Hewlett Packard Enterprise

OEM

BUILD YOUR PAY-PER-USE BUSINESS MODEL WITH HPE GREENLAKE

Embrace the benefits of offering everything as a service

THE GROWING DEMAND FOR EVERYTHING-AS-A-SERVICE

According to IDC, 60% of organizations expect to use a fully flexible, lower-cost IT consumption model by 2023[1], and already the demand for pay-per-use services is growing. As a technology innovator, it's important to respond quickly and effectively to this shift in customer demand, or risk missing out to the competition. Your choice of technology partner is critical to success—look for a full spectrum of edge-to-cloud technologies that can be delivered as a service and support your customers' needs now and into the future.

HPE plans to offer everything as a service by 2022, making HPE OEM Solutions the ideal partner to help build, maintain and grow your pay-per-use business model. With HPE GreenLake, you can reduce capital expenditure, enhance proactive management of your hybrid IT estate, align IT spend with business growth, and—most importantly—offer your customers a cost-effective, open, flexible, scalable solution that will help them reach their business goals.

"We are at an inflection point in the market. Everyone recognizes that customers want technology delivered as a service, but they also want it on their terms. HPE's unique approach, which empowers customers with choice, flexibility, and control, is driving tremendous success through GreenLake."

– Antonio Neri, CEO, HPE

[1] IDC FutureScape: Worldwide Datacenter 2019 Predictions, Oct 2018

WHAT IS HPE GREENLAKE?

As the edge-to-cloud platform, as-a-service company, HPE helps you and your customers accelerate digital transformation with a holistic strategy across technology, people, economics, and sustainability. HPE GreenLake is the one platform that brings the cloud experience to apps and data where they must live, transforms your traditional, non-cloud-native apps with an open, container-first approach, and enables you to create your own artificial intelligence (AI)/machine learning (ML) competency in-house. HPE GreenLake's edge-to-cloud platform gives you visibility and control across all your clouds and customer deployments, in one operating model, enabling you to transform how you deliver services to your customers.

HPE GREENLAKE CLOUD SERVICES

- **Containers**
  Drive faster delivery and iteration. Continuously release and improve products and services for business agility.

- **Database Platform**
  Reduce costs with an open-source, enterprise-class data management platform.

- **SAP HANA**®
  Get the most out of your SAP HANA® platform with supporting infrastructure that provides rigorous availability, security, and reliability standards.

- **Private Cloud**
  Build a flexible, secure private cloud with point-and-click provisioning to stand up VMs in minutes.

- **Big Data**
  Get security, performance, and faster time to business insights with a built-for-purpose Hadoop solution.

- **Networking**
  Choose your best fit solution for network as a service, including cloud and on-prem options with Aruba.

- **Storage**
  Choose the storage solution that best meets your needs: HPE Primera, HPE 3PAR, or HPE StoreServ.

- **Compute**
  Choose from a family of versatile, resilient, software-defined servers suited to diverse workloads.

- **Machine Learning**
  Rapidly build, train, and deploy ML models—from pilot to production, at any scale.

- **Virtual Machines (VMs)**
  Gain speed and flexibility with scalable, pay-per-use virtualized infrastructure.

- **Data Protection**
  Combine the simplicity, agility, and economics of public cloud with the security and performance of an on-prem backup environment.

- **Virtual Desktop Infrastructure (VDI)**
  Get the benefits of on-premises VDI, including security, seamless user experience, and productivity.

- **Managed Cloud Services**
  Enjoy a managed cloud environment for your public and private clouds that automates cloud operations.

- **Governance and Management**
  Enhance your HPE GreenLake experience with the resources needed to execute your strategy effectively.

- **High Performance Compute**
  Combine the power of industry-leading, high-performance computing infrastructure.

HPE GreenLake brings the modern cloud experience to your apps, data, and workloads in your and your customers' locations with self-serve, pay-per-use, scale up and down, and is managed for you as a service by HPE. This lets you release capital, boost operational and financial flexibility, and free up your talent to accelerate what's next for you.

This guide explores three of the key ways you can benefit from including HPE GreenLake in your pay-per-use solution offering.

BENEFIT 1: STREAMLINE IT OPERATIONS AND MANAGEMENT

Operating IT environments—be they on your own premises or those of your customers—can be complex and expensive. Currently, 80% of IT resource time is spent on operations rather than on enabling innovation that allows for competitive differentiation[2].

Cutting down on operational oversight is easier said than done, however. Your services depend on the underlying IT running well, so any disruptions in your central data center or at a customer site could have serious consequences. It's essential to maintain clear visibility and control of hardware performance, workload placement, and a wide range of other hybrid IT-related variables.

