

# HPE GREENLAKE SALES PLAYS

FOR HPE CHANNEL PARTNER SALES

Hewlett Packard  
Enterprise

## HPE GreenLake value proposition

As the edge-to-cloud platform-as-a service company, HPE helps you **accelerate your digital transformation** with a holistic strategy across technology, people, economics and sustainability. HPE GreenLake is the **digital transformation accelerator of our strategy**—the one platform that brings the **cloud experience to your 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 AI/ML competency in-house. HPE GreenLake's **edge-to-cloud platform** gives you **visibility and control across all your clouds**, in one operating model, enabling you to transform how you **deliver services** across your business, accelerating your thinkers, makers and doers, in IT and beyond.

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

## About this playbook

By 2022, the entire HPE portfolio will be sold as a service and HPE GreenLake is how we are accomplishing it. This playbook offers the first in a series of sales plays that will cover different selling situations and contexts. We are starting with plays focused on HPE's foundational infrastructure as a service (IaaS) offerings. We will then follow with plays designed specifically to help you sell specialized workloads (i.e., SAP HANA and VDI) and also sell into specific industries.

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## HPE GreenLake: where the market is going

“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

### WIFM (What's in it for me?)

- **An annuity stream that keeps producing for you**—HPE GreenLake is incredibly sticky, and typical organizations increase their HPE GreenLake usage over 25% per year with a typical 9-month change order cycle, creating an annuity stream over the term. Change requests and additional customer requests are common, so the growth possibilities are immense. HPE GreenLake is mature in the market, differentiated, and winning.
- **Transform your own business solutions**—Include HPE GreenLake in your own solutions to deliver your solution as a service rather than passing on the cost of heavy upfront investment to your customers.
- **Deepen the customer relationship**—Our highest customer satisfaction rates are with HPE GreenLake with 90%+ retention for current HPE GreenLake contracts. You own the customer relationship and the HPE GreenLake service contract, as well as the monthly billing and margin percentages. HPE GreenLake could result in a 7- to 10-year consumption services contract and a longer-term customer relationship.
- **Retire quota faster**—HPE GreenLake is ideal to help you retire quota. Go up the technology and services stack, bring third parties under HPE GreenLake management, and increase deal size. Create new revenue with rebates on the initial committed value of the SOW term, rebates on change orders when new gear is added, rebates for over-usage, and monthly recurring revenue.
- **Provide customers with options**—Moving to a pay-as-you-go model can be a lifesaver for some customers. Make sure you give your customers all the options they need to keep the account happy and help them meet their desired outcomes. Offer HPE GreenLake as a way to help meet your customer's needs.

# HPE GreenLake: A trusted solution

**By the numbers**    **Over \$3.5B** under contract    **500%** YoY growth FY20 vs. FY19 through Partners    **Over 90%** customer retention    **1000+** HPE GreenLake customers across industries    **10 years' experience** delivering consumption    Delivering HPE GreenLake in **45+** countries

## HPE GreenLake building blocks

Our new, modular building block approach has made HPE GreenLake simpler than ever. Building blocks are a discrete component that combined, enable workloads with a stack of infrastructure, software, and services. These new modular building blocks are pre-configured workload-optimized hardware and software in as few as 14 days to the customer's door, with configurations for cost-optimized, balance and performance workload requirements.

## How is HPE GreenLake unique?

	HPE GreenLake	Public Cloud	Lease	Traditional Purchase
Cost calculation	Monthly costs vary based on metered usage	Low data storage costs Charge every time data is read	Static monthly costs, regardless of usage	Single, upfront lump cost
Billing	Single monthly bill for all services	Single monthly bill	Often multiple bills with different vendor names	Single upfront bill
Capacity and provisioning	Right-sizes the environment for minimal overprovisioning Never run out of capacity Begin immediately without app adjustments	Unlikely to run out of capacity Getting started can take time for app transformation or modernization	Common to overprovision Could run out of capacity	Common to overprovision Could run out of capacity
Technology	Choose technology	Can't choose technology	Choose technology	Choose technology

## WHY DO CUSTOMERS BENEFIT FROM A CONSUMPTION MODEL?

- Accelerate response to business demands
- Eliminate overprovisioning
- Avoid slow procurement and time to value
- Improve siloed operations
- Cash flow savings with metering
- Vendor risk sharing
- Cloud-like experience with control, compliance and security
- Reduce upfront spend to re-invest in the business
- Scale up and down on demand

## WHY HPE GREENLAKE?

- Pay-per-use on-premises based on metered usage
- Most flexible metering options to fit their business
- Active capacity planning for cost savings and no overprovisioning
- Inherently multi-cloud and multi-stack for no lock-in
- Depth of offerings, Partners, technologies
- Consumption portal with live usage views
- Financial services organization to help customers flexibly utilize and rotate assets
- Cloud-like flexibility to meet business needs
- Begin immediately with no time spent on app transformation
- One support team for infrastructure, installation, upgrades, support and metering

## WHY SHOULD CUSTOMERS TAKE IMMEDIATE ADVANTAGE OF THIS?

- Immediately and continuously optimize usage and costs
- Reduce upfront cost from a traditional purchase
- Align workloads with capacity
- Get an integrated view into cost, governance, performance, operations and security
- Reduce risk and vulnerability
- Simplify procurement with as a service delivery
- Reduce time-to-market for competitive advantage
- Free IT team for more strategic initiatives

# Selling the value of HPE GreenLake

Use the messages here to sell on business outcomes and value. Start by doing discovery to understand your **customer’s goals and desired business outcomes** using models you’ll find on the **Customer Outcomes page**. Once you clearly understand the **business drivers**, move the conversation to the **corresponding IT goals and specific use cases**.



## HPE GreenLake key messages

**Pay per use**—Boost financial flexibility, free up capital, better control costs and align costs to business outcomes with a cloud-like experience in an edge to cloud platform.

**Scale up and down with ease**—Scale resources up and down as you need to and always have capacity ahead of demand.

**Unify and simplify your operations**—Management and governance services to operate the infrastructure for you, to free up staff for more value-added work, to stay safe, and to deliver insights to control cost and risk with hybrid cloud.

## Use these door openers

Use the sentences here in your pitches or voicemails to spark customer interest in HPE GreenLake and get the conversation going.

“HPE GreenLake is an **IT as a service consumption model offering**—not a lease—that will **radically transform** how you **procure, deploy, and leverage technology**.”

“What if I could give you a **public cloud experience** with all the benefits of on-premises IT?”

“HPE GreenLake bills monthly based on **actual metered usage**, and that metering is included. And you can **scale up** as you grow with an **installed buffer** that’s ready to use.”

“What if I told you I had the solution for controlling the **performance, security, and compliance** of your data?”

“How would you feel about **aligning your costs** to the business without constraints from your **capital budget**?”

“Cloud is not a destination—it’s an **experience**.”

“HPE GreenLake is a suite of curated services that delivers **IT outcomes with hardware, software and expertise on premises**.”

## HPE GreenLake top customer benefits

- **Increased net new revenue** from faster time to market
- **Eliminate overprovisioning** and preserve **cash flow**
- **Capacity available** ahead of demand
- **Align IT spending to business goals**
- **Visibility and control** across all your clouds
- **Deploy projects faster**
- **Choose your technology**
- **Less time spent “keeping the lights on”**
- Environment stays **current, compliant and secure**
- **Reduced costs** of support and professional **services**
- Increased IT **team and business productivity**

## HPE GreenLake top differentiators

- **True pay-per-use** based on **actual metered usage**
- **Cloudlike experience** securely **on-premises**
- **Pre-provisioned buffer capacity** to never run out
- **Control** over privacy, compliance, latency and security
- **Single platform** for **cloud-native** and **traditional apps**
- **Self-service hybrid cloud portal**
- **Include your whole, multivendor IT estate**
- Unique modular **building block approach**
- **Supports a multi-cloud strategy with no vendor lock-in**
- **Single, integrated view** into cost, governance, performance, and security
- Dedicated **Account Support Manager (ASM) and Proactive Services**
- **10 years of experience** delivering Platform-as a service

## Look for these pain points

Staffing challenges	Financial challenges	Infrastructure and security challenges
<ul style="list-style-type: none"> <li>• IT focused on <b>maintaining current operations</b>, not <b>high-value initiatives</b></li> <li>• Pressure to <b>reduce IT staff and budgets</b></li> <li>• Desire for <b>self-service</b> and <b>provision on demand</b></li> <li>• Lack of sufficient <b>IT team bandwidth</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Increased overprovisioning cost</b></li> <li>• Slow to create <b>new revenue streams</b></li> <li>• <b>Transparency</b> across usage and consumption</li> <li>• <b>Managing budgets</b></li> <li>• Spikes in <b>spending</b></li> <li>• <b>Capital outlays</b> for multi-year investments</li> </ul>	<ul style="list-style-type: none"> <li>• Slow <b>provisioning times for new projects</b></li> <li>• Desire to <b>better leverage data</b> to <b>improve customer experience</b></li> <li>• <b>Increasing data</b> to store and access</li> <li>• <b>Keeping equipment and software</b> maintained and current</li> <li>• <b>Resources available</b> when needed</li> </ul>

# Value propositions by persona

Successful sellers say whenever possible it is best to start with someone from the business who has the problem and often the budget as well. As you engage with traditional IT customers, remember HPE GreenLake can help IT be the hero for the business by giving them more control while reducing shadow IT. Use **role-mapping (see page 22)** to plan your best approach to engage the proper roles and buying centers at the right time.

## STRATEGIC PERSONAS: FOCUS ON BUSINESS OUTCOMES

CIO TEAM		CFO		LOB	
Cares about	Talk about	Cares about	Talk about	Cares about	Talk about
Streamlining operations	Spinning up services quickly	Achieving TCO reduction	Business value of a consumption-based model	Reducing latency and reaction time	Accelerating time to value and time to market
LOB moving to public cloud	Supporting business in need to innovate	Improving cash flow	Improving resource utilization	Improving customer experience	Improving ability to innovate
Current amount they're spending	Easily adding services as needed	Innovating faster	KPIs they'd like to improve	Increasing speed and agility	Using data to improve customer outcomes and experience
Workload control	Better utilizing available data	Operational efficiencies	Critical initiatives held back due to in-year budget concerns	Maximizing time to value	How they're differentiating themselves from the competition
Capacity and ability to scale	More predictive operations	Reducing IT costs	Avoiding lock-in	Improving IT productivity	Having IT resources focused on value-added tasks
Availability and security	Reducing shadow IT	Visibility of total IT spend	SLA options	Eliminating downtime and reducing churn	Meeting desired SLAs
Meeting compliance requirements	Monetizing in-place assets for investment in new IT	Accounting treatment	<b>US only:</b> The new FASB standard + benefits of private cloud for SOX Compliance	Brand image	Accelerating customer onboarding
Funding IT transformation	Quickly spinning up new infrastructure platforms	Increasing total customer value			Increasing customer lifetime value
Satisfying key stakeholders		Managed costs and predictable budgeting			
Reducing costs and vendor lock-in					

## TACTICAL PERSONAS: FOCUS ON TECHNICAL OUTCOMES

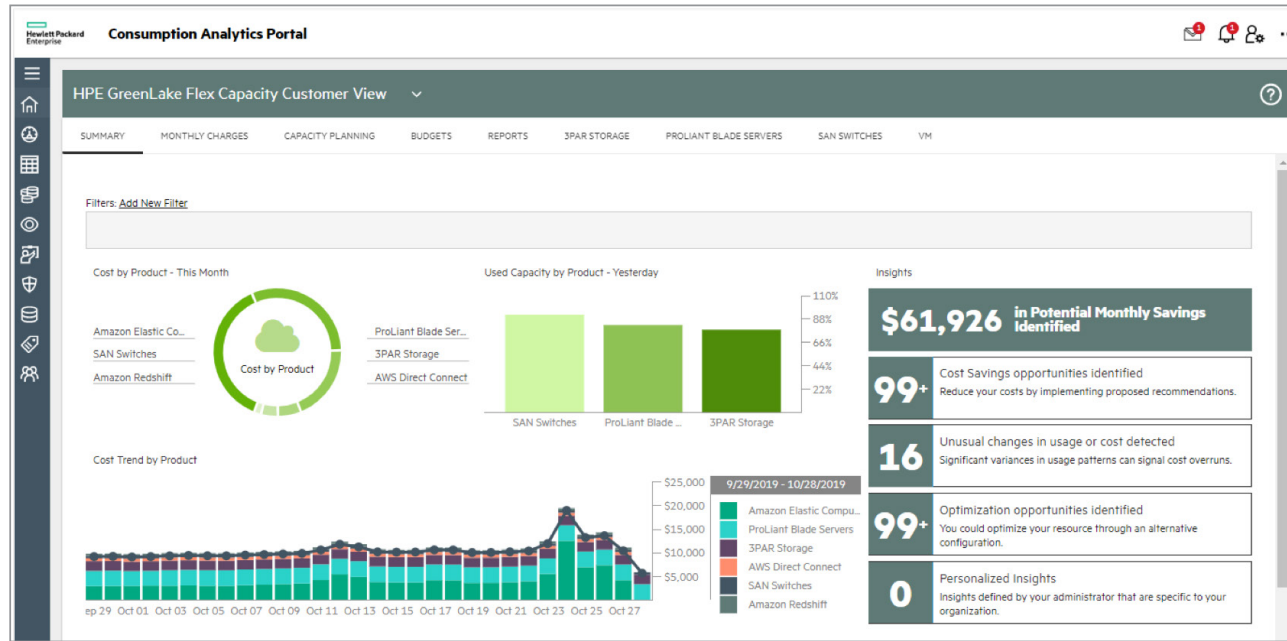
HEAD OF IT AND INFRASTRUCTURE		SYSTEMS ARCHITECT		PURCHASING	
Cares about	Talk about	Cares about	Talk about	Cares about	Talk about
Trusted partnership	Meeting desired business outcomes with rapid scalability	Support and responsiveness	No capital outlay	Simplified invoicing	SLA flexibility
Lowest bid quote	Spinning up new services quickly	Meet business demands within tight capital budgets	Running business with minimum overhead	Transparency of IT asset use	One single monthly bill for everything
Cloud and platform management	Reducing downtime due to unforeseen events	Configuring or investing in the datacenter	Clear pane of glass view with HPE GreenLake Central	Pay as you go flexibility	Meeting business needs and quickly spinning up revenue-generating services
Data security and availability	Less to manage without sacrificing control	Eliminating service downtime	Transformation initiatives on the roadmap	Managing tight budgets	Reducing shadow IT
Meeting surge demands	Enhanced asset utilization	Improving business innovation and productivity	Lead time from identification of need to acquisition of capacity	Meeting business requirements	Aligning IT with business needs
Stranded workloads	Consolidation of fragmented environments	Ensuring scalability and ease of integration	Integrating fragmented environment	Driving change with project-focused budgets	
Insecure environments	Providing IT as a managed service to internal customers	Existing infrastructure			
Reducing time and resources for operations and maintenance					
Investment in training for staff, knowledge gaps					

# HPE GreenLake basics

Get very familiar with the key aspects and benefits of the HPE GreenLake solution to have more productive customer conversations.

## What is HPE GreenLake Central?

Unified portal for your entire IT estate	Point-and-click insights and control	Intuitive consumption analytics	Fast IT resources provisioning	Continuous compliance	Data-driven capacity planning
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Easily add services through a single portal and gain deeper data and insights for action.

## 5 benefits of capacity management with Consumption Analytics

- 1 Visibility**—Get detailed visibility into usage and costs with a single pane of glass for consumption-based IT, personalized dashboards and self-service reporting.
- 2 Control**—Manage IT spending via budgets, alerts and customizable insights, and reduce provisioning risk with monitoring and monthly billing per usage.
- 3 Capacity planning**—Customers can forecast demand and get the capacity needed for workloads, or HPE can manage capacity planning for them with HPE GreenLake service offerings.
- 4 Optimization**—Quickly access the insights necessary to optimize usage and costs based on rules-based thresholds.
- 5 Dedicated support**—With HPE Consumption Analytics, customers get a dedicated Utility Delivery Manager to help the customer achieve their goals.

## The future of Partner service delivery

HPE Channel Partners have a wide range of service capabilities—with HPE services and services of their own. Many Partners begin engagements with sizing or assessments, and others do install and startup, or they offer managed services for the plays in this playbook. Leverage value-add services from HPE on **page 21** and consider the HPE services below in addition to your own service delivery options.

### HPE GreenLake Management Services

For the all-in customers, HPE GreenLake Management Services are a natural add-on services sale for HPE GreenLake and a valuable HPE GreenLake with colocation for a hybrid edge to cloud experience. The service delivers comprehensive monitoring, operations, administration, optimization, and continuous improvement across all areas of IT. With HPE GreenLake Management Services, HPE partners with the customer to help run their IT with optimal performance, reliability, cost efficiency, and performance.

### Data Migration Services

Customers moving to new platforms procured through HPE GreenLake often need to move their data. In those cases, suggest our Data Migration Services to migrate their critical data safely and with minimal impact on operations.

### IT Project Management Services

Look for additional IT projects that can be managed in conjunction with setting up an HPE GreenLake environment to get the full value of HPE GreenLake for customers and for you.

## The enhanced support experience

Ongoing services with a dedicated support team over the life of the investment is a foundational and required part of HPE GreenLake service. Customers can stabilize, automate, optimize and scale with a new, modernized approach that centralizes expertise and helps them better integrate technology, streamline delivery of IT services, and optimize operations. Ongoing services and a dedicated account team help the customer drive proven and repeatable outcomes with services tailored to business need.



## Understand your customer’s desired outcomes

Deeply understanding your customer’s business needs and drivers is critical to the success of an HPE GreenLake sale. Use the foundational models below to help with discovery and build your business case, then use the customer references on the play pages as examples in your conversations.

### Understand business drivers and corresponding IT goals

There’s a relationship between the business drivers on the left and the corresponding IT goals on the right. Use the below business drivers and IT goals to do deeper discovery and value exploration and have more options to support your clients’ business growth objectives.

#### Business drivers and IT goals:

Preserve cash	→ Consumption model
Pay per use	→ Move to cloud
Accelerate digital transformation	→ Improve agility
Take risks	→ Focus on new projects
Deliver new services	→ Modernize legacy platform/infrastructure
Meet immediate business demand	→ Variable capacity (onsite or supply chain)
Simplify lengthy procurement cycles	→ Simply adjust capacity in service
Aging technology	→ Easily refresh technology through lifecycle of service
Massive overprovisioning	→ Pay only for what’s being used
Improve IT productivity	→ Have resources focus on value-added tasks

## Uncover business goals for the three value vectors

Use the vectors of Cost, Risk and Time to understand the critical dimensions of customer need that will define the right way to describe and position HPE GreenLake. Then dig down deeper into these areas to fully explore what your customer values and requires.

### COST

Alleviating “lumpy” upfront spend is a primary driver for many organizations. It leads naturally into explorations of utilization and overprovisioning. Reducing TCO and infrastructure investments are major selling points of HPE GreenLake.

- Align capital or operating budgets
- Reduce overprovisioning
- Expand current capacity without on-prem infrastructure investment
- Scale as required by business
- Improve payment method for capacity
- Focus IT on value-added tasks

### RISK

Customers may not realize how much risk a consumption model addresses. Describe how we help, from reducing technical risk with HPE and Partner support, to reducing financial risk over the contract term, to reducing dependence on internal IT resources.

- Handle growing on-prem and cloud workloads, critical applications and business demands
- Standardize capabilities across the organization
- Reduce/remove the burden of capacity planning

### TIME

Forrester Research found that with HPE GreenLake, time-to-market improved by 63% over standard operations. This delivers a new level of agility to the business.

- Speed up application performance and time to innovate
- Reduce time-consuming procurement cycles
- Adjust quickly to changing workload, application, and business demands
- Accelerate transformation to the cloud

## Do discovery to understand what your customer values

### “Where will the business be in 12 to 24 to 36 months?”

It's ideal for organizations to be growing as that helps HPE GreenLake's business model to be profitable for them. Find out what workloads and initiatives they have going to get a sense of whether HPE GreenLake makes sense. Simple technology refresh cases can still be good targets for HPE GreenLake, so use the Qualify criteria in the **Sales Process section** to check that they're a good fit.

### “How much is overprovisioning costing you?”

Explain how HPE will work with their team to forecast their base computing requirements as a minimum capacity as well as their peak capacity requirements and growth. That right-sizes their environment from the start, then we create a local buffer of compute resources that are installed and ready for use. Your customers don't pay for this capacity until they use it, unlike with hardware, where they'll pay in full upfront. Be aware of the full business case, as a traditional sale may cost less than HPE GreenLake over the life of the contract. Be sure that the customer has not received a traditional purchase quote first, as HPE GreenLake will look more expensive by comparison.

### “How are you reducing costs while accelerating service delivery?”

HPE GreenLake ensures that the customer gets and pays only for the resources they need, lowering their costs and freeing up their IT teams for value-added tasks. And with the scalability offered by HPE GreenLake, the organization can accelerate their go-to-market and create new revenue streams quickly.

### “What is the business impact of having to wait for infrastructure?”

Waiting for a procurement process means missed opportunities and could be keeping your customer from staying competitive. HPE GreenLake provides the capacity your customers need in their data center, so they don't have to guess whether they can take on the next project, business opportunity, or new customer.

### “When is your next technology refresh?”

They may still have newer solutions they'd like to keep using but be interested in the consumption model. Let them know that they can bring their existing HPE or third-party hardware and networking solutions under HPE GreenLake management, all with one simple invoice per month.

### “How are you controlling the IT environment while providing business flexibility?”

Customers today want to consume technology when, where and how they want. With HPE GreenLake, we can provide resources at or better than the cost of cloud, and the customer only pays for the resources consumed. Our service is also ideal for IT, who want to secure the environment, protect the organization and control the hardware, software, and data.

### “What is your cloud strategy?”

They may have goals in mind such as enabling self-service, reducing costs, or improving scalability or agility. Discuss how we can help them do that with HPE GreenLake, offering them consumption-based services to help customers get the flexibility of public cloud while still being under their control and on-premises.

