



REAL

IZE

the full advantage of the technology that runs your critical applications.

HP Critical Advantage

Service brief

Emergence of virtualization as a mainstream enterprise technology has dramatically altered the way IT uses its infrastructure. IT departments are drawn to virtualized bladed and rack-mounted infrastructure as a platform for mission-critical applications because of the appealing cost savings, the potential for quick deployment, and rapid response to business changes.

While the cost savings are real, x86 virtualized environments running mission-critical applications are highly interdependent and often complex. Challenges such as achieving high availability and performance goals, managing end-to-end support issues, and taking full advantage of server management tools can prevent IT from fully realizing the benefits of these environments.

In addition, many IT departments today are facing staffing challenges—trying to do more with fewer resources, or lacking certain key skills especially related to new technology. Little time remains to address new business opportunities and challenges.

Unleash the potential of your IT infrastructure

Critical Advantage is an end-to-end infrastructure support solution (server, OS/hypervisor, storage, and network) for business critical applications running on virtualized/x86 infrastructures.

Critical Advantage enables you to cost effectively build, operate, and continuously improve your IT environment.



HP Critical Advantage highlights

Your assigned team—Critical Advantage provides an assigned account team that knows your environment and business requirements and works with you collaboratively as an extension of your team. Your Account Support Manager (ASM), Remote Support Account Advocate (RSAA), and Mission Critical Hardware Specialist* (MCHS) provide best practices, knowledge transfer and act as advocates and technical advisors to help you meet your business/IT objectives.

Flexible reactive hardware service levels—You can choose from a variety of hardware support options (6 Hour Call to Repair, 24x7 4 hour onsite response, or 13x5 4 hour onsite response). Incident response is managed through HP's Global Mission Critical Solution Center (GMSCS), providing mission-critical levels of rapid reactive support. Whichever hardware service level you choose, Critical Advantage software support includes 24x7 coverage, 2 hour standard response, and expedited response from the GMSCS for critical calls. Your named RSAA acts as your advocate, overseeing any escalations needed to resolve complex or interdependent issues.

Core proactive services—Your HP ASM works with you to develop your Account Support Plan. Your ASM will conduct annual support reviews, annual virtual/physical technology reviews, firmware and related driver analysis, patch analysis for OS and hypervisors, and facilitate HP remote tool setup. Your ASM acts as a single point of accountability, but leverages HP resources to facilitate best practices and knowledge sharing, and provides the proactive services needed to continuously improve performance and availability.

Flexible proactive services—You accumulate flexible credits depending upon the amount of Critical Advantage purchased and you may also purchase additional credits as needed. These credits can be used to address issues specific to your environment, such as performance tuning and capacity planning for virtualized environments, availability optimization, or mission-critical application migration to virtualized environments. Flexible credits can also be used for any Proactive Select service or for custom activities, as needed. Your ASM works with you to select and manage delivery of the services that meet your specific requirements.

What can HP Critical Advantage do for me?

- **Achieve cost reduction goals**—HP Critical Advantage helps you realize cost savings by allowing you to choose the reactive support level required to meet your business objectives. Through effective and improved deployment of management technologies you are able to increase your server to administrator ratio.
- **Improve performance and availability**—HP Critical Advantage helps you reduce risks and achieve performance goals by providing a comprehensive set of proactive deliverables designed to reduce unplanned downtime. In addition, access to HP's Global Mission Critical Solution Center provides rapid reactive support and incident resolution with special capabilities for mission-critical environments.
- **Master the complexity of standardized and virtualized environments**—HP Critical Advantage provides the management tools, processes, and best practices to allow you to take full advantage of x86/virtualized environments. Through effective tool deployment, knowledge transfer, and a focus on continual improvement HP helps you to improve control and management of your infrastructure investment.
- **Build and maintain an ongoing collaborative relationship with support experts**—Through your ASM and RSAA, you have access to expert resources, single point of accountability for support related issues and service activities, and an ongoing proactive delivery plan to address your support needs. This frees your staff for more innovative projects and allows you to take advantage of new technology trends.

Realize your Critical Advantage today

Visit www.hp.com/services/criticaladvantage or contact your HP representative or authorized channel partner to learn how Critical Advantage can work for you.

* Mission Critical Hardware Specialist is available for customers choosing 6 hour call to repair reactive support level, a hardware Customer Engineer is provided with other support levels.

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