

# HP and Microsoft® Exchange Server 2007 sales guide

Mail and messaging solution for midsize businesses



## Solution summary

Microsoft® Exchange Server 2007 on HP platforms helps midsize business customers consolidate and standardize their messaging environment on a robust and proven platform. This solution helps address the special needs of mobile professionals by providing highly secure, reliable mobile messaging functionality that leverages existing messaging infrastructure investments.

The HP and Microsoft Exchange Server 2007 solution provides many new enhancements and features that can improve an organization’s messaging environment. Enhancements in administration, performance, and availability can help companies reduce costs and leverage hardware more efficiently. Scalability and performance improvements in Microsoft Exchange Server 2007 remove many of the limitations found in previous versions of the product, allowing optimal use of server CPU, memory, and disk resources.

When your customers choose Microsoft Exchange Server 2007 on HP platforms (as a first-time purchase, upgrade, or replatform), they benefit from greater:

- Continuity—including site-level disaster recovery, protection against data loss, and recovery from failures at the system or site level
- Security—enhanced protection against malicious attacks that would otherwise result in extended downtime or loss of confidential data
- Efficiency—quicker deployment, simplified management, and improved operations so that system administrators can add the most value to the business

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### Key customer characteristics and pain points

The best candidates for HP-based Microsoft Exchange Server 2007 solutions exhibit one or more of the following pain points:

- IT environment is too expensive to manage and maintain.
- Operational and administrative costs for messaging are too high.
- Messaging assets are aging, de-centralized, and inefficient.
- IT struggles to meet service-level agreements and fast response times for the messaging environment.
- E-mail problems impact productivity in not only messaging but also collaboration, mobility, and content management.
- Costs and complexities associated with supporting older and multiple e-mail systems are out of control.
- Compliance demands are emerging, and users are not sure how to react.
- Users need to protect messaging infrastructure from viruses and security breaches.
- Users have too many applications, too much customization, and too many under-utilized servers.

### Why Microsoft Exchange Server 2007?

Microsoft Exchange Server 2007 has substantial advantages over previous versions of Microsoft Exchange Server and other messaging platforms. The following topics are of primary interest to small to medium-sized businesses:

- Ease of deployment and automation
- Improved storage utilization and data protection
- Well-defined server roles, providing focused features and assistance with scalability and security
- Integration with Active Directory (directory services) and enhanced security
- Richer messaging features for both Microsoft Office Outlook client and Microsoft Outlook Web Access
- Integration with other collaborative applications such as Microsoft Office SharePoint Server and Live Microsoft Office Communication Server
- Future growth and expansion capabilities

### The HP and Microsoft advantage

Microsoft Exchange Server 2007 on HP platforms provides a comprehensive messaging and collaboration solution that works in concert with the current environment to enhance continuity, increase security, and boost efficiency.

HP is the industry leader in Microsoft messaging solutions.

- Implementation—More than 47% of all Microsoft Exchange Server implementations are on HP servers, more than for any other vendor (source: HP-sponsored primary research conducted by Probit, February 2006)
- Implementation—More than 24% of all Microsoft Exchange Server implementations are on HP StorageWorks storage, sharing leadership with EMC and Dell (source: HP-sponsored primary research conducted by Probit, February 2006)
- Broad product line—robust portfolio of servers, storage, software, PCs, notebooks, tablet PCs, and pocket PCs
- Advanced software tools—management and deployment tools (HP Workload Management Pack, HP StorageWorks storage systems, HP ProLiant Essentials, Integrated Lights Out, ADMT 2.0) for effectively deploying Microsoft Exchange Server solutions
- Integrated solutions—streamlined migration process with pre-tested/pre-tuned HP configurations for Microsoft Exchange Server 2007; HP Active Directories used in some of the world's largest Microsoft Exchange Server implementations

HP and Microsoft have an extensive portfolio of products and solutions that are designed to work together. Our products and technology are already widely known and familiar, minimizing disruption to your customer's business so that they can focus on what matters most. Our integrated solutions allow you to be more customer-oriented, and they are tested to be effective and efficient—helping to improve business efficiency, customer satisfaction, and productivity.

Integrated and collaborative definition of customer requirements in shared desktop and server solutions:

- Joint core engineering and joint solutions engineering, addressing small and midsize business technology needs together
- A 7–10 year lead in adopting industry best practices and incorporating them into services and software approaches to ensure they work properly

- Hundreds of millions invested in research and development to jointly engineer, test, and optimize solutions
- Peace of mind that comes with unmatched industry leadership and more than 20 years of joint development, working side by side to design and test products and technologies in the lab and in real-life work environments
- Proven technologies, a complete portfolio of Full Circle services, a global ecosystem of partners, award-winning support, and complete confidence that HP and Microsoft are standing behind our customers, each and every step of the way

## What do I sell?

During HP and Microsoft Exchange Server 2007 sales opportunities, you can sell complete solutions that include servers, storage, software, and services. At the end of this section of the sales guide, you will find a sample configuration that shows how all of these components fit together in a unified solution. Let's start by examining the HP server platforms you can sell, followed by storage, software, and services.