### “What are the key challenges your business is experiencing?”

The organization may be struggling with time to value, cash flow or transformation. Find out about their asset utilization, the critical applications and workloads they're currently running, and how long it takes them to move from the concept of a new service to its production.



## Compute sales play

When moving from traditional selling conversations to HPE GreenLake conversations about compute, start with the customer’s desired business outcomes, like growth or app modernization. Then transition to use cases that will help drive the outcomes.

**Tech refresh, upgrades, transformational projects or end of support life** are all great opportunities to have a conversation about moving to HPE GreenLake. For **current HPE compute customers**, bringing HPE legacy server estates under HPE GreenLake control is one way to get started. Help customers consider right-sizing their environments and their future growth needs to ensure capacity management that helps them achieve their desired outcomes.

Focus on **shared services** (also called **cost allocation**) in your pursuit. Many CIOs are trying to meet mandates to move to net zero IT where costs are allocated to users. Explain that HPE GreenLake provides the capability to **break down all compute**—not just hyperscale—with **components to allocate** to individual users, for on-prem usage and in the cloud.

Talk about **the HPE technical advantage in hardware security**. Many consumption competitors may be less secure. HPE builds **industry-leading hardware security** directly into our products. In comparison, most cloud storage doesn’t have **enterprise-grade solutions** with the critical feature of **dedupe that enables customer chargeback** on a consumption basis.

**Unit of Measure (UOM):** Server on/off, per core (for HPC environments)

## HPE GreenLake for compute

Gain speed and flexibility for your compute infrastructure on-premises with a range of purpose-built ways to run your “bare metal” workloads, ready to scale up or down, delivered on a pay-per-use basis, and operated for you with HPE GreenLake. With modular building blocks, you can order, receive, and implement your compute resources fast, and grow capacity ahead of demand. This solution beats the competition because HPE leads the market in consumption-based solutions and has the ecosystem to incorporate the key vendors that your business depends on.

Composable	General Compute	Storage Optimized
<p>Gain efficiency and control with software-defined solutions that allow you to deploy IT resources quickly. HPE GreenLake with Synergy is a composable bladed infrastructure that powers any workload in a way that is easy to consume, sized, and curated for your needs.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>• Hybrid on private cloud</li> <li>• Virtualization</li> <li>• Containers</li> <li>• VDI</li> <li>• Big data, including data analytics and management</li> <li>• Automation, i.e., AI and chatbots</li> <li>• EHR healthcare applications, i.e., EPIC</li> </ul>	<p>Support compute-intensive workloads with rack-optimized servers for scalability in a small footprint. HPE ProLiant—the world’s most secure industry-standard servers—and HPE Apollo servers deliver the compute you need with a flexible, software-defined approach built on a foundation of intelligence starting at the server level.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>• Virtualization</li> <li>• Collaboration on business applications/big data analytics</li> <li>• Software-defined storage</li> <li>• Hybrid on private cloud</li> <li>• VDI</li> </ul>	<p>Support data storage-dense workloads with a balance of performance, expansion, and manageability for even your most critical applications and data on-premises. HPE ProLiant and HPE Apollo Servers offer an architecture optimized for big data analytics, software-defined storage, backup and archive, and other data storage-intensive workloads.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>• Data analytics and big data</li> <li>• Object storage</li> <li>• Software-defined storage</li> <li>• Backup and archive</li> <li>• Financial and scientific computing</li> <li>• Data communications</li> </ul>



# Compute talk track, messages and discovery questions to further your conversation

## TALK TRACK

Start by discussing desired business outcomes and drivers. Explore risk, time, and cost concerns. Then move to use cases and utilization rates.

<b>DRIVERS</b>	Customers today want technology delivered as a service, on their terms.
<b>OUTCOMES</b>	HPE GreenLake empowers customers with choice, flexibility, and control.  HPE helps deploy infrastructure faster with services to meet desired outcomes, so customers can continue to innovate.
<b>RISK-TIME-COST</b>	Customers choose SLAs, get flexibility to pay-per-use and scale, and have control over their environment.  HPE enterprise-grade compute solutions are also built with security top of mind to improve risk, cost, and time outcomes.  With HPE, customers can break down all compute on-prem and in the cloud—not just hyperscale—with components to allocate per user, ideal for net zero IT.
<b>UTILIZATION</b>	HPE continually right-sizes the environment, so customers can start small with a new workload and scale up as they grow.
<b>CLOSE</b>	With HPE GreenLake, customers can drive workload-optimized business outcomes and focus IT teams on higher-value initiatives.

## KEY MESSAGES

**Simplified IT operation**—Configuring, installing, and operating compute resources is labor- and capital-intensive. This consumption-based, as a service approach from HPE GreenLake offers end-to-end cloud-like simplicity and efficiency, with pre-configured modules delivered directly to the data center and managed by HPE. Customer IT resources will be freed to focus on higher-value tasks, and trusted HPE experts will provide proactive and reactive support.

**Scale up or down on demand**—New opportunities and unexpected challenges draw heavily on compute resources. Respond immediately with the built-in buffer capacity, and HPE will manage the capacity with you to add additional resources before they are needed.

**Cost transparency**—In a consumption-based model, billing directly relates to actual compute usage, above reserved capacity. With dashboard-style visibility into near-real-time consumption and cost, the HPE GreenLake Central management platform delivers unrivaled transparency and control.

**Configurations for any workload.** From ultra-flexible, general-purpose composable compute infrastructure to modular compute-optimized infrastructure to storage-optimized solutions suitable for big data analytics and software-defined storage, HPE GreenLake offers pre-configured solutions across multiple tiers and scales. With online pricing, it's easy to review and compare different configurations and costs—and then get it fast: delivered to your data center in a matter of days.

## DISCOVERY QUESTIONS

**What is the business impact of having to wait for infrastructure?**  
  
With HPE GreenLake, you can accelerate initial solution deployment and ensure investment protection to scale and grow with our consistent, repeatable process for provisioning compute environments.

**How are you managing compute configurations and resources?**  
  
This can be time-consuming and complex and require significant capital investment, especially with just-in-case overprovisioning. Explain that the fast, flexible compute infrastructure they need can be delivered on a consumption basis with HPE GreenLake, with a range of bare-metal configurations delivered and operated for them and consumed on a pay-per-use basis.

**What is your cloud strategy?**  
  
Explain how HPE GreenLake provides a cloud-like environment, with a secure, common operating model to meet individual application and user requirements while maintaining visibility and control over costs, security, and governance through on-prem infrastructure.

**FIND MORE** Most of these references cross infrastructure types, but have been sorted into their most relevant play. For more references by geo and vertical, use this link: [here](#).

# HPE GreenLake for compute references



(EMEA, Automotive)

HPE compute solutions  
HPE Synergy

**Porsche Informatik**, Porsche Holding Salzburg's (PHS) in-house IT service provider, wanted to completely change their IT approach and is now on their way to becoming a software-defined data center to increase agility across IT.

### What were their challenges?

**COST**

- Need for billing flexibility
- High cost and complexity
- Inefficient operations

**TIME**

- Development and testing delays
- Slow speed and agility
- Desire to increase responsiveness

### Business drivers and IT goals:

Limited resources and delays in development, testing, and distributing applications	→ As a service solution to accelerate app development and innovation
Plan and implement workflows easily and quickly	→ Full control over the entire computing environment and individual workflows
Company size and organizational complexity	→ Flexibility of consumption model to avoid high procurement costs
Make daily life of IT administrators easier	→ Automated IT functions so team can further develop the platform



(WW, Service Provider)

HPE compute solutions  
HPE Synergy

**Nokia Software**, the Finnish telecommunications giant, wanted to support fast-growing software development and testing demands with greater agility and efficiency. They cared about these time and cost factors: slow time-to-market, increasing demands on R&D, cost constraints from high energy demands, high data center floor space costs and high CapEx. With HPE GreenLake, they have increased R&D velocity and have moved the development team to work on higher-value projects. Nokia Software now has hardware elasticity on-premises and has improved their environmental footprint with renewable energy sources.



(EMEA, Healthcare)

HPE compute solutions  
HPE ProLiant Server

**Flevoziekenhuis**, a hospital in a fast-growing region in the Netherlands, was juggling ever-increasing data scale, velocity, and complexity. They focused on these risk and cost factors: boosting the security of their PACS image archive, disaster recovery, meeting new data-sharing requirements cost-effectively, high OPEX, and modernizing their IT stack without adding staff or increasing admin costs. With HPE GreenLake, they have met government mandates for data sharing, enabled secure medical imaging, and satisfied their hospital needs, for easier sharing of patient data between hospitals, labs and researchers.



(EMEA, IT)

HPE compute solutions  
HPE Synergy, HPE 3PAR

**Sopra Steria** is an IT consulting and digital services powerhouse that delivers flexible hosted IT services to a broad range of customers with dynamic workloads. They hoped to address these time and cost factors: slow customer time-to-value, dynamically changing customer needs, high CapEx and OPEX, and low IT productivity. With HPE GreenLake, they can quickly, seamlessly scale capacity as individual customer demands grow without needing to buy additional hardware, and they are able to deliver hosted IT services to a wide range of customers with diverse workloads.



(US, IT)

HPE compute solutions  
HPE Synergy

**CBTS**, a leading technology provider to more than 3,000 organizations across industries, focuses on helping customers transform their IT to meet new business demands. They focused on these time and cost factors: speeding time-to-market, flexing up and down, reducing overprovisioning and overspending, and reducing unpredictable billing. CBTS customers can now access additional capacity immediately to spin up services quickly. CBTS customers now overprovision less and pay only for what they use with HPE GreenLake, with infrastructures that match their specific needs.

## Storage sales play

When moving from traditional selling conversations to HPE GreenLake conversations about storage, start with **desired business outcomes**, like supporting growth or optimizing costs. Then transition to use cases that can deliver against those outcomes.

Understand what the customer is **trying to provision** now and in the near future, as well as their current **utilization levels, which may require some digging to find or approximate**. Discuss how moving to the HPE GreenLake experience begins with **right-sizing** to meet requirements from the start and **capacity planning** to bring new resources in ahead of future needs, for much **higher utilization and ROI**.

Many customers are **repatriating storage from the public cloud** because of unexpected or exorbitant charges to extract their data. Suggest moving them to HPE GreenLake and consumption billing, rather than an outdated on-premises model.

**On-premises data storage is very sticky**. The more data you help customers retain on-premises, the more opportunity we have to sell services and additional solutions. More than 90% of HPE GreenLake customers have a storage component. HPE storage is tried and tested, and it offers great opportunities for upgrades.

With the new and improved HPE GreenLake Quick Quote, you can get accurate quotes much faster, offering an **ideal situation for HPE Partners and HPE sellers targeting mid-market customers to explore the advantages of HPE GreenLake**.

**Unit of Measure (UOM):** Written Raw GiB (Mission Critical only), Written Usable GiB (Business Critical, General Purpose, Data Protection)

## HPE GreenLake for storage

Data is at the heart of your enterprise, and HPE GreenLake is here to help you unleash the value of your data, from edge to cloud with an as a service experience. HPE GreenLake offers a set of workload-optimized services built on an intelligent data platform. These service offerings are powered by industry-leading intelligent storage that delivers the performance, reliability, efficiency, and protection you require. You can consume storage as a service, giving you the simplification, economics of scale, and control you need to transform your business.

Mission-Critical	Business-Critical	General Purpose	Data Protection
<p>If downtime will cripple your business, we offer configurations with extreme latency sensitivity and resiliency for 100% availability. HPE Primera All-Flash mission-critical storage offers high-performance and high availability, and is a highly scalable Tier 0 solution.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>Enterprise, mission-critical applications</li> <li>Large-Scale DBs (SAP HANA, Oracle, SQL Server)</li> <li>ERP</li> <li>Transaction processing</li> <li>High-performance, latency-sensitive workloads</li> </ul>	<p>These Tier 1 configurations for primary workloads enable strict service level agreements (SLAs) for availability and performance. HPE Nimble Storage All Flash Arrays combine a flash-efficient architecture to achieve fast, reliable access to data and 99.9999% measured availability.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>SMB and mid-market</li> <li>Business-critical applications</li> <li>Medium-scale databases</li> <li>Mixed workloads</li> <li>VM farms</li> </ul>	<p>These Tier 2 configurations are designed for primary and secondary flash workloads, offering cost-efficient flash performance. HPE Nimble Adaptive Flash hybrid storage arrays combine affordable flash performance with radically simple architecture for mainstream workloads, with 99.9999% measured availability.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>SMB and mid-market</li> <li>General-purpose applications</li> <li>Mixed workloads</li> <li>DR</li> <li>Secondary storage (backup data for dev/test/QA/Analytics)</li> </ul>	<p>These HPE StoreOnce configurations deliver robust, flexible, on-premises, enterprise-wide data protection with intelligent deduplication to maximize capacity and reduce footprint. They work with your choice of backup and recovery software and provide the capacity you need today with scalability to address future requirements.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>Backup and archive</li> </ul>

# Storage talk track, messages and discovery questions to further your conversation

## TALK TRACK

Start by discussing desired business outcomes and drivers. Explore use cases. Then move to risk, time, and cost concerns and utilization rates.

DRIVERS	Many organizations are repatriating storage from the public cloud because of exorbitant charges (i.e., egress costs) to extract their own data.
OUTCOMES	<p>Is your organization trying to provision or repatriate new workloads or services? Which ones? Now or in the future?</p> <p>If the organization has workloads to repatriate, those are great opportunities to move to the next generation of provisioning.</p>
RISK-TIME-COST	HPE handles capacity planning as the organization grows, for higher ROI and utilization, and incremental growth aligned to technology and business needs.
UTILIZATION	With HPE GreenLake, customers can right-size to meet business requirements right at the start, then continue to pay-per-use and scale as they grow.
CLOSE	<p>Now's the perfect time to move to HPE GreenLake and consumption billing rather than an outdated traditional purchase model.</p> <p>Why not start with a particular workload, so you can see the full value that HPE GreenLake can deliver?</p>

## KEY MESSAGES

**Faster time-to-value**—Get the storage technology you need faster with pre-configured, ready-to-ship offerings. Eliminate the long procurement cycles and significant upfront payments that slow your business down, and get the benefits of industry-leading HPE storage in as few as 14 days. We provide storage configurations designed to meet your mission-critical, business-critical, general-purpose, and data protection needs.

**The capacity you need when you need it**—Data volumes can grow quickly and unpredictably. With HPE GreenLake for storage, you can get additional capacity in minutes, not months. Your deployment includes a capacity buffer to address any unexpected increases in demand—but you pay for it only when you actually use it. And if additional demand persists, your HPE GreenLake team will detect this in your usage data and work with you to deliver the added capacity you need. It's the end of overprovisioning expense and underprovisioning risk.

**Pay for what you use**—This flexible, pay-per-use model offers simplicity and financial clarity. You avoid significant upfront capital costs for storage with variable monthly payments based on your actual metered usage above your reserve capacity. Plus, you can view your usage at any time and with complete transparency in HPE GreenLake Central.

**Free up IT resources**—Your IT team cannot deliver their highest value if they are tied up with routine tasks. HPE GreenLake for storage is managed for you by HPE experts who take care of core maintenance activities and allow your IT team to better support strategic business initiatives.

## DISCOVERY QUESTIONS

### What are your current utilization levels?

They may have bought too much and be overprovisioned today. Talk about how with HPE GreenLake, they can avoid overprovisioning in the first place, get the storage they need, but they are metered and are charged only for the capacity their organization actually uses above a reserve. You can buy back their older capacity and bring in the newest technology, gaining efficiencies and avoiding overprovisioning, while putting cash in their pocket. Another option is to buy out their current infrastructure and put the cost into their monthly payment via HPE GreenLake (not available in HPE GreenLake Quick Quote—HPE Financial Services has many options).

### How are you doing your capacity planning?

Overprovisioning is common. With HPE GreenLake, we handle capacity planning by starting customers on a right-sized infrastructure with the amount they'll use plus a buffer. As they grow and need more capacity, we'll add just ahead of their requirements, in the smallest appropriate increments so they aren't overprovisioned.

### Are you uncomfortable paying public cloud vendors to read your data?

Many organizations are moving data on-premises because of data governance, security, and control concerns with public cloud. Public cloud pricing also challenges organizations—allowing free data storage but charging every time that data is read.

# HPE GreenLake for storage references

**FIND MORE** Most of these references cross infrastructure types, but have been sorted into their most relevant play. For more references by geo and vertical, use this link: [here](#).



WW, Automotive)

HPE storage solutions  
HPE 3PAR, HPE StoreServ, HPE StoreOnce

**Toyota Mapmaster** builds the advanced map database used for Toyota car navigation systems and other road traffic systems. They wanted to refresh their infrastructure and maximize ROI by securing system performance and storage capacity required over the next 5 years.

### What were their challenges?

#### COST

- Monthly flat fee for IT
- Reduce power costs and footprint
- Optimize infrastructure investment

#### TIME

- Time-consuming batch processing
- Large volume of constantly changing dynamic information to handle

### Business drivers and IT goals:

Large-volume production of accurate map information	→ Integrate “Map Production Core System” and “Differential Map Production System” into a single system
Realize streamlined accounting of IT assets while securing performance and capacity	→ Reduce heavy-load batch processing from 5 hours to 1 hour and daily database replication to one third
Minimize impact of system failures that could affect productivity of digital map production	→ Significantly reduce data-center rack footprint and power cost, while reducing operation load simultaneously
Desire to enhance monitoring of the entire virtualization infrastructure	→ Accelerate large-scale inspection process and data copy for semi-annual map revision delivery



(EMEA, Service Provider)

HPE storage solutions  
HPE Apollo,  
HPE ProLiant

**Vexcel Imaging**, a high-end camera manufacturer, was looking to implement a new IT solution for a new service that required high computing power in a hybrid infrastructure. They cared about these risk, time, and cost factors: service reliability and scalability, real-time monitoring, streamlining solution management, speed and agility in project implementation, a lean infrastructure, and ability to expand. With HPE GreenLake, Vexcel now has a powerful hybrid cloud infrastructure to provide their customers with a reliable digital service for aerial photography.



(South Korea, Education)

HPE storage solutions  
HPE 3PAR Storage

**Hanyang University**, the leading private university in South Korea, was hoping for an IT infrastructure that would support its future educational development plans but had limited budget. They focused on these time and cost factors: accessing and generating data in real-time, slow response times, improving system speed, reducing costs, and improving cost efficiency. They can now better compete for students, and more efficiently respond to heavy website traffic, particularly during class registration season. With HPE GreenLake, they’ve gained flexible IT support and efficient operations at a reasonable cost, becoming an educational leader with the first Korean university cloud.



(EMEA, Service Provider)

HPE storage solutions  
HPE Synergy, HPE 3PAR

**Austrian Economic Chambers** delivers advocacy and support services to more than 500K companies and trade groups. They wanted to meet a government mandate to reduce budgets without negatively impacting service. They hoped to address these time and cost factors: meeting customer needs for more storage or compute power, achieving more agile, effective operations and reducing administrative overhead by 30%. With HPE GreenLake, they are able to support higher performance at lower cost in a smaller hardware footprint, deliver uninterrupted SAP and Microsoft applications to their base, and allow customers to focus on advancing their businesses, not on IT.



(EMEA, Manufacturing)

HPE storage solutions  
HPE Synergy

**Danfoss**, a privately owned multinational company headquartered in Denmark, engineers solutions to drive global advancement in infrastructure, transportation, food supply, and energy. They are pressured to solve issues like population growth and the depletion of natural resources. They focused on these time and cost factors: speed and transparency, better leveraging vast amounts of continually gathered information, moving quickly, increasing efficiency, and growing revenue. With HPE GreenLake, they’ve achieved organizational agility and up-to-the-minute transparency into business to meet changing needs.





## Virtual machines sales play

When moving from traditional selling conversations to HPE GreenLake conversations about virtual machines, start with the customer’s desired business outcomes, like improving agility or controlling costs. Then transition the conversation to use cases that can deliver against those outcomes.

Discuss how just as virtualization helps the organization **better leverage their IT assets**, HPE GreenLake helps them **better leverage their budget** with pay-per-use based on metered usage.

Begin your discussion with **capacity management**, aligning **costs with usage** and avoiding **upfront expenses**. Explain that virtualization helps the organization **maintain control** while helping them maximize the value of their platforms.

Then describe how, similarly, HPE GreenLake gives them **control over their capacity and environment**, all kept securely on-premises or in a co-located data center provided by HPE. HPE GreenLake gives them **complete control over their upgrades**, unlike on public cloud, where that decision is made for them even if their workloads are incompatible with new updates.

Consider the **virtual machine as a service discussion** as an **integral part** of the **compute as a service** discussion if HPE is providing infrastructure, VM, and management software as part of the customer’s solution. Check out the Compute **sales play for more possible ideas** for your discussion.

**Unit of Measure (UOM):** Per CU or per CU + storage UOM in environments where we can meter the storage consumption

## HPE GreenLake for virtual machines

Gain more speed and flexibility when you deploy virtual machines with HPE GreenLake— infrastructure for your VMs available fast, as a service, on-premises. This experience provides a range of purpose-built ways to run your VM-based workloads, ready to scale up or scale down, delivered on a pay-per-use basis, operated for you. Confidence comes with HPE, the leader in the market for consumption-based solutions, which has the ecosystem to incorporate the key vendors that you depend on.

