

Solution brief

HP CloudSystem Service Provider

The complete, flexible, end-to-end solution for
delivering differentiated cloud services



Service providers today confront difficult challenges. First, they need to foster top-line growth: that means attracting more new clients, increasing service signups from their current customer base, or selling a richer mix of more profitable services. Second, they must do this while facing a growing pack of competitors. For managed service providers (MSPs) and hosting providers, this means competing against over the top (OTT) public cloud suppliers using the Internet such as Amazon, Google™, and Microsoft®. For the communications service provider (CSP), this means competing against these same suppliers, while at the same time being key partners for them and carrying the suppliers' traffic on their own networks. The CSP must deal with the increasing appetite for bandwidth in an always-connected world while rolling out new services to take advantage of current customer relationships. And all service providers need to stay efficient, maintaining margins and coping with constraints on capital and operational expenditures while launching new services.

The answer: a purpose-built HP cloud solution for accelerating the delivery of differentiated services

HP CloudSystem Service Provider is the answer to such challenges. Whether you're an MSP or a CSP, you'll find that HP CloudSystem Service Provider enables you to become a provider of cloud services. This HP solution allows you to maintain a competitive advantage by compressing the time to market of differentiated services with lower risk, simplifying delivery to multiple customers through an easy-to-customize marketplace portal, and delivering cost-efficiency with a pre-integrated and flexible, end-to-end cloud solution. We're also working with strategic partners, utilizing HP CloudSystem Service Provider as the core building block, to help you rapidly extend your reach into new and existing markets with increased revenue opportunities.

This integrated service provider platform comprises all the elements you need to quickly roll out new and unique cloud services and hasten their delivery to customers. As a part of HP's Converged Cloud architecture, CloudSystem clients have a simplified, integrated architecture that is easier to manage and provides flexibility and portability between private, public, and managed clouds. Like other CloudSystem offerings, HP CloudSystem Service Provider includes the market-leading HP Converged Infrastructure and HP Cloud Service Automation software—and it adds the HP Aggregation Platform for SaaS and a set of pre-integrated, ready-to-launch cloud services spanning infrastructure as a service (IaaS) to software as a service (SaaS).

Speed, simplicity, and cost savings

As an MSP or a CSP, you will appreciate how HP CloudSystem Service Provider promotes the growth of new revenue by enabling the rapid development and launch of innovative and differentiated cloud services. Now you have the ability to maintain competitive advantage by creating more new services, and rolling them out in less time and with lower risk.

Accelerate service time to market

HP CloudSystem Service Provider lets you bring high-value services to market more quickly—in fact, CloudSystem can slice months off the time needed to roll out new services. A multi-tenant portal automates service aggregation and manages those services throughout their entire lifecycle, simplifying on-boarding of services as well as delivery to multiple customers and resellers. Pre-integrated, ready-to-launch services—from both HP and selected best-in-class third parties—means less integration work and having a base upon which you can build unique bundles for specific customers and customer segments. With its rapid service launch, HP CloudSystem can deliver top-line growth and give you an advantage over the competition.

Simplify service delivery

HP CloudSystem Service Provider's self-service interface simplifies the adoption of cloud services and provides a seamless marketplace experience for end-user service subscription and access, and management for both end users and resellers. Subscribers can select services from an on-screen list and then be billed for those services by the month or by the minute. What's more, you can customize the marketplace portal interface for your customers in order to present them with your unique branded look and feel. In addition, Business Support System and Operations Support System (BSS/OSS) integration capabilities are part of the package, easing linkage to your current environment and delivering a consistent customer experience for billing, support, and monitoring.

