

Brochure

A network that works for you

HP Networking solutions for small and midsize business



Your business opportunities and challenges

Never before has there been a better time to run a small or midsize business. Advances in technology make it easier for you to compete with larger organizations. Cloud computing, which lets you launch and test new products and services in minutes instead of weeks or months is a great market equalizer. The ease and low cost of cloud services mean you don't need the budgets or resources of large companies to fund product development. Using the cloud, you can take advantage of third-party services for everything from marketing to product engineering to IT support to accounting.

Many SMBs agree. According to the "Worldwide SMB Market Overview" published in 2012 by AMI-Partners, small- to medium-sized business (SMB) spending on cloud services and solutions will almost double to \$166 billion USD in 2016 from \$87 billion USD in 2011.

Mobility drives your small and midsize business

As a small business employee, you're likely to wear many hats. You could be the IT manager, the sales manager, or the marketing director rolled into one. As well as working long hours, you don't distinguish between your personally owned digital devices and your office equipment.

Mobility is also important for midsize businesses, particularly those with remote or branch offices. You may have warehouses or retail branches that use wireless networking as the primary access method. Employees in midsize businesses are also likely to wear many hats too, so providing them with robust mobility solutions is key to driving productivity.

Whether your business is small or midsize, you and your employees demand the same immediate and reliable access to business applications whether they're in the office, at home, or in the field.

Mobility is a driving force in organizations like yours. AMI-Partners predicts that spending on mobility among SMBs will triple from \$110 billion USD in 2011 to \$338 billion USD in 2016. This is driven by demand for on-the-go access to communication tools, email, chat, calendaring and productivity suites, according to AMI-Partners' report.

BYOD presents benefits and risks

As much as cloud levels the playing field between you and your large competitors, other technology issues and trends also bring enterprise-level challenges to your business. And you have to deal with them in different ways. The bring-your-own-device (BYOD) movement, which is driven by mobility, is as much of a trend in SMBs as it is in large organizations. While BYOD gives employees the flexibility to use their personally owned devices to access corporate data, it presents many challenges; including security (how can you enforce corporate security on an employee's smartphone?) and capacity (can your wireless infrastructure cope with the influx of traffic from new mobile devices?).

Large organizations can nip these challenges in the bud by implementing policies and strict security measures. But for SMBs with limited budgets, you have no choice but to fully embrace BYOD. Which SMB would say no to the cost-saving and productivity benefits of allowing its employees to use their own equipment?

Social media—interact with your customers wherever they are

The lifeblood of SMBs is social media. It's what you use to get the word out about your business. You don't have the marketing budget of multinationals so you need to be savvy and creative with social media. This could mean posting and accessing videos on YouTube and Facebook, interacting with customers via Twitter, uploading your smartphone images to Instagram, or inviting customers to interact with you on your website through blogs and other community activities. All this means your wired and wireless networks need to be integrated and it also needs to be high performing and reliable.

Security is your watchword

With the emergence of cloud, mobility, BYOD and social media, providing enough bandwidth capacity and security are more of a priority than even.

Despite the smaller size of your organization, hackers are nevertheless targeting your business. In fact, smaller companies represent the majority (660) of the 855 security breaches examined in the 2012 Data Breach Investigation Report by the Verizon RISK Team. The report suggests SMBs are the targets of "industrialized" attacks that can be carried out against large numbers of organizations in a short timeframe with little to no resistance. "Smaller businesses are the ideal target for such raids, and money-driven, risk-averse cybercriminals understand this very well," notes the report.

Make IT work for you with HP at your side

HP understands your business drivers and has the expertise and solutions to help you make technology work for you. As one of the largest IT companies in the world, HP has a complete portfolio that spans networking, servers, storage, printers, notebooks, desktop PCs, and more. HP Networking offers business-grade and advanced networking solutions tailored for the needs of small or midsize business. You can get up and running fast with networking solutions for unified communications, mobility, network management, security and branch offices—all supporting wired and wireless LAN and WAN infrastructures. Many of our products are backed by comprehensive lifetime warranties and are simple to use—whether you want to set them and forget them, or fully manage them yourself. We work with you to make IT work for your business, however you need it.