HPE GreenLake for private cloud	Enterprise	General Purpose	Hyperconverged
<p>For enterprises deploying 250 or more VMs per month, or those with significant DevOps resource demands, this standardized offering includes the infrastructure and software to bring a public cloud-like experience on-premise. This solution can be installed in your data center in a matter of days without any upfront payments.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>• <b>Workloads that benefit from a managed on-premise private cloud</b></li> <li>• <b>VMware Cloud Foundation (VCF) on Synergy</b></li> <li>• <b>Big data analytics</b></li> <li>• VMware virtualization</li> <li>• SAP HANA</li> <li>• Medical records (HIPAA, medical imaging)</li> <li>• Optical pattern recognition (biometrics)</li> </ul>	<p>Purpose-built to scale, using HPE Synergy composable systems and either HPE Primera or Nimble storage, these choices enable you to manage performance carefully, re-compose resources to match workload needs, and scale to meet your needs.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>• <b>Big data analytics</b></li> <li>• <b>VMware Cloud Foundation (VCF) on Synergy</b></li> <li>• <b>SAP HANA</b></li> <li>• VMware virtualization</li> <li>• Augmented Reality (AR)</li> <li>• Optical pattern recognition (biometrics, synthetic vision)</li> <li>• Medical Records (HIPAA, medical imaging)</li> </ul>	<p>HPE GreenLake general-purpose VMs use VMware or Red Hat hypervisors and either HPE converged or industry-standard systems to deliver cost or performance optimized infrastructure for your size of VMs. You can choose systems based on HPE’s market-leading, industry-standard server HPE ProLiant.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>• <b>Medium- to high-traffic WEB servers</b></li> <li>• <b>SAP HANA</b></li> <li>• <b>BPM/CRM (SaaS environments)</b></li> <li>• SECaaS (security as a service)</li> <li>• In-memory analytics (real-time transaction processing)</li> </ul>	<p>Hyperconverged systems dramatically simplify IT environments with unprecedented efficiency, performance, resiliency, and intelligence. The HPE GreenLake offering includes HPE SimpliVity and Nutanix options, enabling you to streamline your IT operations and simplify your data center with simple-to-manage, software-defined platforms.</p> <p><b>Use cases</b></p> <ul style="list-style-type: none"> <li>• <b>Data center consolidation</b></li> <li>• <b>ROBO</b></li> <li>• <b>VDI/DaaS</b></li> <li>• Edge deployments</li> <li>• DRaaS/BaaS</li> </ul>



# Virtual machines talk track, messages and discovery questions to further your conversation

## TALK TRACK

Start by discussing desired business outcomes and drivers. Explore risk, time, and cost concerns. Then move to use cases and utilization rates.

<b>DRIVERS</b>	Public cloud customers today are forced to accept new versions of their environment, even if those versions are incompatible with their workloads.
<b>OUTCOMES</b>	HPE GreenLake customers get a higher degree of control and flexibility over VM solutions. They can control version levels of the environment with their management or HPE's.
<b>RISK-TIME-COST</b>	HPE GreenLake customers get the security and latency of on-premises with the cost structure of consumption billing for their VMs. The customer can choose when to upgrade workloads or how to manage migrations. They can manage solutions, or HPE can help.
<b>UTILIZATION</b>	We measure consumption and finely tune the initial system size to meet business needs. We plan ahead with the customer and measure in real time, so when customers need additional capacity, it's available, and they don't pay for it until they use it.
<b>CLOSE</b>	We'll keep adapting compute capacity based on actual usage, so customers pay only for more capacity when they use more capacity. Why not start with a particular workload to see the value that HPE GreenLake can deliver?

## KEY MESSAGES

**Significant cost savings**—Reduce your total cost of ownership and eliminate the need for expensive overprovisioning, saving resource costs on managing on-premise hardware. HPE owns and installs the VM infrastructure in your on-premise or co-located data center, your remote office/branch office (ROBO), or your edge location—and there's no upfront capital investment.

**Pay only for what you use**—HPE GreenLake offers you a pay-per-use solution for on-premise virtualization. Variable monthly payments are based on your actual usage above your reserve capacity, with HPE managing and metering your usage for you. Built-in buffer capacity means you're always prepared in case of growth or unexpected demand spikes.

**Easy to configure, easy to consume**—Assembling your own bespoke virtualization solution can be costly and complex. Get the infrastructure that you need, tailored to your business, your VMs, and your budget. Standardized virtual machine packages make it simple to choose your right configuration, and it can be up and running in your location in a matter of days. HPE Synergy has engineering-level investments in automation and integration with VMware and VMware Cloud Foundation that provide unique market differentiation and streamlined, automated deployment and rapid provisioning.

**Configurations to suit your business and your workloads**—Virtual machines are used in different ways and for different workloads. Whether your needs are best served by general-purpose non-hyperconverged solutions, or if you operate a hyperconverged environment (and even if your virtual machine environment requires mission-critical resiliency), there are pre-configured options to meet your needs. With multiple tiers per solution, it's easy to select the scale that's right for your business and your budget.

## DISCOVERY QUESTIONS

### Is the LOB satisfied with the speed of app releases?

The LOB doesn't want to wait weeks for IT to provision an app infrastructure. With HPE GreenLake, order, receive, and implement resources quickly in your location and grow capacity ahead of demand—so you're ready for changing business needs.

### What is the value of delivering IT infrastructure on demand for new services or projects?

HPE GreenLake helps deliver the flexibility, agility, and velocity your business demands so you can quickly spin up new revenue-generating services, all with a total cost of ownership that's 30% lower than you'd see with a traditional hardware purchase.

### How are you dealing with legacy IT?

HPE GreenLake lets the organization choose the version levels in the environment and when (or if) they are updated, crucial for organizations with infrastructure that's several firmware versions behind. With public cloud, updates happen for everyone, regardless if that update is compatible with an organization's workloads.

# HPE GreenLake for VMs references

**FIND MORE** Most of these references cross infrastructure types, but have been sorted into their most relevant play. For more references by geo and vertical, use this link: [here](#).

YOOX  
NET-A-PORTER  
GROUP

(EMEA, Retail)

**HPE VM solutions**  
HPE ProLiant, HPE 3PAR, VMware

**YOOX Net-A-Porter Group**, the world's leading online luxury fashion retailer, wanted to improve storage performance and get capacity to handle unpredictable surges in e-commerce transactions.

## What were their challenges?

### COST

- Complex budget management
- Unpredictable storage costs
- Low capacity utilization

### TIME

- Low productivity
- Slow time to deploy development environments

## Business drivers and IT goals:

Slow performance and low agility	→ Gain agility to expand and contract storage capacity on-the-fly
Slow time to deploy development environments	→ Reduce time to deploy development environments from an hour to minutes
Poorly utilized capacity	→ Achieve 2:1 data duplication for greater capacity utilization
Unpredictable surges in e-commerce demand	→ Increase throughput 567% to easily handle growing online customer demand



(LAC, Healthcare)

**HPE VM solutions**  
HPE Synergy, HPE 3PAR,  
HPE ProLiant

## **Hospital Universitario de San Vicente**

**Fundacion**, a private, non-profit healthcare institution in Colombia, wanted to achieve greater efficiencies in their SAP system to speed up access to data and improve delivery of healthcare services. They focused on these time and cost factors: accessing and generating data in real time, improving system speed and response time, reducing costs, and improving cost efficiency. With HPE GreenLake, they have sped up staff response times and have achieved greater efficiencies in the hospital's system to speed delivery of healthcare services.



(APAC, Government)

**HPE VM solutions**  
HPE Synergy

**The Government of Andhra Pradesh**, the democratically elected government in South India, had multiple unique workloads to consider when upgrading their infrastructure across 200 departments. They cared about these time and cost factors: speeding delivery of new services, achieving dynamic scalability, reducing unpredictable IT costs, and avoiding large CapEx. With HPE GreenLake, they now can streamline application development with fluid resource pools to meet unique workflow needs, and they can improve efficiency of internal operations and citizen services.



(EMEA, Healthcare)

**HPE VM solutions**  
HPE 3PAR, VMware

**The University Hospital of Bonn**, one of Germany's premier providers of patient care, wanted faster, highly scalable data storage systems for their hospital, but they faced budget constraints. They hoped to address these risk, time, and cost factors: high availability and stability, rapid provisioning, flexibly adapting to changing storage needs, reducing administrative cost and effort, lowering CapEx, achieving cost transparency and robust planning, and reducing overprovisioning. With HPE GreenLake, they can rapidly provision additional storage and flexibly scale their environment, all with high performance and availability.



(Japan, Financial)

**HPE VM solutions**  
HPE Synergy,  
HPE 3PAR StoreServ

**Mizuho Bank**, the integrated retail and corporate banking unit of the third largest financial services company in Japan, wanted to build a next-generation infrastructure to provide stable services that support banking operations and information systems, and be better able to respond to unforeseen changes. They focused on these time and cost factors: scaling quickly to adjust to customer needs, improving IOPS, improving their adaptability to increasing uncertainty affecting their business, and reducing high, unpredictable IT costs. With HPE GreenLake, they can provide stable services that support banking operations and information systems, and respond quickly to unforeseen changes.



## Networking sales play

Look for organizations with **expanding network deployments but constrained IT resources**. Networking as a service can often relieve escalating demands and pressures on IT, providing managed and implementation services to meet current and longer-term network needs. Consider organizations with **established deployments** requiring **high availability failover** and **network access control**. They may already be at the **breaking point** managing their current network and can find relief with a NaaS answer like Aruba Managed Connectivity Services.

Productive net new opportunities include **organizations transitioning to a new networking vendor**, as they often worry about the migration from their existing infrastructure. Talk about how NaaS can smooth the transition, while enabling them to meet difficult budgets and deadlines. Look for **organizations with new deployments** and the need to **minimize large upfront cost outlays**, as they often look at NaaS implementations to ease the concern of escalating expenditures that can occur with new implementations.

Don't forget that HPE GreenLake can be an **opening to displace Cisco** and migrate customers to Aruba, segment by segment or workload by workload. You could take a multi-year approach and incrementally bring the network under the customer's same HPE GreenLake experience along with their HPE storage, VMs, compute, and third-party components for a unified experience that delivers against their desired business outcomes.

**Unit of Measure (UOM):** Per customer-required network configuration

### Aruba Managed Connectivity Services, the networking as a service (NaaS) offering via HPE GreenLake

Aruba's Managed Connectivity Services, part of the HPE GreenLake services family, addresses a major challenge in managing their networks while optimizing network performance to stay ahead of business goals. In fact, recent research shows that 70% of IT staff time is spent on diagnosing network problems. This is due to the growing complexity of networks, which routinely include thousands of devices and software versions, constant change in network use, and the need to keep up with this change by tuning network settings. With Aruba Managed Connectivity Services, networking experts are there from the beginning ensuring optimum design and utilization, so there are no problems, and the networking staff is focused on enabling their business line managers to achieve their goals.

#### Aruba Managed Connectivity Services use cases

- Limited staff and need for managed network connectivity, expansions, and renewals
- Network refresh desired and need to maximize financial flexibility
- Requires as a service model, requests monthly subscription (Aruba greenfield or brownfield)
- Remote worker solutions, especially important in times of uncertainty

### Is it a good fit for Aruba Managed Connectivity Services?

HPE GreenLake opportunity	Aruba-led opportunity
Have a new building or new division to switch to consumption services	Network-only deal
Blended opportunity with compute, storage, or VMs	Network operations can be done with expert guidance and automation, and/or can be outsourced to Aruba NOC
View network as a utility	Customer is not price-sensitive and understands the value of services
Have limited people or expertise to focus on the network	Have new building or new division to switch to Aruba
Not getting sufficient efficiency in managing the network	Has network equipment renewal coming up within the next 12 months

Intelligent Operations Service	Aruba Service Manager	Managed Connectivity Services for ClearPass
Aruba offers an Intelligent Operations Service Option to provide Aruba expert management of networking, to alleviate the IT burden. This service adds Aruba Network Operations Center (NOC) services and live 24x7 monitoring and remote operation of networks utilizing service intelligence automation.	This portal provides insights and visibility into the customer's network. With the Aruba Service Manager portal, customers can find out about their network performance and get workflow automation and reporting. This is a feature set which enables delivery of Managed Connectivity and which is part of our Customer Experience Management Service.	Managed Connectivity Services for ClearPass addresses the mission-critical need to ensure appropriate access to resources across a heterogeneous and Internet of Things (IoT)-enabled network. Aruba experts implement, monitor, and manage security features for customer networks also utilizing our service intelligence automation and reporting capabilities, applied to ClearPass Policy Management.

# Networking talk track, messages and discovery questions to further your conversation

## TALK TRACK

Start by discussing desired business outcomes and drivers. Explore risk, time, and cost concerns. Then move to use cases.

<b>DRIVERS</b>	Organizations today are struggling to diagnose network problems and effectively manage their networks.
<b>OUTCOMES</b>	With our Aruba service intelligence and HPE GreenLake approach, customers start faster, better, and with higher performance levels, without lagging behind required network changes.
<b>RISK-TIME-COST</b>	<p>With Aruba Managed Connectivity Services, customers get predictable, standard monthly subscription charges rather than upfront networking costs.</p> <p>Aruba modular services enable predictable budgeting and superior end-user experiences over the network lifecycle for evergreen evolution of network capabilities.</p> <p>We'll help redirect high-value IT staff by supporting the network with experts and data-driven service delivery—for maximum ROI, low TCO, and faster time-to-value.</p>
<b>CLOSE</b>	<p>If customers want to move into HPE GreenLake faster, they can integrate new network segments with their existing network. HPE GreenLake can manage third-party components, including Cisco.</p> <p>Why not start with a particular network segment, so you can see the full value that HPE GreenLake can deliver?</p>

## KEY MESSAGES

**Accelerated onboarding**—Faster, better-tailored onboarding avoids problems from the start. For example, if an organization is faced with a growing network footprint and shrinking IT teams with skill shortage, Aruba Managed Connectivity Services can provide a proactive experience leveraging expertise, automation, and insights.

**Reduced IT workload**—Expert guidance and data-driven service delivery help customers use more, with better precision and efficiencies gained from automation and data analytics. Customers maximize ROI, lower TCO, and speed time-to-value, greatly improving solution value between refresh cycles.

**Simplified expansion and renewal**—Our Customer Experience Management program guides customers at every step. Help organizations stay ahead of technology innovation and refresh cycles with frictionless expansion and renewals through an evergreen refresh.

**Intelligent alerting and insights**—Organizations struggle with being unable to leverage network intelligence to meet LOB needs. Aruba Managed Connectivity Services helps enable new business applications and tune automation and data analytics to customer goals and usage.

**Stretch the budget**—Obtain predictable, standard monthly subscription charges over the contract term. Many organizations are faced with capital budget challenges. We work with HPE FS to provide flexible pay-as-you-use financing that includes payment ramp-up, sale-leaseback, and upcycle/recycle options.

**A network performance advantage**—As ecosystems and connected systems change, environment configurations must adjust. These settings work collectively, and over time, lack of holistic change management can cause network performance to plateau and then degrade. Aruba Managed Connectivity Services delivers a performance advantage through service intelligence, which uses data analytics to automate ITSM workflows and help organizations understand network utilization, spot risky configurations, and identify necessary changes quickly.

## DISCOVERY QUESTIONS

### How critical to your competitive strategy are enhanced network-delivered experiences?

Network-delivered experiences can improve customer experience. However, complexity of network design, setup, frequent software upgrades, and added daily operations can be overwhelming and complicated. Aruba Managed Connectivity Services simplifies network delivery and relieves you of the day-to-day support and management. Keep up with the pace of change, with Aruba's service intelligence automation of ITSM workflows, KPI monitoring, intelligent alerting, and reporting. You can continue to operate your own network with guided and automated capabilities. Or Aruba can provide you with complete managed services.

### How easy was it for you to transition from an office to work-at-home environment?

With Aruba Managed Connectivity Services, we have the tools that enable faster network provisioning—which your team can utilize for themselves or have us manage for them. Customers get a high performance level from the start with a right-sized network planned based on best practices, and they can anticipate network demand and maintain performance longer than without Aruba's service intelligence insights.

### How would a predictable monthly budget help your initiatives?

Often, the need to respond rapidly to shifting economic conditions means organizations have slowed down on acquiring new network infrastructure. The Aruba networking as a service approach with HPE GreenLake makes it easy for organizations by offering a fixed cost per branch/location that takes care of associated expenses. It offers them flexibility to standardize and expand business with a predictable cost per location, offered over 3, 4, or 5 years.

**FIND MORE** Most of these references cross infrastructure types, but have been sorted into their most relevant play. For more references by geo and vertical, use this link: [here](#).

# HPE GreenLake for networking references



(US, Education)

**HPE networking solutions**  
**Aruba Managed Connectivity Services, the networking as a service (NaaS) via HPE GreenLake**

**Texas A&M University** enables high-performance networking. Students and professors at a major public university expected faster internet access and cloud-based applications as part of campus life.

### What were their challenges?

RISK	COST	TIME
<ul style="list-style-type: none"> <li>• Need to ensure network performance</li> </ul>	<ul style="list-style-type: none"> <li>• Unpredictable budgets</li> <li>• High CapEx costs</li> </ul>	<ul style="list-style-type: none"> <li>• Needed to meet new building opening date for students and instructors</li> </ul>

### Business drivers and IT goals:

Campus demand for high-performance networking	→ Implement high-performance networking to meet daily requirement for thousands of connections and streaming
“Lumpy” upfront spend	→ Predictable budget
Reducing staffing costs	→ Not have to increase IT staff



(US, Education)

**HPE networking solutions**  
**Managed Connectivity Services, the NaaS via HPE GreenLake**

Students at **Washington Adventist University (WAU)** wanted better wired and wireless networking solutions, literally nailing a list of demands on the president’s office door, with wireless at number two on the list. WAU cared about these risk, time, and cost factors: ensuring network performance, deploying during student breaks from campus, and achieving predictable OPEX spend. With HPE GreenLake, WAU can now upgrade their high-performing state-of-the-art network as needed, and their Networking team can focus on highest-value initiatives.

**Major global retail firm**  
 (WW, Retail)

**HPE networking solutions**  
**Managed Connectivity Services, the NaaS via HPE GreenLake**

A retail firm with thousands of stores across the globe wanted to manage their budget more efficiently while supporting their store network. They focused on these risk, time, and cost factors: eliminating risk of downtime, future-proofing stores with more connected devices and easy management, getting new stores up and configured quickly, improving flexibility, achieving cost transparency, and moving to a pay-as-you-use model for everything. With HPE GreenLake, they now have consistent and rapid service delivery for all stores, predictable monthly bills, and an evergreen refresh of equipment.

**Mid-size precision converting and outsource manufacturing company**

**HPE networking solutions**  
**Managed Connectivity Services, the NaaS via HPE GreenLake**

The company had a small IT team and needed to replace legacy switches to enable company growth. They hoped to address these cost factors: enabling budget to deliver the best benefit for their business and better utilization of their small IT team. With HPE GreenLake, they have completed a seamless network as a service expansion to accommodate new sites across New England and Germany from a company acquisition, and they have freed up their IT staff from network operations for higher-value tasks.





## HPE GreenLake for VDI

HPE GreenLake offers organizations with on-site, remote, or mobile workers a unique, secure, as-a-service option to keep their workloads on-premises, scale simply, and pay-per-user, per-month.

Some apps today need processing and data close together, which we enable with HPE GreenLake, but cloud options often do not. Also, many customers are still reluctant to move data outside of the data center because of concerns about data sovereignty, privacy, security, performance, and egress costs.

HPE’s multi-vendor remote work solutions and comprehensive capabilities with HPE GreenLake Management Services help enable company applications and collaboration with a cloud-like experience and flexibility.

With HPE GreenLake for VDI, HPE is poised to redefine end-user experience and productivity at the edge.



### KEY MESSAGES

**No capital outlay or upfront costs**—Get the financial benefits of the cloud with the security and performance of on-premise.

**Proven leader for every need**—HPE has deep experience in VDI with the widest range of architectural options to meet complex VDI needs. HPE offers a best-of-breed ecosystem with options to meet customer requirements for Citrix, VMware, Nvidia, and Nutanix-based solutions. (This is needed for Nutanix only, as Citrix, VMware, and Nvidia are part of the HPE GreenLake VDI 2.0 modular architecture.)

**Scalability without compromise**—HPE GreenLake has cloud-like flexibility to scale, aligning growth with demand through a pay-per-use consumption model and meeting on-premises security and compliance regulations.

**Higher levels of customization**—Our fully managed and supported VDI environment enables organizations to customize scaling and spinning up desktops, persistent desktop options, capacity planning and utilization for cost control, and solutions to ensure mobile worker productivity.

**Modular based on standard building blocks**—Modular building blocks include hardware, software, licensing, and managed services.

**Simplified IT managed for you**—Get a fully managed solution that includes monitoring, management, and operating your VDI infrastructure, with HPE GreenLake experts to migrate, integrate, secure, optimize, and resolve problems.

**Secure by design**—HPE GreenLake for VDI is more secure than VPN, because a laptop at home means anything can happen, and data copied from the enterprise can go anywhere. Our solution is immediately secure, so your data is protected. Also, in case the user’s device is stolen or broken, they can seamlessly keep working from another device, without losing any data or putting it at risk to be shared.

**Complete support**—HPE GreenLake Management Services and HPE Advisory & Professional Services, HPE can help customers comprehensively run their environment, add workloads, and simplify operations with skilled resources with the ability to choose as rich a support experience as desired.

**On-prem accelerated GPU**—HPE GreenLake for VDI is uniquely positioned to meet customer requirements for demanding power and engineering user profiles who need an on-premises solution with accelerated graphic capabilities.

### USER PROFILES

#### Task Users

**Workloads**—Client-server, browser-based, low compute-intensity apps.  
**Specific needs**—Good user experience and easy access to apps for greater end-user productivity.  
**Applications**—Task workers with client-server apps, office automation, and customer service, CRM, SFDC ticketing system, call centers, line of business applications (SAP, ERP).

#### Knowledge Users

**Workloads**—Mainly office productivity apps and browsing.  
**Specific needs**—Mobile and secure access to apps and data on-prem and in the cloud.  
**Applications**—MS Office, analytics/design-related apps, macro-enabled Excel, financial databases, collaboration, business apps design databases, EHR, client-server, back-office and sales automation, and patient and bed monitoring.

#### Power and Engineering Users

**Workloads**—Graphics- or CPU-intensive, like media, entertainment, and medical images. Apps with large, hard-to-move data sets.  
**Specific needs**—High performance, low latency, availability, and security.  
**Applications**—Graphic design, video and image creator apps, pricing, real-time risk management, fraud analytics, streaming analytics, big data analytics, scientific document mining, construction design, trading, CAD/CAM, biomedical, and MRI imagin.



