



HPE GREENLAKE SALES ENABLEMENT TOOLKIT



ELEVATOR PITCH

HPE GreenLake gives fast-paced service providers (SPs) access to IT that is as flexible as they are.

Shifting towards pay-per-use¹ infrastructure positions SPs to compete more effectively in the cloud, as-a-service and managed service sectors.

With HPE GreenLake, service providers can power into the future confidently because the platform offers:

- Rapid speed to provision, payback and market
- Flexible costs, provisioning and operations
- Freedom to grow, focus and innovate

WHAT IS HPE GREENLAKE?

HPE GreenLake brings the cloud experience to wherever apps and data live, with a pay-per-use model which eliminates both over- and under-provisioning.

Instead of making large capital investments in hardware which needs to be expensively maintained and eventually becomes obsolete, customers buy the computing power and storage capacity they need on a pay-per-use basis, eliminating upfront payments. HPE GreenLake provides a cloud-like experience while addressing on-premises requirements for control, which is a significant issue for SPs.

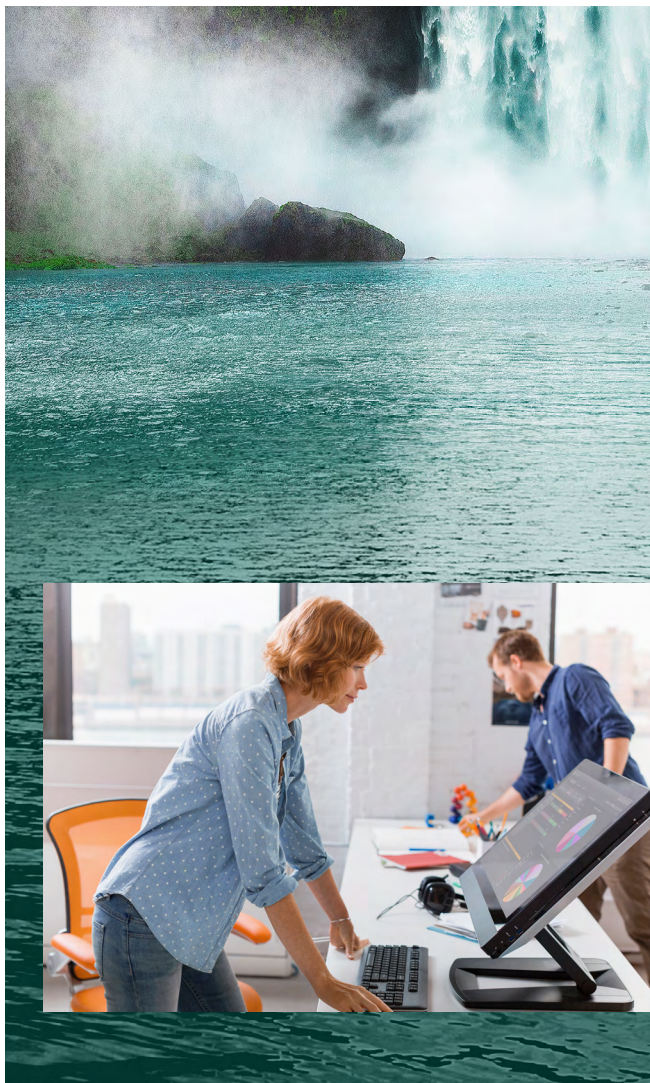
It enables SPs to easily ramp resources up and down in response to their internal needs and end customers' requirements.

HPE GreenLake provides a robust as-a-service portfolio that drives flexibility and speed to market for SPs. It enables them to rapidly deploy a broad portfolio of cloud services such as machine learning operations, containers, storage, compute, virtual machines, data protection and more—with no upfront cost.

¹ Reserve may apply.

HPE GreenLake Management Services liberates SPs from the burden of routine maintenance, with support from HPE InfoSight, which feeds information to our team. Optional support, in the form of remote monitoring, operating, updating, and management services, is available with HPE GreenLake Management Services. HPE GreenLake Central is the one-stop place to go for usage and cost information across your hybrid estate.

HPE GreenLake delivers as-a-service cloud economics on-premises, offering a pay-per-use model with no capital needed up front, and no overprovisioning of infrastructure. With HPE GreenLake, SPs can monitor and control costs and achieve the right mix of cloud and on-premises workloads for themselves and their clients.



THE OPPORTUNITY

Deliver a consumption-based IT solution for SPs that helps them to be a leader in their market sectors.

HPE GreenLake is:	
The cloud that comes to wherever your apps and data live	Simplified IT with centralized operations and insights across the hybrid estate from a single intuitive self-service platform
A platform that offers a pay-per-use model that eliminates the need for upfront payment, while providing financial flexibility	Faster time to market, TCO savings, and costs aligned to the business

What problems does it solve?	
Slow time to value with new IT deployments	Overprovisioning and wasted resources
Resource constraints in the IT team	Unpredictable IT costs

TARGET CUSTOMERS

Service providers

Technology industry research firm 451 Research foresees “continued growth for SPs offering credible alternatives to the hyperscale cloud platforms”, in addition to high demand for managed services.² Yet many SPs do not have the skills or resources on tap to maximize their opportunities as end-customer spending on consumption-based IT surges. The HPE GreenLake offer is an attractive alternative to these SPs.