### Highly reliable HP ProLiant servers

HP ProLiant servers offer an ideal platform for your customer's Microsoft Exchange Server 2007 implementation. In addition to exceptional product reliability, HP innovations provide platforms and solutions that improve efficiency while helping customers manage complexity and lower risk of disruptions to business operations. HP ProLiant 300 and 500 series servers are designed to offer value-added functionality for improved performance and flexibility. HP Insight Control is a comprehensive solution for driving out inefficiencies and lowering operating costs by addressing server lifecycle requirements.

Keeping things powerfully simple is what the ProLiant 100 series is all about. These newest members of the ProLiant family offer growing businesses performance at a very affordable price point. These servers are easy to customize, easy to configure, and easy to manage anywhere, even remotely. Pluggable drives and pluggable power supplies also mean they are easy to service. They offer plenty of headroom to grow, and they deliver the award-winning reliability that the HP ProLiant family is known for. The ProLiant 100 series is backed by HP Total Care—dedicated to delivering world-class service and support at every phase of your investment.

### Modular HP BladeSystem solutions

If you need flexibility and total cost of ownership (TCO) improvements in addition to efficiency and reliability, an HP BladeSystem solution offers a simple, modular infrastructure for your customer's Microsoft Exchange Server 2007 implementation. The HP BladeSystem infrastructure is consolidated up front to save you time, energy, and money—regardless of what you put inside. In one consolidated enclosure, an HP BladeSystem solution supports HP ProLiant and HP Integrity server blades, HP StorageWorks storage offerings, and a variety of virtual desktop and workstation solutions. With the essential IT elements built-in—compute, network, storage, management, power, and cooling—the HP BladeSystem platform offers a more efficient way to deliver reliable, cost-effective services to your customer's business.

### Choosing the right servers for your customers

- Rack-enhanced servers:
  - Choose HP ProLiant DL servers for customers looking for enhanced flexibility and manageability; with rack and cluster models available, HP ProLiant DL servers are ideal for multi-server deployments.
- Expansion-enhanced servers:
  - Choose HP ProLiant ML servers for customers looking for increased internal storage and I/O flexibility.
  - Choose HP ProLiant ML servers for small-scale office environments or remote and branch offices, offering tower and rack-mount deployment options.
- Consolidated, modular servers:
  - Choose HP ProLiant BL (BladeSystem) servers for customers looking for a simple, affordable, modular infrastructure out-of-the-box with ultimate flexibility of operating system choice, as well as multiple software innovations across those operating systems (AMD, Intel® Xeon™, HP Integrity server).

### Management solutions

Customers can gain centralized and simplified management of the entire infrastructure using an HP management suite, comprising HP Insight Control Management Suite, HP Systems Insight Manager (SIM), and HP ProLiant Essentials, described following.

## HP Insight Control Management Suite

HP Insight Control addresses all aspects of HP ProLiant and HP BladeSystem server management by bringing together HP intelligent embedded technology, HP Systems Insight Manager, and core HP ProLiant Essentials software in simple, integrated packages and streamlined licensing. The HP Insight Control Environment offers:

- Comprehensive health monitoring—proactively monitor server health and trigger critical alerts in a timely fashion
- Proactive performance management—quickly pinpoint and resolve performance bottlenecks to get the most out of the existing server infrastructure
- Lights-Out remote control—use this secure solution to take control of servers, from any location, independent from the state of the operating environment
- Precise power management and regulation—gain a true understanding of power consumption and thermal output, and set power regulation policies across groups of servers
- Rapid server deployment—quickly and reliably configure server hardware, and deploy the chosen operating environment and applications
- Quick and easy inventory reporting—create comprehensive inventory reports for the entire server population in under a minute; export results to CSV files for use in other applications such as Microsoft Office Excel 2007 or Microsoft Office Access 2007
- Consolidated vulnerability and patch management—scan for operating system and application security vulnerabilities and patch them in concert
- Powerful system software version control—pinpoint out-of-date BIOS, driver versions, and agent versions, and then update them en masse from within HP Systems Insight Manager

For more information, visit

<http://h18004.www1.hp.com/products/servers/management/ice/index.html>

## HP Systems Insight Manager and HP ProLiant Essentials

HP Systems Insight Manager and the HP ProLiant Essentials tools interact with the integrated HP ProLiant and HP BladeSystem infrastructure to present a simplified, single console view of all components, enabling dynamic control and even server role changes, regardless of physical location. This facilitates policy-based automation without the need to physically reconfigure or keep track of specific resource elements. Administrators can create or choose automated policies that, when triggered, will deploy or adjust application environments, assigning server, network, and storage resources based on the needs of the business—enabling efficient deployment of business resources.

To simplify physical server migration, HP ProLiant Essentials Server Migration Pack (Physical to ProLiant Edition) enables automated migrations of operating system, applications, and data from any x86 server to an HP ProLiant server.

To simplify virtual machines management and deployment, HP ProLiant Essentials Virtual Machine Management Pack and HP ProLiant Essentials Server Migration Pack plug-ins extend HP Systems Insight Manager capabilities to manage virtual machines.

