Small business solution guide

HP Just Right IT

Technology made easy for your growing small business
Build your small business with Just Right IT

Small businesses like yours are driving economic growth. You create the jobs. You create the future. We need you.

We know starting and building a business constantly presents new challenges, such as finding financing or finding the right people. You may not have the time or internal resources to sort out and configure all of the technology options available for competing in today’s market. After all, you’re devoting your full attention to your business and your customers.

Growing with HP Just Right IT
We recognize your business is unique, with its own needs based on your size, the expectations of your customers, and the actions of your competitors. We call it the small and midsize business growth path. You may be just getting started, building momentum, or poised to expand into new territories; but whatever challenges you face, the HP Just Right IT program is designed to meet your needs at each stage of your company’s development with IT solutions that are simple, affordable, and reliable for your business.

HP small and midsize customer growth path

Whether you’re just getting started and need the basic technology to launch a business, or you’re poised to expand into new territories, the HP Just Right IT program is designed to meet your needs at each stage of your company’s development.

### Starting out

“We’re getting started and need to get the basics right.”

- Form business idea
- Draft business plan
- Build support system
- Launch business
- Market products and services
- Identify sustainable IT resources and enable mobility
- Seek new ways to understand the needs of customers and prospects
- Identify vendors (IT or other functional areas)
- Identify and analyze competition

### Building momentum

“My business is starting to grow.”

- Increase sales
- Acquire new customers, retain existing ones
- Hire employees and assess need for accounting, payroll, management systems
- Apply customer insights to differentiate from competition
- Establish IT infrastructure that’s secure across devices and backed by reliable support
- Refine business model to ensure profitability
- Identify business issues, seek solutions
- Protect business from risk

### Business expansion

“It’s time to compete harder and expand my business.”

- Preserve reputation as you transform and expand
- Consider if cloud services can drive productivity and profitability
- Choose to diversify products and services, innovate existing products, or open new branches
- Pursue customers in new territories
- Leverage IT to aid expansion
- Refine processes and management systems to gain strength
- Build agility through analytics
- Establish IT efficiencies while reducing power and cooling costs
- Consolidate or virtualize to minimize IT downtime
Put HP Just Right IT to work for your small business

At each stage of business maturity, reliable IT products and solutions are essential for success. With HP Just Right IT, you can select from end-to-end technology, including servers, storage, networking, server options, and services, which deliver the affordable value you’re looking for.

- Plug-and-play products backed by industry-leading services
- Products that work together efficiently and easily
- Infrastructure that scales with your business as it delivers exceptional performance and price

Business starters

When you’re just getting started you need simple IT that can help you to get up and running while supporting essential business functions such as email, file, print, networking access, and backup. HP Just Right IT products and solutions are designed and priced just for you. This selection of end-to-end technology includes servers, storage, software, networking, and services that deliver the affordable value you’re looking for to launch your business.

- Server: HP ProLiant MicroServer Gen8 1P
- Server options: DDR3 UDIMM, SATA non-hot plug LFF (3.5 inch) SATA 7200 RPM, SATA DVD-RW optical drive
- Networking solutions: HP PS1810-8G Switch, HP Networking M200 802.11 Access Point
- Storage solutions: HP Storage RDX 1 TB External Removable Disk Backup System, 8x RDX 1 TB Removable Disk Cartridge
- Backup software: Autonomy LiveVault cloud backup
- HP services and support: HP 3-year Next Business Day Collaborative Support, HP iLO Essentials, HP Networking Lifetime Warranty 2.0

Just Right IT solution offerings

Your size, maturity, and application workload requirements are all considerations that help to determine your selection of HP products and services. Our solution offerings are always flexible, depending on your unique needs. Here are some sample offerings that could fit with your place on the small business growth path. You can also visit hp.com/go/justrightit to find more options:

Just Right IT for Business Starters

Solutions and support for new businesses with up to 25 users

As you start your new business, basic file, print, and backup functionality is essential. HP Just Right IT features cost-effective technology products and solutions to meet these needs, as well as Active Directory® capability to support security. You get the additional option to back up your data in the cloud, the flexibility of choosing your operating system, and networking support for your mobile devices.

