



more agile and effective
web infrastructure

Linux web hosting for hp ProLiant BL server blades

higher performance, lower cost

Faced with constantly changing business requirements, scarce resources, and tighter rack space, data center managers need a web hosting solution that is simple to install and manage, yet delivers the enterprise-level performance and availability demanded by critical business applications.

Now you can have it all.

It starts with the innovative HP Adaptive Infrastructure vision incorporating ultra-dense ProLiant BL e-Class and high-performance ProLiant BL p-Class server blades from the new HP. Developed for adaptive computing, and optimized for rapid deployment and automated provisioning, the ProLiant BL blades provide dynamic scaling, and are remotely manageable from anywhere in the world. Deployed in a multi-tier architecture, these flexible servers are designed to handle rapidly changing and unpredictable requirements.

HP builds on this versatile infrastructure to provide enterprise-class Linux web hosting solutions, including the industry-leading Apache Web Server, migration services, provisioning software, and rapid deployment tools. It's a complete package for quickly building, deploying, and maintaining web services, enabling you to address business opportunities faster, more effectively, and with greater profitability.

benefits

- **adaptability** – The HP Adaptive Infrastructure vision and innovative ProLiant blade technologies provide a flexible foundation for rapid deployment and automated provisioning
- **high performance and availability** – Advanced Intel® processors and redundant components, along with load balancing, maximize performance and availability

- **scalability** – Server blades can be deployed and redeployed in just minutes, reducing operating system installation and server provisioning time by up to 300%
- **cable reduction** – Innovative design cuts cabling at least 80%.* The interconnect switch is used to consolidate server blade network cables to a manageable quantity. In addition to network cabling reduction, the ProLiant BL server blades are designed for headless management so there are no keyboard, video, or mouse cables to connect.
- **lights-out management** – Integrated technology allows remote deployment, configuration, monitoring, and management for more effective control of distributed remote sites and data centers
- **innovative tools** – ProLiant Essentials Software from the new HP, along with specialized Linux tools, enable dynamic resource scaling, virtual presence and control, rapid deployment, and automated provisioning
- **best practices** – Documented best practices provide for faster solution deployment, higher quality, and rapid return on investment
- **world-class hp services** – Global support and single point of accountability are your assurance of long-term success

* Compared to traditional 1U servers using an interconnect switch

industry-leading web hosting on Linux

HP offers a full suite of Linux and Open Source-based solutions, partnering with leading software vendors, such as Covalent for enterprise-class Apache web serving, Turbolinux PowerCockpit for automated system provisioning, and Ensim for hosting management. HP can also guide you in using Open Source technologies for security, web serving, application serving, data storage, and more.

dynamic web infrastructure

Keeping up with fluctuating demands, however, also requires a dynamic infrastructure. ProLiant BL e-Class and p-Class server blades play a central role in enabling rapid deployment and flexible, cost-effective management of your Linux-based web hosting solution. ProLiant BL e-Class edge-server blades offer



industry-leading, power-efficient performance and scalability, while the ProLiant BL p-Class blades offer enterprise performance and availability.

The key to making this environment truly adaptable, while also conserving valuable resources, is the HP Dynamic Internet Solutions Architecture (DISA). DISA enables the scaling up and out of web, application, and data resource tiers, leveraging the industry-defining technology of ProLiant servers to create an infrastructure optimized for flexibility, performance, availability, and economy.

adaptability

ProLiant BL e-Class and p-Class blades maximize your ability to handle dynamically changing business requirements. You can add computing resources by simply snapping in a new blade. And because they support dynamic resource scaling, you can deploy and redeploy hundreds of blades by simply dragging and dropping predefined scripts and images. Graphical tools provided with ProLiant Essentials Rapid Deployment Pack Software make it fast and easy.

performance and availability

ProLiant BL p-Class blades also bring a new level of performance and availability to enterprise computing in a blade form factor. With key component redundancy, intelligent management, and "rip-and-replace" serviceability, these feature-packed servers deliver the uptime you need to meet the intense demands of web hosting.

economy

For all their performance and versatility, ProLiant BL p-Class blades are designed with economy in mind. A flexible forward-compatible infrastructure accommodates future blades with increasing performance, and offers plenty of headroom to accommodate the next generation of blades. Automated, dynamic provisioning greatly reduces the burden on IT staff—along with the associated costs.

lights-out management

In addition, major management savings come from the HP Integrated Lights-Out management capabilities. For example, using these capabilities you can install, configure, monitor, update, and troubleshoot remote ProLiant BL p-Class blades from anywhere, anytime—all via a standard web browser. HP Management Agents for Linux also provide overall system status and direct access to in-depth subsystem information. And your entire ProLiant server infrastructure is easily managed with HP Insight Manager, which includes a visualization tool that provides up-to-the-minute status of all the blades in a rack, with full graphical location detail.

more information

For more information on how Linux web hosting solutions powered by ProLiant BL server blades can help you maximize profitability from your web hosting operation, please contact your HP representative or reseller, or visit hp.com/solutions/linux

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hp dynamic internet solutions architecture (DISA)

