

Private Labeling Options for Current ProLiant Servers – Generation 6 & 7.

Technical Information for OEMs

Table of contents

Platforms	2
Bezels.....	2
System BIOS	3
Documentation	3
Packaging	3

Abstract

HP ProLiant servers can be customized to meet your needs. From shipping boxes to colored bezels to modified splash screens, HP can provide products that conform to your unique identification and branding requirements. Additionally, HP offers an option for OEMs to customize several aspects of their overall solution via our Factory Express process.

With HP's OEM rebrand service, you can choose a branding solution that works for your business needs and budget.



OEM branding options for current generation servers

HP ProLiant Platforms

Base your OEM solution on one of HP's energy-efficient industry-leading servers. HP offers several choices, entry level, high performance/large capacity servers and everything in between.

Figure 1: Popular ProLiant Servers for OEMs



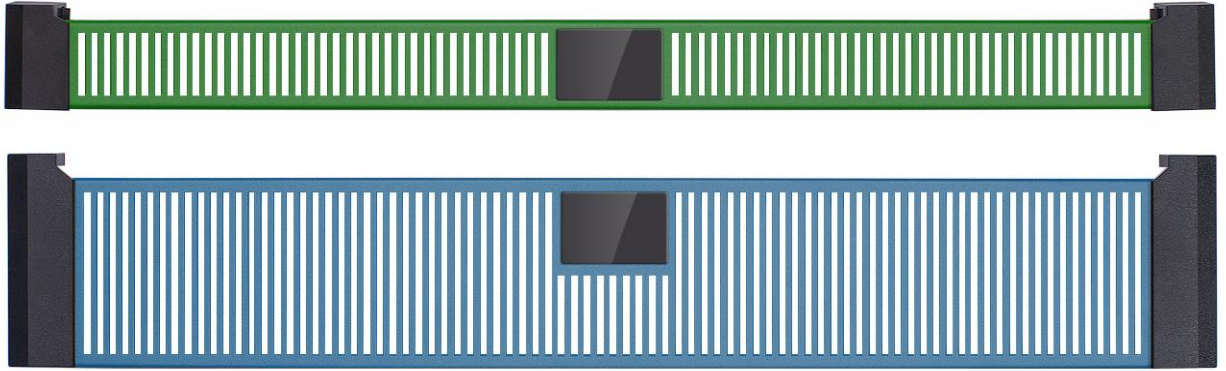
Bezels

ProLiant server bezels can be modified as little or as much as you prefer, from a simple logo on the traditional bezel to a completely custom look and feel. Here are some examples of different bezel customizations.

Figure 2: Standard HP bezel with custom OEM labeling at (1) and (2)



Figure 3: Paintable metal bezel with standard vent patterns and custom labels for select servers



System BIOS

Various customizations can be made to an OEM server system BIOS. For example, you can rename the server with a custom vendor and product ID. These new names will be displayed at POST or within a diagnostics tool.

OEMs can also suppress the HP splash-screen. In advanced customizations, HP can even create a customized splash-screen with an OEM's desired logo.

HP can also provide custom BIOS settings, such as a specific boot order or a preferred hardware configuration.

Documentation

HP provides a generic documentation set that includes required safety and agency information, while not mentioning the HP brand. This documentation can be shipped worldwide.

If you prefer, HP can include your custom documentation during factory builds, providing a smooth fulfillment model.

Packaging

ProLiant OEM servers can be shipped in unbranded boxes sealed with unbranded packing tape. And if you desire, HP can add your logo and product name to labels on the boxes.

For more information

HP is committed to working with OEM partners to provide the products you will be proud to call your own. We hope this information provides you with the details you need in order to choose HP as your OEM partner. Please contact us if you have any questions at the email link below.

Call to action

Learn more about how HP's OEM program can help you.

Contact the HP OEM team at HPOEMTeam@HP.com

Share with colleagues



Become a fan on [f](#) >>

Follow on [twitter](#) >>



Get connected

www.hp.com/go/getconnected

Current HP driver, support, and security alerts
delivered directly to your desktop

© Copyright 2010 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Trademark acknowledgments, if needed.

4AA2-xxxxENW, April 2010

