HP Storage – MSA Storage
Shared Storage Arrays for Small to Midsized Businesses

The Opportunity

- Flash storage - IDC says it's becoming "normality" as the market soared past $11bn in 2014.
- In today's business environment, small- to midsized companies with limited IT expertise and budgets find it difficult to consolidate storage located in silos.
- Small and midsized businesses, remote or branch offices, or enterprise departments looking for simple, efficient, affordable shared storage to support consolidation or virtualization initiatives. MSA delivers exceptional value on $/IOPS or per shared GB.
- With HP MSA, HP has a unique **Industry-leading entry storage platform** that's tried and tested, shipping over 400,000 units. Based on IDC's Q3 2013 Worldwide Quarterly Disk Storage Systems Tracker
- Stress-free storage for less. Unlike many competing arrays, the MSA ships standard with intuitive management tools and powerful data services such as Snapshots and Volume Copy for increased data protection.

1 Start the conversation with the right customer

There are slightly different approaches depending on the class of application the storage is for. Use the following approach for customers -

Easy, flexible storage Virtualization

- Ask them: "Are your storage requirements continuously growing? Are you expanding your business and want a system which is more secure than a single server and speeds up your compute?
- If yes, follow up with: HP MSA 2040 as it delivers new levels of performance and flexibility, giving customers a compelling dollar per delivered IOP cost. The MSA 1040 offers the lowest entry price point, especially for FC or iSCSI protocols, and like the rest of the MSA family is fully data-in-place upgradable to MSA 2040. With that, customers can easily migrate from the MSA 1040 or older MSA Generations like the P2000 G3 to the 2040 with minimal effort and can avoid lengthy data migration.
- The cost of flash is decreasing, the HP MSA allows you to take advantage of flash technology and speed up your Mission Critical apps. With features like auto-tiering you can realise the full benefits of a hybrid Storage array with minimal management.

2 Make your point

Get your customer's attention with this quick elevator pitch:

HP has a long heritage and a proven track record of leading the way in entry SAN storage with its **MSA product line. MSA,** which offers storage that is both affordable and adaptable. Customers can now benefit from 50% better performance at a 25% lower price point than its predecessor, the P2000 G3.

- Be out of the box and running in 30 minutes with minimal IT Skills.
- It is flexible enough to be used for file and print services, and an affordable disaster recovery or backup to disk solution.
- Today, 95% of MSAs are used in shared storage environments
- 60% are deployed for virtualization across all hypervisors
- 25% are deployed for departmental usage. This breadth of flexibility explains why it has enjoyed such prominence over the past 16 years.

3 Create doubt in Competition

IBM Storwize V3700

- HP MSA 2040 delivers high performance and a rich set of functionality in the base offering. IBM charges substantial upgrade fees for a number of array features users will likely need. Be sure any pricing compares include all needed options.
- IBM does not support SSD read caching. MSA 2040 supports SSD read cache as a standard feature. Adding a single SSD has been shown to deliver up to 2.6X more IOPS and improve average latencies by up to 70 percent.[1]

Dell MD3 series arrays

- Dell's performance tiering feature requires a minimum of 7 SSDs for sequential workloads, and a minimum of 3 SSDs for random workloads. MSA's tiering algorithm senses random and sequential workloads and aligns sequential I/O on the best tier automatically.

EMC VNXe3200 or VNX5200

- EMC's entry storage strategy has been to provide de-featured systems that have no upgrade path between families in a very fragmented portfolio (example: CLARiiON or VNX5100 to the current VNXe3200 or VNX5200 arrays). HP MSA 2040 continues to offer investment protection through data-in-place upgrades to previous MSA P2000 G3 & consistent entry SAN strategy.

Nimble CS300 Series

- With HP MSA you get the choice of five different and dedicated host interface options, single or dual controller implementation. Nimble arrays do not have FC-iSCSI combo or SAS host interfaces. They are limited to 1GbE/10GbE iSCSI or 16Gb FC
- The MSA 2040 supports SSD Read Cache as a standard feature. Adding a single SSD has been shown to deliver up to 2.6X more IOPS and improve average latencies by up to 70%. Nimble Offers read cache but has not provided any quantitative performance data on array performance.

4 Positioning – up to 45% Discount

Sell the whole solution from £5,809 with 24% discount
- DL160 Gen 9 Intel Xeon E5-2603v3 6-Core (1.60GHz 15MB)
- 32 GB DDR4 Memory (1x8GB in Server & additional 3x8GB Dimms)
- 240 GB Server Storage (2 x 120 GB SSDs)
- DL160 Gen9 FlexibleLOM Enablement Kit
- HP MSA 1040 2Prt 1G iSCSi DC SFF Strg with 1GB Ethernet 4P Adapter Prts
- 1.2TB MSA Storage (4 x 300 GB)

When Budget Matters:
- HP MSA 1040 1Gb iSCSI 4x600 Bndl/TVlite starting from £2,799

When Performance Matters:
- HP MSA 2040 FC 6x600 SAS SFF Bndl/Tvlite starting from £4,385
- HP MSA 2040 Flash Offer starting from £5,270.65

Don't Forget HP Financial Services! Finance available from 0%**
Designed with your customers' needs in mind, make low monthly payments for a 36month financial solution. At the end of the primary term, you may ship the financed equipment back to HP Financial Services and explore refreshing your estate to the latest technology.