## HPE GreenLake for VDI selling strategy

The COVID-19 pandemic has caused a large demand for Virtual Desktop Infrastructure (VDI) to enable remote workers, and most companies must replace or upgrade old VDI infrastructure to get the sufficient scale they need to support all their remote employees. This creates an inflection point to consider HPE GreenLake, especially when companies don't want a significant upfront CapEx expense.

Target scenarios include organizations using VDI that want to expand from execs to company-wide. Look for the big opportunity: selling VDI for security and compliance as employees move temporarily or permanently remote. VDI is a good add-on to consider for most HPE GreenLake deals, because many organizations need more VDI and VDI support. In those cases, VDI simply becomes a change order and a big services opportunity.

Customers are expecting a rich employee experience, with employee productivity being key. Services are critical to enable this outcome, as designing, deploying, and maintaining VDI is complex for your customer, so pitch a full assessment of the environment as well as the full HPE GreenLake Management Services suite. Modular HPE GreenLake can be sold flexibly through HPE Channel Partners according to the HPE GreenLake Channel 3.0 model.

## Sales tips

**Target users who need GPU acceleration**—Our #1 play for HPE GreenLake for GPU users. Low latency with high security is a strategic advantage for us. Also, public cloud options often don't offer GPU virtualization. Target Power and Engineering users with demanding end-user experience requirements.

**A true outcome-based service**—Customers only need to provide the number of users and user types, and we provide the rest. The customer does not need to manage the piece parts but are paying for an outcome—secure VDI performance.

**Ask about their VDI journey**—Know their strategy and their plan to deploy and migrate. Discuss who will run their VDI and deploy underlying hardware, staff expertise, support to minimize downtime, and plans for infrastructure optimization. Recommend HPE Advisory & Professional Services (A&PS) consulting services if they need help to assess and plan for a new VDI infrastructure.

**Know which desktops are best for them**—Persistent desktops maintain user changes and are in the same state at login as logoff, but should only be considered on a case-by-case basis. Non-persistent desktops discard user changes at logoff, simplifying management and support, and are better for large-scale deployments.

## Targeting and qualifying opportunities

### LOOK FOR

**Patched-together solutions**—Organizations that patched together solutions at the onset of the COVID-19 pandemic must now scale and modernize their infrastructure.

**Underperforming servers**—Especially look for older servers that may not be under warranty.

**Stretched-thin and unskilled IT teams**—Look for IT teams that would like to put staff to better use or need help supporting new VDI requirements.

**Constant complaints**—Frequent upgrades or scalability problems are especially good opportunities.

**Organizations with new funds**—Many organizations received funds as a result of the pandemic.

### WATCH OUT FOR

**Customers skimping on services**—Adequate services are important for VDI to succeed. This is a complex and often costly solution.

**Not pricing us correctly**—Customers often leave out their own resource and staffing costs when comparing themselves to us.

**Asking for persistent VDI at scale**—Persistent desktops should only be used on a case-by-case basis and are not intended for large-scale deployments.

## Sell these services for a better customer experience

There is a heavy services dependency for VDI. Always lead with a fully managed solution and start with discussion about their **workplace strategy**.

**Conduct a thorough assessment upfront**, as there are many user profiles across all worker types, and this complexity presents a great opportunity to sell services.

**VDI has many different options**, adding yet another layer of complexity but giving HPE an advantage with our wide range of architectural options, like virtual applications, virtual desktops, or hosted desktop infrastructure.

### INCLUDE THESE SERVICES IN YOUR PURSUIT:

**VDI Rapid Assessment Service**, to help clients understand their environment, requirements, and timeframes to right-size an optimal VDI solution.

**HPE Client Virtualization Transformation Service** is a modular service approach which includes workplace advisory and assessment, planning, installation, or migration services. These services are tailored to customer requirements and help to select the best VDI deployment option for customers' business needs, as part of the comprehensive set of solutions for the **Digital Workplace Services**.

**HPE GreenLake Management Services (GMS)** with comprehensive capability to monitor, administer, operate, as well as advise on and optimize the entire workload stack. As a fully managed solution, the customer can free up resources from managing the VDI infrastructure and have them work on more strategic projects, while eliminating the need to burden their IT with operational overhead to manage the solution.

## Selling with these software partners is 1+1=3

Citrix Virtual Apps and Desktops (CVAD) or VMware Horizon are required for HPE GreenLake with VDI. NVIDIA GPUs are added to our HPE GreenLake offering if customers need support for their powerful graphical applications. Use the information and hyperlinked names below to learn more about Citrix, Nutanix, NVIDIA, and VMware. Find out more about our partner ecosystem [here](#).

**Citrix**—Customers can expect the continued benefits of on-premises VDI, such as security, seamless user experience, and productivity provided in a unique consumption-based model. Utilizing Citrix CVAD software for on-premises or cloud-based VDI that adds hybrid cloud flexibility.

**VMware**—VMware Horizon is also available as an option for customers who prefer to standardize on a pure VMware software stack.

**NVIDIA**—NVIDIA accelerates the virtual desktop with their GPU products, providing much better performance especially for graphics-intensive workloads, like CAD/CAM applications. IT can securely and cost-effectively scale virtualization to every employee with performance that rivals that of a physical machine. Through joint development, testing, research, and validation, HPE and NVIDIA reduce deployment planning costs and risks. HPE and NVIDIA can support team- to enterprise-sized VDI deployments that deliver a high density of virtual instances per physical server. More information [here](#).

**Nutanix**—Create an easy-to-manage smart private cloud which provides distributed computing and storage services based on the world's leading Nutanix platform for desktop virtualization together with HPE's industry leading pay-as-you-go HPE GreenLake solution for VDI. Customers can set up any number of employees to access enterprise applications and files remotely quickly and simply without any upfront capital investment. Nutanix is not part of the standard solution. If requested, it will be evaluated in a fully custom solution.

## Choose modular bundles or get custom if required

- Modular based on standard building blocks, including hardware, software, licensing, and managed services.
- HPE GreenLake VDI 2.0 has a predefined set of hardware choices (ProLiant, SimpliVity, dHCI). Any other choice (e.g., Nutanix, Moonshot) makes the solution custom.



# IT

**Titles:** IT Director, VP Infrastructure, VDI Project Manager, VP Cloud/Mobility/Strategy/Architecture, Head of IT Ops, Data Center Lead

**Cares about:** Remotely secure and manage critical apps and data, app availability, adequate performance for power workers, data governance and security



## IT TALK TRACK

<b>DRIVERS</b>	Today's organizations need to <b>secure systems and data</b> . They may also be struggling with <b>aging VDI infrastructure</b> and a lack of VDI infrastructure expertise, and trying to <b>free up IT resources</b> .
<b>OUTCOMES</b>	<b>Application, device, and data security and business continuity</b> for remote workers are critical, but so are <b>good employee experience and productivity</b> . <b>Simplifying management</b> for IT teams is also important to streamline IT processes.
<b>RISK-TIME-COST</b>	Employees expect <b>uninterrupted access</b> to secure applications and environments. But providing that access <b>must not introduce risk from untrusted devices</b> and must maintain business continuity and compliance. IT must be able to <b>prevent users from downloading sensitive data or uploading unauthorized software</b> .
<b>PARTNER</b>	HPE is <b>open to customer requirements</b> with a comprehensive range of solutions with <b>no vendor lock-in</b> .
<b>CLOSE</b>	With HPE as a partner, organizations have access to the <b>largest architectural options</b> with <b>full comprehensive support and management</b> , all from the <b>industry leader in VDI</b> .



## IT DISCOVERY QUESTIONS

### What VDI challenges are you facing?

Many customers have an aging VDI infrastructure. Many are not prepared to upgrade, are facing complexity, or are daunted by the cost of migration to cloud. Explain that HPE GreenLake helps them make those moves cost-effectively while taking on that complexity for them and managing the solution, freeing up IT resources for other critical activities.

### How are you scaling your VDI?

Many organizations patched together solutions with older servers they had on hand when the COVID-19 pandemic began, but those solutions aren't long-term. Talk to them about how HPE GreenLake can help scale VDI with industry-leading solutions and comprehensive managed services.

### How are you running your high-performance apps?

Companies need to ensure employees can work effectively. Getting users happy and productive is more complex than establishing connectivity. Discuss how HPE can help those users gain access and achieve adequate performance.

### How are you preventing data loss for your organization?

Explain how virtual desktops eliminate risk of data loss if the endpoint is lost or stolen. Data is streamed over an encrypted connection and never cached on the device.

### How are you maintaining control of your systems?

With VDI, IT can control access to external storage devices to prevent users from downloading sensitive data or uploading unauthorized software.

### How are you managing your desktops today?

HPE GreenLake simplifies and streamlines management with a centralized single-pane-of-glass view, removing management worries for IT teams.

### How do you plan to upskill your team and go through management of change, deploying hybrid cloud VDI solutions?

Find out if they have an IT training program. Companies with comprehensive training have a 24% higher profit margin. We can help them upskill and re-skill their people.



## LOB

**Titles:** CEO, CMO, COO, Head of LOB, SMB Owner, Director HCM

**Cares about:** App availability, employee productivity, data compliance, customer/employee experience



## Finance

**Titles:** CFO

**Cares about:** Find out if they have a security training program. We can help them upskill their people.

### LOB TALK TRACK

<b>DRIVERS</b>	The business must support <b>remote workers</b> with <b>high availability</b> , no downtime, and constant <b>access to necessary apps and data</b> .
<b>OUTCOMES</b>	<b>Employee productivity from anywhere</b> is critical, with <b>flexibility and agility</b> for the future an excellent <b>customer and employee experience</b> .
<b>RISK-TIME-COST</b>	Businesses need to be able to <b>flex with demand</b> , and <b>deploy new agile, responsive services</b> quickly.
<b>PARTNER</b>	With HPE, businesses get a <b>fully managed or supported solution</b> with <b>seamless scalability</b> from the <b>2020 IDC Leader in Workspace Services</b> .
<b>CLOSE</b>	HPE provides <b>comprehensive support</b> designed to help organizations stay <b>agile</b> and continue to <b>innovate</b> .

### LOB DISCOVERY QUESTIONS

- Did you know HPE's comprehensive support is designed to help organizations stay agile and continue to innovate?**

Edge-to-cloud solutions for remote working are ideal for productivity. With the VDI solution, your employees can connect from everywhere with every device. On-prem is safer, and more suitable for managing large data sets.
- How are you ensuring the organization stays compliant?**

VDI complies with government and industry regulations, such as HIPAA, SOX, PCI, and FISMA, by keeping the data in the data center and proper region.
- What collaboration tools are you using (i.e., Teams, Slack)?**

Network characteristics of VDI can lead to bad video and audio quality, but customized solutions with HPE can help overcome this challenge.
- How secure is your human firewall?**

Find out if they have a security training program. We can help them upskill their people.

### FINANCE TALK TRACK

<b>DRIVERS</b>	<b>Preserving cash</b> and <b>remaining stable</b> are priorities. Businesses must <b>make payments</b> with <b>lower earnings in changing markets</b> .
<b>OUTCOMES</b>	Businesses need to <b>scale</b> for newly remote workers, <b>lower costs</b> and <b>improve cash flow</b> , and <b>minimize risk</b> .
<b>RISK-TIME-COST</b>	It's important to <b>use capital efficiently</b> , get <b>pay-per-use options</b> to stay <b>agile</b> , and make <b>insightful decisions from data</b> to stay ahead.
<b>PARTNER</b>	With HPE, they get a <b>single bill</b> to <b>align costs to usage</b> , and <b>detailed reporting</b> for <b>accurate budgeting</b> and <b>informed decisions</b> .
<b>CLOSE</b>	HPE is a <b>dedicated partner</b> that helps organizations <b>stay agile</b> in changing markets, make <b>data-driven decisions</b> , and <b>pay-per-use</b> .

### FINANCE DISCOVERY QUESTIONS

- How are you preserving cash and remaining stable in these times?**

Lower order number and earnings are leading to cash issues and associated stress to meet payment obligations.
- How are you staying agile in changing markets?**

Quick adaption to fast-changing market situations is critical and could mean the difference between survival or going out of business.
- What data are you using to make decisions for the future?**

With HPE GreenLake Central, the business gets detailed reporting and a current view into consumption by BU—for accurate budgeting and chargebacks to the enterprise.

# Look for these industry opportunities

## TELCO/CME

**Industry Requirements:** Secure customer data, maintain global compliance, reduce CapEx

**Technical Requirements:** Centralize resources, access from any device

**Decision Makers:** Infrastructure Head, Data Center Head, VDI Engineers and Specialists

**Task Workers:** Customer care, call center, telesellers

**Knowledge Workers:** Marketing managers, HR, Accounting

**Power & Engineering Users:** Marketing team using graphic design, video maker, and image creator apps; field engineers

### How are your field workers maintaining the telecom infrastructure?

To maintain network quality in harsh environmental conditions, look for potential opportunities like prospects equipping their field workers with lighter devices and remote access to the systems.

## MANUFACTURING AND RETAIL

**Industry Requirements:** Secure intellectual property, BCDR, real-time access to data anywhere

**Technical Requirements:** High availability, replicate massive data across remote locations

**Decision Makers:** CTO, CSO, VDI Architect, VDI Project Manager, VDI Engineer

**Task Workers:** Call center, warehouse, retail, operations execs, or IT using SFDC or CRM apps

**Knowledge Workers:** HR & Finance, sales managers, market researchers, business analysts

**Power & Engineering Users:** Researchers dealing with high-performance and graphics-intensive applications; engineers, designers, or researchers working in 3D design, modeling, simulation

### How are you speeding time to market?

Our manufacturing clients can't afford downtime or productivity loss, especially for Power Users. Discuss how VDI helps improve business continuity and disaster recovery capabilities to keep them at the forefront of innovation.

## FINANCIAL SERVICES

**Industry Requirements:** Regulatory compliance, enhance data security, reduce IT cost

**Technical Requirements:** Reduce IT workload, simplify testing, and app development

**Decision Makers:** IT Operations & Engineering Head (define requirements), VDI Project Manager, IT Admin/ VDI Engineer

**Task Workers:** Customer care, call center, telesellers, mobile branch

**Knowledge Workers:** Bankers, accounting, analysts, loan officers

**Power & Engineering Users:** Brokers/traders, investment managers doing pricing and real-time risk management, fraud or streaming analytic apps, financial analysts using multiple monitors and trader graphs

### How are you meeting stringent data security, compliance, and backup requirements (e.g., CCE, FIPS)?

Discuss how VDI enables regular app updates, so FSI clients can stay compliant and secure, all with user-based access and multi-factor authentication to limit risk.

## HEALTHCARE

**Industry Requirements:** Clinician and staff mobility, secure access to private data, regulatory compliance

**Technical Requirements:** Centralized IT management, high availability of critical life-saving apps

**Decision Makers:** IT Infrastructure Head (Sponsorship, scope), VDI Project Manager, VDI Engineering Team

**Task Workers:** Clinical staff (doctors, nurses, lab techs) using EMR/EHR or PACS

**Knowledge Workers:** Finance, Marketing, IT doing patient or bed monitoring

**Power and Engineering Users:** Researchers dealing with huge amounts of data to analyze, facility management, doctors, and researchers analyzing detailed images, like MRIs

### How are you enabling your clinical team to stay productive from anywhere?

Discuss potential VDI opportunities, like clinical staff accessing necessary applications, e.g., the EMR, from any end-device anywhere as they move from the OT to the examination room to emergency care.

## Resources

[HPE GreenLake for VDI Website](#)

| [HPE VDI Solutions Briefcase](#)

| [HPE GreenLake VDI Lighthouse Program Solution Brief](#)

# Alternatives to HPE GreenLake for VDI

In-house IT	Hyperscalers/Public Cloud Vendors	Large Solution Integrators
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Sometimes cheaper</li> <li>• No new services vendor for IT to manage</li> <li>• More secure deployment</li> <li>• Strong in certain customer segments that have invested in infrastructure</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Hourly pricing possible</li> <li>• Burst and scale quickly</li> <li>• Trusted industry standards</li> <li>• No space required in customer data center or don't want to do CoLo</li> <li>• Typically have variety of VDI offering options</li> <li>• Good for disaster recovery use cases</li> </ul>	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Breadth of services</li> <li>• Vertical focus</li> <li>• Tighter customer relationships</li> <li>• Often have their own VDI services, where HPE manages infrastructure, and SI has VDI services above, e.g., Wipro, TCS, and HCL</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Pulls IT away from core business, nobody likes doing it</li> <li>• May not be stable if built on underperforming servers to rapidly scale</li> <li>• More challenging to manage</li> <li>• More challenging to scale, CapEx based</li> <li>• Resource constraints—not enough people to track everything or trouble hiring skilled expertise</li> <li>• Less accountability because rarely internal SLAs</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Data egress costs, often more expensive</li> <li>• Limited on-prem options</li> <li>• No user support or full management that HPE provides</li> <li>• Non-forgiving terms, less control over data and upgrades</li> <li>• Sometimes needs link into customer data center, which increases latency and hampers user experience</li> <li>• Bad for graphic intensive, complex security, compliance, huge data queries</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Can become more expensive</li> <li>• Often not as close to the technology</li> <li>• Limited or no consumption alternatives; they stop at sizing</li> <li>• More challenging to scale</li> <li>• Often CapEx-based solutions</li> </ul>
<p><b>Why HPE GreenLake?</b></p> <ul style="list-style-type: none"> <li>• Get expert support and management services to put your staff to highest and best use</li> <li>• Widest range of architectural options</li> <li>• Manage workloads aaS in the cloud and on-prem with a hybrid environment</li> <li>• Single-pane-of-glass view for centralized management</li> <li>• Benefit of DC, managed services, and A&amp;PS skills</li> </ul>	<p><b>Why HPE GreenLake?</b></p> <ul style="list-style-type: none"> <li>• Burst approved apps to the cloud for scalability</li> <li>• On-prem for increased security and control</li> <li>• Easier compliance with data on-site</li> <li>• Offer more flexibility with Citrix control plane—available on-prem and as a cloud-hosted offering and with VMware Horizon</li> <li>• Benefit of DC, managed services, and A&amp;PS skills</li> </ul>	<p><b>Why HPE GreenLake?</b></p> <ul style="list-style-type: none"> <li>• Consumption-based and scales per use</li> <li>• Widest range of architectural options</li> <li>• More cost-effective with pay-per-use and scalable consumption-based offering</li> <li>• One end-to-end partner that knows technology and services</li> <li>• Benefit of DC, managed services, and A&amp;PS skills</li> </ul>



## HPE GreenLake for SAP HANA value proposition

Customers today require end-to-end solutions that deliver the cloud experience they expect from hyperscalers. Customers are looking for the security, compliance, data gravity, and data sovereignty of on-premises (or colocation) with cloud economics. With HPE GreenLake for SAP HANA, we provide the benefits of consumption-based IT with the control, security, and performance of on-premises deployments. We right-size from the beginning and help customers reduce costs, easily scale, and meet rigorous availability, security, and reliability standards without vendor lock-in—across on-premises, hybrid architectures, and even multiple clouds on the widest range of architectures available. In addition, HPE can run the complete SAP environment for you, delivering a more complete cloud experience.

### KEY MESSAGES

**Improve control and manage risk**—Get an on-premises solution for security, compliance, data sovereignty, exceptional performance, less business risk, and higher levels of continuity and availability.

**Align costs with usage for better economics**—Reduce infrastructure costs with active capacity management based on a pay-per-use model per GB used by SAP HANA.

**Achieve faster time to value**—Get complete solutions optimized for SAP HANA based on certified SAP hardware from HPE, including reference architectures and expertise from HPE.

**Help customers de-risk their SAP S/4 journey**—Use the SAP Advisory workshop to identify the client's business requirements and define next steps, right mix assessments, re-platforming, and migration services.

**Simplify IT with expert services**—HPE SAP HANA experts migrate, integrate, secure, and optimize your SAP HANA environment. From there, HPE can fully manage and operate the environment, resolving problems and providing continuous improvement.

### USE CASES

#### SAP ERP infrastructure refresh

Not all SAP customers are ready for the migration to S/4. Clients are faced with hardware lifecycle management issues of older systems to maintain business operations. More than 70% have not moved to HANA, and many clients are reluctant to replace their ERP. Some clients will see an infrastructure refresh as a cost-effective, interim step, the path of least resistance to SAP S/4. Position HPE GreenLake for these customers.

Clients on HPE or other vendors' infrastructure facing these hardware lifecycle issues make good targets. Many organizations that want to focus on their S/4 transformation are ideal candidates for HPE GreenLake Management Services for their existing ERP systems.

**Client example:** MERCK

#### SAP ERP migration to S/4 HANA

Many SAP HANA customers are already planning for a mandated migration to S/4 with their solution sunset in 2027. They need to get off the old system, as it won't be supported or compliant, but the move to S/4 can take years. Customers on HPE or other vendor infrastructure facing this migration are good targets for A&PS Transformation and Migration and HPE GreenLake Management Services. Many organizations that don't have SAP HANA skills could need help in running and managing their infrastructure while maintaining a cloud experience, which is ideal for HPE GreenLake for SAP HANA.

**Client examples:** JERONIMO, SUN, PUBLICIS

#### Legacy SAP infrastructure refresh

HPE is #1 in SAP HANA deployments. Many customers have SAP HANA and need to refresh or extend the infrastructure that supports it. With HPE GreenLake for SAP HANA, those customers can get a modular foundation for the future that will grow over time.

**Client example:** DANFOSS

#### Cloud workload repatriation

Customers moving workloads back from the cloud offer an opportunity for HPE GreenLake. Whether they are on SAP HANA in the cloud or a different database, give customers the opportunity to re-platform to HPE GreenLake for SAP HANA to gain more flexibility and reduce TCO.

