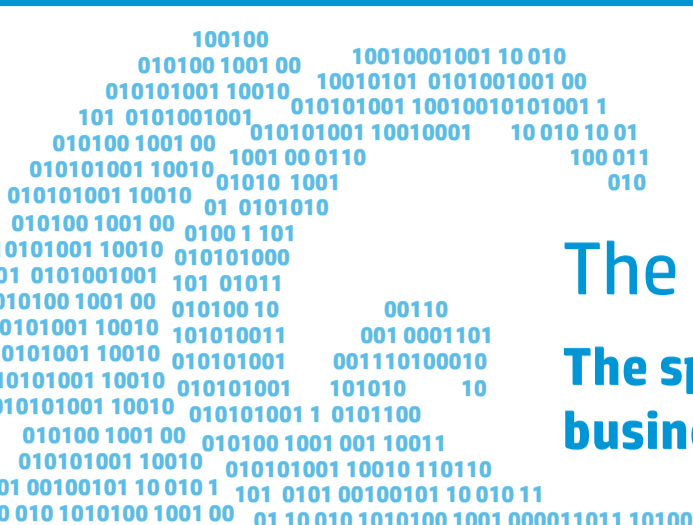
Capitalize on a rising tide of data to grow your business and strengthen customer loyalty
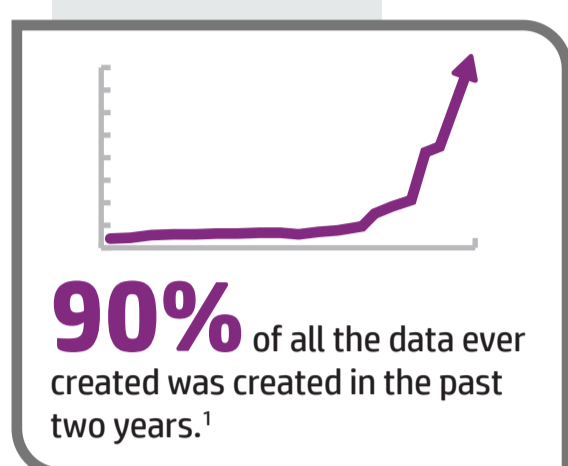
HP

The data dilemma

The speed and efficiency of your data storage hold the keys to business growth. It's also one of today's biggest IT headaches.

Here's what you really need to handle growth as you acquire and retain customers.

Scalability

90% of all the data ever created was created in the past two years.[1]
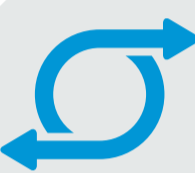
Q. How can you scale storage cost-effectively at the pace required to easily handle your business growth?

A. Use storage innovations to scale out or scale up seamlessly to support more users and growing volumes of data.
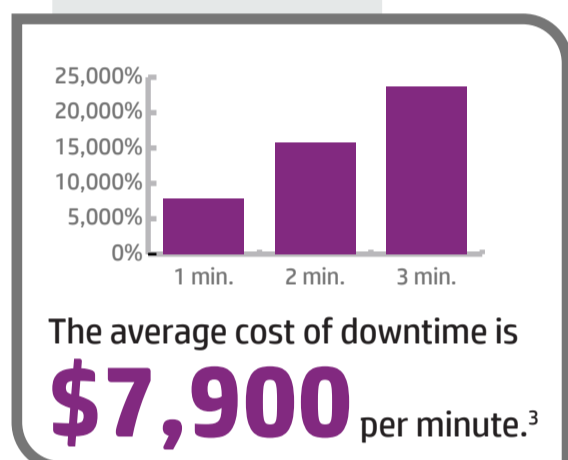
Speed

A. Remove storage bottlenecks with technologies like auto-tiering.

Q. How can you make sure applications and users have real-time access to data?

Milliseconds of storage latency can affect workload performance.[2]

Resilience

25,000%
20,000%
15,000%
10,000%
5,000%
0%
1 min. 2 min. 3 min.

The average cost of downtime is **$7,900** per minute.[3]

Q. How can you protect your data from equipment failures, disasters, and malicious acts?

A. Keep data and applications available with resilient disk and backup systems.

Affordability

A. Cut costs with simplified management, data deduplication, and investment-protection features.

Q. How can you contain rising storage expenses in a time of runaway data growth?

25% of companies lack the money to meet current storage demand, let alone future growth.[4]
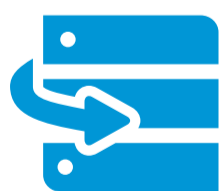
How can you meet these requirements? Team with a **trusted partner** to small and midsize businesses with a **Just Right IT** portfolio that includes stress-free storage. **That's HP.**

Tide of data... ✔ handled

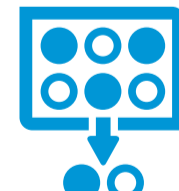HP helps keep your business growing with storage that is scalable, fast, reliable, and affordable.

How could HP help you? Consider these examples...

HP MSA 1040 Storage yields up to **50%** more performance[5] at a **25%** lower entry price point.[6]

HP StoreVirtual VSA software can eliminate dedicated storage hardware to cut costs by **80%**.

HP StoreOnce Backup can cut data protection storage requirements by **95%**—guaranteed![7]

Here's the bottom line: With HP, you have a **trusted partner** with flexible, right-sized solutions **tailored to your needs.**

Let's get started
hp.com/go/justrightIT

1. SINTEF in Science Daily, "Big Data, for better or worse: 90% of world's data generated over last two years," May 22, 2013.
2. Scott D. Lowe, The 1610 Group, writing in Redmond Magazine, April 22, 2013.
3. The Nines Observer, "What is the True Cost of Downtime for SMBs?" March 12, 2014.
4. InformationWeek, 2014 State of Enterprise Storage survey.
5. Based on HP internal testing, publicly available Quick Specs, and MSA Storage Optimizer.
6. Based on U.S. List Price for MSA P2000 G3 and MSA 1040 pricing as of March 31, 2014, which has a delta of $2,140–$2,670 at model entry points.
7. As compared to a fully hydrated backup. Subject to customer qualification and compliance with the Get Protected Guarantee Terms and Conditions, which will be provided to you by your HP Sales or Channel Partner representative.