

# Why Sun customers are moving to HP

A safe, simple transition, and big returns on your investment make the decision easy



## HP delivers long-term savings with industry standard servers and the operating system of your choice

### Keeping up with your IT vendors just got easier

Is your business depending on aging Sun SPARC hardware for business-critical applications? If so, you are probably considering server options to support the latest versions of SAP, Peoplesoft, Oracle database, and other enterprise applications. Any changes you make must result in cost savings and improved operational efficiency while keeping the business running smoothly. By considering newer, industry standard technologies such as Linux and x64-based servers, you can achieve major cost savings while improving service levels.

Sun servers based on UltraSPARC III, IIIi, IV, and IV+ processors are nearing or at end of life. You can simplify your server landscape, cut operational costs,

and gain long term security by moving to industry standard technologies with your next server purchase.

### Transitioning to a sound investment

Businesses throughout all industries are moving to HP from Sun SPARC servers because they are faced with the same challenges that your business faces, such as:

- Pressure to lower overall IT cost structures and total cost of ownership (TCO)
- Need to achieve more scalability and better performance
- Looking to improve customer service levels through more effective IT infrastructure
- Need to respond more quickly to changing business conditions

For every business decision you make each day, the underlying question is whether improvements can be gained easily, without undue risk. HP helps businesses meet these challenges every day with sound, simple, and rewarding approaches. With the wealth of choices HP offers, meeting your business needs for more sound, effective IT operations has never been easier.

## Choose the infrastructure that meets your business needs

Whether you operate departmental servers, an enterprise data center, or anything in between, HP has the server platforms to meet your needs. And you have your choice of operating environments, including Linux, Solaris, Windows, or HP-UX.

### A better approach for your bottom line

One of the best ways to improve your IT cost structure and reduce TCO is by replacing older equipment with a smaller number of newer, more efficient HP servers and storage arrays. HP offers over 40 servers that run Solaris or Linux, making a Sun-to-HP transition a natural progression. Customers see dramatic drops in processor core requirements by adopting HP servers, which yields major savings in software licensing.

Transitioning from older Sun servers to an HP solution on Solaris or Linux also means:

- Smaller footprint in your data center by replacing large Sun servers with HP blade or rack servers
- Simplified data center management
- Reduced power and cooling costs by 20 to 30 percent over conventional rack servers
- Lower per-core licensing for Oracle database
- Industry-standard servers and storage with a long-term, reliable roadmap

These benefits add up to tremendous cost savings and reduced TCO.

### Managing growth with platforms that are ready to handle application transitions

The most popular business applications are getting more powerful and managing more pieces of your business. HP solutions easily address the increased processing and storage that newer versions of these applications require.

By choosing HP to run your Oracle, SAP, or other enterprise applications, you profit from:

- The ability to scale your application with higher density core, less cost, and simpler manageability

- Resource sharing within large, multi-processor ProLiant and Integrity servers
- Lower provisioning costs based on HP BladeSystem management technologies
- Highly available applications based on Oracle Real Application Clusters and HP Serviceguard
- Simplified provisioning and ability to run smaller workloads in virtual machines rather than dedicated servers

With an HP platform, your business can operate effectively and efficiently with an inherent ability to grow and meet performance requirements for years to come.

### Improved service levels

Staying competitive requires your business to supply the highest levels of service. By adopting HP workload management tools, you can easily manage your service levels to meet demand. As a result, you can identify, allocate, and reallocate IT resources—from servers to storage to network capacity—to adjust to changes in workloads, technology advancements, and business requirements without impacting user productivity.

### Keeping pace with changing business conditions

With one of the industry's broadest portfolios of servers, storage, services, and software, HP is helping customers worldwide streamline their data centers. When you upgrade enterprise applications, HP can help you improve performance, reduce costs, and put your infrastructure on a safe, long-term platform.

## Find out how safe, simple, and rewarding your transition can be

HP solutions and services help businesses to transition smoothly and successfully from Sun SPARC environments. These businesses now use solutions from HP that deliver superior business agility, improved return on investment, and consistent manageability. We can show you how moving from Sun to HP can bring enhanced performance, better responsiveness, and greater scalability—at a lower TCO.

HP has championed Linux for many years, and also supports Solaris 10 on over 40 Intel- and AMD-based ProLiant servers—more servers than Sun supports. Adding to the mix is Linux and HP-UX support on a full range of Intel-based HP Integrity servers.

## Technology for better business outcomes

To learn more, visit [www.hp.com/go/sun2hp](http://www.hp.com/go/sun2hp)

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