



Microsoft® SQL Server® 2008 R2



HP Business Decision Appliance Optimized for SQL Server 2008 R2 and SharePoint Server 2010

Solution brief

The HP Business Decision Appliance is a solution optimized for Microsoft SQL Server 2008 R2 and Microsoft SharePoint Server 2010 and designed for enterprises that want to provide business intelligence (BI) capabilities in a pre-configured single enclosure. It incorporates the Microsoft application platform and HP Converged Infrastructure to provide organizations with

- Rapid insight and more accurate decision-making with powerful SQL Server® BI tools to simplify analysis and streamline collaboration.
- Easy adoption for Excel® power users through an end-to-end stack built on pre-configured images that integrate SQL Server and SharePoint® Server.
- A comprehensive data toolset that operates directly on real-time data to reduce the need for adhoc reports while enabling automatic analysis with PowerPivot™.
- An appliance-like form factor that offers simplified installation in about an hour, and more efficient deployment and management to reduce risk and lower TCO.

Microsoft®



“In an environment of growing data volumes and a growing number of business end users requesting access to information to improve their own decision-making capabilities, there is a need for more pre-packaged data warehousing solutions that enable simpler purchasing of the technology, rapid deployment, single-vendor responsibility for ongoing support, and technical performance optimization to address specific requirements of each organization.”

–IDC, *Benefits of Investing in Data Warehousing to Enable BI and Analytics*, July 2010

Businesses rely on data

Organizations face many challenges today, with greater demands being placed on fewer resources. Businesses need to keep IT costs down while ensuring that users have the data and tools they need to make decisions faster and drive continued growth. They need to remain competitive by creating new products and services to attract and retain customers, and grow by expanding into new markets and geographies.

Immediate access to relevant, timely business data to enable better decision-making is often the most critical factor in this challenging climate, but many organizations are unable to gain effective business intelligence for a number of reasons:

- As organizations grow, data often becomes scattered in disparate places, such as individual spreadsheets, application databases, online transactions, and third-party sources, providing only a fractured and incomplete view of the business.
- Sophisticated, custom-built BI solutions are costly and time-consuming to implement so the technology is often beyond the reach of many organizations. IT departments in mid-size organizations, in particular, may not have extensive experience in BI best practices or may lack engineering expertise to integrate many different BI technologies into a seamless infrastructure.
- Purpose-built BI solutions are typically not designed to serve all users across the organization. Casual users may be overwhelmed by the difficulty of using unfamiliar tools that don't leverage the business applications they use every day, causing IT to spend an inordinate amount of time manually processing ad hoc report requests. At the same time, power users with specialized data needs may bypass IT altogether to build their own unsanctioned resources, making it difficult for IT to gain visibility and control over how BI tools and the underlying data are being used.

Organizations looking to succeed in the new normal need efficient, easily accessible business intelligence solutions that can overcome these challenges without becoming a burden to IT. Businesses need

- A business intelligence solution that ensures that all data is available for analysis to enable a wider range of end users to access the information they need to make better business decisions.
- An integrated solution that reduces deployment risks by being easy-to-install and manage, and that evolves with the business to minimize the burden on IT.

- Self-service BI tools that reduce the volume of ad hoc data requests and empower users to make decisions faster and more confidently.
- Better management of diverse data sets to ensure quality and security of data.

Achieve self-service business intelligence

- HP and Microsoft have come together to help businesses overcome the barriers to achieving self-service business intelligence by designing and delivering a complete solution built on a proven reference architecture and with an optimized configuration.
- The HP Business Decision Appliance incorporates the Microsoft application platform and HP Converged Infrastructure to offer an integrated, end-to-end solution that enables simpler authoring and sharing of information to deliver faster, better business decisions. It incorporates familiar Microsoft technologies that empower business users to rapidly gain insight from real-time business data with minimal IT involvement. For example, it enables Excel power users to quickly and easily create PowerPivot workbooks themselves that can help them make decisions confidently and thus drive growth, reduce costs, and mitigate risks.
- Built on proven reference architectures and the deep BI expertise of HP and Microsoft, the HP Business Decision Appliance simplifies and accelerates deployment of your business intelligence system with a fully integrated stack of hardware and software incorporating HP ProLiant servers and Insight Control Management technologies. The appliance is built on “golden images” that have been jointly tested, tuned, and validated by HP and Microsoft labs, with components pre-configured at the factory.
- This pre-integrated architectural approach ensures a simplified and accelerated deployment with reduced configuration time and streamlined data loading and data center integration. The appliance can be up-and-running in about an hour for fast return-on-investment and immediate business impact, while also minimizing implementation costs and risks. In addition, a pre-configured appliance means a more balanced system that delivers optimal performance.