For more information, visit

<http://h18002.www1.hp.com/products/servers/management/hpsim/index.html>

### Storage offerings

This section covers some of the differences between direct-attached storage (DAS) and storage area networks (SANs). HP has a comprehensive selection of solutions for both DAS and SAN, including Serial Attached SCSI (SAS), Fibre Channel, and iSCSI. Deciding among the solutions for Exchange is often determined by the need for:

- Clustering support and the shared SAN storage required
- High availability and the type of fault tolerance offered by SAN
- Replication solutions available in SAN, particularly for data center or site resilience
- Data protection offered by snapshots and snapclones, as part of the volume shadowcopy services (VSS)

In combination with the above decision criteria, the remaining consideration is the number of disks required to support the user load and mailbox storage capacity. The choice between DAS and SAN may also be driven by storage capacity, ease of expansion, and manageability. While the exact data capacity requirements for each customized solution will vary, you can use the sample configurations at the end of this section to learn what HP recommends for storage solutions and disk configurations for a typical deployment.

The HP StorageWorks Modular Smart Array (MSA) family delivers simple, affordable technology to provide superior storage performance and enhanced investment protection. These robust solutions offer the best price/performance features for direct-attached environments, small clusters, and entry-level and midrange SAN environments. For more information, visit: [www.hp.com/go/msa](http://www.hp.com/go/msa)

#### **Storage area network solutions**

As a worldwide leader in storage area networks (SANs), HP StorageWorks software delivers flexible, open, standards-based storage infrastructure solutions that enable adaptive infrastructures. HP SAN products and solutions are designed to meet a range of storage networking needs, including those of small and midsize organizations. HP StorageWorks SAN solutions deliver the scalability, performance, and broad interoperability required for business-critical data and applications. Products in the portfolio of HP SAN products include switches, host bus adapters, routers and gateways, and storage virtualization. For more information, visit: [www.hp.com/go/san](http://www.hp.com/go/san)

HP StorageWorks All-in-One (AiO) Storage Systems are radically simple, integrated, and affordable network storage solutions that enable small and midsize companies to easily manage, grow, and protect their data—without requiring them to become storage experts. Designed for IT generalists, HP StorageWorks All-in-One improves efficiency by reducing complexity and providing a single console for managing the complete AiO environment. For more information, visit: [www.hp.com/go/aiostorage](http://www.hp.com/go/aiostorage)

#### **Tape and storage blade solutions**

The HP StorageWorks Ultrium 448c Tape Blade provides integrated data protection for HP BladeSystem c-Class enclosures, leading to increased security of business-critical information. Energy efficiency is achieved in Dynamic Power Saving mode, which can reduce power requirements by up to 22 percent, as compared to traditional rack-mounted servers.

HP StorageWorks storage blades offer simple storage expansion and flexible data protection solutions that can help save money, time, and power—making change easy while enabling system continuity through flexibility. Using the onboard HP Smart Array technology, the HP StorageWorks SB40c Storage Blade provides industry-leading performance, availability, and storage density to meet customers' demands for increased storage capacity. For more information on storage and tape blade solutions, visit: [www.hp.com/sbso/serverstorage/ultimate.html](http://www.hp.com/sbso/serverstorage/ultimate.html)

For more information on all HP Storage products, visit: [www.hp.com/go/storage](http://www.hp.com/go/storage)

## HP related offerings

### ProCurve Networking by HP

ProCurve ProActive Defense—delivers a trusted network infrastructure that is resistant to threats, controllable for appropriate use, and able to protect data and integrity for all users. For more information, visit: [www.procurve.com](http://www.procurve.com)

### HP ProtectTools security solutions

HP ProtectTools is a portfolio of client security software that will protect both data and access to the IT infrastructure. HP ProtectTools' modular architecture provides customers with the flexibility to deploy software specifically oriented to meet their business needs. The modules are accessible and manageable through a single console—HP Security Manager—and include:

- BIOS Configuration
- Credential Manager
- Drive Encryption
- Device Access Manager
- Embedded Security
- Java™ Card Security

HP ProtectTools is pre-installed or Web downloadable on most HP business notebooks and either pre-installed or available as an aftermarket option on most business desktops and workstations. Portions of HP ProtectTools were designed and developed within HP. Other modules were created in collaboration with key security partners. HP ProtectTools modules are considered client versions of enterprise solutions. HP and security partner enterprise-class solutions provide the customer with the capability to remotely manage the HP ProtectTools modules already included on their client-based systems and also permit the extension of this security software to non-HP platforms.

### HP Services for Partners

HP Services can provide you with the support to enhance the value of Microsoft infrastructure solutions built on HP servers by backing your team with the expertise to implement the infrastructure quickly and cost-effectively, and support it for continued smooth operations. HP Services offers consulting and integration services, lifecycle management, and financial service programs to help support customer needs.

For customers who want to perform system healthchecks and assessments, offer HP System Healthcheck, which covers security, system performance, and availability:

- Security Quick Assessment:  
<http://h20219.www2.hp.com/services/cache/10720-0-0-225-121.html>
- System Security Healthcheck
- Database Security Healthcheck
- Intranet Security Healthcheck
- For more information on HP System Healthchecks, visit <http://h20219.www2.hp.com/services/cache/10723-0-0-225-121.html>

HP Financial Services offers a complete array of leasing and financial lifecycle management services in over 40 countries around the world.

