maximizing value
from online business and
customer relationships

"HP and Microsoft are dedicated to developing outstanding solutions for their customers. We are immensely more effective with them on our team."

Margo Weeks
vice president of MIS
RadioShack Canada Ltd.

internet business solutions

gaining the hp advantage

What does it take to generate customer loyalty, create more effective merchandising, and gain key efficiencies to reduce costs and increase profits in the competitive Internet economy? How can you provide information and services directly to consumers and business partners? The answer is having a powerful and dependable computing platform, great software, and the expertise to optimize a complete solution specifically for your business. The one place you can turn to gain a unique advantage is HP.

HP is leading the industry in Internet business solutions, leveraging ground-breaking Microsoft® .NET Servers and tools to create highly targeted, flexible, and efficient Internet services that help you better manage customer and partner relationships. In fact, we are one of the global partners selected by Microsoft to deliver Microsoft solutions for Internet business, based on our proven track record of success.

The reason is simple: ProLiant servers from the new HP are renowned for their industry-defining technology, reliability, versatility, and cost-effectiveness. HP has a deep-rooted partnership with Microsoft, enabling mutual product optimization at the engineering level. And with the proven expertise of our 23,000-plus Microsoft-trained specialists worldwide and more than 5,000 Microsoft-certified engineers, you're assured of getting maximum returns from your Internet investments.

The net result: a comprehensive Internet business solution that extends Microsoft technology to provide current and relevant information for your customers, opens up expanded streams of revenue, builds higher customer satisfaction and loyalty, and cements a stronger competitive position for your business in the global marketplace.

create profitable connections with customers

HP Services delivers a complete Internet solution based on ProLiant servers and Microsoft technologies. HP enables you to serve rich, dynamic content to hungry Internet consumers, provide personalization for a more relevant customer experience, automate key business processes such as selling and purchasing, provide targeting tools to enable merchandising and promotion, and track valuable customer data for detailed analysis.

Extending Microsoft solutions for Internet business, HP provides you with the sophisticated capabilities you need to develop unique and profitable connections with customers and business partners around the world. Our solutions include high-quality, pre-tested templates, site tools, and Microsoft .NET Enterprise Servers that streamline the process of building, launching, and managing engaging, dynamic, personalized websites for e-commerce, web self-service, or business-to-business environments. Plus you get multilingual capabilities and support for mobile devices.

build on a dynamic Internet solutions architecture

At the foundation of your Internet business solution is the HP Dynamic Internet Solutions Architecture (DISA), which provides an infrastructure that is optimized for flexibility, performance, availability, and economy. DISA enables the scaling up and out of web, application, and data resource tiers, building on the innovative technology of ProLiant servers. It's all part of the HP

Adaptive Infrastructure vision to help you adapt, conserve, and respond to rapidly changing business requirements.

Offering everything from ultra-dense server blades and flexible 1U rack servers, to expansion-optimized servers and high-availability clusters, ProLiant servers deliver the high availability, scalability, simplified manageability, and security you need for dynamic Internet business. In particular, the ProLiant BL e-Class and p-Class blades offer the ideal combination of power, density, and scalability, incorporating the latest Intel® technology into a space-efficient unit engineered to handle the rigors of commercial-grade Internet business.

In addition, ProLiant servers are designed with HP Integrated Lights-Out management capabilities built in, providing more effective control of distributed remote sites and data centers, while reducing management effort and cost. Features like these make ProLiant servers the natural choice for your Microsoft-based Internet business solution. In fact, 46 percent of servers running Microsoft Commerce Server or Microsoft Site Server Commerce Edition are HP servers—nearly twice the number of the next closest vendor.*

* Source: blind customer survey by KLCI Research Group, January 2001

accelerate your success with hp services

To ensure rapid deployment, seamless integration, and simplified management of your Internet business solution, count on the unparalleled expertise of HP Services. With 65,000 professionals and 550 service locations in 160 countries, you're assured of getting the high-caliber assistance you need, wherever it's needed around the world.

The fact is, HP is a Gold Certified Partner for E-Business based on our proven commitment and expertise in the major Microsoft .NET Enterprise Servers at the center of your Internet solution. It is the HP level of skill and experience that can help you evaluate an enterprise-wide Internet strategy, design and implement a comprehensive solution from concept to reality, evaluate new or alternative technologies, or tackle multiple needs simultaneously to meet your overall business goals.

The perceived quality and reliability of your entire enterprise is driven largely by the experience that your Internet business solution offers customers and business partners. By working with you to establish sound business and technical foundations that fit your specific business needs, HP Services delivers a solution with the scalability, performance, and security that Internet business demands—and that your customers and business partners expect. HP is the one company ideally positioned to help you build, deliver, and support the Internet business solution that fulfills your specific business objectives.

get all the details

For more information on how HP is uniquely qualified to help you get the most out of every online customer relationship, leveraging Microsoft solutions for Internet business powered by ProLiant servers, please contact your HP representative or reseller, or visit **hp.com/solutions/microsoft/ib**.

hp dynamic internet solutions architecture (DISA)

- ProLiant DL380 servers (Microsoft Internet Security and Acceleration Server)
- Network switch
- Load balancer
- ProLiant BL10e 1P blades (up to 20 per enclosure) (management server, DNS, DHCP, and web search servers)
- ProLiant BL20p 2P blades (up to 8 per enclosure) (Microsoft Commerce Server and Content Management Server)
- Redundant power supply (up to 6 per enclosure)
- ProLiant DL360 servers (Microsoft BizTalk Server)
- Network switch
- 2 ProLiant DL580 servers (clustered Microsoft SQL Server connected to HP StorageWorks Modular SAN Array 1000)

labels on diagram: business applications, integration & services, operations & management, security, access & acceleration resources, web & application resources, data resources