Solution benefits and features

For organizations requiring an integrated business intelligence solution incorporating self-service capabilities with simple-to-use authoring and data sharing tools, the HP Business Decision Appliance offers a powerful, reliable platform and the only self-service BI solution for organizations or departments with up to 1,000 users.

The solution includes the following benefits and features:

- **Rapid Insight**—Harness the power of SQL Server 2008 R2 to turn organizational BI capabilities into team and personal BI solutions by enabling users to easily create PowerPivot workbooks from real-time line-of-business data for faster, more accurate insights. Integration with SharePoint Server further streamlines collaboration and decision-making while included scripts quickly expose data assets to relevant audiences for faster results.
- **Easy Adoption**—Remove barriers to BI adoption with an end-to-end stack integrating SQL Server and SharePoint Server and the PowerPivot add-in to SharePoint to enable Excel power users to quickly gain access to business insight. Users can quickly access demonstration data linked from the appliance's home site to provision a departmental "test drive" as an immediate proof-of-concept.
- **Comprehensive Data Toolset**—Free up valuable IT resources with easy-to-use BI tools that allow IT staff to shift focus from running adhoc reports to delivering innovative services in support of strategic business goals. Enable greater re-use of insights through tools that operate directly on real-time data, while integration with existing Microsoft data warehouse and BI environments via Reporting Services, allow relevant data to be automatically pulled into PowerPivot.
- **Integrated Simplicity**—Reduce cost and complexity with all components pre-configured and tuned within a 1U, fully integrated solution that is optimized specifically for self-service BI functionality. In addition, industry-standard hardware and software components are managed through a single, unified interface to ease administration, while familiar BI tools minimize training time and overhead.
- **Rapid Deployment**—Reduce initial setup and expansion time from months to hours by deploying pre-configured, optimized, tested, and validated solutions built on HP and Microsoft BI expertise.
- **Efficient Management**—Streamline administration through a single BI platform including a unique integrated management operations dashboard jointly developed by HP and Microsoft that provides access to common application, maintenance, and hardware management tasks; while SharePoint web parts offer full visibility into usage through visualization tools.
- **Risk Mitigation**—Reduce operational risk by relying on extensive BI expertise and comprehensive services of HP and its channel partners. Active Directory Domain Services integration is automated through the installation wizard, reducing time and effort spent managing infrastructure and associated risk. Built-in security and compliance features help protect data.
- **Future-Proofed Investment**—HP business intelligence solutions are built with growth in mind, with the HP Business Decision Appliance providing an easy entry point to a future self-service BI farm through an HP services engagement.

Solution components

Components		
    	Servers	ProLiant DL360 G7 (X5650 processor) with 96GB RAM
	Storage	8 x internal 300GB SFF SAS disks
	Software	Microsoft Windows Server 2008 R2 Enterprise Edition Microsoft SQL Server 2008 R2 Enterprise Edition (PowerPivot for SharePoint 2010 included)* Microsoft SharePoint Server 2010* HP Insight Control
	Infrastructure	None (install in existing rack)
	Services	HP 3-year 24x7 hardware and software support with 4 hour on-site hardware response is included. HP Support covers all components of the appliance, including the Microsoft software.

*Software licenses must be purchased separately to activate pre-installed software.