## Solutions approach

The approach used to develop and differentiate the configurations is based on user count, size of mailbox, and data protection strategy. This guide highlights various example configurations based on a pre-defined set of customer requirements. This should provide some guidance for determining the hardware infrastructure for your specific customer.

To design a Microsoft Exchange Server 2007 solution, it is important to first understand the context in which the application will be deployed. This illustration depicts a simplified network infrastructure which provides this context.

Nearly all deployments for small and midsize companies will have these basic components:

- Core infrastructure services
- Network switches and firewall
- Local area network (LAN)-based clients
- Remote access or mobile clients

Which deployment model is right for your customer? The answer lies primarily in the number of Microsoft Exchange Server 2007 users and their usage requirements.

# Configurations

## Configuration assumptions

One of the questions that must be answered in sizing is how much performance does the (average) e-mail user require? This average load is then multiplied by the total number of users to determine what size system is needed. Or, conversely, the capabilities of the system are examined and the maximum number of users that can be supported is determined. If a production Microsoft Exchange Server environment is in place, the “perfmon” object for Disk Transfers per second on the database disk can be divided by the number of MsExchangeS:Active Connection Count to measure the current I/O per user. However, sizing for averages can lead to poor performance during peak periods, so additional overhead is needed for these peak, stressful periods.

In addition to the level of activity by the e-mail users, another sizing consideration is the size of the mailboxes. Larger mailboxes affect not only your storage capacity sizing but also performance criteria, as Exchange performance is affected by managing the larger mailboxes.

These scenarios assume up to 90 percent concurrency, which is the measure of active users on the system.

Profile	IO/user	MB MBX	RAM/user
Light	0.11	100	1
Avg	0.18	250	3.5
Heavy	0.32	1024	5
Very heavy	0.48	2048	5

There is a 1.7 overhead factor (fill factor on database disks). Unless otherwise noted, RAID 10 is used for databases, and logs and databases on separate spindles (above 100 users).

If a test/development system is included, your customer may replace the test/development system with virtual partitions on the production server using virtualization software. This may require resizing of the production server.

## Continuity, security, and efficiency features

HP ProLiant 300, 500 series features:

- Storage controller with battery-backed write cache
- Mirrored RAM memory with online spare capabilities
- Redundant fans
- Integrated Lights-Out technology (iLO2): remote management, system health status check, and power monitoring

HP ProLiant 100 series features:

- LO100i and iLO upgrades available for more advanced features
- Two GbE LAN ports

HP ProLiant 300, 500 series options:

- Redundant power
- Backup data encryption with HP Data Protector Express

HP ProLiant 100 series options:

- Storage controller with battery-backed write cache

## Microsoft Exchange Server 2007 example configurations—up to 250 users

**HP ProLiant DL160 G5 Server** with 4 SAS drives and a RAID controller for RAID1



**HP ProLiant DL360 G5 Server** with a minimum of 4 GB RAM provides a Mailbox server, Hub Transport, and Client Access server



**Efficient shared storage**

HP StorageWorks All-in-One SB600c Storage Blade serves file/print plus iSCSI-based application data

**Messaging**

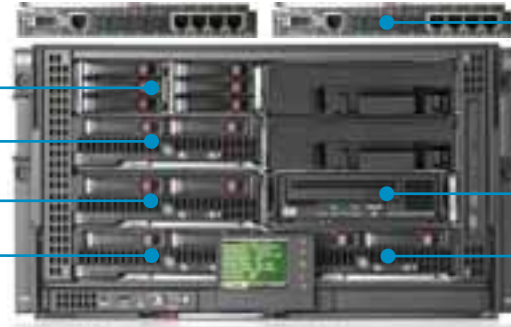
**HP ProLiant BL46xc Server Blade**

Microsoft Exchange Server 2007 Mailbox Server plus Web and mobile access

**Security**

**HP ProLiant BL46xc Server Blade**

ISA firewall/virtual private network (VPN) or Microsoft Exchange Server Edge e-mail filtering



**Redundant connectivity**

Failover protection with 2 HP Ethernet blade switches

**Business continuity**

HP StorageWorks Ultrium tape blade with HP Data Protector Software

**Core services**

**HP ProLiant BL46xc Server Blade**

Microsoft Windows Server 2003 Active Directory Domain name system (DNS) and Dynamic Host Configuration Protocol (DHCP)

