

HP Servers, Networking and Storage Products Available to Help You Build OEM Better™

Offered by Bell Micro with Extreme ROI/TCO Benefits for Embedded Systems Manufacturers Transforming to Branded Equipment

Key Benefits

More Reliable Forecasting

Simplified, Lower Cost

Change Management

Higher Quality, Brand-Name Components

Ensured Component Compatibility and Consistency

Simplified, Lower Cost Inventory Management

More Reliable Manufacturing

Lowered Engineering and Design Cost

Wider Reach to International Markets

Comprehensive Domestic and International Certifications

Stay Ahead of the Technology Innovation Curve

Gain extreme Return on Investment (ROI) and Total Cost of Ownership (TCO) advantages for your embedded systems business, building on award-winning HP technology components available from Bell Micro. Lower your costs of doing business while improving your business competitive edge.

Have you become aware of the design and manufacturing costs that come with custom mother board design? You may be interested in transforming your business to branded components. But, perhaps you have had questions and concerns about the quality of parts and requirements of doing business that other branded vendors impose.

Build on Recognized, Market-Leading Systems Quality

When you make an embedded systems choice, you know that it needs to be right. It must be right because you are literally betting your business on it. You cannot afford delays, mistakes in manufacturing, or components which break and cause more problems than they solve.

In partnership with HP, Bell Micro offers you the opportunity to Build OEM Better™ working with award-winning HP ProLiant servers, HP BladeSystem components, HP StorageWorks devices, and HP ProCurve intelligent networking products. Due to stringent standards, HP ProLiant systems and all HP products are known to be of the highest quality and resiliency. These award-winning brand names are known for their unmatched high value, everywhere in the world.

HP components are shipped having met exhaustive quality assurance test standards, with certification from key technology providers including Microsoft and VMware. In many cases, your customers have defined standards and qualified vendor lists—in which case, building on HP OEM components not only speeds your manufacturing and lowers costs, but also lowers hurdles for customer acceptance of your product.

Build on these strengths to extend this value to your business, with products that work better, for longer periods, with less maintenance and troubleshooting requirements. Gain higher perceived value and appeal by using the HP brand names in your literature.

The HP ProLiant server line has enjoyed 46 consecutive quarters of marketshare leadership, according to IDC Server Tracker reporting dated May 2008. This exemplifies the trust and confidence that customers place in ProLiant systems. Gain the benefit to your business of working with the recognized leader in rack-optimized, expansion-optimized and blade system servers.

Build on Services Excellence

Could you use more help to design, test and validate configurations for your customers? That help is available from HP and Bell Micro. HP and Bell Micro service teams work as a team to get test units into your labs quickly, perform rapid modifications, and meet your customers' expectations. Typical HP/Bell Micro OEM customers report as much as 10% of the manufacturing overhead is removed from the process.

HP and Bell Micro offer a comprehensive range of OEM services and support designed to help you Build OEM Better. OEM services include design and test assistance, simplified inventory management, easy access to spare parts, and global 24x7 support assistance—all of which gets the leg work done for your business.



Typical HP OEM ROI

Parts lead time

Bell Micro/HP consistently is 5-6 days; others are often 22 days

Access to emerging markets

Bell Micro/HP ships globally and avoids tax implications

Capability to footprint

HP fits the same processing capability into 5:1 ratio of physical footprint

Overhead of service and support

HP is ~3%; others are often between 14-19%

System configuration and testing

Bell Micro/HP removes ~10% overhead—very conservatively—consistently on every deal

Third-party integration

Bell Micro/HP removes ~5% overhead from the manufacturing process

Perfect fit for large OEM

Volume pricing and cost alternatives translates into a ~10% cost-of-goods (COGs) reduction

- Choose a tower server for maximum in-chassis flexibility and all-inclusive server/storage solutions which are ideal for small, remote or branch office environments
- Choose a rack server for maximum computing power in space-saving designs which are ideal for data centers and use with external storage
- Choose a blade server for a complete infrastructure in a box proven to save time, power and money which are ideal for data centers and remote sites and use with external storage