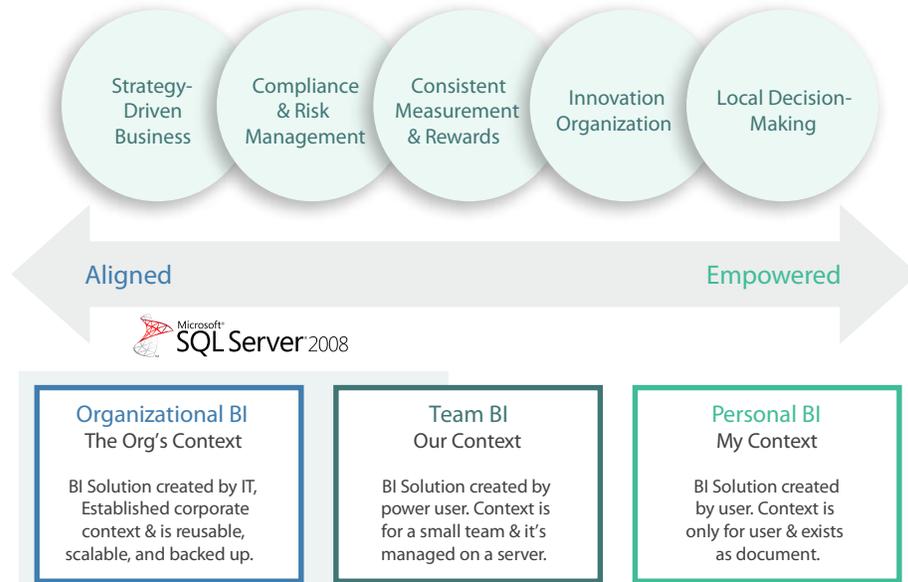
HP/Microsoft Converged Applications Appliances

HP and Microsoft are collaborating to optimize and package applications on HP Converged Infrastructure. These applications are delivered through integrated appliances that provide

- **Faster time-to-value**—Take less time to design, build, and deploy a business intelligence (BI), data warehouse (DW), or online transaction processing (OLTP) solution on the latest Microsoft SQL Server 2008 R2 and HP Converged Infrastructure technology.
- **Optimized performance and scalability**—Achieve higher levels of performance and scalability from pre-tested, optimized solutions that are tuned and balanced to deliver optimal results for specific workloads, and built using the highly scalable SQL Server platform running on high-performance, industry-standard HP server, storage, and networking components.
- **Reduced risk**—HP and Microsoft database appliances are built on proven platforms with built-in high-availability and security, and supported by deep best practices from thousands of successful SQL Server deployments and the commitment of two industry leaders.
- **Enhanced operations and control**—Gain greater control over IT infrastructure and reduce complexity through unprecedented integration between HP Insight Control and Microsoft System Center for end-to-end management. Pre-integrated solutions are easier to buy, install, and maintain; lowering TCO and enabling IT resources to focus on other business priorities.

The Business Intelligence Continuum

The end-to-end Microsoft Application Platform, powered by SQL Server 2008 R2, enables your entire organization to be aligned with a common view of the business, while powerful BI tools extend real-time insights to teams and individual users for faster, better decision-making.



SQL Server 2008 R2 extends reach from organizational BI to team and personal BI.

Support services

The HP Business Decision Appliance includes 3 years of HP 24x7 hardware and software support with 4 hour on-site hardware response. This service covers all components of the appliance, including the Microsoft software. HP also offers additional support services to meet your business needs, such as HP Proactive Select with Priority Connect for more proactive support and faster reactive support.

Availability and additional information

The HP Business Decision Appliance will be available in Q4 calendar year 2010 from your HP/Microsoft select partner and is complemented by business intelligence services available from authorized HP and Microsoft channel partners.

PLEASE NOTE: Your use of: Microsoft SharePoint Server 2010 and Microsoft SQL Server 2008 R2 Enterprise Edition software provided on this server hardware is subject to the terms and conditions of the Volume License program agreement under which you have acquired licenses to these Microsoft products. You may not use the above software without first acquiring valid server and/or client access licenses from Microsoft or its authorized distributor or reseller.

For more information see:

- <http://www.microsoft.com/sqlserver/en/us/get-sql-server/how-to-buy.aspx>

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See the following website for more information, or to learn how you can put it to work for you organization today.

- <http://www.hp.com/solutions/microsoft/sqlbi>



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4AA2-0262ENW, Created November 2010

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