HP Networking for your small business

Your business may be small but your opportunities are big. The Web means your business never closes as customers can do business with you wherever they are in the world, 24/7. This means your network has to be reliable and secure—so your customers can connect with you and entrust you with their personal data, and the network has to be flexible—so you can support whatever devices your customers may be using to access your network.

We understand that small businesses have many unique requirements. Your IT staff may be limited, so you require a network environment that's easy to deploy and maintain. You want a network that provides out-of-the-box, plug-and-play simplicity, yet is comprehensive, reliable, and secure to support your quickly evolving business. Alternatively, you may need a network that you can easily customize to your requirements. Either way, you want a network that is cost-effective and allows you to remain competitive.

Unmanaged or smart-managed networks: It's your choice

Here are two examples of reference architectures that are designed with your business needs in mind. The first is for an unmanaged network, the second is for a smart-managed network.

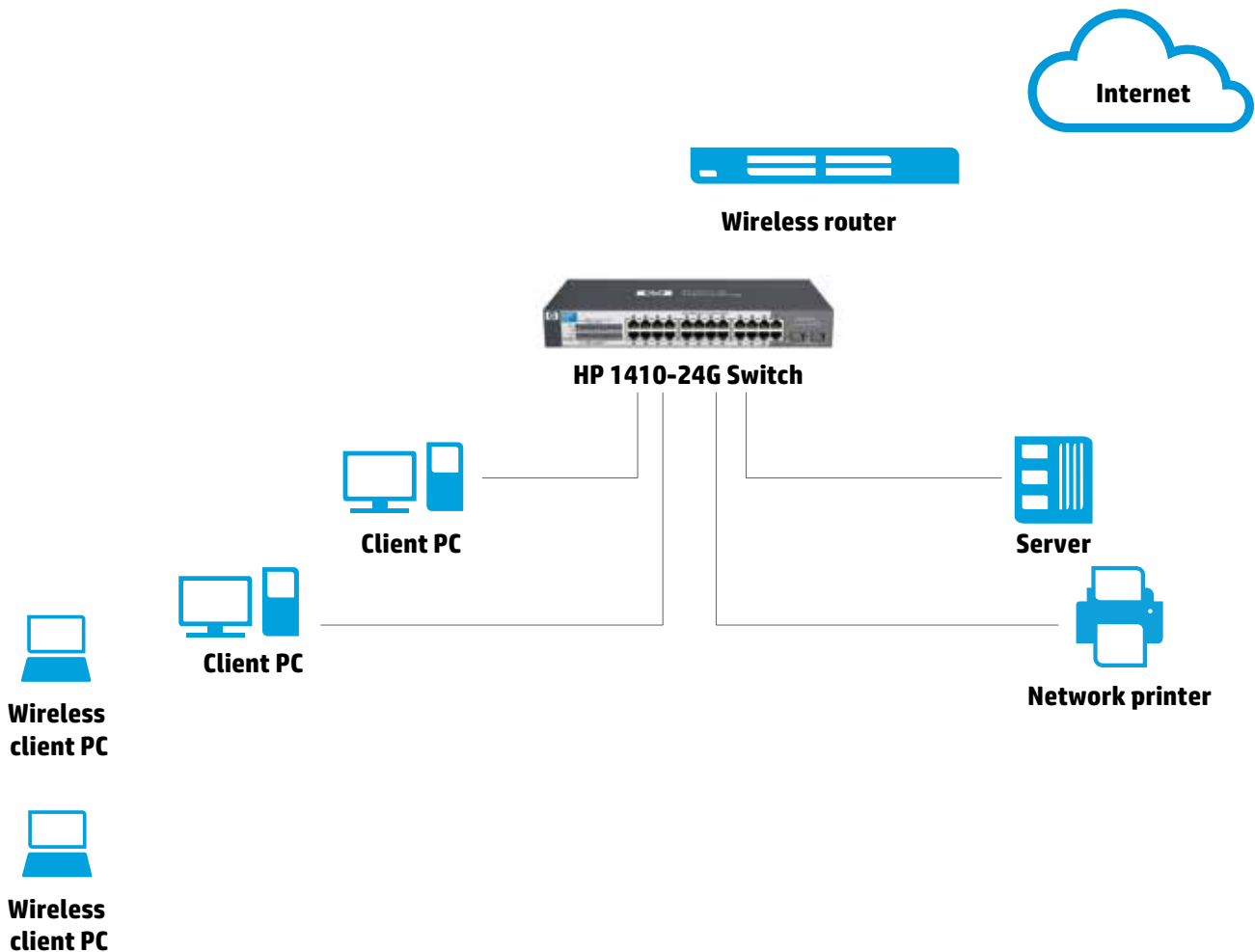