**Management**

- Microsoft System Center Essentials
- HP System Insight Manager

**Collaboration**

- Microsoft Office
- SharePoint Server

**HP ProLiant DL180 G5 Server** with 8 GB of RAM

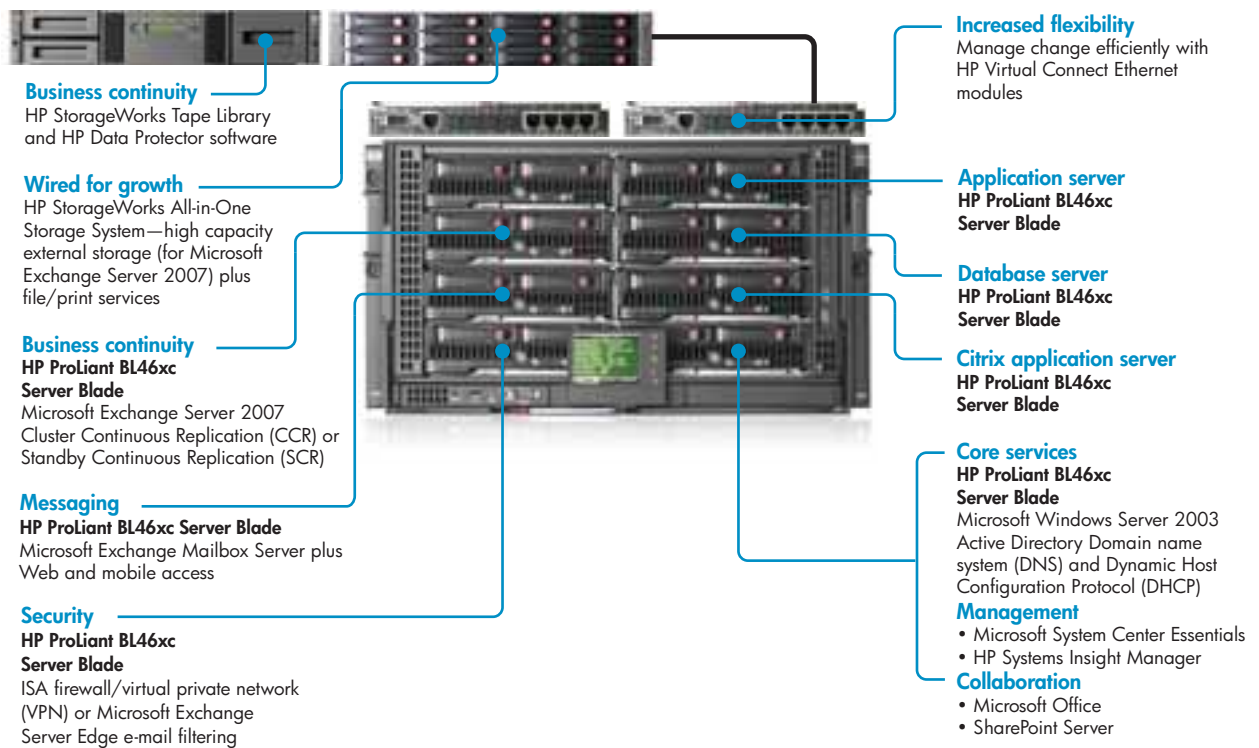


**HP ProLiant DL320s Server**

with a minimum of 8 GB RAM provides a Mailbox server, Hub Transport, and Client Access server







### HP sizing tools

HP provides a free resource in the form of the HP Storage Planning Calculator for Microsoft Exchange Server 2007 available at [www.hp.com/solutions/exchange](http://www.hp.com/solutions/exchange)

## Your selling opportunity

### Target customer profile

Microsoft Exchange Server 5.5 and 2000 customers are the low-hanging fruit for Microsoft Exchange Server 2007 upgrades, given aging hardware assets and the end of Microsoft's mainstream support for Microsoft Exchange Server 2000. Microsoft Exchange Server 2003 customers will find value in the many new features in Microsoft Exchange Server 2007, including Unified Messaging, new command line interface, new anti-virus and anti-spam software, and new compliance capabilities.

While there are many opportunities for selling HP-based Microsoft Exchange Server 2007 solutions, your primary areas of opportunity include the following.

Transitioning users to Microsoft Exchange Server 2007:

- Current user of Microsoft Exchange Server 5.5, 2000, 2003
- Satisfied with current version of Microsoft Exchange Server, but wants to benefit from enhanced features in Microsoft Exchange Server 2007

- Ready not only for software refresh, but also for hardware upgrade

Migrating users from competitive platforms:

- Using competitive e-mail and messaging solution
- Unsatisfied with capabilities of current e-mail and messaging solution
- Need hardware upgrade in addition to software migration

HP server solutions for Microsoft Exchange Server 2007:

- Needs to streamline and simplify messaging solution
- Wants to step toward adaptive infrastructure
- Needs to reduce costs through centralization and consolidation of systems, servers, and resources
- May be existing Microsoft Exchange Server user or new user

Storage restructuring:

- Using competitive storage solution
- Unsatisfied with capabilities of current storage solution
- Needs hardware upgrade in addition to software migration
- Has under-utilized storage system

Increased continuity with HP and partner business technology	Increased security with HP and partner business technology	Increased efficiency with HP and partner business technology
<ul style="list-style-type: none"> <li>• Data protection, backup, and recovery</li> <li>• Data replication</li> <li>• Disaster recovery capabilities</li> <li>• Clustering</li> <li>• E-mail archiving and compliance</li> <li>• Improved application response time</li> <li>• HP Proactive 24 Service</li> </ul>	<ul style="list-style-type: none"> <li>• Encryption of backup data</li> <li>• Hard drive encryption for notebooks</li> <li>• Vulnerability scanning, notification, and resolution</li> <li>• Automated compliance reporting</li> <li>• Secure remote access to apps and data</li> <li>• Single sign-on for identity management</li> <li>• Endpoint security with partners</li> <li>• Secure networking</li> <li>• Security assessments (system, intranet, database)</li> </ul>	<ul style="list-style-type: none"> <li>• Simplified server and storage management</li> <li>• User remote control of managed systems</li> <li>• Rapid reprovisioning and patch management</li> <li>• Backup with no application downtime</li> <li>• Blades for server and application consolidation with reduced power consumption</li> <li>• Virtualization to reduce number of servers and to lower overhead</li> <li>• Storage consolidation platforms</li> <li>• Unified network operation and management from core to edge</li> </ul>

