

Boost application performance with scale-up infrastructure—Data center modernization solutions

In today's digital economy, in which applications have become the heart and soul of the enterprise, you have mere seconds to impress your user.

HPE Integrity Superdome X servers provide exceptional value for Oracle database customers through lower licensing costs, unique reliability features, and the largest scale-up capacity currently available.

Application performance is essential to the digital enterprise. Meeting performance expectations leads to engaged and loyal customers, productive employees, and a healthier bottom line.

There is a direct correlation between the performance and cost-effectiveness of business applications and the architecture and age of the servers that run them. Running mission-critical applications on aging server infrastructure can put a business at a competitive disadvantage. The exponential growth in enterprise data only compounds this effect and adds to the growing complexity of the IT environments that are necessary to support the new generation of applications.

Today's new generation of data center **servers** are designed to meet this challenge, providing power, scale, and reliability to drive the most demanding applications while simultaneously supporting **data center modernization** by reducing complexity and operating costs.

Improve performance and cut costs in your Oracle database environment

What if you could improve the performance of your Oracle databases and pay for it by reducing Oracle licensing costs? Oracle licensing can consume more of the IT budget than is desirable or necessary because many organizations run Oracle on costly, aging, or proprietary hardware platforms.

Replacing aging or proprietary infrastructure with more cost-effective, scale-up x86 architecture can provide measurable benefits including reduced licensing and maintenance costs, reduced complexity, lower operating costs, and breakout performance to improve productivity and customer experience.

For a look at best practices in modernizing your Oracle environment, register for the guide at hpe.com/info/reducecost.

Accelerate mission-critical applications and prepare for SAP HANA

The performance of your SAP® application environment drives the performance of your business. With the introduction of the HANA in-memory database and S/4HANA software suite, getting the most from your SAP investment will require modernization of your database and hardware environments. A high-density, scale-up architecture will provide the best cost-performance profile.

With new business functionality across the entire software suite, faster decision support, and enhanced productivity driven by in-memory computing, the move from a traditional DBMS to HANA provides an attractive ROI.

For more information on accelerating your SAP applications, register for the best practices guide at hpe.com/info/modernizesap.



HPE ProLiant Gen9 and Integrity x86 scale-up servers powered by Intel® Xeon® processors. Intel Inside®. Powerful Productivity Outside.

HPE Superdome X servers provide a unique value proposition for SAP HANA® and S/4HANA with unique reliability features along with the largest scale-up capacity and **fastest benchmarked speed of any SAP-certified appliance**.

Microsoft Skype for Business is a tested solution that leverages a 30-year HPE-Microsoft Frontline Partnership to deliver the full complement of Skype for Business services over a tested, high-performance reference architecture, supporting thousands of geographically dispersed users.

Improve performance and reduce cost with SQL Server and the right Compute

Enterprise databases are expanding in size and number. Add the demands of always-on service delivery with high-throughput and low-latency requirements across multiple workloads, and current data center infrastructures are often pushed beyond their capabilities.

Microsoft® SQL Server, deployed on the latest scale-up server infrastructure, provides a high-performance, cost-effective enterprise RDBMS alternative. With capabilities comparable to Oracle and IBM and favorable economics, SQL Server provides a robust solution for critical enterprise workloads at any scale.

Learn how to boost performance while reducing TCO with SQL Server by registering for the best practices guide at **hpe.com/info/sqllowerstco**.

Provide always-on business continuity for vital applications

Ninety-five percent of enterprises have experienced at least one unplanned data center wide outage in the past 24 months.¹ The average cost-per-outage is roughly \$2.5 million,² but the real cost of downtime is far greater, including damaged reputation, lost customer confidence, and legal exposure.

A best-practices approach to business continuity includes evaluating the proper level of availability and fault tolerance for all applications, and architecting infrastructure to minimize the risk of downtime for mission-critical applications. Find out more about protecting your vital applications by registering for the best practices guide at **hpe.com/info/alwayson**.

Connect with Skype for Business

Few things affect your productivity, customer relationships, and bottom line more than being able to connect to the right people at the right time with the right tools. In today's digital, mobile, and geographically dispersed workplace, interactions with co-workers and customers must be delivered across multiple locations and devices.

Microsoft Skype for Business provides a robust toolset, including Voice-over-IP (VOIP), video, web conferencing, instant messaging and presence, and application sharing at a fraction of the cost of traditional communication services—effectively bridging the gap between geographically dispersed workgroups.

To learn how to empower workgroup collaboration, register for the best practices guide at **hpe.com/info/betterproductivity**.

Better power for your applications

Hewlett Packard Enterprise stands ready to help your business boost application performance with end-to-end solutions including consulting, servers, storage, networking, deployment, training, and support. Through proven expertise and partnerships with vendors like SAP, Intel®, and Microsoft, Hewlett Packard Enterprise can help you enable the right compute at the right time to boost application performance across the enterprise.

Learn more at **[Data Center Modernization](#)**

¹ "Fingers Crossed? Or what is your Business Continuity Plan for the Inevitable?", Gravis, Inc., 2015

² An average outage lasts 90 minutes and costs \$1.7 million USD/hour across all industries. High-Value Applications on x86: "The Need for True Fault Tolerant Systems," IDC Analyst Report, Peter Rutten, May 2015



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