



# Költséghatékony IT üzemeltetés a HP eszközeivel

**Kajdi Károly**

Asztali termékek menedzsere

Hewlett-Packard Magyarország Kft

# Designed with the environment in mind

## Energy efficiency

- ENERGY STAR® qualified
- Power conservation by measuring and logging reported energy use<sup>13</sup>
- Built-in sensor that adjusts to optimal power rating
- [HP Carbon Footprint Calculator](#)

## Materials and substance of concern

- EPEAT® Gold Registered in US<sup>14</sup>
- Brominated flame retardant and polyvinyl chloride-free (BFR/PVC-free)<sup>15</sup>
- Reduced battery waste

## Reuse and Recycle

- 90% (by weight) recyclable or recoverable
- Minimum 12% use of post-consumer recycled plastic
- Reuse and recycling programs including lease return for cash and trade-in plans



# CEP/MM Desktops & AIOs



## HP Compaq Pro

### 4300 Pro Series MORE VALUE

- Business class quality
- Value pricing
- Essential features and options



## HP Compaq Pro



### 6300 Pro Series 6005 Pro Series MORE CHOICE

- Mainstream features
- Essential security & manageability features
- Affordable technology
- Global Series Chassis and processor options



## HP Compaq Elite

### 8300 Elite Series MORE CONTROL

- Latest features and options
- **Intel smart response technology**
- Stable hardware and software
- Largest selection of chassis including new AiO form factor
- Vpro
- Advanced security & manageability features
- Business class warranty & services
- Global Series

Business class warranty, service and reliability, energy efficient technology



# HP Compaq Pro 4300 SFF



- **Smart design, strong performance**
- **Ultimate PC value**
- **Simple management and control**
  
- **Intel core 2<sup>nd</sup> and 3<sup>rd</sup> generation processors**
- **Expandable SFF**
- **PSU 85%**



# HP Compaq Pro 6300 Series



- Proven performance, intelligent design
- Business reliable
- Designed to protect
- Small form factor, Mini-Tower and AIO 21.5"
  
- Intel core 2<sup>nd</sup> and 3<sup>rd</sup> generation processors
- Intel Q65 Chipset – Intel std manageability
- USB 3.0
- 90% efficient power supply



# HP Compaq Elite 8300 Series

- Smart customization, wide options choice
- Outstanding performance
- 15 month+ life cycle
- Widest chassis choice, 5 chassis inc. AiO 23" touch and non touch
- Control, manage, and protect your business
- Save energy
  
- Intel core 2<sup>nd</sup> and 3<sup>rd</sup> generation processors
- Optional vPro & SIPP processors
- Intel Q77 Chipset
- Intel SRT- RAID support
- USB 3.0
- 90% efficient power supply



# HP Compaq All-in-One Business Desktops

- **Innovative, space-saving design**
- **Business-ready features**
- **Rich multimedia enhances collaboration**
- **Data, device & identity protection**
- **Engineered with the environment in mind**



# HP 8300 Elite AiO and 6300 Pro AiO main specs



## 8300 Elite non touch and TOUCH

- 23" Full HD Display
- Intel Q77 Chipset 95W Processor
- Intel SRT
- USB 3.0
- RAID support
- Optional vPro & SIPP processors (95W Max)
- Optional MXM Discrete Graphics



## 6300 Pro non touch

- 21.5" Full HD Display
- Intel Q75 Chipset 65w processor
- USB 3.0
- Optional SIPP processors (65W Max)
- Optional MXM Discrete Graphics

Same features  
as 8300 and  
6300 desktop  
version

# What's new?

Intel Smart Response Technology (SRT)

High **Performance**, High **Capacity**, Lower **Cost**

Combines SSD-like performance with large HD storage capacity, enabling faster access to frequently used files and applications.

**Best of both worlds**



Hybrid caching capability  
with both SSD and HDD

**Fast OS Performance**



Faster system boot time  
and application resume

**Cost Effective Solution**



SSD-like solution at a  
fraction of the cost

# Nagyvállalati értékek

Image stabilitás: Intel SIPP, AMD CSIP, HP image stability

Image kompatibilitás: SFF-CMT-MT-USDT

Kereskedelmi élekciklus: 12, 15, 18+, 60(!) hónap

Tranzíciós periódus: 3-6-12(!) hónap

Támogatási élekciklus: 5 év

OS támogatás: Win7, Vista, XP

Flexibilitás: egyedileg konfigurálható akár 1 darab is



# Menedzselhetőség

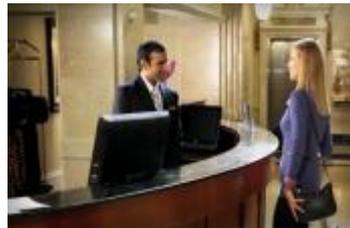
**Minden kliens menedzselhető – Windows menedzsment**

**HP CM for Altiris**

**MS System Center támogatás**

**Önmagukban is használható segédprogramok a HP-től**

**BIOS támogatás**



# HP BIOS

Tömeges/távoli beállítás (SSM - BiosConfigUtility)

Távoli frissítés (SSM)

Időzített bekapcsolás

Asset tag

IDE emuláció, RAID

Konfiguráció változás figyelmeztetés

Nem felejtő jelszó

Solonoid lock vezérlés

Cserélhető logo

notebook: spare key, HP\_TOOLS partíció, több felhasználó kezelése, ProtectTools integráció: bootolás előtti azonosítás, perifériák tiltása

Helyreállítás



# The Problem for CIO's and IT...

CIOs Asked to Innovate and improve Business Processes... all while Lowering Costs