**Client example:** EUROWINGS

#### Customer wants SAP HEC, but on-premises

The SAP HEC customer edition accelerates the customer's S/4HANA journey with an end-to-end offering that includes HPE GreenLake cloud services sold and managed by SAP. HPE provides an optimized architecture comprised of secure, high-performing infrastructure, including compute, storage, and networking technologies that are certified and preconfigured for SAP environments. SAP sells and manages, and primes the SAP HEC offering. Sales engagement is via registration process with SAP.

# Market-leading portfolio with customer choice

HPE has options to fit every customer need, and the level of service can be tailored to the customer.  
 HPE GreenLake is available on options 2 through 5.

## HPE GREENLAKE SOLUTION OPTIONS

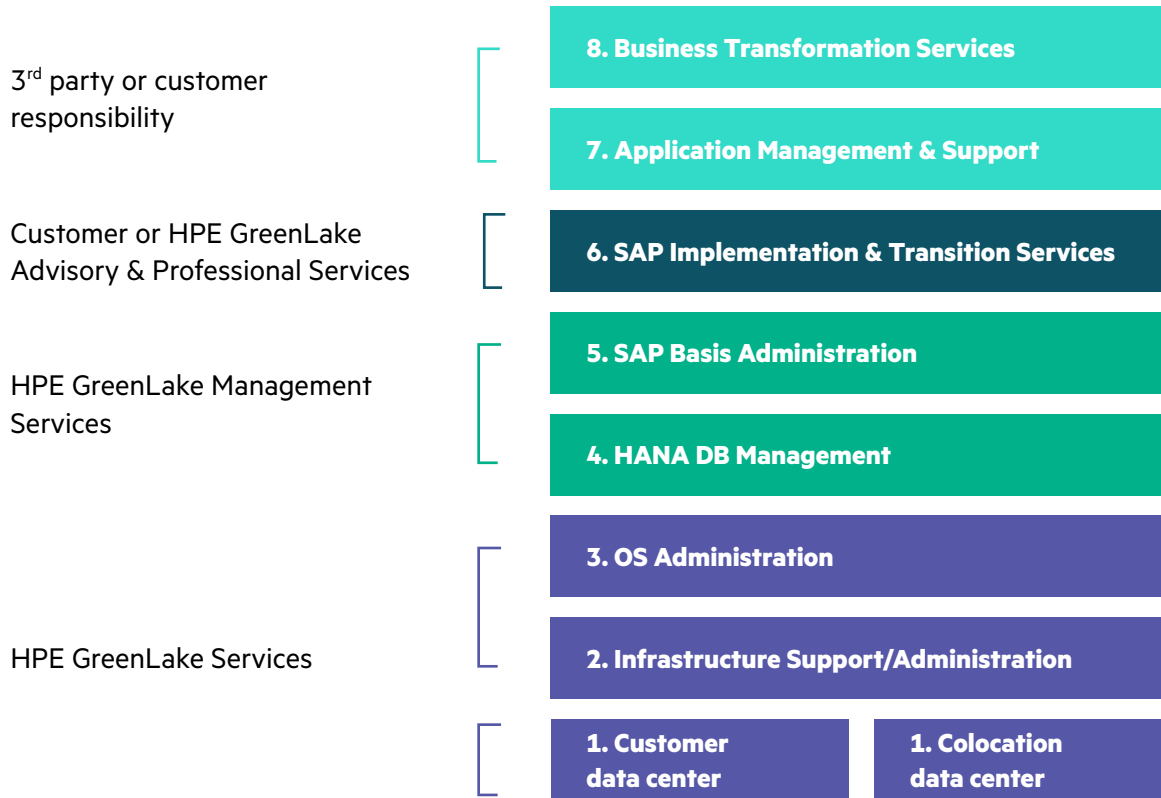
	1	2	3	4	5
	HPE Platform, including traditional upfront purchased services	HPE GreenLake for SAP HANA + optional GreenLake Management Services	HPE GreenLake SAP Managed Solution Stack	HEC Customer Edition	SI Strategic Managed Service Provider Offerings from Accenture or Deloitte
	Upfront purchase	Service solution	Service solution	Service solution	Service solution
	On-premise and dedicated	On-premise and dedicated	On-premise and dedicated	Any premise and dedicated	Off-premise shared
	↓	↓	↓	↓	↓
	Customers manage and control	Customers consume, use, and choose management (i.e., self, HPE, or Channel)	Customers consume, control, and use; HPE manages relationship and environment	Customers consume; SAP manages and controls relationship and environment	Customers consume; MSPs manage and control relationship and environment
<b>Channel</b>	Yes	Yes	Service Provider	No, SAP contracts directly	No, MSPs contract directly
<b>Location</b>	Any	Any	Service Provider	Customer/Colo	SI
<b>HPE contract with</b>	End-customer	End-customer	Service Provider	SAP	SI

### What affects your solution choice?

- LOCATION**  
On-premises or co-lo are both possible.
- CUSTOMER SEGMENT**  
There are options for customer segments and sizes from SMB to Enterprise, depending on your geo.
- OPERATION PREFERENCE**  
Customer managed or looking for a partner to manage.
- LOCAL SAP FUNCTIONAL PARTNER**  
Follow customer or geo preference.
- CONTRACT OWNER**  
HPE, SAP, MSPs, or CSPs could own the customer contract.

## Where in the stack does the customer need help?

HPE GreenLake for SAP HANA solutions accelerate the customers S/4HANA journey with an end-to-end offering, that includes HPE GreenLake cloud services sold and managed by SAP. HPE provides an optimized architecture comprised of secure, high-performing infrastructure including compute, storage and networking technologies that are certified and preconfigured for SAP environments.



### Levels 1-3

These levels are HPE GreenLake built on HPE industry-leading infrastructure solutions.

### Levels 4 and 5

Pitch HPE GreenLake Management Services to help manage the SAP HANA database and SAP Basis Administration.

### Level 6

Pitch HPE GreenLake Advisory & Professional Services to transition and implement.

### Levels 7 and up

These layers are typically managed in partnership with the enterprise, SIs, or SAP.

## Resources

### HPE SAP HANA

[Sales Briefcase](#) | [Competitive Presentation \(infrastructure focused\)](#)

### HPE GreenLake for SAP HANA

[Websites](#) | [Video](#) | [Customer Presentation](#) | [Solution Brief](#) | [Blogs—Make the Move to HANA with GreenLake](#) | [True Costs of Implementing HANA](#) | [HPE GreenLake for SAP HANA makes sense](#) | [De-risking innovation with HPE GreenLake for SAP HANA](#) | [Why HPE for SAP HANA Infographic](#)

### SAP HEC Customer edition

[Seismic](#)

### HPE Advisory & Professional Services

[Customer Presentation](#)

### Global Systems Integrator (SI)

Strategic Managed Service Provider Offerings

[Accenture Hybrid Cloud \(AHC\)](#): [Seismic](#)

[Deloitte Davenport](#): [Seismic](#)

[Education Services Customer Training Resources](#)

[Data and Analytics Curriculum](#)

## Why HPE GreenLake for SAP HANA?

**Speak about HPE's leadership**—We are the #1 SAP HANA infrastructure vendor with about a 40% market share, #1 in Appliance and TDI deployments, #1 in BWoH/BW4 and SoH/S4 HANA deployments, and #1 in on-premises and cloud-hosted deployments (**Gartner**)<sup>1</sup>.

**Cloud economics**—Get a business-oriented metric for pay-per-use with consumption-based billing, remote monitoring, and active capacity management through HPE GreenLake with no capital outlay.

**Backup and Restore**—HPE Backup and Restore technology as well as Disaster Tolerance and Recovery are second to none in the market and specially developed for SAP. Back-up and restore of TBs of data are done in minutes.

**Certified SAP hardware from HPE**—50% of all SAP solution deployments are running on HPE solutions.

**Expertise from an industry leader**—#1 market leaders, we've done more SAP deployments than anyone else, completing over 1500+ SAP HANA consulting projects to date.

**Free up your customer's teams**—Free your IT teams with optional operation and management from HPE to focus on more valuable activities.

**Get faster time to value**—With HPE expertise, customers can design, implement, and train their teams faster to get value from their SAP HANA solution. Access our SAP Center of Excellence (COE), for comprehensive support where 98% of customer issues are resolved.

## Sell these services to maximize value

SAP is a natural fit for HPE GreenLake and a great opportunity to deliver value with services. Our services help the IT team, as there is a shortage of specialized SAP HANA resources capable of doing day-to-day management.

Be sure to suggest taking on the whole stack of services of HPE GreenLake Management Services and supporting to BASIS level, with Advisory and Professional Services migration spread over the term. This helps drive value and reduces capital requirements for large replacements.

### WHAT TO SELL

**Transition or Migration Services**, to help the customer de-risk the transition from their old environment to the new one while reducing downtime. This is ideal for EOL scenarios or for growing databases that require faster equipment.

**Deployment and Integration Services**, to help the customer get up and running faster, accelerating time to value by simplifying deployment and configuring the system. Position Advisory Services for HPE to be the trusted advisor for every stage of your customer's SAP adoption journey.

**HPE GreenLake Management Services**, with comprehensive capabilities to monitor, operate, administer, advise on, and optimize the entire workload stack, plus provide expertise and free up scarce SAP internal resources.

**Customer Training Services**—We can offer anytime anywhere learning. **HPE Digital Learner subscriptions** provide a continuous learning channel to keep skills updated on HPE technology, and other industry technology, developer, collaboration, productivity, and business skills. More training is available from **HPE Education Services**.

## HPE GreenLake for SAP HANA selling strategy

**Watch for the compelling event**—Organizations may be planning to consolidate their environment, facing EOL, looking to refresh current SAP ERP (ECC), looking to move to SAP HANA, or considering cloud, all of which are great opportunities to move them to HPE GreenLake. They may also be struggling with SAP in-house expertise, cost control, scalability, SAP lifecycle management, high availability, and cloud security considerations. There are more than 30,000 customers running SAP ERP, so the opportunity is significant.

**Capitalize on this big opportunity**—Not many SAP HANA customers have deployed mission-critical workloads in the cloud. HPE GreenLake gives you a cloud-like experience on-premises, which is perfect for customers hesitant to move workloads off-prem, thus continuing client control of the environment.

**SAP HANA tech refreshes**—For normal tech refreshes of the SAP HANA infrastructure, use the opportunity to convert people to HPE GreenLake if they require database assistance or financial optimization. Stay close to installed base and Territory Sales within the geo who manage customers and prospects that run ECC and want to refresh ECC or need to transform to S/4HANA.

**A fully managed SAP solution**—Sell HPE GreenLake to customers who want a managed service for the infrastructure, plus GreenLake Management Services for their SAP HANA database and SAP Basis.

**All-in, full-stack option**—For customers who want a full stack, you'll be partnering with SAP or another SI for the application layers. If partnering with SAP, align with HPE SAP Alliance team to register as an SAP HEC customer edition pursuit to ensure the HPE infrastructure or align with A&PS for a custom full-stack solution.

## Sales tips

The best way to get started with HPE GreenLake is with an SAP Advisory workshop to identify the client's business requirements and link them to architecture design choices.

**Stay close to your functional partner**—In certain geos, HPE is partnering with deep SAP functional partners. Typically, the business is making the push to cloud rather than IT, where HPE has the strongest relationships. Stay close to your functional SAP implementation partners who may have a foothold in other areas of the business and are helping execute the hybrid go-to-market strategy.

**Beware of the growth myths**—SAP HANA is complex to grow, but we can do it. HPE GreenLake deals with growth by right-sizing at every step, and we can add hardware after the initial deployment as part of versioning. Pre-provisioning works, but that's costly for HPE. Aim for a commitment in return if the customer wants to go this route.

**Know what influences GL pricing**—Time (agreement duration), sizing (scale up/scale out, number of racks, appliances, etc.), and databases (number of databases and planned use).

**Have it their way**—SAP customers will also look at moving their workloads into the cloud AS-IS which the public cloud will not allow. We do. We are key in streamlining a migration at their own pace and on their time line. Work with A&PS to help your customer be successful.

### KNOW THE OPPORTUNITY

With SAP ERP Central Component (ECC) and SAP HANA, HPE comprises 40% of the installed base. Moving forward to S/4, 90%+ of customers expect to stay on-prem or hybrid (**ASUG Pulse**)<sup>2</sup>. HPE wins with a play for every SAP destination.

## Targeting and qualifying opportunities

Ultimately, to be most successful, we are encouraging sales teams to have services-led, business outcome discussions, which leverage our comprehensive portfolio of HPE offerings in a collaborative, customer-centric selling approach.

### LOOK FOR CUSTOMERS WHO ARE

**Concerned about compliance**—Data sovereignty, privacy, and residency requirements to protect mission-critical data and minimize latency.

**Hoping to grow the business**—Need quick time to market in multiple countries with a single SLA for the full SAP solution.

**Looking to differentiate**—Want to offer unique service offerings to maximize upsell and customer acquisition and retention.

**Managing financial risks**—Balance CapEx/OpEx and manage cash flow to fuel expansion.

**Due for refresh**—Current infrastructure due for refresh and/or facing high hardware maintenance costs. Customers facing performance challenges to meet business process windows.

**Needing expert help**—HPE can augment SAP in-house expertise for customers who have lost resources due to the business climate to manage the solution effectively.

**Unable to scale**—Need a scalable infrastructure with technology choice without vendor lock-in. They also may want to expand beyond their existing customer base and geo.

### BE CAREFUL ABOUT

**Lack of ownership** for the entire solution. Let A&PS help you and your customer scope the entire SAP ecosystem.

**Getting buy-in**—You'll need to get all on board from sales and design to delivery resources.

**HPE teaming**—You'll maximize your chances if you bring all of HPE's resources across infrastructure specialists and GreenLake, pre-sales, and ecosystem teams.

**Upgrading beyond initial hardware**—This solution often needs the same process as the original, so upgrades frequently happen within 2 years and require outages. Most customers would co-term to the original time line.

**Certain growth scenarios**—Watch out for adding new hardware (especially a new generation) during the agreement or growth beyond a pre-planned boundary; both can cause issues.

**Considering cloud complexities**—Look out for customers that are looking for a multi-cloud strategy. And those who talk cloud migration but have no idea how.





# IT

**Titles:** IT Operations, IT Director, Infrastructure Director, SAP HANA Project Business Owner, CIO

**Cares about:** Infrastructure scalability, taking on new SAP HANA projects, uptime and latency, fast time to value for LOB



## IT TALK TRACK

<b>DRIVERS</b>	IT may struggle without <b>enough trained SAP HANA resources</b> . They may run apps in complex enterprise environments and hope to <b>secure apps</b> and data on-prem.
<b>OUTCOMES</b>	An HPE GreenLake solution would mean <b>fewer problems, more uptime, and lower latency</b> . IT could also improve app <b>security</b> and <b>meet LOB capacity</b> and <b>scalability needs</b> .
<b>RISK-TIME-COST</b>	IT needs a <b>cost-effective solution</b> with <b>faster time to value</b> for complex SAP HANA environments that can accommodate <b>unpredictable capacity needs</b> .
<b>PARTNER</b>	HPE is the <b>market leader</b> for SAP HANA infrastructure solutions, with <b>experts to run and optimize complex environments</b> for superior <b>mission-critical application performance</b> .
<b>CLOSE</b>	HPE is a <b>proven SAP HANA partner</b> with <b>comprehensive support</b> and <b>certified SAP hardware</b> —50% of SAP deployments are on HPE.



## IT DISCOVERY QUESTIONS

**HPE is a proven SAP HANA partner with comprehensive support and certified SAP hardware—50% of SAP deployments are on HPE.**

They may be overprovisioning to meet unpredictable SAP HANA capacity needs today. With HPE GreenLake, they can start small and scale with minimum business disruption. They can grow or shrink their consumption as needed.

**How would technical expertise for SAP HANA help you? Would you prefer for HPE to run the solution for you?**

Who is going to run the platform? Do you have the required skills in sufficient quantities? They may not have a strong in-house SAP HANA skill set. With HPE GreenLake and GMS for SAP HANA, we can help them handle their HANA database management and SAP Basis Administration—so they can focus on strategic initiatives. Let A&PS help you and your customer define their roadmap to S/4.

**How would a cloud-like experience on-premises help the business?**

They may be struggling with uptime and latency. With HPE GreenLake, the organization can get the performance of an on-premises solution with the agility, security, and flexibility of cloud.

**Tell me about the performance of your mission-critical apps.**

With HPE, organizations can get superior performance through the power of our industry-leading in-memory database, ensuring their mission-critical apps run smoothly. The HPE COE Performance team maximizes system performance and capacity for your customers' environments.

**How are you ensuring quality and efficiency in service delivery?**

HPE can help meet SLA requirements and simplify service delivery with expertise proven in 12,000+ SAP HANA engagements. Leverage A&PS to design the DR and HA solution that delivers your client's RTO and RPO.

**How do you plan to upskill your team to accelerate your strategic initiatives?**

Find out if they have an IT training program. Companies with comprehensive training have a 24% higher profit margin. We can help them upskill and re-skill their people.

**How scalable are your infrastructure and resources?**

Describe how they can adopt market opportunities by scaling resource capabilities and capacity, all with infrastructure from a vendor that doesn't lock them in.



## LOB

**Titles:** COO, VP Operations

**Cares about:** New services, growth, competitive differentiation, S/4 transformation moving to procure solutions as a service with a cloud-like experience



## Finance

**Titles:** CFO

**Cares about:** Limiting overprovisioning, growth, financial risk, moving to as-a-service model for IT



### LOB TALK TRACK

<b>DRIVERS</b>	Business need to prepare for the <b>move to S/4</b> , and they need more <b>agility</b> and <b>real-time insights</b> to develop new services.
<b>OUTCOMES</b>	<b>Getting more control</b> over apps and data is important, as is <b>fast deployment</b> for quicker time to value.
<b>RISK-TIME-COST</b>	Businesses must <b>reduce risk</b> , achieve <b>higher availability</b> , and meet <b>security, compliance</b> , and <b>data sovereignty</b> needs.
<b>PARTNER</b>	With HPE, businesses get <b>fast problem resolution</b> from experts and can <b>add more capacity</b> for changing project demands.
<b>CLOSE</b>	HPE is a proven partner with <b>12,000+ SAP HANA customers and more than 34,000 HANA systems deployed</b> , with solutions for <b>cloudlike flexibility</b> while making the <b>move to S/4</b> .



### LOB DISCOVERY QUESTIONS

#### How are you expanding your business reach and acceleration?

They may want to expand beyond their existing customer base and geography. Describe how our partnership can help them scale to reach their growth plans.

#### How fast can your IT team spin up the apps capacity you need?

Supporting SAP HANA projects can be a challenge for IT used to maintaining SQL databases. With our support, they can spin up SAP HANA projects, and use HPE GreenLake pay-per-use capacity to evolve ahead of business need, scale, and innovate quickly.

#### How are you creating differentiation for the business?

You may hear that they hope to offer unique service offerings to maximize upsell and customer acquisition and retention. Speak to real-time insights through SAP HANA.



### FINANCE TALK TRACK

<b>DRIVERS</b>	Businesses have <b>capital constraints</b> and <b>unpredictable capacity needs</b> , and face <b>additional maintenance fees</b> in 2027 unless moved to S/4. They also want to <b>conserve capital and liquidity</b> in uncertain times.
<b>OUTCOMES</b>	<b>Aligning costs to business benefits</b> with pay per use would help <b>manage cash flow</b> and ensure billing accuracy.
<b>RISK-TIME-COST</b>	The organization must <b>scale to meet capacity needs</b> and <b>reduce infrastructure costs</b> with active capacity management.
<b>PARTNER</b>	With HPE, businesses <b>lower risk</b> with higher SAP HANA continuity and availability, with <b>accurate billing per usage</b> through HPE GreenLake Central.
<b>CLOSE</b>	With HPE, the organization can avoid paying more than they use, and <b>show positive project ROI</b> in the first year with no ownership from the industry-leading SAP partner, ideal for the <b>move to S/4</b> .



### FINANCE DISCOVERY QUESTIONS

#### How are you managing financial risk?

They are most likely focused on balancing CapEx/OpEx and managing cash flow to fuel expansion. Discuss how HPE GreenLake can help them align costs to usage to drive growth for the business.

#### How much are you overprovisioning to meet SAP HANA needs?

The organization may have overpaid for capacity for their SAP HANA projects. Talk about how HPE GreenLake lets them start small with capacity and scale as their business needs evolve.

#### How are you growing your business profitably?

They likely need fast time to market. We can help them achieve that in multiple countries, all with a single SLA for the full SAP solution.

# Alternatives to HPE GreenLake for SAP HANA

Public Cloud Vendors/Hyperscalers
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Executive relationships</li> <li>• Customers often have existing agreements</li> <li>• Data residing in the cloud</li> <li>• Industry-specific offerings</li> <li>• Easy to understand and get started</li> <li>• Efficient pricing models</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Higher costs from data egress and data gravity that are harder to control</li> <li>• Lack of SLA guarantees</li> <li>• System scalability limits, not optimized for changes or scale</li> <li>• Vendor lock-in, limited interoperability</li> <li>• Unsecure, multi-tenant environments</li> <li>• May not meet security, compliance, and data sovereignty requirements</li> <li>• High-performance needs are better served on-prem, potential latency issues and communications costs with users and data on-prem that must interact with their SAP systems</li> <li>• Don't provide same level of service for support and management as GMS</li> <li>• Forced refreshes and lifecycle management can be expensive</li> </ul>
<p><b>Why HPE GreenLake?</b></p> <ul style="list-style-type: none"> <li>• Lower cost, broader model choice</li> <li>• Meets strict SLA parameters and compliance requirements</li> <li>• Greater scalability</li> <li>• Make changes to address specific mission-critical needs</li> <li>• Technology choices</li> <li>• Trusted solutions with better availability</li> <li>• HPE #1 Cloud Hosted Deployments—Gartner</li> <li>• Run non-SAP HANA apps on HPE GreenLake</li> <li>• Ability to manage the end-to-end solution</li> </ul>

Lenovo/Dell, IBM
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Straightforward, upfront pricing</li> <li>• Lenovo no minimum commitment</li> <li>• #2 in the SAP HANA market (Lenovo)</li> <li>• Provides customers a range of pre-configured systems</li> <li>• IBM can do outsourcing and the application and management layer</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited metering, not true pay-per-use: Lenovo based on power consumption metering, Dell is financing with metering per GB</li> <li>• Tough to scale or burst and grow</li> <li>• Business model based on high-volume standardized products, but HANA deployments often require customization</li> <li>• IBM has a very small HANA market share and declining revenue on Power systems</li> </ul>
<p><b>Why HPE GreenLake?</b></p> <ul style="list-style-type: none"> <li>• More SAP HANA experience with HPE experts available to migrate, integrate, secure, manage and optimize SAP HANA</li> <li>• Expansive portfolio, covering high-end to low-end need</li> <li>• Better scalability of an SAP HANA instance</li> <li>• HPE #1 On-Prem SAP HANA Deployment</li> </ul>



## HPE GreenLake for Data Protection value proposition

Data is the lifeblood of any organization. And the explosive growth of data from the edge to the cloud is creating a data protection challenge and opportunity.

