

HP plans new products for SME storage needs

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With an aim at addressing the storage requirements for the small-and medium-sized enterprises, HP is positioning itself as a one-stop solution for all its storage needs.

The company is coming out with new products, especially in the SME segment, said a senior company executive.

"Mid-size customers have big expectation for customisation, which are often tempered by restrictions of time, budget, power and staff. HP's new suite of solutions cater to the unique needs of mid-sized and growing businesses in India," said Manoj Suvarna, country manager, HP StorageWorks Division, TSG, HP India.

According to a recent survey commissioned by HP, about two-third of the respondents say their companies require solutions built for their company's size and business challenges.

Most companies feel that growth and profitability are two most important business goal for mid-sized businesses.

About 88 per cent of the business decision makers participated in the survey agreeing that technology is integral to the success of their company.

Most of the decision makers who participated in the survey are of the opinion that their technology infrastructure should

be allowed for better decision making, automation of process, increased competitiveness and business growth.

HP has launched HP StorageWorks 4400 Enterprise Virtual Array (EVA) and HP StorageWorks 2000 Modular Smart Array — that offer high performance, virtualisation capabilities and advanced provisioning software.

Both the products are ideal for the mid-size business that want to manage large amount of data cost-effectively in a storage area network environment.

He said apart from the traditional telecom and banking, the company was witnessing a lot of demands for storage solution from small-and mid-sized companies in sectors such as retail, pharmaceuticals and health-care.

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