Contact: hpfs.uki@hp.com **Full T's & C's on page 2

Next steps

- Use this offer as a conversation starter with any of your customers currently working on any SAN Storage projects.
- **More help –** contact EG Category Support egukicategorysupport@hp.com

More Info

- HP Offers Page
- HP MSA Storage (Internal)
- HP MSA 1040 SAN Storage
- HP MSA 2040 San Storage
- ProLiant Gen9 Landing Page

Recommended Offer

MSA 1040 Offer – DL160 Gen 9 1.2TB Storage with MSA 1040 1G iSCSI – £5,809

HP Part Number	Description	Quantity
769504-B21	HP DL160 Gen9 E5-2603v3 SFF Ety WW Svr	1
726718-B21	HP 8GB 1Rx4 PC4-2133P-R Kit	3
756621-B21	HP 120GB 6G SATA VE 2.5in SC EV G1 SSD	2
629135-B22	HP 1Gb Ethernet 4P 331FLR Adptr	1
781844-B21	HP DL160 Gen9 FlexibleLOM Enablement Kit	1
E7W02A	HP MSA 1040 2Prt 1G iSCSI DC SFF Strg	1
C8S61A	HP MSA 300GB 6G SAS 15K 2.5in DP ENT HDD	4

MSA 2040 Offer – DL360 Gen 9 400GB Storage with MSA 2040 – £16,181

HP Part Number	Description	Quantity
755261-B21	HP DL360 Gen9 E5-2603v3 ETY SAS Svr	1
726718-B21	HP 8GB 1Rx4 PC4-2133P-R Kit	3
802578-B21	HP 200GB 12G SAS WI 2.5in SC SSD	2
C8R15A	HP MSA 2040 SAN DC SFF Storage	1
J9F40A	HP MSA 300GB 12G SAS 15K 2.5in ENT HDD	4
C8R23A	HP MSA 2040 8Gb SW FC SFP 4 Pk	1
AM866B	HP 8/8 Base (0) e-port SAN Switch	2
TC472AAE	HP Intelligent Inft Analyzer SW v2 E-LTU	1
QK734A	HP Premier Flex LC/LC OM4 2f 5m Cbl	17
AJ716B	HP 8Gb Short Wave B-Series SFP+ 1 Pack	17

Recommended Upsell Options

HP Part Number	Description	Further Information

Upsell options for DL160 Offer

HP Part Number	Description
EH919B	HP LTO4 Ultrium 1760 SAS Int Tape Drive
EH920B	HP LTO4 Ultrium 1760 SAS Ext Tape Drive
717965-B21	Additional Storage HP 120GB 6G SATA VE 2.5in SC EB SSD
763235-B21	Additional HP DL160 Gen9 E5-2603v3 Kit Processor

Upsell options for DL360 Offer

HP Part Number	Description
EH964A	HP LTO-6 Ultrium 6650 Ext Tape Drive

Recommended HP Support & Services

HP Part Number	Description	Further Information
U2MR2E	HP 3y 24x7 MSA2K S64 VolCpy FC SVC	Provides dependable and cost effective round the clock access to expertise to keep your business up and running
U3AY3E	HP 3 Year External Drive 24x7 Foundation Care	
U2KP7E	HP 3 Year 8/8 and 8/24 Swtch 24x7 Foundation Care	For more information click here
U2090E	HP Install Startup Tape Drive	Ensure new hardware is installed smoothly, efficiently and with minimum disruption to your ITS business operations
U5988E	HP Install Storage Switches	
U8132E	HP Install MSA Array & Enclosure	For more information click here

Recommended HPN Upsell Options : MSA 1040 & 2040

HP Part Number	Description	Further Information
2x J9726A, 2x J9733A, 2x J9734A	HP 2920-24G Switch, HP 2920 2-Port Stacking Module, HP 2920 0.5m Stacking Cable.	For 2-12 DL Servers a pair of stacked HP 2920 provides 1GB connectivity .
2X J4858C	HP X121 1GB SFP LC SX Transceiver	Optional SFP Transceivers to connect to core network at 2* 1GB Fibre Multimode (Up to 8 for max bandwidth)
2X J9731A, 2XJ9150A	HP 2920 2-port 10GbE SFP+ Module, HP X132 10G SFP+ LC SR	Optional SFP Transceivers to connect to core network at 2* 10GbE SR Fibre Multimode. (Max 4 for increased bandwith). Further 2nd 2port SFP modules can be added for additional SR optics.