- Server: HP ProLiant MicroServer Gen8 1P
- Server options: DDR3 UDIMM, SATA non-hot plug LFF (3.5 inch) SATA 7200 RPM, SATA DVD-RW optical drive
- Networking solutions: HP PS1810-8G Switch, HP Networking M200 802.11 Access Point
- Storage solutions: HP Storage RDX 1 TB External Removable Disk Backup System, 8x RDX 1 TB Removable Disk Cartridge
- Backup software: Autonomy LiveVault cloud backup
- HP services and support: HP 3-year Next Business Day Collaborative Support, HP iLO Essentials, HP Networking Lifetime Warranty 2.0

Essential steps to growth

- Develop business plan
- Set up business, including facilities, legal standing
- Start financial relationships, including bank account, line of credit
- Manage customer acquisition and retention
- Establish management operations, including HR and finance
- Hire employees
- Set up accounting systems and assess IT needs
- Hire IT manager or partner, set up IT infrastructure, and achieve savings through IT consolidation
- Protect investments with asset management plan
- Grow customer base as you add new branches or relocate
- Consolidate IT across servers and storage
- Build out IT networking
- Enhance IT management to solve problems faster
Just Right IT for Business Builders
Solutions and support for small businesses with at least 50 users and poised for growth

For a business on the rise, this HP Just Right IT offering features high-performance server and storage solutions to prepare you for launch. In addition to two servers, you get fast access to your data via the HP P2000 over HP Fibre Channel, which provides the ability to manage Microsoft Exchange 2013, Microsoft Dynamics CRM Server, and Microsoft SQL Server® 2012. With high-end switches you can provide accessibility for up to 100 users, and this solution provides the foundation to virtualize your data center.

- **Server:** HP ProLiant DL380e Gen8 1P, HP ProLiant DL385p Gen8 2P
  - Server options:
    - DDR3 LDRIMM for DL380e
    - Hot plug SFF SAS, HP 146 GB 6G SAS 15K RPM SFF (2.5 inch) SC enterprise HD
    - HP 2.7 mm Slim SATA DVD-RW JackBlack Optical Drive
    - HP SAS License Key (for DL380e required to support SAS drives)
- **Networking solutions:**
  - HP 1910-24G Switch
  - HP 1910-48G Switch
  - HP M220 802.11 Access Point
- **Storage solutions:**
  - HP SN1000E 16 Gb 2-port PCIe Fibre Channel Host Bus Adapter
  - HP StoreEver 1/8G LTO-6 Ultrium 6250 FC Tape Autoloader
  - HP LTO-6 Ultrium 6.25 TB MP RW Custom Label Data Cartridge (20 pack)
  - HP P2000 G3 FC MSA DC with 12x600 GB 6G SAS 10K SFF HDD 7.2 TB Bundle
  - HP Storage 8/20q 8-port Fibre Channel Switch
- **Backup software:**
  - HP Data Protector
  - Optional for offsite storage: Autonomy LiveVault cloud backup
- **HP services and support:**
  - HP 3-year, 4-hour, 24x7 Proactive Care Service
  - HP P2000 MSA System Installation and Startup Service
  - HP 3-year, 4-hour, 24x7 MSA2000 G3 Hardware Support
  - HP Networking Lifetime Warranty 2.0

Visit hp.com/go/justrightit to see the full range of Just Right IT solution offerings.

For the complete list of HP products for Just Right IT, download the datasheet. hp.com/go/JRIT-datasheet

Visit hp.com/go/justrightit to see the full range of Just Right IT solution offerings.
A closer look at Just Right IT products and services

HP ProLiant servers
Large businesses rely on servers to share resources among their far-flung operations, and for more than 20 years HP ProLiant servers have been a server of choice. Now you can power your own business with that same HP reliability. We’ve made the HP ProLiant servers in Just Right IT more accessible for smaller businesses to provide single, safe location for your employees to share files, documents, applications, even software.

For business starters
The HP ProLiant MicroServer Gen8 takes the complexity out of selecting and implementing a server for new businesses with up to 25 users. For businesses with limited IT support, this single-processor server is easy to use and configure. As you build momentum and look for greater server functionality, a pair of rack servers like the HP ProLiant DL320e Gen8 v2 is ideal for a business in need of low-risk networking, filing, printing and shared Internet access with support for line of business applications on the second server for up to 49 employees.

If your business is already running servers, but requires even more power and efficiency for 50 or more employees, a pair of HP ProLiant ML310e Gen8 v2 servers provides guaranteed storage protection.

For business builders
If you are supporting up to 25 users but require more than essential business functions, the HP ProLiant ML310e Gen8 v2 is well suited to power your operation and even allow you to run line-of-business applications. For businesses with up to 49 users, your demands for additional memory and storage can be met with two HP ProLiant ML350e Gen8 servers (one for AD/File/Print, the other for Application Server), including an option for 12 total processing cores. With up to 100 users and expectations for more growth, a tandem of the HP ProLiant DL 380e Gen8 1P and HP ProLiant DL385e Gen8 2P servers provides a foundation for significant expansion and virtualization.