The sweet spot for the campaign is SPs of all sizes that are transforming and modernizing IT infrastructure to take them into the future, with a view to improving provisioning, streamlining IT infrastructure management and growing their margins. The target audience includes CEOs, CFOs, COOs, CIOs, CTOs, IT directors and data center managers at SPs.

Buying triggers

- The SP is absorbing high costs for resources that are unused and held in reserve
- IT team is stretched, and needs to free time and resources for strategic work
- SP is struggling to compete with hyperscale providers, especially at the lower end of the market
- There is a need to accelerate time to market with new services
- Unpredictable demand has made it difficult to forecast costs, making it hard to price customer contracts
- Margins are under pressure due to rising IT costs
- Complexity of managing hybrid/multi-cloud and multi-tenanted environments is spiraling out of control

Conversation starters

- Do you support a single/multi-tenancy environment?
- How are you meeting the challenge of getting IT infrastructure provisioning exactly right—neither over- nor under-provisioning?
- How are you dealing with IT complexity?
- Do you have a streamlined way to oversee usage and cost information across your hybrid estate?
- What are your IT transformation goals?
- Are you struggling with legacy IT?
- What is your biggest IT challenge?
- What bottlenecks or lags are you facing?
- How are you future-proofing your IT strategy?
- How effectively are you competing against hyperscale cloud providers?
- Are you able to provide IT services to end customers at a cost they will accept?
- Do you want to eliminate the need for upfront capital?
- Do you want to make environmental and cost savings from your legacy IT?
- Do you need assistance from HPE Financial Services to help fund your transformation?

KEY BENEFITS

Faster value

Accelerate app and service deployment

75% shorter time to deploy IT projects³

Simplified IT

Free up staff time to focus on work that adds value

40% increase in IT staff productivity²

Cloud economics

No upfront payment

Costs scale up and down, based on actual metered usage, billed monthly³

Better control

Optimized performance, latency, risk and cost

85% less unplanned downtime⁴

² 451 Research, "2021 Trends in Cloud & Managed Services Transformation", Preview Report, Dec 2020

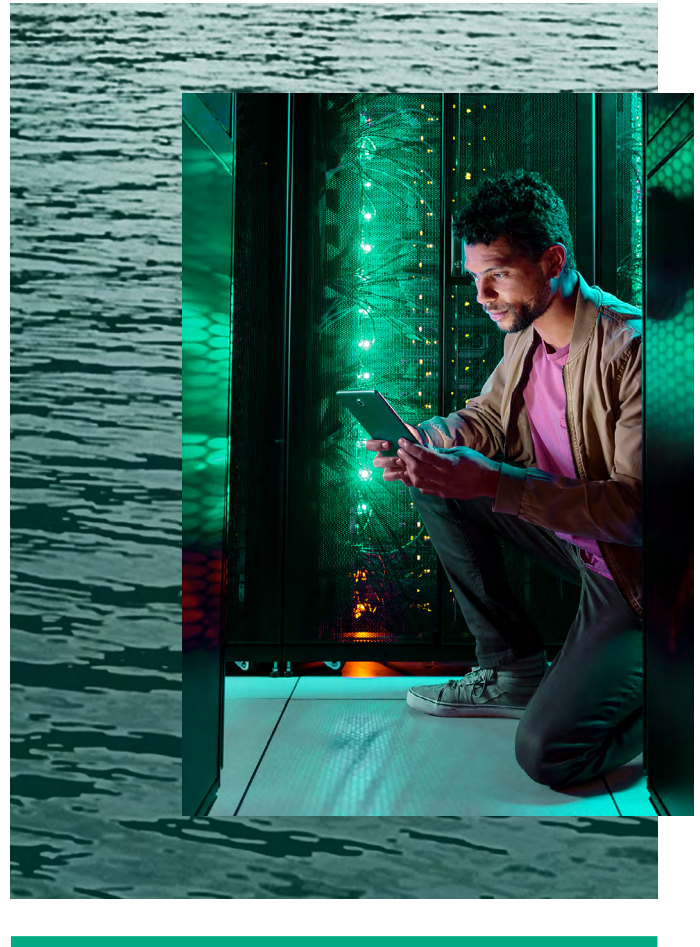
³ Forrester Research, "The Total Economic Impact™ of HPE GreenLake: Business Benefits and Cost Savings Enabled by HPE GreenLake". Forrester Total Economic Impact™ Study commissioned by HPE, June 2020.

⁴ IDC, "The Business Value of HPE GreenLake Management Services". IDC White Paper sponsored by HPE, January 2020.

CUSTOMER ENDORSEMENT

“With HPE GreenLake, we’re able to improve customer satisfaction. We can respond faster to customer needs and bring them value more quickly. There’s less risk in our business because the servers and storage are continually maintained and updated by HPE. And the pay-as-you-go financial model works for both Sopra Steria and our customers. It’s a win for everyone.”

- Tor Neset, Chief Technology Officer, Sopra Steria



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