HP ProLiant Server Family: The preferred way to run x86 IT

Select from ProLiant DL rack-optimized, ML expansion-optimized tower systems, and the BladeSystem (BL) server components. The DL and ML 100 Series offer solid, affordable, entry-level rack and tower servers ideal for small to medium businesses, workgroups, remote sites and high-performance computing environments. The DL and ML 300 Series offer robust midrange rack and tower servers with increased expansion ideal to support virtualization, e-mail and database applications. The DL 500 Series offers high-end servers in either rack or tower form, to help customers consolidate business-critical application environments while reducing complexity and cost.

All HP ProLiant DL, ML and BL server systems are offered with HP branding while selected models are also offered OEM-Ready with no branding or brand replacement options depending on your requirements. For more information on OEM-Ready options, see the OEM-Ready datasheet.

HP Storage and Storage Peripherals

HP ProLiant storage includes ProLiant Storage Server solutions and Ultrium tape drive peripherals. HP storage servers include Network Attached Storage (NAS),

Build on Global Operations and Support

HP and Bell Micro technical teams are available worldwide, making it easier for you to take your business global. Work with Bell Micro to arrange international purchase of equipment, to avoid unnecessary shipment costs and tariffs.

HP ProLiant servers, BladeSystem components, StorageWorks storage systems, and ProCurve intelligent networking devices are all strong brands, easily recognized and appreciated by your customers anywhere in the world.

HP OEM Product Overview: What's Available?

HP and Bell Micro offer a wide range of popular server equipment and peripherals, all of which can add value and improve competitiveness to your business. Select among rack, tower and blade servers, according to your needs:

stand-alone appliances and NAS gateways, with tower and rack enclosures. Popular HP StorageWorks external storage systems are also available, ranging from entry-level to enterprise.

HP ProCurve Networking

HP ProCurve switch devices expand your system capabilities. ProCurve devices include a wide range of switch options, including fabric switches, aggregators, edge devices for WAN, intelligent edge switches, managed edge switches, web-managed edge switches, unmanaged edge switches, and wireless edge switches. HP also offers a number of security devices with the ProCurve line, including access point, network security devices, and network management systems.

HP Workstations

HP and Bell Micro also offer popular workstation models, which can be added to ProLiant server equipment to extend your solution options. Select from HP and Compaq personal computers, desktop PCs, and workstations.

Build on Breadth of Capability

You need a variety of capabilities, in addition to server processing. Bell Micro gives you access to the entire line of technology available from HP for your embedded systems business. Get everything you need with a single contract for purchase, service and support to further simplify your business and lower costs—and know that it will all work together, every time.

Capability	Bell Micro/HP	Dell	IBM	Sun
Intelligent Networking	ProCurve	None	None	None
Remote Mgmt on the mother board for free	ProLiant	Limited	Limited	Limited
Change Mgmt with Version Control	ProLiant, ProCurve, and StorageWorks	Limited	Limited	Limited
Broader Server Line	ProLiant DL, ML and BL families	PowerEdge has limited to no blade system options	Comparable	Limited x86 and limited to no blade system options
Integrated Solutions	Insight Control	None	None	None
Integrated Storage and Server Management	Across ProLiant and StorageWorks	None	None	None
OEM-Ready Service and Support	Care Packs for Offer by OEM Access to Spare Parts Depots	None	None	None

For More Information on How Your Can Build OEM Better

For more information on how you can Build OEM Better working with HP and Bell Micro, contact your Bell Micro OEM representative today.

About Bell Micro • Bell Microproducts Inc. is an international value-added distributor of a wide range of high-tech products, services and solutions, including storage systems, servers, software, computer components and peripherals, as well as maintenance and professional services. An industry-recognized specialist in storage products, we are one of the world's largest storage-centric value-added distributors. We serve a diverse set of customers including original equipment manufacturers (OEMs), commercial and value added resellers (VARs) and system builders.



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