Data Protection with HPE GreenLake delivers an edge-to-cloud service designed to protect customers' data for every SLA while unlocking the value of the data.

HPE GreenLake's end-to-end solutions make protection effortless, protect data aaS, and enable businesses to scale on demand, free up IT resources through HPE's ITIL-driven management capabilities, and pay only for what they use. Customers can also better leverage their data and unlock its value, modernize their backup and recovery, and get the agility of the cloud with cloud-ready data protection—all with no data egress costs or vendor lock-in.

With multiple configuration options and compatibility with leading backup software, including Veeam, Commvault, and Cohesity, HPE GreenLake makes backing up and recovering data effortless and automated from rapid recovery to long-term retention.

HPE Recovery Manager Central (RMC) integrates HPE all-flash arrays with HPE StoreOnce Systems, leveraging snapshot performance with backup protection to deliver flash speed application protection, copy data management, and data mobility built for cloud, with less cost and complexity.



### KEY MESSAGES

**An effortless data protection experience**—From rapid recovery to long-term retention, data protection with HPE GreenLake makes backing up and recovering data effortless and automated.

**Remove the complexity, align the budget**—Data protection with HPE GreenLake removes the complexity of deploying the data protection infrastructure, and offers elastic scale and a pay-as-you-consume model that aligns with business need.

**Better leverage your own insights**—Data protection with HPE GreenLake empowers customers to get more out of their data by enabling enterprises to reuse backed-up data for test/dev and analytics purposes.

### USE CASES

#### On-Premises Data Protection

For customers who need to protect on-premises data supporting their business processes in their data centers with demanding RPO/RTO.

Back up and recover rapidly with an on-premises, ultra-efficient data protection service. Use in conjunction with HPE Cloud Volumes Backup or HPE Cloud Bank Storage to extend data protection to the cloud. Our on-premises backup service enables customers to have rapid recovery on-premises with cloud-like consumption and elastic scaling.

Through HPE GreenLake, customers can pay as they consume and align spend with data growth and business requirements. Backup is secure and efficient, with faster RTO/RPO from edge to core. Customers can also flexibly deploy additional backup software, such as Veeam, Commvault, or Cohesity.

#### Hybrid Cloud Data Protection

For customers who are running hybrid cloud environments and require extension of their data protection solution to the cloud.

HPE Cloud Volumes Backup is an on-demand cloud service that enables customers to simply, efficiently, and flexibly store backup data in the cloud. Customers can directly back up to the cloud from any primary storage array without replacing existing backup workflows, eliminate management complexities and the cost of the backup infrastructure, and unlock the value of backup data—utilizing it for workloads like test/dev, reporting, and analytics. Customers also avoid cloud lock-in with no egress charges, with additional ransomware protection in the cloud.

HPE GreenLake allows customers to apply the same backup policies to their cloud resources and their on-premises data and manage everything from a unified control plane.

## HPE GreenLake for Data Protection selling strategy

Customers are going through massive modernization efforts for hybrid cloud. Every time you have a conversation with them to transform their primary application workloads, help them define how they are going to protect their data and applications that support their business processes. Explore the data protection angle to unlock upsell and cross-sell opportunities.

Integrate Data Protection into the full HPE GreenLake customer experience by offering data protection infrastructure and platform as a service. Be sure to propose high value-add services to help customers define and implement their backup and recovery strategy and processes based on their business and technology requirements.

Reach out to our ISV partners early in the sales cycle to support you with deals.

## Targeting and qualifying opportunities

### LOOK FOR

#### Inefficient IT resources—

IT teams may spend too much time managing data protection infrastructure and policies.

#### Unable to scale—

The organization may be struggling to efficiently plan and scale infrastructure needs.

#### Can't get value from data—

Look for organizations struggling to better leverage data for insights.

#### Need better visibility—

They may want a single-pane-of-glass data management in a hybrid environment or need visibility for regulatory compliance.

#### Dev/test and DR—

Disaster recovery (DR) sites and dev/test environments are ideal for HPE GreenLake.

#### Desire to move away from tape—

Backup to disk and cloud-based backup are often preferred to tape.

#### Overprovisioning—

Look for overspending on storage provisioning to keep up with backup demands.

#### Data recovery failure—

Underinvestment in backup infrastructure hinders ability to meet RPO/RT0.

#### On-premises requirements—

They may need to keep data on-site for regulatory compliance, personal identifiable information (PII), and company confidential data.

#### Cash flow concerns—

The organization may be struggling to protect data and apps while preserving cash flows.

#### Refreshes—

Look for primary storage and compute refreshes.

## Sales tips

**Attach motion to maximize sales—**Our primary GTM motion within storage is leading with primary storage for production workloads. When you talk about modernizing storage, include Data Protection with HPE GreenLake as well as managed data protection services and service continuity for a fully managed and operated solution to extend the conversation with a new, differentiated way to deploy data protection.

**Differentiated door opener—**HPE Cloud Volumes Backup service lets us tap into non-HPE customers. Look for opportunities like:

- Existing HPE StoreOnce customers who want to add on cloud protection
- Prospective customers who want to modernize with HPE Nimble Storage or HPE Nimble Storage dHCI
- Public cloud customers looking for an alternative to public cloud backup
- SMB/mid-market customers looking to directly back up to the cloud for off-site backup
- Existing 3PAR customers looking to modernize

**Limited risk—**Through HPE GreenLake, customers can deploy a new data protection solution in a limited environment (dev/test, pilot) to minimize the impact and risk of moving to a new backup technology all at once.

## A BIG OPPORTUNITY FOR YOU

By 2024, more than 75% of infrastructure in edge locations will be consumed/operated via an as-a-service model, as will more than half of the data center infrastructure (IDC).<sup>1</sup>

## Selling with these software partners is 1+1=3

Several factors determine our software partner in a Data Protection pursuit, but all our partners add benefits to the HPE GreenLake and data protection sale.

Use the information and hyperlinked names below to learn more about **Veeam**, **Commvault**, and **Cohesity**. Use [this link](#) to access our **HPE Strategic Alliance** site.

**Veeam**—Veeam is a great partner for cloud data management. Veeam's Cloud Data Management Platform helps organizations meet today's service-level objectives, enabling recovery of any IT service and related applications and data within seconds and minutes. Ideal for greenfield sites that are heavily virtualized.

**Commvault**—HPE Solutions for Commvault Software enable customers to adopt best-of-breed solutions in a single unified stack for data protection. Commvault has validated solutions and integrations with HPE Apollo, HPE ProLiant, HPE Primera, HPE Nimble Storage, and HPE StoreOnce. Scale-out and scale-up architectures are available. Ideal for when there is a heterogeneous environment with legacy applications and operating systems to protect.

**Cohesity**—Cohesity is for a software-defined storage solution that deploys on server hardware and creates a backup target for data. Good for object storage and consolidating all secondary storage.

## Sell these services for a better customer experience

The best way to get started with HPE GreenLake is with a discovery workshop to identify the client's business requirements and link them to architecture design choices. In addition to the workshop, consider proposing services like:

### **Backup Modernization Services or Backup Design Services**—

Go through the environment for each workload, integrate the backup software, create policies, and deploy them in the software itself, i.e., Commvault, Veeam.

**HPE Deployment Services**—HPE has services for deploying Commvault and Veeam and provides integration with industry best practices.

**HPE GreenLake Management Services**—We can offer operation and management services for their backup solution and extend the managed service coverage to full managed service continuity and disaster recovery. This is a huge upsell opportunity.

**Customer Training Services**—We can offer any time anywhere learning, [HPE Digital Learner subscriptions](#) provide a continuous learning channel to keep skills updated on HPE technology, and other industry technology, developer, collaboration, productivity, and business skills. In the [Storage curriculum](#), there is training on Data Protection and our partners.





# IT

**Titles:** IT Director, CIO, Manager/Director of Backup

**Cares about:** Govern the risk and costs of IT for the business, move quickly, and adopt new tools and tech constantly



## IT TALK TRACK

<b>DRIVERS</b>	Today's organizations would like to <b>better manage their time and IT resources</b> , because too much is spent on <b>infrastructure</b> and <b>meeting SLAs</b> . They'd also like to <b>plan and scale</b> to meet infrastructure needs.
<b>OUTCOMES</b>	With HPE GreenLake, you can <b>centralize and simplify backup management</b> across your environment with a fully managed, policy-based backup solution, enabling you to meet your business and regulatory backup compliance requirements.
<b>RISK-TIME-COST</b>	<b>Making backups invisible</b> to ransomware attacks would be ideal, as would <b>eliminating management complexity</b> , so they can <b>better utilize IT teams</b> . They're also trying to <b>scale to meet business needs</b> , which can be challenging.
<b>PARTNER</b>	<b>Unifying backup</b> across their storage ISVs is a priority, as is <b>improving data security</b> , and <b>simplifying operations</b> and <b>management</b> .
<b>CLOSE</b>	With HPE, organizations get the <b>comprehensive support and solutions</b> they need to protect their data with <b>no egress costs</b> , improved <b>security</b> , and <b>faster recovery with faster RTO/RPO</b> .



## IT DISCOVERY QUESTIONS

### Are you following the 3-2-1 data protection best practices?

To sufficiently protect data, customers should follow the 3-2-1 rule where they retain 3 copies of data, on 2 different types of media, with at least 1 copy living offsite and 1 copy in the cloud.

### How do you plan to upskill your team to accelerate your strategic initiatives?

Find out if they have an IT training program. Companies with comprehensive training have a 24% higher profit margin. We can help them upskill and re-skill their people.

### How much staff time is spent on backup vs. high-value activities?

Their staff may be spending hours on backup tasks when they could be contributing to strategic initiatives. Ask to get a sense of their current staff utilization and whether a fully managed solution with HPE GreenLake Management Services (GMS) might be a good fit.

### How are you managing your backups today?

Find out how that solution is working, and if a single provider would be preferable for them in a new backup solution. We can help them back up on-premises or into the cloud and have competitive offerings for both.

### How are you ensuring you deliver on your SLAs?

Data protection with HPE GreenLake provides the flexibility to deliver the right SLA at the right cost, from rapid recovery to long-term retention—both on-prem or in the cloud.

### How would an open cloud ecosystem help your business?

Data protection with HPE GreenLake enables the organization to avoid cloud lock-in and gain the flexibility to recover from on-premises or the cloud.

### What are your current backup strategy and backup priorities?

Listen for trying to eliminate complexity, trying to scale to align with business growth, struggling to meet SLAs, or attempting to get better value from their data. These are all great opportunities for HPE GreenLake.



## LOB

**Titles:** Project Owner

**Cares about:** Secure, headache-free, compliant, and always available data for insights and new services



## Finance

**Titles:** CFO

**Cares about:** Managing business costs and capital allocation, and risk through pay-per-use, transparent costs, and proper controls



### LOB TALK TRACK

<b>DRIVERS</b>	Businesses today would like to <b>scale</b> to create <b>new services</b> or meet unexpected needs. But they also need to <b>keep data on-premises</b> to meet <b>regulatory compliance requirements</b> .
<b>OUTCOMES</b>	<b>Better leveraging of data for insights</b> and <b>new services</b> would be ideal. It's also important to <b>recover faster</b> to help meet RPO/RTO SLAs.
<b>RISK-TIME-COST</b>	Businesses are focused on <b>easily growing and scaling</b> to meet changing needs. They would like to have <b>options for their backup</b> , so they pick what suits their business best.
<b>PARTNER</b>	With HPE GreenLake, businesses can <b>back up data where they'd like</b> with no vendor lock-in. They can also <b>flexibly restore</b> across the hybrid cloud to ensure <b>business continuity</b> and <b>eliminate egress charges</b> .
<b>CLOSE</b>	With HPE, businesses are set to protect their data and grow with <b>elastic scaling</b> and a <b>fully managed</b> on-prem or cloud solution.



### LOB DISCOVERY QUESTIONS

<p><b>How are you keeping your PII and company confidential data compliant?</b></p> <p>Our on-premises cloud solution keeps key data on-site, ensuring compliance with rigorous industry and geo requirements.</p>
<p><b>How easily or quickly can you scale if business needs change?</b></p> <p>Most architecture is static. With HPE, the business can scale elastically, with buffered capacity available as needed, so resources always meet demand.</p>
<p><b>What would you do with access to data insights?</b></p> <p>Traditional backup locks away data as insurance, but with HPE, organizations can use that data to gain valuable insights to transform the business and create new services.</p>



### FINANCE TALK TRACK

<b>DRIVERS</b>	Many organizations today are <b>overspending due to overprovisioning</b> their storage infrastructure, but their backup infrastructure is under-provisioned and reaching capacity and performance constraints.
<b>OUTCOMES</b>	<b>Lowering TCO</b> , especially <b>provisioning, backup, and egress costs</b> , is top of mind, as is <b>achieving cost transparency</b> across the business.
<b>RISK-TIME-COST</b>	Businesses would like to <b>pay only for what they use</b> rather than overprovisioning, and they'd like to <b>eliminate expensive data egress charges</b> from cloud.
<b>PARTNER</b>	Partner solutions are <b>optimized and fully integrated</b> with HPE GreenLake to ensure customers get the full benefit of our consumption model and avoid extra costs by incorporating everything into a single pay-as-you-go solution.
<b>CLOSE</b>	With HPE, businesses get a <b>comprehensive partner</b> with a <b>fully supported solution</b> that helps the organization <b>lower TCO, better secure their data</b> , and <b>stay compliant</b> .



### FINANCE DISCOVERY QUESTIONS

<p><b>How much are you spending on your backup solution?</b></p> <p>They may be spending time, money, or staffing to manage. Tell them how a single unit of measure based on volume could help reduce backup management costs.</p>
<p><b>How are you managing data egress charges with cloud?</b></p> <p>Data egress costs with cloud can be significant. Talk about how we can help them eliminate those egress costs with HPE services.</p>
<p><b>What are your plans to cost-effectively deal with data growth?</b></p> <p>HPE gives customers usage-based billing to align with business need, removing upfront expenses, resulting in lower TCO and transparent costs with no overprovisioning.</p>

# Alternatives to HPE GreenLake for Data Protection

**Public Cloud competitors  
when primary workload already migrated to public cloud**

**Strengths**

- Strong pricing
- Easy to scale and add more storage as needed
- Easy to understand and get started

**Weaknesses**

- Difficult to manage backup projects with adequately skilled personnel
- Customers often have many backup tools across cloud instances
- Locks data away
- Security concerns
- Fragmented backup approach
- Vendor lock-in

**Why HPE GreenLake?**

- More secure—Data is invisible to ransomware
- Free egress—Don't pay to access data
- Data is easy to access for insights
- Unifies backup in a simple service with a single portal and open support
- Activates data for insights
- No cloud lock-in
- Faster recovery with faster RTO/RPO
- Incorporate best-of-breed partners enabling customer choice
- Can be adapted to client requirements for performance and security
- Better cost model, lower long-term TCO
- Fully managed service for data protection, service continuity, and DR needs

**Infrastructure competitors  
(i.e., DellEMC, NetApp)**

**Strengths**

- Straightforward, upfront pricing
- Range of options

**Weaknesses**

- Difficult to predict and plan for backup capacity (initial and ongoing)
- Large initial capital outlay from overprovisioning
- Locks data away
- Tough to scale
- Not true cloud—running a DataDomain virtual appliance in the cloud (DellEMC)
- Hassle to deploy storage OS and manage, configure, and initialize it in the cloud

**Why HPE GreenLake?**

- No vendor lock-in for multi-cloud flexibility
- Data is easy to access for insights
- Provision data protection storage within minutes, securely with on-demand elastic capacity
- Eliminates complexity and frees customer from day-to-day management hassles and costs
- Back up within minutes with just a few clicks
- Broader portfolio of management services
- Fully managed service for operational needs for data protection, service continuity, and DR

## Resources

### HPE GreenLake Resources

[Website](#)

[Sales Briefcase](#)

[Services library deck](#)

[FAQ](#)

[Video](#)

[Solution brief](#)

### Customer Training Resources

[HPE Digital Learner Briefcase](#)

[HPE Digital Learner webpage](#)

[HPE Education Services](#)

[Storage curriculum](#)

### Commvault Resources

[Customer Presentation](#)

[Solution Guide](#)

[Sales FAQ](#)

[Training](#)

### Veeam Resources

[Sales Briefcase](#)

[Customer Presentation](#)

[Solution Brief](#)

[FAQ](#)

[Training Materials](#)

### Cohesity Resources

[Customer Presentation](#)

[Solution Guide](#)

[FAQ](#)

Training: [Replay](#) | [Slides](#) | [Q&A](#)

## HPE GreenLake for containers value proposition

Containers deliver the power, efficiency, and portability needed for enterprise-level application environments. Companies that want to run enterprise workloads on containers at scale are looking for integrated solutions with enterprise-grade security that accelerate deployments and simplify the container environment.

HPE GreenLake for containers is an optimized solution that runs on the HPE Ezmeral Container Platform, providing a powerful solution to deploy Kubernetes at scale for a wide range of use cases—from app modernization to cloud-native applications—for on-premises workloads, with a pay-as-you-go model.

HPE service teams perform the on-site installation, and HPE GreenLake Management Services provides complete management of the solution, a single point of contact for support, and a technical team who knows the customer's environment and business. A standardized hardware and software build eliminates the complexities of a custom deployment, allowing customers to stay focused on their business applications and workloads without worrying about the operational complexity of Kubernetes.

### KEY MESSAGES

**Enterprise-grade performance and security**—HPE GreenLake for containers is a single platform for cloud-native and non-cloud-native workloads that helps customers optimize the delivery of business services with enterprise-grade security and governance, from edges, colocations, and data centers—while meeting needs for latency, data sovereignty, and regulatory compliance.

**Cost transparency**—Customers get a complete, open-source, best-of-breed container platform, including compute and storage. The factory-integrated platform is delivered and consumed in an “as-a-service” model with elastic capacity and the ability to scale up with a consumption-based billing model.

**Simplified provisioning and orchestration**—With a fully managed service from the infrastructure up to the control plane; self-service; and HPE Ezmeral Container Platform; container provisioning, orchestration, and management couldn't be easier.

**One-click provisioning**—Eliminates the need for advanced Kubernetes knowledge and reduces the time between the provisioning request and access to cloud resources to speed time-to-market. Customers get secure, self-serve provisioning and management of Kubernetes clusters via a common control plane and standardized blueprints.

**Do more with less**—Fast, efficient deployment by highly skilled HPE cloud experts and services delivered with high quality and lowered risk lets customers spend less time managing, configuring, and troubleshooting Kubernetes clusters.

**Better than standard**—The unified platform supports stateless applications and stateful applications with HPE's innovations such as KubeDirector, and pre-integrated persistent storage with access to enterprise data on premises.

**Cost controls and analytics**—HPE GreenLake provides granular visibility into spend and consumption across Kubernetes clusters.

### Challenges to container adoption

- Managing a distributed cloud is complex and time-consuming
- Containers are a proven technology, but adoption is hindered by container ecosystem complexity, lack of skillsets, lack of container-optimized stack, the demands of enterprise-grade security, and the common barriers of public cloud (data sovereignty, service locality, etc.)
- Managing Kubernetes at enterprise scale is complex
- Many monolithic, on-premises, and stateful apps are not easy to modernize
- Data gravity dictates the need for on-premises solutions and easy connectivity of Kubernetes clusters with remote on-premises stateful data

### USE CASES FOR CONTAINERS

Containers are core to the HPE Hybrid Cloud strategy. Common use cases include:

- **Application modernization for non-cloudnative applications**—Modernize apps without costly refactoring and gain efficiency, increase agility, and provide application portability. Containerize non-cloud-native, monolithic applications with pre-integrated persistent storage for stateful applications.
- **Faster time-to-value for cloud-native application development**—Applications encapsulated as containers lead to quicker deployments. Accelerate building cloudnative apps, and securely deploying apps and microservices with DevOps and CI/CD.
- **Agile DevOps**—Accelerate and automate application cycles and drive scalability for small environments.

Other use cases include DevSecOps, advanced analytics, management (ServiceMesh), and security (SPIFFE/SPIRE).