Remote management options give IT administrators the flexibility to control server hardware from their desktop or mobile device. Remotely deploy, manage, and monitor your server with HP iLO Essentials, exclusively offered on the HP ProLiant Gen8 servers, or HP iLO Advanced supporting all HP ProLiant servers.

HP Networking solutions
Reliable, secure network connectivity keeps employees productive, customers satisfied, and business humming. Networking solutions from HP provide that reliable security and more. High-speed connectivity gives employees fast access to network and information resources so they can collaborate, complete tasks, and respond to customers more quickly.

For business starters
You don’t need an IT staff to deploy affordable HP switches. Their plug-and-play simplicity makes for fast and easy setup right out of the box. The HP 1810 Series switches represent an ideal entry-level solution for small businesses ranging in size from one to 100 users. With wire-speed performance and a simple web interface for management, you can focus on running a business, not a network. Provide ample wireless capacity for all your mobile devices with either the HP M200 802.11n Access Point or HP M220 802.11n Access Point, which offer the confidence that comes with centralized management.

For business builders
HP 1910 Series switches provide advanced but cost-effective features for growing small businesses in an easy-to-configure solution, including full wire speed, fiber connectivity, QoS traffic prioritization for a better voice and video experience, and a host of security features. These are smart-managed solutions that provide enhanced security and high performance for increased user and application demands.
HP storage solutions
Even small businesses have big storage needs. The right storage solution should support new applications, keep data safe, and make it all easier to manage. The Just Right IT selection of HP direct-attach and networked storage solutions simplify storage with easy installation and built-in features such as snapshots and data encryption, management wizards and plug-and-play scalability. You get all the storage capacity and data backup protection a small business needs without the stress of managing a more costly and complex system.

For business starters
Back up your data securely with the HP RDX 1000 1 TB External Removal Backup System and RDX 1 TB Removable Disk Cartridge. This easy-to-use solution provides affordable and rugged data protection, and the complementary HP RDX Continuous Data Protection Software automatically manages the entire backup process. To support storage requirements and minimize IT user interaction, the HP StoreEver LTO-6 Ultrium 6250 Tape Drive offers the capability to back up your data without the need for two tapes. The HP StoreEver LTO-6 Ultrium 6250 SAS Tape Autoloader expands your backup capabilities to support additional storage requirements and further reduce IT user interaction. You also have the option of backing up your data in the clouds with Autonomy Live Vault software for cloud backup.

For business builders
HP StoreEver LTO-6 Ultrium 6250 External Tape Drive features enterprise tape drive management capabilities with TapeAssure, hardware-based data encryption for greater levels of security and ease of use with HP StoreOpen and LTFS at an unprecedented performance.

Growing businesses can also simplify file and application storage with HP StoreEasy 1530 Storage (8 TB total capacity). For a server or a small network, HP Data Protector backup and recovery software delivers robust protection for your data, systems, and applications without requiring an IT expert.

When you’re ready to consolidate and virtualize, the HP P2000 along with the HP SN1000E 16 Gb 2-port PCIe Fibre Channel Host Bus Adapter enables more rapid storage and retrieval of critical information. It’s ideal when using high bandwidth cloud applications and storage-intensive applications such as backup, database transactions, and rich media.

HP server options
As your business develops, HP Industry Standard Server options are designed to help you respond to changing conditions when you require more storage capacity, demand greater efficiency in power consumption, or need to manage space, cooling, and system access for your IT infrastructure.

HP offers hard drives that range from entry to midline to enterprise. Choose from drives that provide high performance when you need to host high transaction-based applications. For extreme operation environments, HP features drives that combine reliability with lower power and faster reads than traditional rotating drives.

HP Storage
HP Simply StoreIT
Whether you are just starting your business or just need a specific technology solution, HP can address your critical storage challenges with HP Simply StoreIT. Designed to give you a stress-free experience when choosing storage products that meet your business needs, Simply StoreIT can help you choose a storage solution that is simple to manage, affordable to own, and reliable to operate.

Business starters
Midline SATA non-hot plug LFF 7200 RPM and SATA hot-plug SFF 7200 RPM drives provide affordable solutions for lower workload environments, and with twice the reliability of entry drives. The SATA DVD-RW optical drive is capable of reading DVD 4.7 GB through 8.5 GB media. It can also read standard stamped, CD-R, and CD-RW media. This drive supports writing to CD-R, CD-RW, DVD +R/RW, and DVD -R/RW media via software utilities.

