

Introduction:

This white paper sets out the reasons why The Innov8 Group recommend that all businesses run their business critical software applications on Branded Hewlett Packard (HP) or IBM equipment.

Innov8 believes that it is good business practice for businesses to adopt this policy in order to ensure they have a stable, reliable infrastructure for their workforce.

Such is our commitment to this belief, we ourselves strictly adhere to this policy ensuring that our own users enjoy 'five nines' availability (99.999% up time).



Reasons why branded equipment is better than ordinary custom build machines (Clones):

Under normal operating conditions, it could be said that a computer is in fact just a computer. In some cases this is potentially true. For example, when a home or office computer fails, it can sometimes just mean the frustration of waiting for a replacement part or even a new machine. These computers typically do not have any mission critical data on them, and once the computer has been repaired or replaced, restoring from a backup is usually sufficient. In the grand scheme of things, these incidents could be considered a minor irritation or just an unfortunate inconvenience.

However, when the 'computers' in question are the file servers running your business critical applications, these failures can be extremely costly. Both productivity and revenue can be lost in these situations, and so it is incredibly important to minimise the risk of this happening. Therefore the importance of having reliable, industry standard, serviceable equipment with readily available replacement parts is paramount. With this in mind, and with the speed of technological advance increasing year on year, you want to be sure that your business has protection long into the future. HP for example guarantee the availability of parts for 5 years from the point where production is stopped, so when you buy HP branded equipment you are buying complete peace of mind.

Reasons for choosing branded equipment for your business critical software:

Branded equipment has one point of fault ownership

Equipment not sourced from a suppliers such as IBM or HP is built using off the shelf parts and as such each component is only tested and covered by the individual component manufacturer. These components are usually not tested together or designed to run specifically with each other, which introduces the risk of compatibility issues arising from driver updates or other changes which may not be immediately obvious at the time of construction.

However, if faults occur within a branded machine there is only one point of ownership, and it is the manufacturer of that machine. If a component fails in a machine made from component parts, each manufacturer could argue it is the fault of the other, and the problem is, they usually do!

Build quality

With non branded equipment there is no brand to protect and as such no reason to ensure that quality is at its maximum. The quality and compatibility of the components used within non branded machines may also be questionable. Branded equipment manufacturers are more likely to source the best components for use within their machines. HP as an example, only source their silicon from the top 10% of manufacturers to ensure premium quality.

Research and development:

Major manufacturers invest many millions into developing and enhancing their systems so they have increased reliability, stability and performance. The important point is they are developing their own components to build a better system rather than to just sell better components. Many component manufacturers concentrate their designs on headline features and performance rather than compatibility and reliability.

A good example of this is HP's 'disk roaming' technology. HP have designed their servers in such a way that the disks can be removed and re-installed in a replacement server if necessary. This eliminates the need for costly rebuilds and down time. As you would expect, this level of resilience is not available in 'clone' equipment, but perhaps more surprisingly, of all the 'branded' vendors, this feature is only available from HP.

Equipment is more rigorously tested:

Branded equipment comes with quantifiable MTBF (Mean time between failure) information. This allows the manufacturers to demonstrate their own reliability against their competing offerings.

Branded equipment wearing the "work with Windows xx" or other endorsements, is guaranteed to have been thoroughly tested with that operating system and its drivers.

Trained staff to maintain it:

Branded equipment is built to exacting standards. Businesses such as HP have accreditation courses which provide specialist training for the engineers that will be installing your systems. This ensures that the person you are dealing with understands your system inside and out and is able to diagnose and solve issues much more quickly and effectively should they arise.

Warranty:

Branded equipment is covered by a comprehensive warranty and spares policy. This is also supported by a network of trained and competent engineers. This is usually not the case with Non branded equipment which is often covered by a third party maintenance company who do not require accreditation and may not be completely familiar with your hardware.

Better peace of mind and cost of ownership :

We believe the use of branded equipment provides better piece of mind, better reliability and support. Equal importance should be given by a prospective purchaser to the cost of ownership or running costs of any proposed computer system. An apparently cheap purchase price or support cost of a system can turn into a frustrating experience. In essence 'you get what you pay for'.

"It is unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money – that is all. When you pay too little, you sometimes lose everything, because what you bought was incapable of doing whatever it was bought to do. The common law of business prohibits paying a little and getting a lot – it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better."

- John Ruskin – 1819-1900

Conclusion :

Unlike software, skimping on the cost of hardware is a mistake which could result in severe implications for your business. Good, reliable supported hardware is an essential part of modern business, ensuring your systems run smoothly with the least disruption and down time possible. For more information on the HP range contact us at your local branch below.

Inno8

Innov8 UK
5 Riverview
The Embankment Business Park
Heaton Mersey,
Stockport,
Cheshire, SK4 3GN

Tel: (+44) 0161 975 1600

Fax: (+44) 0161 975 1688

Innov8 Ireland
Ground Floor
Unit 1
Building 6500
Cork Airport Business Park
Cork, Ireland

Tel: (+353) 21 429 9123

Fax: (+353) 21 429 9068