Unmanaged: Set it and forget it

The reference architecture for an unmanaged network is ideal for businesses with employees who use a mix of notebooks and desktop computers. You may have added a few employees and you've deployed a server to centrally store and access files to improve worker productivity.

The benefits of an unmanaged network are:

- Plug-and-play simplicity
- Reliable, high-speed wired connectivity for servers, PCs, notebooks, and printers
- Scalable based on industry-standard technologies

Figure 1. Unmanaged small business network



Smart-managed: Easy to configure to suit your needs

The reference architecture for a smart-managed network is ideal for businesses that require high-performance wireless and wired LAN connections for servers, storage, printers, client PCs, and notebooks. Wireless access points support mobile workers, while your guests gain secured Internet access through a separate virtual LAN. You can manage your switches, access points, and routers through an intuitive, easy-to-use Web interface from any PC on the network. In fact, the network is so easy to maintain that you can appoint anyone to manage it.

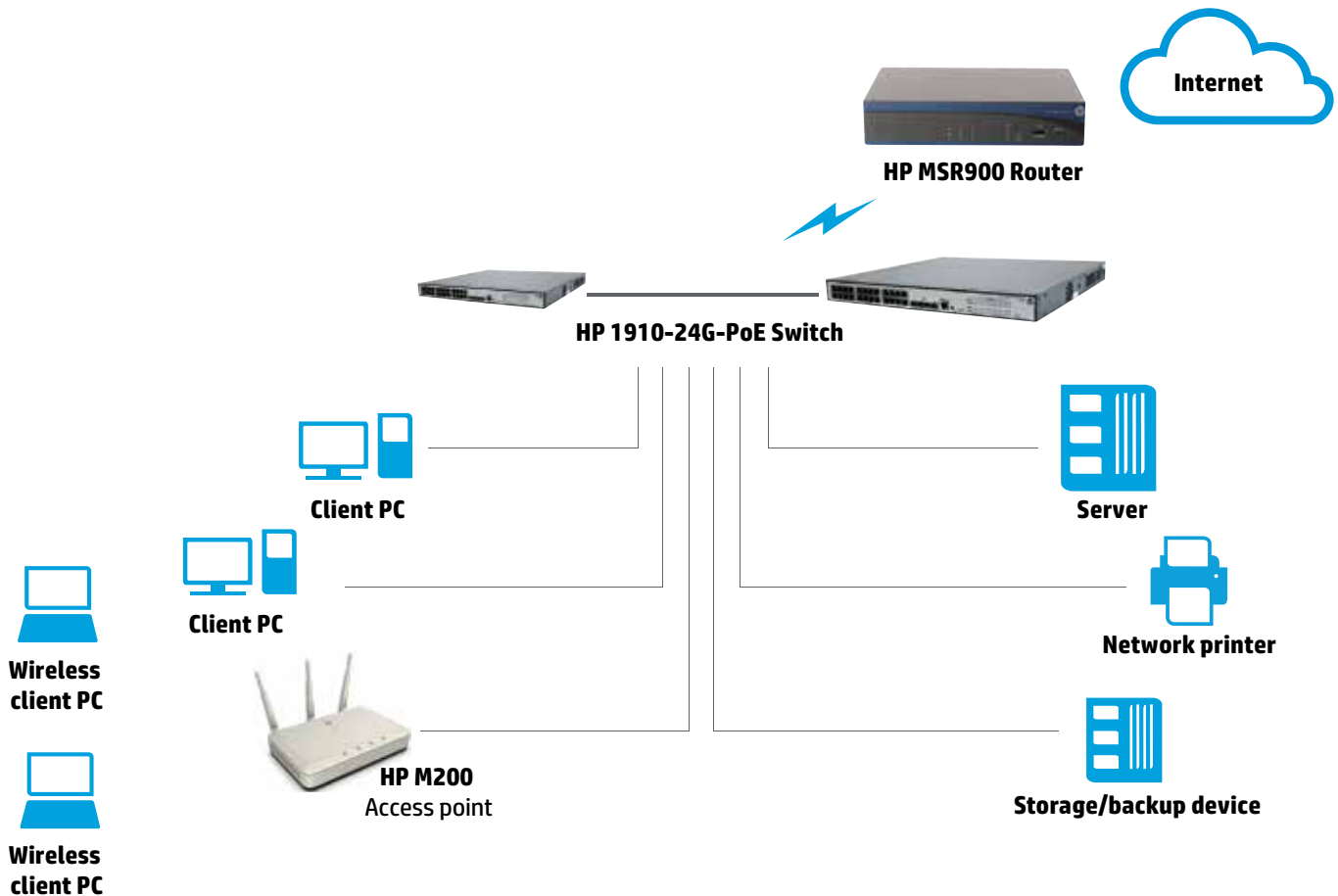
The benefits of a smart-managed network are:

- Customized operations using intuitive Web interface
- Gigabit Ethernet networking

- Web-managed control for security and scalability
- Support for network-efficient and cost-effective Power over Ethernet (PoE) for wireless and voice applications

As your small business grows into a midsize business, the demands on your network increase. You'll have more staff, more applications, more servers, larger facilities, and a wired and wireless campus network that must support demands that are more complex. HP Networking fully supports the networking needs of midsize businesses with a flexible and robust network architecture that is fully compatible with your small business products.

Figure 2. Smart-managed small business network





HP Networking for your midsize business

As a midsize business, you're the unsung hero of the world's economy. You create and sustain jobs in local communities. Your company's manageable size enables you to move quickly to protect your business during extended recessionary periods. Although you have the same opportunities and challenges as large companies, your IT resources may be limited. When it comes to IT, you must be a generalist with skills that cut across many disciplines.

HP understands that you need a network environment that's easy to deploy and maintain, and which you can configure to fit your company's changing needs.

HP Networking solutions are based on the HP FlexNetwork architecture, specifically designed to support wired and wireless networking, cloud computing, and rich-media traffic. It's built on industry standards so you can be sure our solutions fit into your existing infrastructure. It's also flexible enough to support business growth and new technologies. Our architecture is supported by a host of third-party applications from our ecosystem of HP AllianceONE partners, including Microsoft®, Citrix and Avaya. You get a choice of best-of-breed solutions for every aspect of your network.

Built specifically for your midsize business, HP Networking solutions are:

Open and agile—Our solutions use industry-standard technologies so you can easily integrate HP solutions into your existing infrastructure.

Scalable and secure—Our modular approach enables you to grow your infrastructure as your business grows. Our networking solutions are protected by HP TippingPoint network security products, and are managed by a single console, saving you time and removing the need for multiple management platforms.

