



Web hosting that is trouble free

Hosting a large capacity Web site is not always gracious entertaining—not if your servers can't handle the workload. Web hosting software requires very high performance with intense streaming. Any interruption—from a temporary glitch to a total crash—can compromise your operation or, even worse, put you out of business.

By combining the strengths of HP ProLiant servers and AMD Opteron™ processors, HP and AMD now provide multiple platforms for use in Web hosting environments that can give you high-availability servers with mission-critical features and high-performance processors that provide fast data access and excellent streaming features.

HP and AMD—the right combination for Web hosting

Most organizations build their Web hosting environment using multiple servers running either Windows® or Linux. Market share studies have shown that HP ProLiant and BladeSystem are the most commonly chosen infrastructure platform for both the Windows and Linux environments.

HP platforms, combined with AMD Opteron™ processors, provide extraordinarily fast data access and high performance—even with heavy streaming workloads. Further, the reduced memory latencies offered by AMD Direct Connect Architecture are vital for Web hosting—a benefit that grows as demand increases.

Together, HP and AMD offer experience and reliability built through years of industry leadership. For example, HP and AMD consistently drive advances to meet the needs of business through

- An industry-leading architecture based on proven technologies
- Platforms designed for speed and scale
- Future-ready, energy-smart systems that easily migrate

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



HP ProLiant DL385 G2 Server



HP ProLiant DL585 G2 Server

HP ProLiant servers: leading the pack in benchmark testing

The SPECweb2005 benchmark can be used to demonstrate this performance advantage. SPECweb2005 is the next-generation SPEC benchmark for evaluating the performance of Web servers. As of June 1, 2007, both the ProLiant DL385 G2 and DL585 G2 Servers have achieved the leading performance results in their class for this test. The ProLiant DL385 G2 Server has the leading result for any two-socket, four-core system at 14,668 users. The HP ProLiant DL585 G2 Server has the leading result for any four-socket, eight-core system as well as the leading result for the SPECweb2005 benchmark at 22,254 users. These results show that ProLiant servers based on AMD Opteron™ processors are outstanding—and cost-effective—platforms for Web hosting.

When combined with AMD Direct Connect Architecture, the ProLiant G2 servers support both 32- and 64-bit processing, perform better than competing systems, and help to reduce bottlenecks. They also host more users per server than any other comparable servers available today.

AMD Opteron™ processors: fast, efficient, and flexible

The AMD Opteron processor with Direct Connect Architecture offers significant advantages in Web hosting environments. 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 increased 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

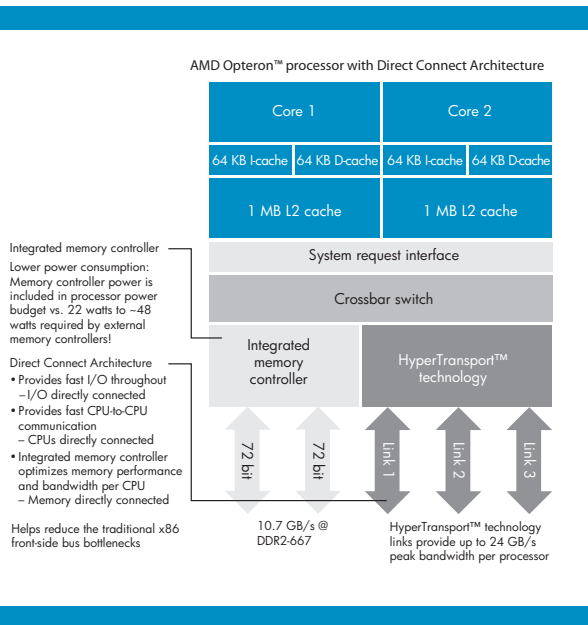
- Provides fast I/O throughput
- Provides fast CPU-to-CPU communication
- Improves memory performance and bandwidth per CPU with integrated memory controller

The bottom line: excellent performance at an excellent price

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

The result is the foundation for Web hosting 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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