Sustain cost-efficiency

As a well-defined and pre-integrated, yet highly flexible, end-to-end cloud offering, HP CloudSystem Service Provider eliminates much of the labor and support overhead that might otherwise be squandered piecing together disparate, mismatched point products into a cloud "solution." It allows you to focus on your business, not on technology integration. You save on administrative costs, thanks to the use of a central control point to on-board cloud services;

HP CloudSystem: three complementary cloud offerings

Based on proven, market-leading HP Cloud Service Automation and Converged Infrastructure, HP CloudSystem is tailored for the requirements of enterprises and service providers at various stages of cloud maturity with three offerings:

- Entry configuration for infrastructure-as-a-service (IaaS) with **HP CloudSystem Matrix** that lets IT customers provision infrastructure and applications in minutes.
- Full-scale deployment of private and hybrid cloud environments with **HP CloudSystem Enterprise**, which lets customers unify management across private, public, and hybrid clouds and adds advanced infrastructure-to-application lifecycle management.
- Advanced capabilities for service providers with **HP CloudSystem Service Provider**, facilitating deployment of public and hosted private clouds that deliver complete service aggregation and management.

create products and bundles; and enable end-user discovery and subscription via a marketplace portal, automatic provisioning, and end-user service data record generation. This increased efficiency pays off by helping you maintain margins, with better bottom-line profit to accompany your enhanced top-line growth.

What makes this a better solution for service providers?

Whether your organization is an MSP or a CSP, you'll appreciate the key features that set HP CloudSystem Service Provider apart from other cloud offerings:

- A pre-integrated solution, with pre-integrated services**
 The entire solution is pre-integrated and proven with services such as HP Virtual Room, HP Audio Conference, Business Voice Services, Microsoft SharePoint, messaging services built on Microsoft Exchange, business applications, and more. The inclusion of pre-integrated, ready-to-launch services accelerates time to market and means you can begin generating revenue quickly. In addition to a growing portfolio of pre-integrated services, HP has the Service Adaptor Factory, which provides on-demand, rapid integration of customer chosen services into the AP4SaaS platform for a fixed price and product-grade quality and support.
- A simplified multi-tenant portal**
 Your administrators will appreciate HP CloudSystem Service Provider's easy-to-use portal, which automates, aggregates, and manages services and simplifies both on-boarding and delivery to end customers and resellers. Your resellers will appreciate the fact that they can expose services with a unique branded look and feel, using individualized self-service interfaces for end-user service discovery, subscription, and usage.
- A single-vendor solution**
 Optimized on industry-leading HP hardware, software, and services, HP CloudSystem Service Provider enables on-demand service delivery to customers while providing the advantages of a single-vendor solution: seamless integration of components and a single management environment. At the same time, the system is extremely flexible, allowing delivery of services with multiple hypervisors, multiple operating systems, and multiple applications. Leading HP best-practice service integration teams can work with you to integrate non-HP legacy systems and achieve investment protection.
- A purpose-built solution**
 Unlike less capable solutions that rely on pre-existing tools that have simply been bolted together, HP CloudSystem Service Provider is designed from the ground up to deliver cloud services to multiple customers. It's an extensible solution that enables delivery of public cloud IaaS, as well as a wide variety of SaaS services.
- A solution augmented with services**
 Every HP CloudSystem Service Provider deployment is augmented by a full suite of HP professional services. HP and partner consultants travel the extra mile to adapt the solution to your business case, implement and support that solution, and even help you structure its financing. These added services help get you into the cloud service market and make you competitive more quickly and more effectively. You will receive a prepackaged base set of enablement services with predictable costs, and these services can be expanded as needed.

Customizable self-service interface

You self-brand the interface; your subscribers select services from a handy on-screen list



Built for the service provider

HP CloudSystem Service Provider is a solution designed and constructed for the special requirements of service providers, whether they are MSPs, CSPs, or any other service provider interested in quickly launching cloud services.