With an HP H221 Host Bus Adapter you can take advantage of eight external SAS ports to support SAS tape drives as well as SAS and SATA hard drives.

Business builders
The HDD SATA hot-plug LFF 7200 RPM hard disk drive includes a 6 Gb/sec data transfer rate exclusively for HP ProLiant Gen8 servers. And the hot plug feature allows you to remove and replace the drive without affecting service.

Leverage the optional HP 12.7 mm Slim SATA DVD-RW JackBlack Optical Drive for easy installation of software for HP ProLiant DL380e Gen8 and HP ProLiant DL385p Gen8 servers, and for burning data for long-term storage. The HP SAS License Key for DL380e is to enable the attachment of high-performance SAS drives.
HP Financial services, Technology Services and Support
You should never have to choose between taking care of your business and taking care of your technology. But for many small businesses internal IT support is either limited or has limited bandwidth. That’s not a problem, because the support services we’ve created for Just Right IT are simple, affordable, and available from HP or through your trusted, local channel partner. So you and your team can stay focused on customers and innovating business.

HP Financial Services — Because money is tight these days, as part of Just Right IT, HP provides innovative financing and financial asset management programs to help our small business customers cost-effectively acquire, manage, and ultimately, retire their HP solutions.1

HP Care Pack Services cost-effectively upgrade or extend your standard warranty with easy-to-buy, easy-to-use support packages. Reduce downtime risks with support levels from basic to mission critical, and improve business uptime by leveraging HP know-how to solve your issues faster. HP Care Pack Services covers it all—servers, storage, networking, software. You can even choose between different service-level options and coverage periods.

HP Startup, Installation, and Deployment Services — Get up and running fast so your technology can deliver results for your business with HP installation and deployment.

HP Hardware Support services provide high-quality, onsite support for your covered hardware, helping you resolve hardware failures and improve product uptime.

HP Collaborative Support services provide high-quality, onsite support for your covered hardware, known problem support for software, and warm connection to software vendors for easy resolution of complex problems.

HP Software Support enhances the performance and availability of HP and select third-party software with direct access to HP IT Response Center engineers.

HP Support Plus and HP Support Plus 24 provide integrated hardware and software support services to resolve hardware and software problems with HP and select third-party products.

HP Proactive Care service provides enhanced call experience, remote monitoring, and proactive services to help customers’ avoid downtime, plus fast onsite response that can cover all your HP technologies in one easy-to-purchase package.

HP Education Services keep you and your staff up to date on server, storage, management, Microsoft®, and open source/Linux-related topics—all without having to spend a lot of time away from business-critical activities.

HP Proactive Select Services provide expert resources available on demand at variable prices for activities ranging from assessments, performance analysis, firmware management, and infrastructure solution support to technical forums.

For more information about HP Just Right IT products and services go to:
- HP ProLiant Gen8 Server: hp.com/servers
- HP Server options: hp.com/go/hpg0
- HP Networking solutions: hp.com/networking
- HP Storage solutions: hp.com/go/storage
- HP Services and support: hp.com/services/support
- HP Financial services: hp.com/hpfinancialservices
- HP Care Pack Services: hp.com/go/carepack

For more information on HP Care Pack Services go to hp.com/go/carepack.

1For more information on these services, please contact your HP representative or visit hp.com/go/totalfinancing.
HP Just Right IT brings it all together for you

Bringing together best-in-class technology from across HP Servers, Storage, Networking, Services, and Solutions, HP is uniquely capable of designing solutions for small and mid-sized businesses that grant you the freedom to do what you do best—innovate.

No other vendor has brought together all of the technologies and support services that small businesses need to succeed. Whether you’re just launching a new business or have been at it awhile, we can help you:

• Save time. You don’t have to evaluate technology from numerous vendors or wonder if it’s really intended for a small business, because HP Just Right IT is designed and priced for your unique needs.

• Save money. You don’t have to worry about deployment and integration, because we focus on products that offer plug-and-play simplicity and the services to get you up and running fast.

• Boost efficiency. You can get things done faster and more easily with feature sets that meet your needs now but can also grow with your business.

• Act with confidence. You can take advantage of proven IT solutions to become more competitive, because with the dependable, all-HP technology designated for Just Right IT you don’t have to compromise.

To learn how we can help you get started, visit hp.com/go/justrightit.