



HP ProCurve Networking: Network of Choice





## HP ProCurve Networking

### Global headquarters

Roseville, Calif., USA

### Regional offices

Grenoble, France; Singapore; Roseville, Calif., USA

### HP ProCurve product lines

- Networking switches
- Wireless LAN
- Wide Area Networks (WAN)
- Network Management
- Network Security
- Data Center Management

### HP ProCurve Networking solutions

- Communications and Collaboration
- Mobility
- Security
- Data Center
- Network Systems and Management
- Halo Telepresence Solutions
- Advanced services and support

### HP ProCurve customers

More than 100,000 worldwide, including:

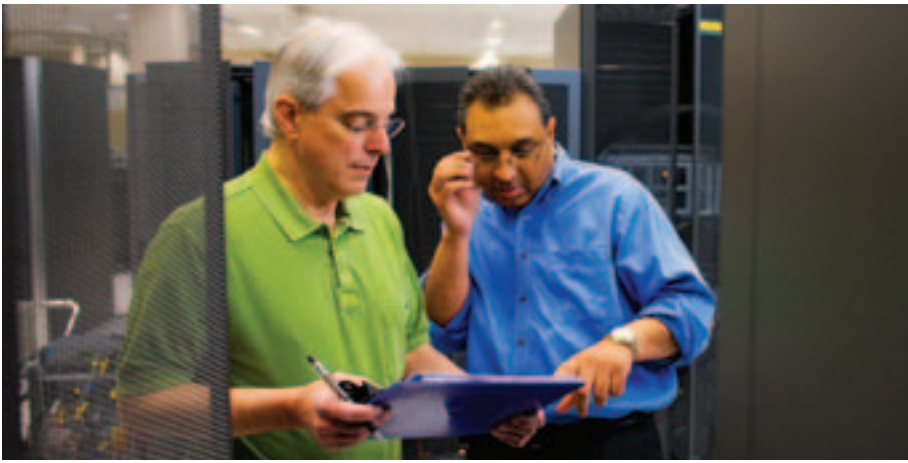
- The Venetian Resort
- International Space Station
- Motorola
- Xiangtan Central Hospital
- Microsoft Technology Centers
- The Four Seasons Hotel, Florence

### HP ProCurve online

- [www.procurve.com/choice](http://www.procurve.com/choice)
- [www.procurve.com/partners](http://www.procurve.com/partners)
- [twitter.com/procurve](https://twitter.com/procurve)
- [www.hp.com/halo](http://www.hp.com/halo)

# REDEFINING THE ECONOMICS OF NETWORKING

In today's complex economic climate, IT and network managers are increasingly asking for network infrastructure that is less expensive, more flexible, and can support business objectives. In response, HP ProCurve Networking is redefining the economics of networking by innovating across multiple dimensions—transforming expectations and the way businesses evaluate, deploy and manage their network infrastructure. As the foundation of HP's Adaptive Infrastructure, HP ProCurve enables unmatched end-to-end IT solutions. With over 20 years of networking experience and an expansive portfolio, HP ProCurve allows customers to break free from the restrictive and proprietary technologies of the past with open, standards-based solutions. Meet your strategic imperatives and improve your bottom line with the largest technology company on the planet—HP.



## Networking solutions for customers of all sizes

HP ProCurve has achieved success by consistently providing more than 100,000 customers worldwide with flexible, standard-based networking.

Customer of all sizes—enterprise to small business—benefit from HP ProCurve's complete portfolio of products, ranging from the core to the edge of a unified wired and wireless network. With solutions that include security, mobility, communication and collaboration, network management, data center and infrastructure, ProCurve looks to provide better business outcomes to meet strategic imperatives and achieve operational efficiency.

<sup>1</sup> Mark Fabbi, "Magic Quadrant for Campus LAN (Global)," Gartner, 2009.

The Magic Quadrant is copyrighted 2008 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

<sup>2</sup> Chris Silva, "The Forrester Wave™: WLAN Infrastructure, Q2 2007," Forrester Research, April 4, 2007.