Optimized to provide proven business value—Customers cited in an IDC white paper reported up to 66 percent lower cost of ownership.¹ According to a Tolly Report, HP Networking solutions were found to deliver up to 25 percent power and cooling savings and up to 55 percent TCO savings.²

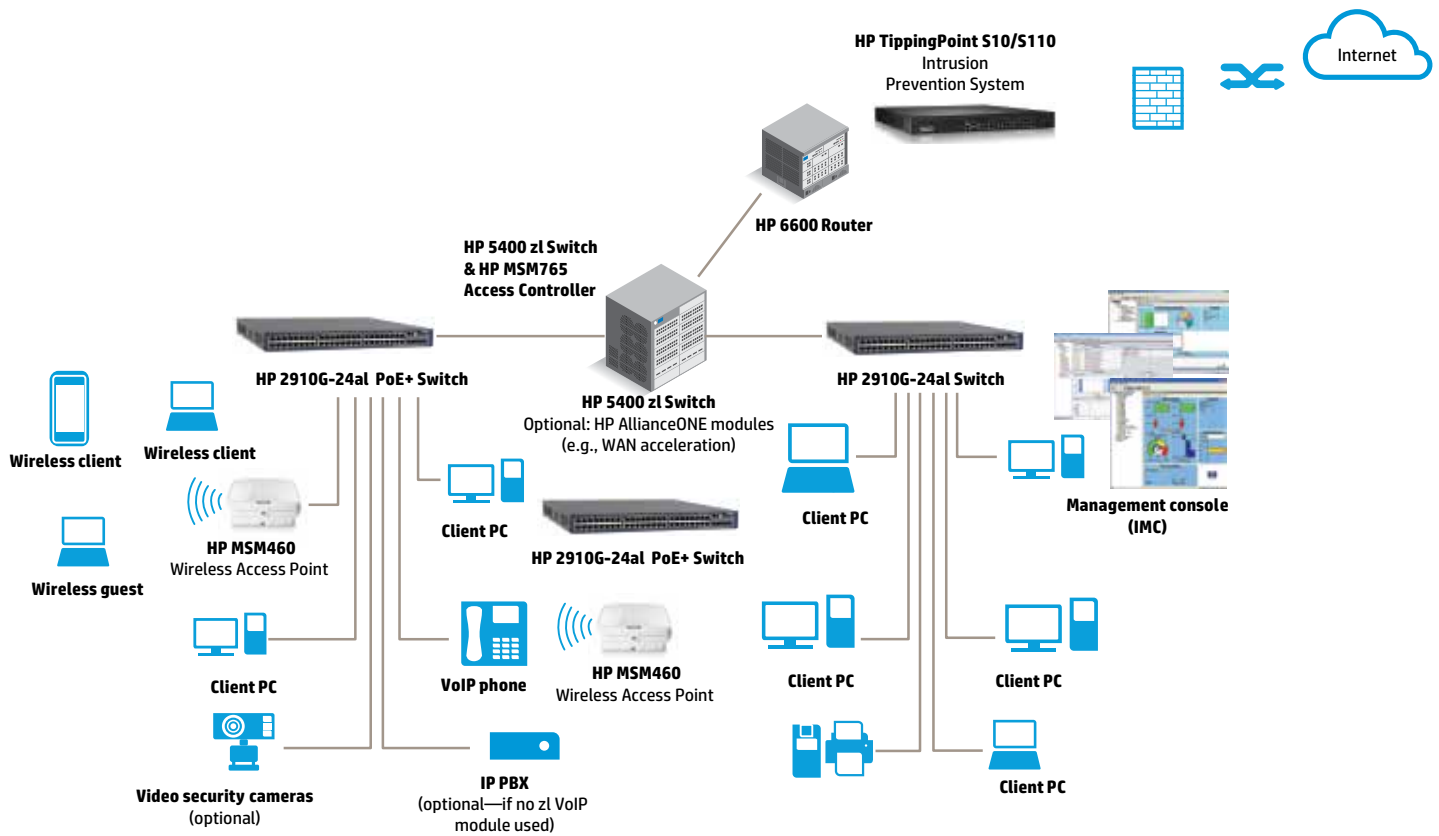
There are four building blocks to HP FlexNetwork:

- **HP FlexCampus**—Enables you to converge and secure your wired and wireless network to deliver consistent, video-optimized, and identity-based network access.
- **HP FlexBranch**—Enables you to deliver headquarters-like IT experiences to your branch workers.
- **HP FlexFabric**—Helps you converge data center networking, storage, and compute to better provide a virtualized infrastructure.
- **HP FlexManagement**—Converges network management and orchestration to support rich media traffic, mobile access, and exponential traffic growth.