## Why we win

- Microsoft Exchange Server 2007 offers unified messaging, archiving and compliance, anti-virus/anti-spam, high availability, and mobile messaging.
- Microsoft Exchange Server occupies 135M corporate mailboxes in 2007, and that number is expected to grow to 180M by 2009.
- More than 47% of all Microsoft Exchange Server implementations are on HP servers; more than 24% of all Microsoft Exchange Server implementations are on HP StorageWorks storage (source: HP-sponsored primary research conducted by Probit, February 2006).
- 100% penetration of Microsoft solutions in Fortune 500 companies
- Complete solutions—with the user's choice of HP server, software, storage, and network components, as well as services
- Advanced software tools that make Microsoft Exchange Server solutions easier to deploy and manage (HP Workload Management Pack, HP StorageWorks storage systems, Integrated Lights Out, ADMT 2.0)
- Integrated HP Services; worldwide independent software vendor (ISV)/HP Authorized Channel Partners

## Qualification questions

- Does your current e-mail and messaging solution provide full mobile support, increased mailbox size, ubiquitous access to e-mail, integration between telephony systems, unified voice and e-mail messaging, browser-based access to user mailboxes?
- Do you need to streamline and simplify messaging across your organization (i.e., are management costs escalating)?

- Is the hardware platform you are using for your messaging solution offering the performance and scalability you need to address your growing business requirements over time?
- Can the storage solution you are using for your messaging solution handle the growing number of e-mails and associated attachments that your employees receive?
- Do you want a modular approach to data access, one that reduces setup time, simplifies operational tasks, and effectively eliminates barriers to change?
- Do you need centralized management for your entire system?
- Do you need a virtualized solution that more fully utilizes servers, leading to lower costs and fewer servers in your system's footprint?

## Facing the competition

### IBM

- Compete head-to-head with IBM in replacing databases, decision support, and collaboration tools.
- Team with leading independent software vendors and systems integrators (SIs), with whom IBM frequently competes.
- Sell the industry-standard server strategy of choice, stressing flexibility and lowest total cost of ownership versus multiple, proprietary eServer lines.
- Discuss the superior HP value proposition versus IBM's hidden-dollar lock-in strategy. Position IBM IGS as controlling with only money in mind versus HP, which is much more customer/partner collaborative.
- Stress collaboration of HP with Microsoft, e.g., joint development of solutions through the HP/Microsoft Frontline Partnership.
- Offer an unsolicited TCO assessment proposal around off-loading or replacing aged mainframes and iSeries boxes.

## Dell

- Position HP as a technology solution provider, as compared to Dell, which focuses mainly on selling products rather than comprehensive solutions for your business.
- The more complex the deal, the more likely you are to win against Dell.
- Dell has a limited portfolio of standards-based products and services. When they need to deliver standards-based products and services, they must leverage them from third parties.
- Focus on your customer and their business needs; take full advantage of the wide HP portfolio of products, services, and programs to build an effective solution; focus on one-stop shopping for your customer.
- HP does not always offer the lowest price, but we must remain competitive in our pricing; place a strong emphasis on the value of HP solutions.
- Dell representatives tend to target purchasing agents.
- Build strong relationships at the executive level; Dell is not comfortable in the boardroom, but you want to deal at a business level with the key decision-makers.

## Key business drivers

### **The need to control the cost of e-mail solutions**

New data replication capabilities in Microsoft Exchange Server 2007 drive increased availability at a lower cost. Local Continuous Replication delivers database redundancy with rapid recovery, minimizing the frequency of full tape backups. With Cluster Continuous Replication in combination with Microsoft Cluster Service (MSCS), active/passive clusters provide both database and service redundancy without requiring expensive shared storage, even when clusters span geographic locations.

### **The need to access e-mail, voicemail, calendar, and contacts from virtually anywhere, at any time**

In Microsoft Exchange Server 2007, users can access their important inbox information from virtually anywhere using their desktop computer, laptop computer, a browser window from any Internet-connected computer, their mobile device, and even using a basic telephone when no Internet connectivity is available. Users enjoy a rich and familiar experience based on Microsoft Office Outlook 2007 functionality. It's all built-in with centralized management and robust security, making rich anywhere-access possible for the entire workforce.

### **The need for affordable, enterprise-class mobile messaging**

Microsoft Exchange Server 2007 makes enterprise-class mobile messaging a reality by offering industry-leading scalability and native integration with compatible devices, and by providing a variety of device options to suit today's business needs. Desktop features such as support for rich HTML, quick flags, sophisticated calendaring, and fast search are available on mobile devices. In addition, Microsoft Exchange Server 2007 provides more granular security policies and enables users to perform basic tasks on their own (such as perform a remote wipe from Microsoft Office Outlook Web Access 2007).