## Established leadership and growth

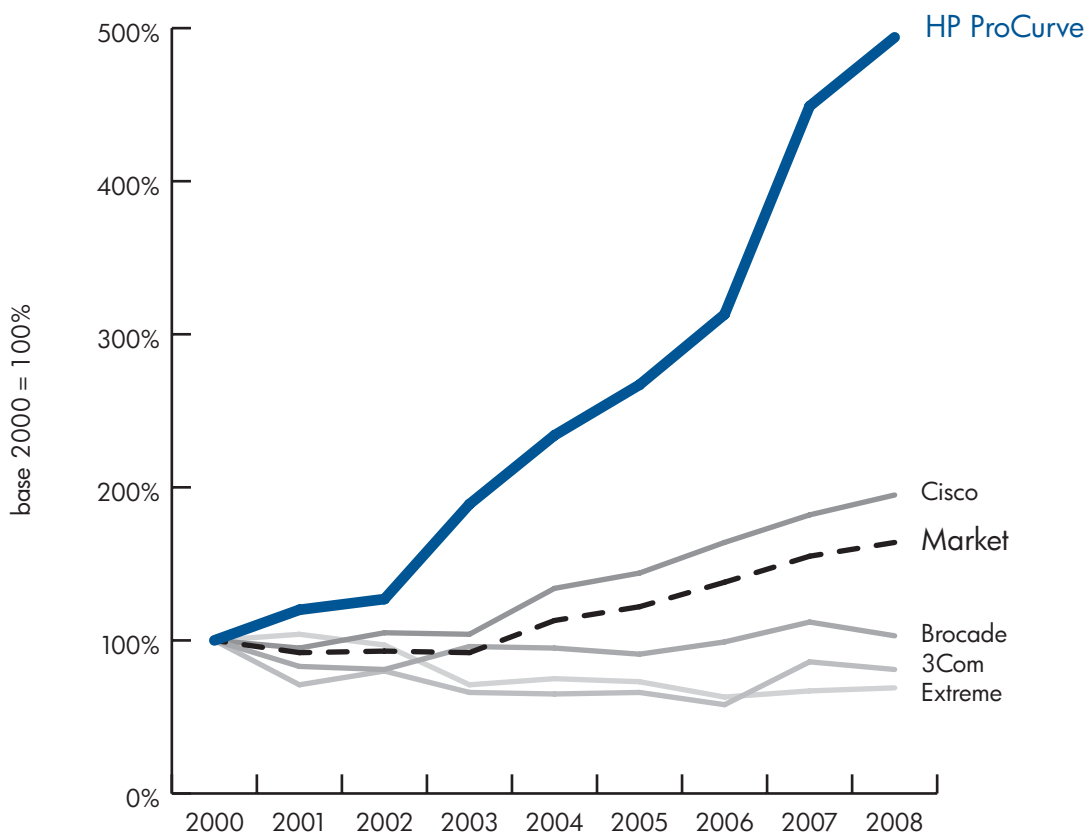
HP ProCurve has been increasingly recognized by industry analysts for providing flexibility and choice in networking:

- HP ProCurve has been positioned in the Leaders Quadrant in the Gartner Global Campus LAN Magic Quadrant 2008.<sup>1</sup>
- According to Forrester, HP ProCurve has emerged as a leader in Wireless LAN due to its expanded enterprise-class product line and unparalleled support offerings.<sup>2</sup>
- Research based upon Dell'Oro Group data shows HP ProCurve's growth rate has far exceeded that of other networking vendors.\*

"There is every reason to choose ProCurve. Its switches are stable and reliable, offer superior price-performance, and are backed by the leading industry lifetime warranty♦ program."

Tang Yuhui, Director of IT Division, Xiangtan Central Hospital

## 8 YEARS OF GROWTH — WORLD WIDE REVENUE\*



\*Based upon Dell'Oro Group data



“The ProCurve switches are an important component of our mission-critical public safety, security and emergency response systems.”

Joe Ziniel, Senior Product Program Manager, Motorola

## Adapting to changing business needs

Today’s organizations need a network that can adapt to meet the changing needs of their users, applications, and even organizational objectives. HP ProCurve delivers this flexibility through its Adaptive Network vision, which focuses on fortifying security, reducing complexity, and increasing productivity. As the foundation of HP’s adaptive infrastructure, ProCurve networks give you access to the world’s most complete IT solutions.

## A choice in networking vendors

More organizations are recognizing that HP ProCurve is the leading network industry alternative, an advocate of open versus proprietary models, and the vendor chosen by a growing number of customers. Why?

HP ProCurve’s extensive portfolio of networking solutions allow customers to break free from restrictive and proprietary technologies of the past. With modular, open, standards-based solutions, organizations can deploy solutions incrementally while helping to manage their cost-of-ownership.

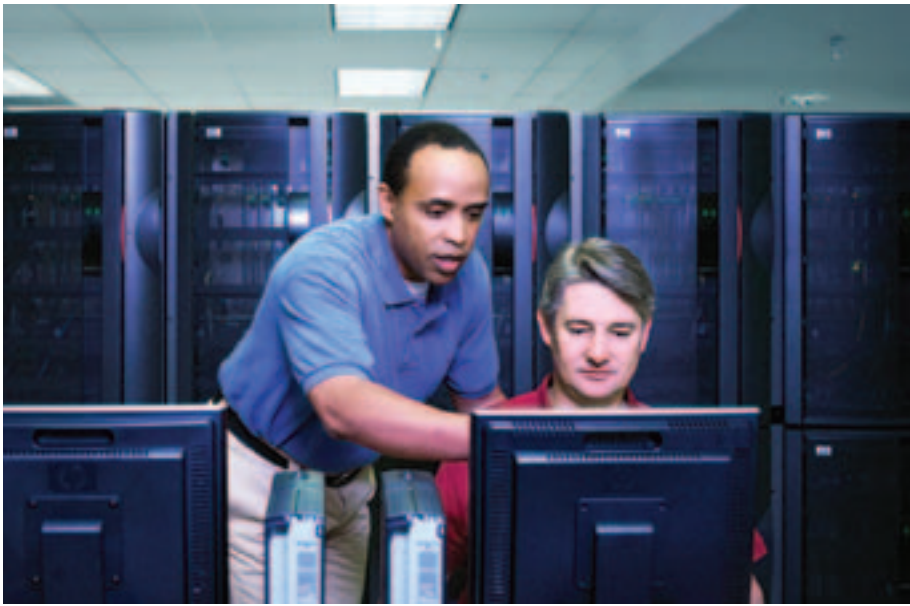
This enables customers spend more time meeting business goals and less time worrying about their networks. That includes solutions to key customer challenges:

- Managing costs while increasing capabilities
- Network choice and flexibility
- Reducing complexity

## The value HP ProCurve brings to your business

While other vendors offer complex, expensive and proprietary technology, HP ProCurve solutions provide valuable business investments that include:

- **Choice and flexibility**—HP ProCurve’s Adaptive Networks provide the functionality and interoperability to support a choice of best-in-class, multi-vendor options. That includes HP ProCurve ONE—an alliance that includes technology leaders such as Microsoft, F5, MacAfee, Avaya and Riverbed.
- **Advanced technology**—HP ProCurve harnesses advanced functionality and environmentally responsible technology to deliver solutions that meet business needs—core to edge, data center, unified communications and collaboration, security, and mobility.
- **Security and trust**—HP ProCurve’s ProActive Defense integrates network security into a trusted infrastructure to help protect IT assets. By taking control of your network, you can secure your business.
- **Return on IT investment**—HP ProCurve’s unified wired and wireless solutions reduce the complexity of planning, deploying, managing and maintaining a network. Compare the cost of ownership for an HP ProCurve solution to your current vendor and you’ll understand why customers are moving to HP ProCurve in increasing numbers.
- **Proven reliability**—HP ProCurve’s robust line of products is engineered to meet HP quality standards—backed by HP ProCurve’s industry-leading warranty, service, training, and global support. HP provides services for the entire lifecycle of your network to increase availability, performance, and agility.



## HP ProCurve Lifetime Warranty♦, support and services

Your company depends on a rock-solid network to power its business. HP ProCurve products include the industry's first and most complete HP ProCurve Lifetime Warranty♦—backed by global support. HP ProCurve's Design Center provides free comprehensive network design and configuration services to meet your current and future needs. Also, you can receive a broad range of fee-based HP Care Pack service and support options, allowing you to choose support levels that meet your specific business requirements.

## Get started with HP ProCurve now

Networks must adapt to the changing needs of business. HP ProCurve meets this need by delivering solutions that are scalable and flexible through its Adaptive Network vision—giving you a choice of the best available standards-based solutions. With a comprehensive portfolio of award-winning products and solutions, HP ProCurve is the network of choice for companies worldwide. To learn more about networking choice with HP ProCurve, contact your local HP sales representative or visit:

[www.procurve.com](http://www.procurve.com)

♦For as long as you own the product, with next-business-day advance replacement (available in most countries). The following hardware products have a five-year hardware warranty for the disk drive and lifetime hardware warranty (for as long as you own the product) for the rest of the module: HP ProCurve ONE Services zl Module, HP ProCurve Threat Management Services zl Module, and HP ProCurve MSM765zl Mobility Controller. The following hardware products and their related series modules have a one-year hardware warranty with extensions available: HP ProCurve Routing Switch 9300m series, HP ProCurve Switch 8100fl series, HP ProCurve Network Access Controller 800, and HP ProCurve DCM Controller. The following hardware products have a one-year hardware warranty with extensions available: HP ProCurve M111 Client Bridge, HP ProCurve MSM3xx-R Access Points, HP ProCurve MSM7xx Mobility and Access Controllers, HP ProCurve RF Manager IDS/IPS Systems, HP ProCurve MSM Power Supplies, HP ProCurve 1-Port Power Injector, HP ProCurve CNMS Appliances, and HP ProCurve MSM317 Access Device. Standalone software, upgrades, or licenses may have a different warranty duration. For details, refer to the ProCurve Software License, Warranty, and Support booklet at [www.hp.com/go/procurve/warranty](http://www.hp.com/go/procurve/warranty).

**“To put it simply, HP ProCurve was the only networking vendor whose switches offered us the level of reliability and performance required to handle the intense demands on board Columbus (International Space Station research module).”** Rolf Schmidhuber, Columbus Data Management System Engineer, EADS Astrium Space Transportation

"I literally run a city. The network is the heart of these operations and must be reliable. ProCurve is the right solution for us. The technology performs, is easy to use, and is incredibly reliable." Steve Vollmer, V.P. of Information Technology, The Venetian Resort-Hotel-Casino

## Technology for better business outcomes

To learn more, visit [www.hp.com/go/procurve](http://www.hp.com/go/procurve)

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