# HPE GreenLake for containers—A powerful stack for running containers

## HPE Fully Integrated Platform

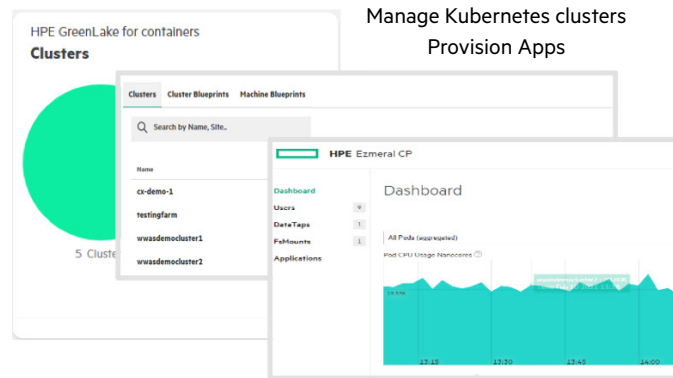


- Compute
- Storage
- Networking
- Software stack:
  - Cloud management platform
  - HPE Ezmeral Container Platform
  - Linux-based host OS, Virtualization
- Monitoring/Management

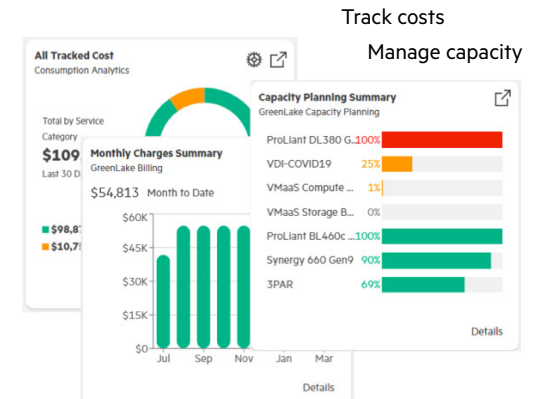
### Integrated Container Platform

## GreenLake Central

### Kubernetes cluster management and HPE Ezmeral Container Platform



## Cost and Consumption Analytics



### Self-Service Portal

### Factory Integration

Factory Express delivers a fully integrated solution

### Installation

HPE Cloud Services experts provide installation and customer integration

### Management Services

GMS delivers proactive monitoring and management services, 24x7

### Integrated Services

## Our fully-managed container service includes

### Manage and monitor

- Comprehensive monitoring and management tools to proactively manage the integrated hardware and software platform.
- 24x7 monitoring of the platform and response with support procedures that can be flexed to meet customer-specific requirements.
- Performs regular maintenance activities to keep the service running at optimum performance levels, plus upgrades.
- Analyzes, identifies, and installs patches, firmware upgrades, and software updates across the platform components, exercising system updates in collaboration with the customer.

### Capacity and configuration

- Performs capacity management activities, informing the customer of their capacity usage.
- Performs configuration changes as may be required to maintain the service functionality or accommodate specific customer change requests.

### ITSM tools and processes

- Proactively analyzes the environment using ITSM continual service improvement processes and tools to identify iterative improvements that may be achievable.

## Advisory & Professional Services

Position these services with add-on services to help customers with their adoption and use of containers.

- **Consider starting with HPE Container Adoption Service**
- **HPE Ezmeral Accelerator for Kubernetes**

In addition to helping customers with their container needs, we can support by training their IT teams and developers through an **HPE Digital Learner** subscription.



# Targeting and qualifying opportunities

## Start your conversation talking about the business value HPE GreenLake delivers

Companies are looking for integrated solutions with enterprise-grade security that accelerate deployments and simplify the container environment. HPE GreenLake can help pave the way for an ‘integrated container solution’ for enterprise workloads on containers at scale.

### Look for customers that are:

- IT organizations with limited container operations knowledge or those just starting and figuring out how to scale.
- Looking for quick time-to-value with pre-validated architecture.
- Looking to enable both traditional stateful applications and cloud-native applications on a single solution.
- Under pressure to quickly deliver a container DevOps environment.
- Looking for greater visibility and predictability in costs.
- Desire a neutral platform to deploy the DevOps toolkit of their choice.
- Existing HPE GreenLake customers looking for container deployment strategy acceleration or starting to modernize apps.

### Be careful about:

- Companies with strong IT operations capabilities that are only interested in a container solution stack with specific architecture and software requirements. Although the HPE Ezmeral Container Platform allows integration of existing container environments or application portability, as it's based upon open source Kubernetes, HPE GreenLake will need to enable this specific use case with a custom service engagement.
- Companies solely looking for edge, public cloud, or non-core data-center types of greenfield container deployment.
- System integrators/MSPs looking to integrate with their existing platforms and offer as a white-label managed offering.

## Selling strategy

Digital transformation is shifting the focus of IT from ops to apps. Business-critical applications are being migrated to containers.

**Public cloud has changed the conversation**—Start by exploring the outcomes the customer is seeking to achieve—becoming more data-centric, workload-oriented, etc. Focus on the solution experience: minimal operational heavy lifting saves valuable time.

**Get to the top of the tree**—The best single point of contact is the CTO or CIO. This is where you get the fastest clarity on the outcomes desired and the organization’s transformation and app modernization priorities.

**Look for those driving cloud strategy**—Make sure you understand how LOB and consumer demand is driving the customer's IT strategies for containers and app portability between private and public cloud. Ask how hybrid fits into their cloud strategy. Find out which apps have been moved to the cloud and what’s up next. DevOps may be involved, as containers allow for microservices and a cloud approach to app development.

**Take an app-driven approach**—Look for ISVs and apps that are moving to a container model.

**Highlight the low barrier to entry** HPE offers via a trial experience through pre-staged hardware + software in a co-location facility.

## Key selling points

**A consumption-based model**—Is there a need for flexibility, scalability, and a pay-as-you-go model? Container adoption is spreading as business units look to modernize applications to gain the flexibility of cloud-native apps. But unpredictable growth in adoption rate reduces the accuracy of capacity planning, making HPE GreenLake for containers the perfect answer.

**Worry-free**—Free IT Ops to support other initiatives with a managed platform that takes away the complexity from the customer.

**Self-service**—HPE GreenLake Central allows the customer to self-provision, manage, and orchestrate everything securely via a common control plane, with visibility to manage costs and predict growth, plus tools to measure utilization and ensure compliance.

**Agility**—A container platform built on open source helps prevent vendor lock-in, while delivering the agility companies need to accelerate app deployment and support digital transformation strategies.



## IT MANAGEMENT

**Titles:** CIO, CTO, VP/Director IT Operations; Infrastructure Manager, Line of business

**Cares about:** Complete visibility and insights into service spending and actions to control that spend; driving innovation in IT; maintaining an end-to-end view of IT and business needs; introducing new technologies for landscape improvement



### IT MANAGEMENT TALK TRACK

DRIVERS	IT management often <b>struggles with getting adequate resources</b> to provision, manage, and support containers at scale. They are <b>under pressure to satisfy business owners</b> with quick Kubernetes cluster provisioning and <b>free up IT staff</b> for high-value tasks.
OUTCOMES	HPE GreenLake for containers delivers <b>worry-free operations with no lock-in</b> . Management can <b>easily track consumption</b> and <b>predict growth</b> .
RISK-TIME-COST	In addition to <b>making operations easier</b> , IT management can apply <b>consistent security and governance practices</b> using shared services with HPE GreenLake for containers. In addition, they benefit from <b>cost transparency</b> , with full visibility into who is using containers, not just what is being used.
PARTNER	HPE Ezmeral has <b>certified vendors</b> in the marketplace. And as it's based on open source Kubernetes, it can be integrated with open source CaaS ecosystem tools.
CLOSE	With HPE GreenLake for containers, IT management can <b>deploy and manage containers faster and easier</b> , benefiting from a <b>public cloud-like experience</b> with <b>on-premises performance and security</b> .

### KEY DECISION-DRIVERS FOR IT MANAGEMENT

- Reduce cost through visibility, maximize efficiencies, and ensure compliance
- Analytics to provide visibility into infrastructure usage
- Rapid solution scalability to support changing demands on IT
- Competitive feature set to support IT users
- Seamless integration with broader IT landscape



### IT MANAGEMENT DISCOVERY QUESTIONS

#### What are your plans to build and scale your container ecosystem?

HPE GreenLake for containers provides an out-of-the-box fully integrated and scalable solution that will deliver on-demand capacity and performance to meet your growing business needs.

#### Do you have the insight into your IT assets and consumption costs that you need to control IT spend?

HPE GreenLake Central provides you with a clear view of your current and forecasted utilization and consumption trends. Complete visibility into consumption and service costs allows you to proactively plan for future business demands.

#### Do you need to improve service delivery while simplifying operating procedures?

With role-based access, policies, and automated approval workflows, HPE GreenLake for containers can help you deliver self-service containers, apps, and services.

#### What is your plan to bridge the skills gap for Kubernetes?

Have you considered a platform that automates the administrative tasks and abstracts away the complexity of Kubernetes from your staff and end-users?



## IT ADMIN

**Titles:** Enterprise DevOps, IT Admin

**Cares about:** Managing resources and giving developers access to their isolated Kubernetes clusters quickly in a safe and secure manner



### IT ADMIN TALK TRACK

DRIVERS	IT admins are often tasked with <b>cumbersome administrative operations</b> and <b>integrating new technologies</b> into existing tools and management processes— <b>reducing time to focus</b> on business-critical workloads and solutions.
OUTCOMES	HPE GreenLake Central provides a <b>single control plane</b> UI to manage your container ecosystem. <b>Self-service controls simplify operational tasks</b> and <b>free up admin time</b> , accelerating container provisioning and orchestration.
RISK-TIME-COST	IT admins can access Kubernetes cluster creation workflow and <b>self-provision in just 3 clicks</b> . This <b>reduces risk and time</b> , and the <b>consumption-based solution</b> allows them to <b>efficiently meet demands for scalability</b> .
PARTNER	Based on <b>open source Kubernetes</b> , HPE Ezmeral can be integrated with open source CaaS ecosystem tools. In addition, HPE has <b>certified ISV partner applications</b> in the marketplace.
CLOSE	With HPE GreenLake for containers, IT admins can <b>deploy and manage containers faster and easier</b> , benefiting from a <b>public cloud-like experience</b> with <b>on-premises security</b> .

### KEY DECISION-DRIVERS FOR IT ADMIN

- Reduce complexity and enhance standardization
- Reduce time between request to provision and accessing cloud resources
- Accelerate time-to-value
- Minimize risks with consistent governance



### IT ADMIN DISCOVERY QUESTIONS

**How much time are you spending on day-to-day operations vs. strategic activities that help your business owners achieve their goals?**

HPE GreenLake Management Services handles the day-to-day tasks so you can spend your time on more important work. Leverage included tools for consumption monitoring to help you guide the business's planning more effectively.

**Do you have a significant use for containers? Are you planning to run critical apps in containers?**

HPE GreenLake can help you acquire a complete container platform that integrates into your operational systems and can enable you to scale your containers faster.

**Are you able to support developer workflows in a timely manner?**

With HPE GreenLake for containers, you can deliver the secure, self-service container provisioning developers need to accelerate and automate application workflows.

**Are you having difficulty integrating new technology with existing systems?**

HPE GreenLake gives you the ability to accelerate modernization of legacy applications by leveraging containers and container automation.



## DEVELOPERS

**Titles:** Developer, App Developer, Kubernetes cluster consumer (title will vary)

**Cares about:** Fast access to their workspace, flexibility to choose from a variety of OS/containerized app stacks, ability to apply CI/CD processes to apps/systems, ability to rapidly develop new apps



### DEVELOPERS TALK TRACK

DRIVERS

Developers want **integrated solutions** that are **simple to operate** and optimized to **help accelerate the development lifecycle**, and tools such as KubeDirector that help deploy non-cloud-native apps as easily as cloud-native ones.

OUTCOMES

HPE GreenLake for containers delivers **fast, flexible, frictionless, agile provisioning and orchestration of container resources**. Developers benefit from **self-service, automated workflows**, and faster access to scalable resources, reducing the need for manual IT administrative tasks.

RISK-TIME-COST

Pre-vetted container services components **reduce discovery time, accelerating time-to-value**. Time to delivery for developers is reduced to mere hours.

PARTNER

With HPE GreenLake for containers, developers get the **freedom to incorporate new tools** when and as they need them.

CLOSE

HPE GreenLake for containers delivers a **neutral platform** that allows developers to **implement prebuilt frameworks** or their own preferred **DevOps frameworks**.

### KEY DECISION-DRIVERS FOR DEVELOPERS

- Ability to reduce manual tasks
- Enable faster and consistent deployment
- Accelerate time to market
- Integration with CI/CD pipeline and container registry or CI/CD integration APIs
- Version control
- Rapid construction and disposal of dev/test/production environments



### DEVELOPERS DISCOVERY QUESTIONS

#### Are you getting containers provisioned quickly?

HPE GreenLake for containers gives developers the ability to do self-service container provisioning, delivering the speed and agility they need. BYO app to the assigned Kubernetes cluster.

#### Can you run at scale?

Development platforms often don't reflect what IT is ready to provide. HPE GreenLake for containers enables developers to quickly acquire small development environments that they can easily scale as their project goes to production.

#### Can you do agile DevOps?

DevOps involves integration of the existing registry and CI/CD pipeline. Customers can integrate their existing environment with Kubernetes clusters deployed on HPE GreenLake for containers.

#### Are you able to support data-centric applications?

Yes, HPE GreenLake for containers supports both stateless and stateful applications through innovations such as HPE KubeDirector. And its pre-integrated persistent storage lets developers leverage on-premises enterprise data.

## Competitive alternatives to HPE GreenLake for containers

	DIY	Public Cloud	Kubernetes providers
Strengths	<p>Latest features and releases with open source.</p> <p>Most flexible and customizable.</p>	<p>Fastest to develop and deploy.</p> <p>Easy to scale.</p> <p>Cloud providers' pricing will exert pressure on margins.</p>	<p>Supported and engineered Kubernetes distribution.</p> <p>Optimized for cloud-native and app dev workloads.</p>
Weaknesses	<p>No enterprise support.</p> <p>Complexity in managing production workloads.</p> <p>Significant engineering hours with little to no value-add to the business.</p>	<p>Proprietary "lock-in" into cloud ecosystem and proprietary frameworks.</p> <p>No longer portable; application silo environment.</p> <p>Versions controlled by cloud providers.</p> <p>Huge variability in monthly costs and no way to accurately predict future costs.</p>	<p>1-2 releases behind open source.</p> <p>Not optimized for stateful applications.</p> <p>Higher cost; difficult to manage with engineered components.</p>
Why HPE GreenLake?	<p>HPE GreenLake for containers saves customers time managing, provisioning, and troubleshooting, so they can focus on things that add value to their business.</p>	<p>HPE GreenLake includes the entire hardware + software stack, up to the container runtime environment. Customers don't need to spend time on stitching together a solution, or worry about unpredictable monthly cloud billing.</p>	<p>HPE GreenLake's underlying container engine, HPE Ezmeral Container Platform, is well differentiated against different standalone container platforms, such as Red Hat® OpenShift, Rancher, VMware® Tanzu, etc. HPE Ezmeral is also a neutral platform, letting customers use the frameworks of their choice. Lead with our advantages, including the ability to handle stateful applications natively.</p>

# HPE GreenLake for containers competitive outlook

Feature comparison	HPE GreenLake for containers	EKS on AWS Outposts	Google Anthos/GKE on-prem: VMware
Deployment type	On-premises hybrid	On-premises hybrid	On-premises hybrid
Customer's responsibility	Containerized App LCM	Containerized App LCM	Containerized App LCM + underlying virtualized Nodes LCM
Managed up to container runtime environment (container runtime engine + host OS + compute + networking + storage)	Yes	Yes	No, excludes underlying Nodes LCM
Kubernetes cluster: custom application/worker nodes sizes	Yes	No	Yes
Support for high availability (HA)	Yes <sup>1</sup>	Yes	Yes
Support for backup/disaster recovery (DR)	Yes <sup>1</sup>	Yes	Yes
Individual billing meters: (vCPU or RAM, storage)	Yes	No	Yes (billed based on vCPU only)
Standard pricing for: Control plane nodes + application worker nodes	Yes; less variability in monthly costs	No; costs predictability an issue. Beyond worker nodes on Outposts, additional \$/HR for control plane nodes on AWS	Excludes VMware licensing + infrastructure in overall pricing
Supports: Cloud-native apps + non-cloud-native/stateful apps natively	Yes	No, BYO persistent storage for non-cloud-native/stateful apps	No, BYO persistent storage for non-cloud-native/stateful apps
Data egress cost	Included	Additional	Additional
Enterprise support	Yes	Yes	Yes

## Resources

[HPE GreenLake for containers briefcase](#)

[HPE GreenLake for containers FAQ](#)

[Video: Modernize Your Apps with Containers-as-a-service](#)

[Video: Gaining Speed and Agility with the Container Service from HPE GreenLake](#)

[Six Five Insiders Podcast: Exploring the New Frontier: Container-As-A-Service with HPE and Splunk](#)



# Sell HPE GreenLake

Use this guidance to begin your HPE GreenLake conversation. Follow the sales process shown below and described in depth on the next few pages.

## How is the selling process different?

Selling with HPE GreenLake calls for a dramatically different conversation. Successful HPE GreenLake sellers never mention the specific technical solutions, or at least don't mention them until late in the buying process. The upfront conversation is spent exploring the customer's desired business outcomes and corresponding IT goals. Use the tips below to get started with this much more strategic framing of business problems and your customer's options.

### Qualify extensively

A critical aspect to a successful HPE GreenLake sale is ensuring the organization is a good fit. Use the criteria on the [Qualify page](#) to ensure your HPE GreenLake selling process is a smooth one.

### Start with a workload conversation

Successful sellers say to focus on the workloads. What is your customer doing? How can IT support the business, and how can we help IT deliver greater value than they ever have?

### Sell the vision

One seller describes the shift to selling HPE GreenLake as selling an idea elevated beyond the technical: "I'm going to give you the power to provide your workloads at a lower cost, and you only pay for what you use. It's that simple."

### Frame in terms of value

Begin your conversation with outcomes customers want to achieve framed in the dimensions of **Cost, Time and Risk** to showcase specific dimensions of value.

## HPE GreenLake sales process

These four key steps represent the main activities required to sell HPE GreenLake. Your goal is to have the initial customer conversation to begin the discovery process and position HPE GreenLake as the right answer. Then bring in your HPE GreenLake specialists to help you propose and close.

STEPS	STEP 1—ACCOUNT PLANNING	STEP 2—QUALIFY	STEP 3—PROPOSE	STEP 4—CLOSE
PRE-WORK	Industry and company research Relationship map/workload worksheet Identify coach/exec sponsor	Engage HPE GreenLake team Review expectations with client Gather client data	Build proposal Develop ROI case Storyboard to link to outcomes	Begin close process Validate business case Gather feedback
OBJECTIVES	Business/consumption trends Define workload status Cost per workload Hybrid IT/cloud decisions to date IT budget	Baseline current IT maturity/cost Identify select/size workloads Define growth expectations Define migration path Link business challenges	Demo/CEC Outcomes-based proposal Review workload alignment Business/technical ROI Migration approach Release SOW	Business case approval Finalize SOW Release final pricing
OUTCOMES	Documented business and technical requirements Agreement to define required workloads	Data for an HPE GreenLake proposal Customer agreement to review/sponsor Proposal	Customer agreement to outcomes and ROI Approval to proceed	Close and book Lock program dates Assign transition team
TO WHOM	<b>Coach/Sponsor</b>	Coach/Sponsor, CxO, IT, Finance, <b>Application Owner</b> , Infrastructure Owner	Coach/Sponsor, CIO, CFO, Application Owner, Infrastructure Owner, <b>IT Finance</b>	Coach/Sponsor, Program Manager, Procurement, <b>Executive Sponsor</b>

# Engagement guidance for HPE GreenLake

## DID YOU KNOW?

HPE is limiting Partner risk and exposure on HPE GreenLake deals if the customer has consistently not paid. Find out more [here](#).

## Selling tips

### ✓ Offer assessments at the beginning

Talk to the customer about their utilization and offer an assessment, as customers often don't know the capacity they truly need. This adds value from your service delivery and positions you as a trusted advisor helping the customer drive unnecessary cost out of their business. The customer can then use HPE GreenLake Central to help figure out their utilization across their multi-cloud environment—not just on HPE GreenLake consumption.

### ✓ Lead with a consumption conversation

Successful HPE GreenLake conversations do not start with a traditional purchase vs. consumption discussion where HPE GreenLake is added as an optional quote. If your conversations sound that way, you may be speaking with the wrong stakeholder or having the wrong discussion. Lead with a consumption model and talk about total cost of ownership—not a price comparison with a traditional purchase or with public cloud.

### ✓ Sell proactively off-cycle to begin customer learning

If you try to start your conversation about HPE GreenLake at the beginning of the procurement cycle, you'll lose. There simply isn't enough time for your customer to understand the value that HPE GreenLake brings and for you to explain it adequately. Start your conversation off-cycle so you can fully explore utilization rates, right-sizing the environment, and relevant workloads to consider.

### ✓ Consider your HPE Datacenter Care base opportunities

With the additional value we bring through an HPE GreenLake experience, it makes sense to approach existing HPE Datacenter Care customers about moving into HPE GreenLake.

### ✓ Manage third-party components under HPE GreenLake

Talk about the agnostic nature of HPE GreenLake. Discuss how we can manage HPE and third-party solutions together under the HPE GreenLake management umbrella. The customer gets one monthly bill and ease of management, and all of those hardware solutions count toward your quota.

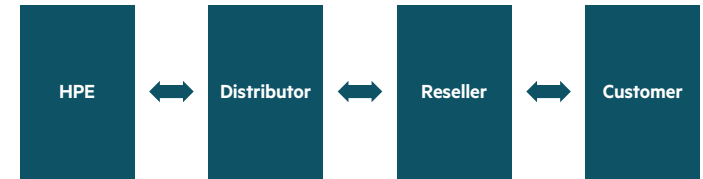
### ✓ Emphasize the value of metering and proactive services

If conquering overprovisioning challenges by paying per metered usage isn't enough to make the sale, customers will see value in an assigned account team and high-value services.

## Know the flow of Channel engagement

HPE GreenLake is a flow-through model for pricing, Statement of Work (SOW) invoicing, and customer payment. There are several primary roles in the sale:

- **Partner** owns solutioning, pricing, the HPE GreenLake SOW contract, and Customer negotiations.
- **HPE Sellers** collaborate with the Reseller and the Customer.
- The **Distributor** and the **Reseller** collaborate as they would in any Channel engagement. Distribution assistance to the Reseller includes HPE GreenLake presales support, business planning, and market development.



For more information on the **HPE GreenLake for Partners Program**, consult the **HPE GreenLake Partner Program Guide** linked on the **back cover**.

## Access HPE's expertise across all stages of your journey

Transform into selling as-a-service offerings with value-add services from HPE.

