



## DOUBLE YOUR VIRTUAL MACHINE DENSITY WITH HP 3PAR STORAGE—GUARANTEED\*

By migrating your data from a traditional, legacy array to highly efficient HP 3PAR Storage, HP guarantees increased storage performance that will allow you to **double virtual machine density on your physical servers** or HP will make up the difference with free disk capacity and related software and support.

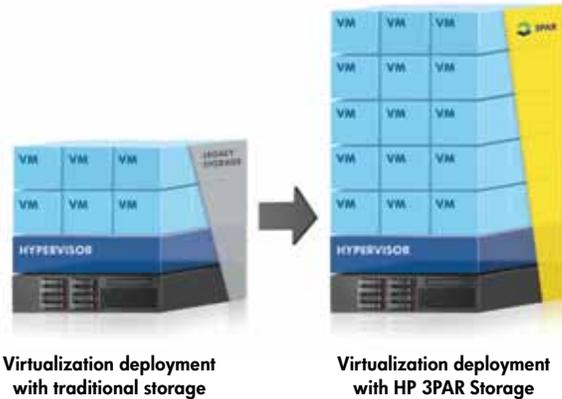
One of the biggest challenges of deploying server virtualization is the new demands that it places on your storage. While virtualization greatly improves server utilization, these benefits are even more dramatic when combined with storage built for virtualization. As data centers transition to support both IT-as-a-Service (ITaaS) and cloud computing models, the ability to maximize server virtualization efficiency depends on choosing the right storage architecture.

Traditional storage architectures were never designed to meet the unique demands of virtualization. As a result, virtualized environments built on traditional storage are often constrained by I/O bottlenecks, long backup windows, complex provisioning, and management inefficiencies.

HP 3PAR Storage was built from the ground up to meet the specific demands of virtualization and the cloud. Designed to enhance the efficiency of hypervisors like VMware vSphere, HP 3PAR Storage delivers the necessary I/O performance and workload agility to remove storage as a bottleneck in virtualized environments. As a result, organizations find they can raise virtual machine density on physical servers, allowing them to achieve lower total cost of ownership and increased server virtualization return on investment.

“In supporting HP’s Get Virtual Guarantee Program—which leverages high-performance HP 3PAR Storage to drive twice the VM density—we are supporting our customers’ key goals of maximizing physical resource utilization, simplifying management, and driving down overall costs.”

—Narayan Venkat, VP Storage Product Management, VMware



## The “Get Virtual” Guarantee: double virtual machine density on servers\*

By purchasing HP 3PAR Storage with the HP 3PAR Optimization Suite, you will see increased storage performance levels that allow you to run a minimum of two times the virtual machine workload on your physical servers. Whether this allows you to double your VM density to stretch existing hardware resources further, halve your server footprint, or lower the cost of a data center refresh, you will join the ranks of the many leading global enterprise, government, and service provider customers that have boosted server virtualization ROI with HP 3PAR Storage.

If migrating from your traditional, legacy storage array to HP 3PAR Storage doesn’t help you achieve at least double the virtual machine density that your physical servers are able to support, we will make up the difference with free disk capacity and the related software and services required to support this additional capacity.

### Doubling your VM density is easier than you think

- 1 Deploy any HP 3PAR Storage system to support server virtualization**  
Use HP 3PAR Storage capacity to serve virtual machines using VMware vSphere 4.1 or later.
- 2 Use HP 3PAR Adaptive Optimization Software to autonomically optimize storage performance**  
Part of the HP 3PAR Optimization Suite, HP 3PAR Adaptive Optimization Software delivers policy-driven, autonomic storage tiering by non-disruptively moving data at the sub-volume level to provide the right quality of service to the right data at the right time.
- 3 Experience improved storage performance that boosts virtual server efficiency by 100 percent**  
If converting to HP 3PAR Storage hasn’t enabled you to double VM density on your physical servers, HP will make up the difference with free disk capacity and related software and support as described in the Get Virtual Guarantee Terms and Conditions.†

\* The above is intended to highlight certain aspects of our Get Virtual Guarantee and does not contain the full terms, conditions, limitations, definitions, and other provisions (“Terms”) of the Get Virtual Guarantee. The Terms shall be contained in a written Get Virtual Guarantee Terms and Conditions which shall take precedence over the above. Qualification for the Get Virtual Guarantee is subject to your acceptance of the Get Virtual Guarantee terms and conditions and your compliance with such terms. A copy of the Get Virtual Guarantee Terms and Conditions will be provided to you by your sales representative.

† VM density measurement must occur within 60 days of HP 3PAR installation. Refer to additional details provided in the Get Virtual Guarantee Terms and Conditions.

For more information, visit: [www.hp.com/storage/getvirtual](http://www.hp.com/storage/getvirtual) or contact your sales representative.

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