



The Information Age: For many businesses, it means too much data and not enough useful information.

By combining the strengths of HP ProLiant servers and AMD Opteron™ processors, HP and AMD now offer an environment for business intelligence (BI) solutions that can help you retrieve, organize, and analyze huge volumes of data. This helps ensure that you get the right information, at the right time, to make the right decisions.

HP and AMD—the right combination for business intelligence

Business intelligence software demands high-availability, high-performance servers and high-performance processors for massive database crunching power. It requires constant uptime with no unplanned downtime.

That's why HP ProLiant servers and AMD Opteron™ processors are such an outstanding combination. ProLiant servers combine high availability and high performance with uptime features such as redundant power and hot-pluggable hard drives and fans.

AMD Opteron™ processors add fast data access and high performance—even with heavy workloads. And the reduced memory latencies offered by AMD Direct Connect Architecture are vital for BI applications—a benefit that increases as the database grows.

Together, HP and AMD give you the foundation to build business intelligence solutions that can lower costs, enable growth, and mitigate risks. This partnership drives advances to meet the demands of businesses through

- An industry-leading architecture based on proven technologies
- Platforms designed for speed and scale
- Future-ready, energy-aware systems that easily migrate from other x86 platforms

HP and AMD design systems that deliver more for every IT dollar, watt, and hour with

- Facility-friendly mode for thermal and power efficiency
- Server consolidation solutions to make the most of IT assets
- Integrated management that gives total control to IT professionals

HP and AMD build peace of mind with proven, cost-effective choices, including

- Industry-standard leadership
- The most diverse product portfolio
- AMD and HP quality and reliability
- Stable, consistent platforms and infrastructure solutions



HP ProLiant DL585 G2 Server

HP ProLiant servers: consistently ranked at the top in benchmark testing

Because of its industry-leading 128 GB memory footprint and large number of I/O slots, the HP ProLiant DL585 Server is the ideal choice for business intelligence environments deployed by medium and large businesses. The DL585 G2 server can be used as a standalone data mart, data warehouse, or as an extract and transform platform.

Available with either a 95-watt Second-Generation AMD Opteron™ processor or the higher-performance 120-watt Second-Generation AMD Opteron™ processor, the HP ProLiant DL585 G2 Server is the industry's leader in both price/performance and performance per watt.

In fact, independent benchmark testing as of June 1, 2007, gave the ProLiant DL585 G2 Server the number one single-server scores on the TPC-H benchmark at 100 GB and 300 GB. At 100 GB, it processed 19,323 queries per hour (QphH), at a system cost of USD 10.67 per QphH. At 300 GB, it processed 18,298.50 QphH, at a system cost of USD 13.67 QphH. The TPC-H benchmark suite models decision support systems that examine large volumes of data, execute queries with a high degree of complexity, and give answers to critical business questions. For more information, visit:

www.tpc.org/tpch/results/tpch_perf_results.asp

AMD Opteron™ processors: fast, efficient, and flexible

The AMD Opteron™ processor with Direct Connect Architecture also offers significant performance-per-watt advantages. Among the reasons:

Advanced Process Technology silicon-on-insulator—Fast transistors with low power leakage help reduce wasted power and heat

Native dual-core design—Increases performance without increasing power consumption

Integrated Memory Controller—Lower power consumption because memory controller power is included in processor power budget versus the 22 to 48 watts needed for external memory controllers

AMD PowerNow!™ Technology with Optimized Power Management—Can dynamically reduce power consumption up to 75 percent

Direct Connect Architecture

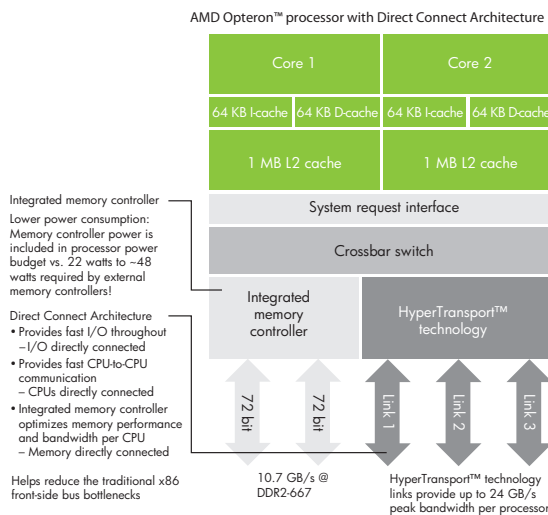
- Provides fast I/O throughput
- Provides fast CPU-to-CPU communication
- Improves memory performance and bandwidth per CPU with integrated memory controller

The bottom line: excellent performance at an excellent price

Together, AMD and HP are driving new advances that build on industry standards to work with the technologies and skills you already have—and those you'll add in the future.

The result is a business intelligence environment with industry-leading performance at a price that's often much lower than competing solutions.

For more information, visit: www.hp.com/go/proliant



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