But only 11% of costs available to innovate... the rest goes on maintenance

And maintenance costs explode with desk-side visits

CIOs recognize that the business is expecting them to play a larger role in business-intensive issues

To what extent will each of the following business, societal or government trends impact your enterprise in 2007?	2006	Ranking	2005	2004
Increasing business pressures	1	↔	1	1
Enterprise-wide operating costs	2	↑	3	2
Attracting, retaining and growing customer relationships	3	↔	2	3
Supporting competitive advantage	4	↔	4	4
Improving enterprise competitiveness (bottom-line profitability)	5	↔	5	5
Expanding use of internal or third-party products and services	6	↑	7	6
Security breaches and disruptions to the business	7	↓	8	7
The need for revenue growth	8	↓	6	6
Energy conservation	9	↑	10	7
Data protection and privacy	10	↓	9	8

\*New question for 2006 \*\*New question for 2005

Top 3 IT Concerns:

- Improve business processes
- Reduce costs throughout the business
- Attract, grow customer relationships

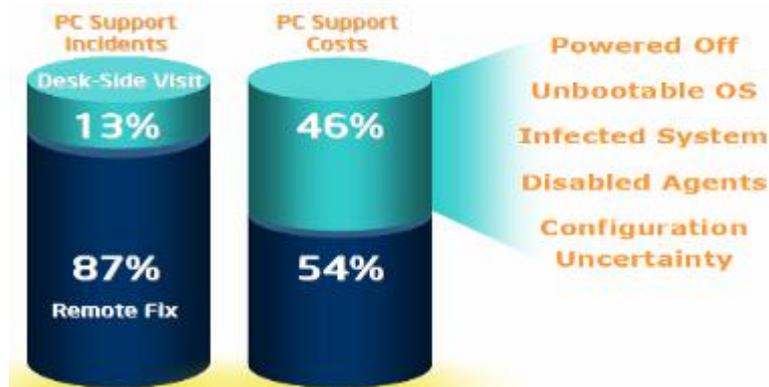
Source: Gartner "Growing IT Trends Contribution: The 2006 CIO Agenda"



Source: Gartner

## What Drives Up Maintenance Costs?

- Manual inventories
- Undiscoverable assets
- Deskside visits
- Inability to manage systems that are powered down or OS is inoperable
- Manual security patches
- Lack of configuration compliance



# Intel® AMT Value Proposition

Provides build-in manageability and proactive security for networked computing resources

**Discover** – Manage networked systems remotely regardless of system state

*Remote HW & SW inventory of switched off PCs*

**Heal** – Diagnose and repair networked systems remotely via combination of:

- SOL (Serial Over Lan) text console redirection (incl BIOS access)
- IDE-R (remote boot device redirection) and text based repair tools.
- KVM

• **Protect** – Remotely update all systems automatically with the latest security software via

- System Defence (Circuit breaker) HW Firewall &
- SW Agent presence



**Lowering TCO with Intel® Active Management Technology**

# Display lite saver & Display assistant

## Display Lite Saver

- Monitor alvó üzemmódba kapcsolása
- Akár távolról ki/bekapcsolható, scriptelhető

## Display Assistant

- Képernyő kalibrálása - OSD nélkül
- Pivot támogatás XP alatt
- Theft deterrence



# HP T410 smart zero Client series HP Velocity



# HP Thin Client Family

## Zero



### **EVGA**

High performance  
PCoIP zero clients



### **t200**

Twice the seats for  
your budget

## Smart Zero



### **t410 AiO & t410**

EMEA FCS Sep/Oct



### **t5335z**

EOL dec 12

Simple and affordable  
client virtualization

## Flexible



### **t610**

Desktop performance  
and expandability



### **t510**

Value/Flexibility for  
Session Virtualization

**Easiest to Deploy & Manage**

**Greater Hardware & Software Flexibility Performance**





**The  
power of**

*one*



# Innovation inspired by need.

## Let's create a product that delivers:

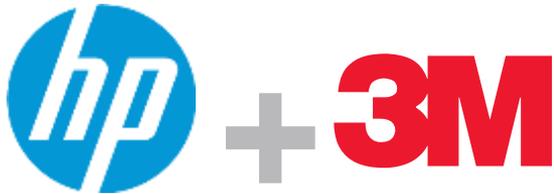
- Ultra-low power consumption – **less than 13W**
- Minimal cabling – **ONE SINGLE Ethernet cable**
- Low installation costs.
- Low operating costs.
- Small form factor.
- Flexibility for varied environments.
- Easy to deploy and manage



# The HP t410 All-in-One Smart Zero Client

The world's first 13-watt, one wire, Power over Ethernet zero client.

HP's technology delivers power and data over a single Ethernet cord to enable rich, high-density viewing on a brilliant 3M Display Solution.



# Why We Chose Power-over-Ethernet (POE)

With PoE class I , No need for incremental network upgrade – better ROI

## What is it:

- PoE is an established way to provide power over existing ethernet infrastructure
- Type 1 Ethernet requires lowest possible power, <13W
- Tens of Millions of Type 1 Power over Ethernet ports deployed today

## What are the Benefits:

- 78% less energy than typical PC
- Easier to deploy in buildings with limited/older power infrastructure
- Networks are cleaner than AC power in emerging markets – improving reliability



# Reframing The Power Equation



HP Elite SFF Desktop  
+ 18.5" Display

255 Watts



HP t5740 Thin Client  
+ 18.5" Display

80 Watts



HP t5335z Thin Client  
+ 18.5" Display

51 Watts



HP t410 AiO

13 Watts\*