### **The need to empower users with simplified messaging while saving money**

With new unified messaging in Microsoft Exchange Server 2007, employees can receive their e-mail, voicemail, and faxes through a single inbox that can be accessed from anywhere. Employees can manage all of their messages in one place, just as they manage e-mail today. For example, voicemail can be forwarded, or if the recipient adds text notes to the voicemail, messages can be found using built-in search. Microsoft Exchange Server 2007 delivers these features while lowering cost and complexity through consolidation of the voicemail infrastructure.

### **The need for comprehensive protection from spam, viruses, and phishing attacks**

Microsoft Exchange Server 2007 provides integrated anti-virus, anti-spam, and anti-phishing technologies to stop the latest threats before they impact the business and employees. Multi-pronged message filtering in the perimeter network is available through the Edge Transport server role. For customers who prefer to use a service, similar capabilities are provided in the "cloud" (as an Internet-based service) through Microsoft Exchange Server Hosted Filtering. Additionally, Microsoft Forefront for Microsoft Exchange Server protects Microsoft Exchange Servers from viruses and worms by utilizing multiple anti-virus engines simultaneously. To protect from evolving threats, filters are kept up to date with frequent and automatic updates.

### **The need to reduce compliance risk in a way that makes sense for the business**

Microsoft Exchange Server 2007 incorporates features specifically designed to help organizations comply with corporate, regulatory, and legal requirements. These features enable users to apply retention rules, scan and act on messages in transport, flexibly journal, and perform rich text searches across mailboxes within the organization. Microsoft Exchange Server 2007 eases the toll often placed on administrators charged with applying and enforcing compliance policies, while avoiding adverse impact on employees and their productivity.

### **The need to take advantage of powerful Web access**

Microsoft Office Outlook Web Access (OWA) 2007 provides a rich, Microsoft Office Outlook 2007-like experience in a browser and is great for use at home, or almost anywhere there is an Internet connection available. No VPN or network tunnel is required. OWA enhancements in 2007 include a new Scheduling Assistant to help employees efficiently book meetings, a fast server-side search, integrated unified messaging, as well as new features to access documents and attachments more easily from outside the office. With two-factor authentication support and attachment viewing in HTML format, OWA also offers enhanced security, as compared to previous versions.

### **The need to boost administrator productivity with new tools**

Microsoft Exchange Server 2007 helps administrators save time and reduce effort with advanced management tools. A new command line interface gives administrators complete, fine-grained control over Exchange objects, as well as the power to easily automate all types of operations with scripts. In addition, the graphical management console has been completely updated, with a more intuitive user interface improved discoverability and a toolbox work center that integrates diagnostics, monitoring, and troubleshooting tools—including the Exchange Best Practices Analyzer and the Exchange Troubleshooting Assistant.

### **The need to ease deployment and management of the messaging solution**

Deploying Microsoft Exchange Server has never been easier. Microsoft Exchange Server 2007 has a modern, modular architecture based on server roles. The server role concept is integrated into setup and deployment, helping to eliminate potential errors resulting from manual configuration, reducing the surface area for malicious attacks, and simplifying day-to-day management. Server roles are not tied to particular hardware configurations; they can be deployed on one server machine or many. The new Autodiscover feature further eases deployment by creating an automatic connection between Microsoft Exchange Server 2007 and Microsoft Office Outlook 2007 clients where no special scripts or complex user intervention is required.

### **The need to optimize investments for future growth**

As a native 64-bit application, Microsoft Exchange Server 2007 breaks through past memory and cache limitations for higher performance and increased scalability, even as mailbox sizes grow to accommodate employees' demands for more storage. The resulting reduction in input/output increases storage utilization so that users can optimize existing storage investments or consider lower-cost storage options.

## **Customer pain points**

**Pain:** Both software and hardware upgrades are required for Microsoft Exchange Server 2007. Is it really worth the cost?

**Response:** Microsoft Exchange Server 2007 with its new 64-bit memory capability enables more users on a single Microsoft Exchange Server and/or more storage for the same number of users. Microsoft Exchange Server 2007 enables SAN storage users to get more out of new or existing Microsoft Exchange Server SAN storage, and enables the use of lower-cost DAS storage to be used with new Highly Available (HA) features such as LCR and CCR. When you weigh an upgrade versus remaining on an older version of Microsoft Exchange Server, consider these bottom-line benefits: additional productivity, greater access, unified messaging, IT management, and enhanced security features.

**Pain:** The e-mail system must work continuously.

**Response:** Microsoft Exchange Server 2007 delivers higher availability through the combination of continuous replication and clustering, which requires fewer backups to tape (again, due to continuous replication) and allows you to make backups from a replica server, which helps avoid impact to the primary server.

**Pain:** The IT staff is already lean. We need to make it easier for them to deploy and manage e-mail systems while controlling costs.