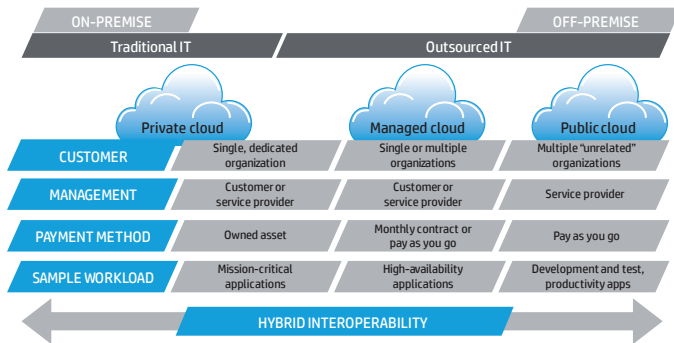
As part of the HP Converged Cloud portfolio, the core of HP CloudSystem Service Provider comprises a market-leading HP Converged Infrastructure; HP Cloud Service Automation software; HP Aggregation Platform for SaaS (HP AP4SaaS); and a set of pre-integrated, ready-to-launch cloud services.

HP CloudSystem solutions are extraordinarily flexible. In addition to the core solution, you can integrate additional HP extensions, as well as your own multivendor infrastructure, into the CloudSystem superstructure. You can begin with a basic system and expand in the future as more customers discover your growing portfolio of cloud services. HP extensions are available to add mission-critical computing, enhanced security, scalable utility storage, high-performance servers, and other capabilities.

And if you're a CSP looking to differentiate and expand on your communications capabilities, the HP/Alcatel-Lucent integrated joint cloud solution extension allows you to provide services that combine IT and your network in unique ways. This extension adds the capacity to provision a complete, secure private network to HP CloudSystem Service Provider, allowing you to provide the network as part of a cloud service—one that is controlled by a single management environment.

Service delivery models

HP seamlessly delivers and manages services across multiple delivery models



Services and financing complete the picture

Even though HP CloudSystem Service Provider offers everything you need to aggregate and sell cloud services, it's only natural to look for additional help in your journey to the cloud. You'll find that HP has a host of programs and services, as well as financing options, available to streamline the journey and make the most of your new service provider opportunities.

Evaluate your business needs with a Converged Cloud Workshop

Ready to deliver a rich set of cloud services but aren't sure where to begin? The **HP Converged Cloud Workshop** is a good place to start. This workshop can help you develop your cloud strategy; crystallize your cloud objectives; and map out a practical, step-by-step route to your cloud solution, regardless of whether that solution is HP CloudSystem Service Provider or another offering. You'll learn about the challenges of combining people, processes, and technology transformation, and you'll get assistance in deploying an initial cloud foundation on your way to a hybrid cloud environment.

Get answers in person at a Cloud Center of Excellence

Want to see HP CloudSystem in action, up close and in person? HP Cloud Centers of Excellence enable you to obtain hands-on experience and gain firsthand knowledge of cloud computing benefits such as faster service delivery and greater operational efficiency. At these centers, you'll find fast, convenient access to live demonstrations of HP cloud solutions. There are Cloud Centers of Excellence at more than 100 HP and channel partner locations around the world.

Extend your sales reach with the HP CloudAgile Service Provider program

Need help with the business side of the cloud? To take full advantage of this new virtual medium, you need to quickly evolve your business models and go-to-market strategies. One of the features of our HP CloudAgile Service Provider program is that it lets you team with HP to help realize the promise of the cloud today. You can extend your sales reach quickly and drive business growth through direct engagement with HP's global sales force and our vast network of channel partners.

Free up cash for the cloud with HP Financial Services

Looking for a financial boost to the cloud? HP Financial Services can provide attractive terms on leases for new systems. They also can help free up cash with the sale and leaseback of your current gear; deferred payment plans; and low-rate financing for servers, storage, and networking. You can even take advantage of "step financing" by paying less when you're just getting started and increasing the payments later when your cloud solution reaches its revenue-producing peak.

Where to go from here

To learn more about HP CloudSystem, visit: hp.com/go/cloudsystem

Get connected

hp.com/go/getconnected

Get the insider view on tech trends, support alerts, and HP solutions.

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4AA3-6850ENN, Created November 2011; Updated May 2012, Rev. 1

