Fact Sheet

HP Virtual Appliance Software Increases Agility, Eliminates Vendor Lock-In

HP StoreVirtual VSA delivers flexible shared storage and application co-location for any x86 server and hypervisor

Overview

Increasing server virtualization is currently IT organizations' number-one priority.[1] However, the cost related to purchasing and operating the new storage hardware needed to support virtualization projects can be a primary roadblock to expanding server virtualization.[1]

Virtualization of servers and desktops has transformed compute and management efficiency by reducing the amount of data-center hardware required to support business operations. However, storage can still involve physical array deployment, requiring additional floor space, power and cooling, as well as infrastructure investment. This gap between new virtual-server efficiency and non-virtualized legacy storage overhead can result in escalating operational IT expenses. However, in the emerging software-only virtual-storage market segment, many virtualized storage appliance (VSA) software solutions are limited to support of a single hypervisor, which further restricts scalability and functionality.

HP StoreVirtual VSA is the industry's first virtual storage software for creating and allocating shared storage capacity to applications. This is achieved by using any brand of x86 server's internal or external storage as well as leading hypervisors VMware vSphere™, Microsoft® Hyper-V, or both simultaneously.[2] This heterogeneous, hardware-agnostic solution for delivering shared storage in virtualized environments eliminates vendor lock-in, reduces infrastructure cost, improves agility and increases utilization without additional investment.

The innovations delivered with HP StoreVirtual VSA, formerly LeftHand VSA, allow the storage controller, deployed as a virtual machine, to access capacity that was previously trapped in existing server and storage devices. As a result, HP StoreVirtual VSA creates an efficient, high-performing environment with the flexibility to move data across heterogeneous servers, hypervisors, and data-center sites, as well as between virtual and physical storage platforms.

Now, all sizes of enterprises and independent public cloud providers can increase utilization and performance of existing systems using a lean, software-centric approach that reduces data-center size, cost and complexity.

HP StoreVirtual VSA, with its open approach to storage virtualization, helps:

- Small and Medium-sized Businesses (SMBs) reduce physical hardware (separate storage arrays and storage networking) as well as power and cooling expenses associated with external storage hardware through the ability to co-locate shared storage with virtualized applications.
- Enterprises with remote offices deploy lower cost, higher performing shared storage, co-located with virtualized applications, at the branch while enabling replication and data movement into the corporate data center.
- Independent public cloud providers to cost-effectively deliver new services using standard x86 servers, leveraging hardware-agnostic scale-out architectures.

Improving business agility, costs and risk management

Adoption of powerful server platforms and solid-state technologies are expected to accelerate the software-based storage market. However, current VSA solutions provide limited hardware compatibility and scalability, and lock organizations into a specific hypervisor technology. These limitations prevent organizations from maximizing the potential of their existing infrastructure and require the purchase of additional hardware for capacity and performance improvement.

By facilitating organization-wide data mobility through the use of shared storage pools that support diverse hardware platforms, HP StoreVirtual VSA helps clients:

- Reduce upfront storage expenditures by 20 percent compared to traditional server/storage deployments.[3]
- Lower annual data-center costs by cutting physical footprint in half and reducing power consumption by up to 60 percent compared to traditional server/storage deployments.[3]
- Reclaim existing infrastructure capacity previously silo-ed within dedicated modular storage arrays or physical servers. The software further increases the value of existing systems by enabling thin provisioning, replication and snapshot functionality, which mitigates clients' need for future hardware investments.
- Ensure constant productivity via HP Peer Motion, which distributes data transparently for persistent application availability. In addition, this storage-federation capability maximizes capacity utilization while simplifying data-center management by eliminating the need to manage individual storage devices at disparate locations.
- Reduce business risk with highly available data written across every disk, even in the event of a major outage.
- Ensure multisite disaster recovery without the expense of a duplicate system. HP StoreVirtual is the only VSA certified as a VMware vSphere Metro Storage Cluster solution with multisite SAN capabilities,[4] which enables clients to maintain data availability beyond a single physical or logical site in the event of a failure or disaster.
- Rapidly restore virtual machines (VMs), individual VM files, virtual disks, individual guest files and individual Microsoft Exchange items from HP StoreVirtual VSA snapshots through integration with Veeam Backup & Replication 6.5 software.

Later this year, HP StoreVirtual VSA also will support additional virtual CPUs per controller and higher-capacity limits that will increase system performance, flexibility and capacity. These advancements, combined with the availability of faster x86 platforms and solid-state drive technology, allow for greater deployment options that meet the needs of varying workloads and demands.

Pricing and availability
HP has introduced a new three-year license with a 20 percent lower starting price for individual HP StoreVirtual VSA and released new multipack configurations for larger deployments, which reduce costs by up to 80 percent. Favorable pricing strategies combined with efficient use of resources enables near-immediate return on investment.

HP StoreVirtual VSA is available from HP channel partners worldwide starting Sept. 24. HP has extended the included service level of HP StoreVirtual VSA to three years to enhance clients' support experience and align software service levels to those on the underlying physical server hardware.

Pricing is as follows:[5]

- Single three-year license (support included)—$3,500
- Multipack of 15, 60 or 1,000 three-year licenses (support included)—starting at $42,000

New dual-core VSA and increased capacity limits are expected to be available in late 2012 or early 2013.

HP will be demonstrating its new storage products at VMworld San Francisco, Aug. 26-30, at the Moscone Center in booths 1503 and 235.

HP's premier Europe, Middle East and Africa client event, HP Discover, takes place Dec. 4-6 in Frankfurt, Germany.

(1) "The Contemporary Value of Virtual Storage Appliances," Enterprise Strategy Group, August 2012
(2) Based on HP comparisons of publicly available data and expert observations as cited by the Taneja Group ("Storage for the Integrated Virtual Infrastructure: HP P4000 SAN Solutions," Taneja Group, June 2011, http://www.tanejagroup.com/profiles-reports/request/storage-for-the-integrated-virtual-infrastructure-hp-p4000-san-solutions) that HP LeftHand Virtual SAN Appliance software was the first virtual storage product on the VMware HCL and later on Microsoft's Windows® Server Catalog.
(3) Based on HP internal comparative analysis of publicly available data from major competitors.
(4) As shown on the VMware Hardware Compatibility Guide:
    http://www.vmware.com/resources/compatibility/search.php?action=base&deviceCategory=io
(5) U.S. list prices.

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