By safely automating IT operations and management, you can:

- Reduce system downtime, helping ensure a reliable service for your customers

- Identify and resolve minor IT issues before they become big problems, minimizing IT disruption and so improve the end user experience

- Ensure that workload placement is continuously optimized to maintain cost effectiveness and high performance

- Free up technical resource to focus on innovation

With a pay-per-use model based on HPE GreenLake, you can hand responsibility for the operation, maintenance and security of your technology to HPE. Whether the technology is in your own data center, or on a customer site, the HPE GreenLake Central as-a-service portal and operational console let you run, manage, and optimize hybrid IT estates, creating a measurable, cost-transparent platform that makes workload optimization easy. Your customers get the support and peace of mind they need, while allowing you to focus on maximizing your value-add.
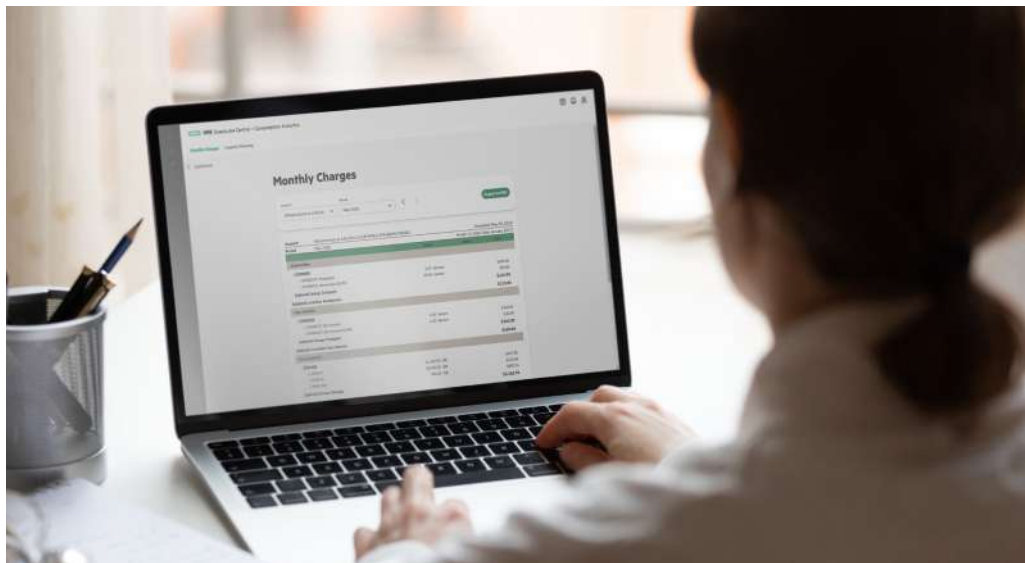
BENEFIT 2: REDUCE RISK AND BUILD TRUST

While the pay-per-use approach may be highly attractive to budget-conscious customers, the model can pose challenges to technology innovators as, inherently, revenue post-capital-investment may be unpredictable. However, HPE GreenLake helps to provide a solution. By leveraging HPE's pay-per-use model (a reserve may apply) you can split the low-usage risk with HPE, transferring the capital investment up the supply chain and away from your bottom line. You can then use the capital you save on innovation and other service enhancements.

Using HPE GreenLake as part of your service offering can also help build trust with your customers in scenarios where implementations take place at their sites. Your customers may choose to allow you to monitor the performance of your solutions once deployed, using the HPE GreenLake portal. This can generate insights that help optimize and tailor the solution for that customer, or inform and enhance future solution development.

[2] Rob Brothers, VP Datacenter and Support Services at IDC, hpe.lookbookhq.com/c/idc-technology-spot?x=w081-c&xs=40596

BENEFIT 3: SCALE EFFECTIVELY

Predicting the adoption rate of a solution is challenging. Underestimate the rate at which customers will sign up, and you risk delays and disrupting the customer journey. Overestimate it, and you can waste investment in under-used technology. This is another challenge solved by a pay-per-use model, which makes it easy to scale capacity instantly, based on customer demand.

HPE GreenLake offers you the ability to minimize overhead costs with a pay-per-use model that frees budget to focus on enhancing your core intellectual property and further innovation. The everything-as-a-service model removes obstacles to managing equipment, updates, adding capacity and costs so you and your customers can be ambitious without being hindered by IT.

Make the right purchase decision.
Contact our presales specialists.

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or contact your HPE OEM Solutions representative today to discuss how we can help you and your customers.

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