**Response:** Microsoft Exchange Server 2007 makes deployment and management easier by providing a command line interface, improved Microsoft Exchange Server System Manager Console, better setup and migration tools, server roles that enable you to deploy only the software needed on each server, and extensibility features that allow you to integrate Microsoft Exchange Server 2007 management into existing systems and tools. HP tools such as HP BladeSystem server and HP Essentials Rapid Deployment Pack enable integrated and proactive management of Microsoft Exchange Server 2007 services for maximizing IT efficiency and enabling an adaptive infrastructure for Microsoft Exchange Server 2007.

**Pain:** Users want easy access to their e-mail, voicemail, and faxes from anywhere, at any time.

**Response:** With easy access to all communication technologies, you can receive your e-mail messages, voicemail, and faxes in your inbox so that you can prioritize them appropriately and use all of the tools in Microsoft Office Outlook 2007 to store and manage them (such as flags, personal folders, search, and more). Microsoft Exchange Server 2007 allows IT professionals to deliver these features while saving bandwidth, improving security, and lowering costs and complexity while also integrating with the existing customer voice over IP (VoIP) infrastructure.

**Pain:** Mobile devices are becoming increasingly common.

**Response:** Microsoft Exchange Server 2007 makes accessing your e-mail, calendar, contacts, tasks, and files from a Microsoft Windows Mobile or Microsoft Exchange Server ActiveSync device a richer experience. Microsoft Exchange Server 2007 pushes e-mail directly to your mobile device, and you can rest assured that your device is more secure with three levels of security.

**Pain:** Anywhere access to e-mail and calendar

**Response:** If you do not have Internet connectivity where you are, you can use Microsoft Office Outlook Voice Access (OVA) to give you telephone-based access to Microsoft Exchange Server via both speech recognition and touchtone. With OVA, you can access a calendar and take a number of actions such as cancel a meeting, inform participants that you will be late, or clear a calendar entirely. You can even use OVA to have your e-mail read to you from your inbox. These options allow IT professionals to give users access to the information and tools they need without having to ensure persistent network connections everywhere they go.

## Why act now?

Microsoft is discontinuing support for older versions, so ask your customer what version of Microsoft Exchange Server they are currently using. Customers running older versions of Microsoft Exchange Server (previous to Microsoft Exchange Server 2003) will want to upgrade to Microsoft Exchange Server 2007. This entails an upgrade to 64-bit from 32-bit computing, opening up opportunities to sell HP products that help create a 64-bit environment for the customer.

Besides collaborating on product development, HP and Microsoft often collaborate in joint channel programs. For more information, go to

[www.hpmsfrontlinepartners.com/partners](http://www.hpmsfrontlinepartners.com/partners)

## Overcoming objections

**Objection:** We're a small organization now, but we have plans to grow significantly over time. Can this solution satisfy our needs both today and in the future?

**Response:** Yes, it can. For example, if you choose the HP BladeSystem server as your platform, you can start out with the 8-slot c3000 enclosure. As your company grows and your needs change, you can move directly to the HP BladeSystem c7000 enclosure with 16 slots. Regardless of the system you choose, you will find our systems are fully compatible and your investment is fully protected.

**Objection:** Our system is stable on an older version of Microsoft Exchange Server. E-mail is so important to our organization that we can't afford any unnecessary downtime.

**Response:** We completely understand your concerns about downtime during an upgrade. Our plan is to perform the upgrade behind the scenes and then flip the switch to Microsoft Exchange Server 2007. The process will be transparent to your users and will not affect their productivity.

**Objection:** I'm not sure we have the budget for a new server solution or for an upgrade to Microsoft Exchange Server 2007.

**Response:** The HP and Microsoft Exchange Server 2007 solution is less expensive than you might think—it consolidates your IT environment up front, leading to lower costs and increased IT productivity. By running Microsoft Exchange Server 2007 on a high-performance HP system, you can accomplish more with fewer servers, automatically reducing management and maintenance costs, licensing costs, power and cooling costs, and more.

## Sales resources

HP Microsoft Exchange Server sales engine—[www.hp.com/go/salesengines/exchange](http://www.hp.com/go/salesengines/exchange)

HP and Microsoft Exchange Server—[www.hp.com/solutions/microsoft/exchange](http://www.hp.com/solutions/microsoft/exchange)

HP ActiveAnswers—[www.hp.com/solutions/activeanswers/exchange](http://www.hp.com/solutions/activeanswers/exchange)

HP Messaging and Collaboration Solutions—  
<http://h71028.www7.hp.com/enterprise/cache/256344-0-0-121.html>

Microsoft Exchange Server 2007 home page—<http://www.microsoft.com/exchange>

HP Services—[www.hp.com/services/](http://www.hp.com/services/)

HP ProLiant resources—[www.hp.com/go/proliant](http://www.hp.com/go/proliant)

**For the latest HP partner information, please check the following links:**

For the EMEA Smart portal: [www.hp.com/eur/smartportal](http://www.hp.com/eur/smartportal)

For the U.S. partner portal: [www.hp.com/partners/us](http://www.hp.com/partners/us)

For the Canada partner portal: [www.hp.com/partners/ca](http://www.hp.com/partners/ca)

For the Latin America partner portal: <http://www.conecta.latinamerica.hp.com>

For the APJ partner portal: <http://h50171.www5.hp.com/partnerportal/content/gateway.htm>

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