¹ "ROI of a complete networking portfolio: delivering value from the network edge to the core," IDC white paper, September 2011.

² Source: "HP 5400 zl and 8200 zl Switch Series competitive performance, power consumption, and TCO evaluation vs. Cisco Catalyst 3750-X and 4500 Series," Tolly test report #210152, November 2010.

Figure 3. Mid-market primary reference architecture—campus 500–999 employees



A reference architecture designed with your midsize business in mind

HP has designed our reference architecture specifically for your midsize business needs. Use this sample architecture to deploy a network that provides reliable connectivity to your primary and remote locations. This network design enables high performance to support mobility and cloud computing yet is low maintenance so you don't have to worry about resourcing for your network. While it's open and scalable, it does not compromise on security. HP helps protect the security of your employees and corporate applications, regardless of the devices used or the physical location.

We want to be the foundation of your support network

Whatever size your business and whatever your needs, you can rest assured that all our products are backed by comprehensive warranty and network support. We also offer innovative financing options so you can focus your energy on helping your company grow.



HP Networking warranties at your service

Your priority is to build your growing business, not worry about IT. All HP Networking solutions come with warranties from comprehensive lifetime warranties (for as long as you own the product) through competitive one-year warranties. Many of the products featured above come with limited lifetime warranty, which include next-business day advance replacement (available in most countries) and include coverage for fans and power supplies for the entire warranty period. HP Networking products provide legendary HP quality, and our warranty is one way of demonstrating it. The HP Hardware Limited Warranty Statement containing the terms and conditions for the warranty on HP Networking products is available at hp.com/networking/warranty. The warranty period for our various products is listed there.

But our warranty is just the beginning of what is included with our products. To help make it easier for you to implement, use, and maintain our products, there are many support features such as self-help tools available 24/7 on the Web, telephone support, email support, and electronic case submission and software releases. For details on support features, and to contact HP Networking technical support, visit hp.com/networking/support.

HP Network Support Services: Working in partnership with you

We offer a comprehensive portfolio of Network Support Services to help you manage your network efficiently, mitigate risks and

downtime, and increase your business value of technology. You can extend the lifetime warranty coverage of your HP Networking products, increase the performance, and availability of your network infrastructure with our simplified and standardized portfolio of HP Care Pack Services.

You can select support levels suited for your environment. We provide reactive hardware support that provides advanced levels of repair and replacement response times and 24/7 software support. Besides, we offer integrated and proactive mission-critical service options that address issues before they become a problem. With services like installation and startup, and assessment service included in the portfolio, HP takes care of your transactional or per-event service requirements, helping you free up staff to focus on more strategic activities.

HP Network Support Services provides a single point of accountability, professional expertise, and proven customer support experience consistently across the globe. For more information on other Network Services offered by HP, visit hp.com/go/networks.

For more information on support services, visit hp.com/networking/services.

To look up the support level you require, visit hp.com/go/cpc.

HP Financial Services: Get IT on your terms

HP Financial Services provides innovative financing and financial asset management programs to help you acquire, manage, and ultimately retire your HP solutions. For more information, visit hp.com/go/hpfinancialservices.

HP Networking at your service

SMBs are the lifeblood of the world's economy. Whether your opportunities and challenges are supporting a mobile workforce or allowing customers secure, 24/7 access to your network, HP understands your unique needs. Together, we can help you grow your business and innovate new products and services to serve your customers better.

Global citizenship at HP

At HP, global citizenship is our commitment to hold ourselves to high standards of integrity, contribution, and accountability in balancing our business goals with our impact on society and the planet. To learn more, visit hp.com/hpinfo/globalcitizenship, and for information about HP environmental programs, go to hp.com/environment.

Learn more

For more information on growing small and midsize business needs with a flexible and robust network architecture, visit hp.com/networking/solutions.

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