**Fund**—Leverage value in your existing assets to fund your customer's IT as-a-service transformation.

**Advise**—Get advisory services to help your customers identify the biggest transformation opportunities for their business.

**Transform**—Get support to design and deploy specific solutions to meet your customers' needs.

**Integrate and implement**—Get solutions that work seamlessly with your customers' existing architecture from day 1.

**Support and manage**—Get ongoing support from a Partner with deep experience in the most complex, multi-vendor IT environments and external management for IT functions where professional expertise makes sense.

## Selling with HPEFS

HPEFS can help accelerate customer adoption of HPE GreenLake while improving margins and providing increased flexibility in meeting supply. HPEFS can help you add value in many customer situations. For example, a customer may buy HPE technologies for project A based on a traditional purchase model. A year later, the customer has a new requirement for project B. If the customer decides to adopt HPE GreenLake for project B, the customer convert project A equipment to HPE GreenLake to unify the platform.

## HPEFS will help your customer

### Generate cash from assets

Convert existing, owned IT assets into an incremental cash source while retaining use of the systems, or use excess, newer-generation tech to help generate capital.

### Meet sustainability goals

Upcycle stranded assets, which can be redeployed into the circular economy to eliminate waste, ensure continual resources, and deliver value back to our customers.

# STEP 1: Account planning

The most important difference in selling HPE GreenLake and selling traditional infrastructure is the starting place. To be successful it is imperative to understand their business drivers and what IT is doing to impact them. We must know the need behind the need so we can deliver the desired business outcomes.

## 1: Do the work

Brush up on the industry and the company itself. Be able to speak about the business finances and objectives using their website's Investor Relations section, annual reports or Form 10Ks, earnings presentations, or executive interviews.

**Ask:** How are they growing revenue? Are they profitable or struggling with cash flow? Are they cutting costs? How? What's the overall business direction and key initiatives for the next few years? Which strategic imperatives and new initiatives can we add value to?

## 2: Role mapping

Map out your strategy into the account by rating your key personas on how well you know them, their role in the sale, and how interested they might be in HPE GreenLake using the chart below. Use the followup column to track your interactions with them and deepen your relationship. Map outcomes and wins for each influencer in the decision process, and leverage influencer wins to enable coach/win progression.

Area	Type	GL Score	Relationship Score
<b>B</b> Business	<b>D</b> Decision Maker	5 – HPE GreenLake Proponent (Coach)	5 – Meet Weekly
<b>F</b> Financial	<b>I</b> Influencer	4 – Engaging/Learning	4 – Meet Monthly
<b>T</b> Technology	<b>C</b> Coach	3 – Neutral/Unfamiliar	3 – Meet Quarterly
		2 – Challenging	2 – Introduced
		1 – HPE GreenLake Detractor/Pro Competition	1 – Never Met

Area	Title	Name	Careabouts	Type	GL	Relationship	Followup
<b>B</b>	LOB		Agility/speed/cost				
<b>F</b>	CFO		Speed to outcomes/ reduce spend				
<b>F</b>	Procurement		Cost, risk, price stability				
<b>T</b>	CIO/CTO		Service broker/ agility/cost				
<b>T</b>	Head of IT and Infrastructure		Budget/ workload cost/ meeting capacity requirements				
<b>T</b>	Systems Architect		Application support/ responsiveness				

\*See Personas on **Page 4** for more details.

## 3: Explore IT goals

HPE GreenLake addresses the three IT problems most companies have. **First** is over-provisioning where Compute is typically 59% overprovisioned and Storage is typically 48% overprovisioned.<sup>1</sup> **Second** is a business-hampering provisioning timeline that is often 133 days on average. And **third** is the problem where typically 80% of IT resources are still stuck maintaining the existing environment.<sup>2</sup> Remember, it isn't helpful to transition to specific solution options in the early conversations.

**Workload Based:** HPE GreenLake delivers the lowest cost per workload

**Establish a baseline:** # of and cost to run each workload, IT inventory, IT budget, key projects.

**Ask:** How many applications and workloads does your customer have today? What is their cost per workload?

**Metering & Analytics:** Stop guessing

HPE GreenLake provides hyper-accurate usage data, AI-driven capacity analytics and showback. Know who's using what.

**Ask:** How overprovisioned is their legacy environment and how much are they over-spending today?

**Precision Procurement:** Fund & accelerate transformation

Uncover 30% cash flow savings & reduce provisioning timeline from 130 day to 0.<sup>3</sup>

**Ask:** How rapidly are they able to procure & deploy IT? What is their IT project capacity?

**Unleash IT:** Free up people

HPE owns and runs the data center assets, often with Partner-added services; you redeploy resources to drive innovation.

**Ask:** What percentage of their IT resources are focused on innovation and speed?

**Ensure Security:** Guard against threats and attacks

HPE GreenLake helps organizations reduce risk of security breaches on legacy infrastructure while reducing performance issues and cost of cloud egress.

**Ask:** How many firmware versions behind is your legacy infrastructure?

## 4: Move from generic to specific business value

First, find a customer-specific business challenge that is relevant. Next, explore a related generic benefit like faster time-to-market that HPE GreenLake has delivered to others with their problem. Use multiple customer references to demonstrate how similar companies have solved for this. Finally, demonstrate this in the business case that HPE GreenLake specialists can help you build.

## STEP 2: Qualify

Use the following to qualify your customer. Determine IT maturity, cost, workloads, and growth expectations and key roles in the sale, and work with your customer to define their migration path to HPE GreenLake.

### What does a good HPE GreenLake opportunity look like?

- Considering **TCO**
- Has **potential to grow** (ideally > 20 %)
- Has or is developing a **Hybrid IT strategy**
- **Understands utilization**, has **metrics**. Knows capacity needed on **day 1**
- HPE has access to **key decision makers**. They see value in partnering

### Look for these triggers in the customer environment to consider HPE GreenLake:

#### COST

- Low infrastructure utilization rate
- History of over-provisioning, under-provisioning or poorly utilized assets
- Under pressure to align IT costs with true use
- Cash flow challenges

#### RISK

- Compelling need for on-premises infrastructure (i.e., security, legal, latency)
- Seasonal or occasional usage variance (i.e., travel and retail industries)
- Needs flexibility to meet growth and demand surges
- Optimizing licenses and supporting chargebacks

#### TIME

- Business transformation imminent and likely to affect infrastructure purchasing dynamic
- Migrating to new technologies where capacity needs are unknown
- End of life for support or required tech refresh is driving decisions
- Currently has a long procurement cycle
- Needs to deploy IT quickly and efficiently

### OPPORTUNITY VALIDATION

Be careful if you observe any of these characteristics in your account. It may make them a no-go at this time.

- Little variability in demand
- Entirely focused on traditional purchase cost
- Fixed on transactional purchase comparisons
- Solution size is very small
- Solution is integrated into existing racks or considered standard upgrades to existing gear
- Does not support right-sizing an overprovisioned environment
- Keeps assets years beyond reasonable lifecycle
- Customer wants to compare 1:1 HPE GreenLake vs purchase or leasing (e.g. price/server).
- Hardly any growth (< 20%)
- Positioning HPE GreenLake at IT Ops only—no exec support

### HPE GreenLake qualification scoring

For each question below, either award a point for your customer or take one away. A qualified opportunity is considered one with **6 points or higher**.

	Questions	+1	-1	SCORE
1	Has the customer been presented with a traditional purchase quote?	No	Yes	
2	Is there a compelling event on the near-horizon? Technology refresh/upgrade/compliance	Yes	No	
3	Are they growing?	Yes	No	
4	Have we discussed IT department utilization and the possibility of HPE GreenLake Management Services?	Yes	No	
5	Have we defined a workload for initial target?	Yes	No	
6	Is current workload costing known? Is there a workload costing target?	Yes	Undefined	
7	Is the customer looking for show-back capabilities?	Yes	No	
8	Does the customer know current utilization or efficiencies/inefficiencies of the current environment?	Yes	No	
9	Where is the customer on their Hybrid IT/transformation strategy?	Defined strategy and started	No strategy	
10	Do we have executive relationships with the customer? Have we built or are we building a relationship map?	Relationships built Map defined	Limited relationships No map	
11	Have we defined our coach within the customer?	Yes	No	

**TOTAL**

# Objection handling with feel—felt—found

The Feel-Felt-Found methodology is helpful when you encounter customer objections.

## How it works

### FEEL:

**“I understand how you feel.”**

Let them know that you heard them and can relate.

### FELT:

**“Initially, other (another customer, i.e. a leading bank/retailer) felt that way.”**

Let them know that this initial thought is common, and that the situation can change.

### FOUND:

**“What they found, however, was that after doing ‘X’ was that ‘Y’ happened.”**

X is what you'd like them to do (consume IT as a service), and Y is something positive they will receive.

**Customer says: “It sounds expensive.”**

**You say:**

**FEEL:** I understand your cost concerns.

**FELT:** Transguard Group was cost-conscious, too.

**FOUND:** HPE GreenLake let them right-size their IT environment to pay for necessary infrastructure (subject to minimum commit). They drastically reduced IT spend and saved on software licenses, maintenance contracts, power, cooling and IT resources without equipment sitting idle and depreciating. That's average 30% CAPEX savings on overprovisioning, per Forrester Consulting. Without upfront costs, they preserved capital for higher yielding projects. Forrester also found that HPE GreenLake results in improved business productivity from system and app performance, better data compression, dedupe and storage savings from current hardware, and improved security from HPE expertise—all without hidden costs of public cloud.

**Customer says: “I’m worried about my customers’ security.”**

**You say:**

**FEEL:** I understand how you feel about ensuring your customers’ security.

**FELT:** Peering One, one of our customers, was worried about privacy, data sovereignty, and compliance for their customers.

**FOUND:** They were able to get the security of an on-premises solution with all the flexible and scalable benefits of cloud.

**Customer says: “We’re really a public cloud first company.”**

**You say:**

**FEEL:** I understand how you feel about the benefits of public cloud.

**FELT:** We recently had a healthcare R&D customer that felt the same way. They'd moved some of their data to Microsoft Azure, but the egress and ingress costs of data and code had become excessive.

**FOUND:** The healthcare R&D customer found that with HPE GreenLake, they could view cloud as an experience, not a destination. They're now able to better manage utilization of compute and storage with a consumption model, so they can develop applications more quickly, lower the cost of development, and ensure security.

**Customer says: “We don’t need hardware right now.”**

**You say:**

**FEEL:** I understand your position on not needing hardware.

**FELT:** Many customers of ours have felt the same way.

**FOUND:** With HPE GreenLake, we can conduct a consumption workshop to determine the potential cost savings for your organization. This helps you make the most informed decision possible for when you'll need additional infrastructure.

**Customer says: “This sounds like the lease Dell is offering.”**

**You say:**

**FEEL:** I understand how you feel about these options sounding similar.

**FELT:** Some of our other clients have felt the same way. They think that HPE GreenLake is like the leases from other on-prem offerings.

**FOUND:** What our customers have found, though, is that there is a huge difference. Because of our metering through Consumption Analytics, we're uniquely able to determine your usage. That means that you only pay for what you use, unlike a lease, where you pay the same amount each month—even if your usage has gone down.

**Customer says: “I really just need new hardware.”**

**You say:**

**FEEL:** I understand your need for new hardware.

**FELT:** Kapsch, another customer, felt that way, too. They wanted a storage refresh to handle their growing workloads.

**FOUND:** Kapsch found that by using HPE GreenLake, they were able to get the new hardware they needed while only paying for the capacity they actually used, rather than maintaining more equipment than they really needed.

## STEP 3: Propose

Trial close around different value propositions and build a partner-branded proposal using HPE GreenLake Quick Quote, then work with your distributor for your quote and business case. Tier 1 Partners have the option to quote via HPE or via their distributor in HPE GreenLake Quick Quote. Consider reaching out to the Partner Business Team to help you with further business case tools.

### Build the business case

Consider the following for your customers. Percentages based on an average HPE GreenLake customer per Forrester Research.<sup>5</sup>

<b>Deliver revenue growth and/or cost savings</b>	Help your customer speed Time-to-Market by 75%, save 30% CAPEX, reduce 90% of outside fees and save 40% on IT resources.
<b>Key benefits the customer will achieve</b>	Include quantified and non-quantified benefits from the list to the left.
<b>Initial financial commitment and term length</b>	Help the customer save on upfront costs, with 10% of minimum commit costs over term. Emphasize a predictable and consistent cost model over the term and discuss how cost per unit decreases over time as capacity increases.
<b>The ROI</b>	Show how your customer can expect ROI growth, with the average customer achieving 166%.

### HPE GreenLake band pricing

#### Tiers & Bands

**Each billable tier has price bands.**

Each band has a price per unit based on volume of units used. As usage increases (or decreases) to a new band, all units move to new price in that month.

#### Price

Based on consumption-based pricing with one price **per unit** per month. Inclusive of **hardware, software, installation, and support.**

#### Units

Units that are **metered by HPE** for usage each month. A unit can be a **server, blade, physical core, compute unit, GB, TB, compute module, port**, etc.

#### Billing

Customer is invoiced for **the agreed reserved capacity usage on a monthly basis.** Usage over 80% is measured, calculated and billed on a **monthly** basis.

**FIND MORE** Use this [link](#) to access HPE GreenLake Quick Quote today.

### What's the new and improved HPE GreenLake Quick Quote?

Since time kills deals, HPE GreenLake Quick Quote is critical to your deal success. With this new update, Quick Quote has now been tooled and updated to result in accurate and specific pricing and discounts. Quick Quote is a user-guided, automated quoting system that provides a proposal illustrating proven customer benefits, a customer presentation tailored to customer specifics, and pricing.

- Position HPE GreenLake **quickly and efficiently**
- **Shorten the time to effective proposals** with real-time pricing
- **Enhance and simplify** the customer experience
- **Demonstrate solution value** with **automated SOWs and business cases**
- Get more **time in front of the customer**
- **Simplify the quoting process** with **preconfigured services for top workloads**
- **Use wherever you are** with a **mobile-friendly interface**

### Know your quoting options

HPE GreenLake Quick Quote	Custom Quote
Designed for simple, workload-based solutions with one metering tier and one location	Designed for complex services with multiple metering tiers and/or locations
<ul style="list-style-type: none"> <li>• <b>Workload</b>-focused services</li> <li>• <b>Fixed</b> hardware configurations</li> <li>• <b>BOMs</b> are not required</li> <li>• <b>Pursuit engagement</b> is not needed</li> <li>• Typically a <b>same-day quote</b></li> <li>• <b>Fixed SOWs</b> auto-generated for the Partner to include within their agreement with their Customer</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Technology</b> or <b>workload</b>-focused services</li> <li>• <b>Custom</b> hardware configurations</li> <li>• Beginning and Ending <b>BOMs</b></li> <li>• <b>HPE Sales assistance</b> required</li> <li>• <b>Pursuit engagement</b> needed</li> <li>• Typically a <b>week+</b> to quote</li> <li>• <b>Custom SOWs</b> for the Partner to include within their agreement with their Customer</li> </ul>



## STEP 4: Close

Be familiar with a few customer references from this playbook to effectively overcome objections you might encounter in this stage. Understand our SOW rules of engagement, specifics of contracting and pricing process for a successful HPE GreenLake sale.

Please email [greenlake\\_commercial\\_desk@hpe.com](mailto:greenlake_commercial_desk@hpe.com) for contracting best practices.

### Contracting tips

The bid team's role through negotiation is to represent HPE's offer and **"explain, not negotiate."** This means not automatically accommodating every customer's ask. Instead, the bid team must be prepared to discuss or even challenge some customer asks to understand which are **legitimate business needs**. Any change to HPE's standard contract slows down signature and impedes our ability to deliver as standard.

Focus on key customer asks that make a **genuine impact**. When HPE does negotiate, we should **seek reciprocity**, like adding HPE GreenLake Management Services scope and cost to charges if the customer wants HPE to take on additional responsibilities. you do negotiate, try to seek reciprocity, like adding your own services or HPE GreenLake Management Services scope and cost to charges if the customer wants you or HPE to take on additional responsibilities.

Position HPE GreenLake in such a way that the customer understands the balance we achieve between **flexibility** and **cost**, while providing an implementation and relationship specific to the client. Finally, consider the strategic use of an **executive sponsor** to influence key decision makers.

### Specifics of HPE GreenLake contracts

- Typically 3-7 years duration
- Non-coterminous contract (aka "rolling") where an exception requires a waiver
- Datacenter Care contract (Base service)
- Capacity management for managing use of capacity resources
- Embedded lease with HPEFS

### HPE GreenLake contracting best practices

- Sell standard
- Explain, don't negotiate
- Ask why
- Focus on legitimate asks
- Close quickly

### SOW: Getting to close

- Early on, request the **Sample SOW Order Form** from your **Distributor**.
- Best practice is that **your Legal Team** review the **Distributor's Sample SOW**, directing any questions back to your **Distributor**.
- Create your **Customer-Facing Sample SOW Order Form** following the best practice of "flowing down" all terms to the **Customer**, changing company names where appropriate.
  - Utilize a **"Back-to-Back Contracting"** Methodology
  - Include **HPE Pass-Through Terms/"Exhibit A"**
- Keep in mind the **SOW Order Form** is a legally binding document between you and the **End Customer**. You should include anything else you deem necessary.
- If the **End Customer** has questions, they need to discuss directly with **you**, as the SOW is a contract between you and the Customer.

### What to know about HPE Pass-Through Terms

- Agreement directly between **HPE** and the **End Customer** that governs the delivery obligation between **HPE** and the **End User**
- Similar to **"click to accept"** type service agreement/terms
- **Not negotiable**—will not change from opportunity to opportunity
- Applies to **all HPE GreenLake services** regardless of the quoting tool HPE GreenLake Quick Quote or custom quoting
- **HPE Pass-Through Terms (Exhibit A)** is a standalone attachment to the Order Form for ease of use by our Partners for use in their contracts with their customers. The SOW Order Form requires the Partner to provide a copy of the HPE GreenLake Pass-Through Terms to the customer.

### Grow the account with change management

Follow-on sales after establishing the initial HPE GreenLake contract are key for sales success. With a contract update, HPE can make adjustments as customer demands change. Use HPE's change management process to document agreed contract changes, including capacity additions, scope changes or simple revisions. Ensure all changes have appropriate reviews.

# Position HPE GreenLake as the best distributed edge-to-cloud solution

## Consumption-based models are the preferred option for hybrid environments

More than 70% of all applications are outside the public cloud, and data gravity, latency, security, and application performance are all good business and technical reasons for these apps to remain on-premises.

## Data is a gravitational force, and most applications process data on-premises

Most hybrid customers are happy with their public cloud experience and seek to extend that experience to their on-premises data center, with the right mix of public, private, and hybrid cloud for their applications.

## Competitive landscape is being driven by these two factors

Public cloud vendors positioning to bring public cloud to on-prem

Infrastructure vendors positioning as a service to bring “cloud-like” to on-prem



## When competing with public cloud vendors

**HPE GreenLake Cloud Services deliver the best of public cloud on-prem and addresses customers’ remaining public cloud challenges.**

**Self-service, pay-per-use, and elastic.** Cloud services from HPE GreenLake come to you where your apps and data are: at the edge, collocated, or in your own data center. HPE GreenLake provides self-serve, pay-per-use, scale-up, and scale-down cloud services.

**Fully managed.** The responsibility and work of operating, maintaining, and supporting hardware and software infrastructure is shifted to cloud providers. HPE GreenLake Management Services offloads the heavy lifting of running modern IT on-prem and in the cloud, while still providing continuous innovation.

**Single, intuitive console.** Achieves a unified cloud experience across applications and data everywhere: private and public clouds, at the edge, and in your data center.

**Public cloud lock-in.** Some public cloud providers require a tether to their public cloud data centers even if the cloud service is on the customer’s own premises. The “tethered connection requirement” is the public cloud vendor’s version of lock-in. HPE GreenLake is a true distributed cloud service that enables the workload requirements (data gravity, application latency, etc.) to determine the best location for the cloud experience without a connection to a centralized cloud.

**Data egress charges.** With HPE GreenLake, customers can keep their data on-premises, running their applications close to the data, and avoid egress costs altogether—while also getting the benefit of cloud services from HPE GreenLake.

**Data sovereignty.** AWS Outposts does not keep all data on-premises. Operational data, including backup/restore, snapshots, and logs, is stored in the connected AWS Region. HPE GreenLake can keep all the data on-premises, assuring data sovereignty requirements are met.

**Capacity planning.** HPE GreenLake removes the burden of capacity planning requirements from customers. AWS Outposts has no concept of buffer capacity, putting the onus on customers.

## When competing with infrastructure vendors

**HPE GreenLake Cloud Services is more than a consumption-based solution. It is built to deliver what public cloud vendors promise: a true distributed cloud service solution.**

**Responsibility for implementation rests with HPE GreenLake.** HPE GreenLake Central is a SaaS application delivered via agile methodology; therefore, new capabilities and updates are rolled out continuously and seamlessly to our customers.

**Maintains a consistent control plane and full management responsibility.** HPE GreenLake Central achieves a unified cloud experience across apps and data everywhere—private and public clouds, edges, and data centers—all through a single intuitive console.

**Operates, maintains, and supports the full infrastructure.** HPE GreenLake Cloud Services are fully managed, monitored, operated, and optimized remotely in HPE Operation Centers. For customers that want to get out of the data center business altogether, HPE GreenLake has colocation partners—CyrusOne and/or Equinix.

**Benefit from the pace of innovation.** HPE is delivering standardized configurations with rapid-delivery, purpose-built configurations delivered through HPE’s extensive supply chain and HPE factory express capabilities.

**Leverage the skills and ecosystems of large providers.** HPE has decades of expertise in delivering on-premises mission-critical apps and advisory services. HPE GreenLake Management Service is available in 24 time zones, 30+ languages, 7x24x365 with 8 Global IT Operations Centers that leverage more than 5000 HPE GreenLake Management Services experts.

# Public Cloud competitor capabilities

Highly Capable
  Moderate Capability
  Lacks Capability





	HPE GreenLake	aws Outposts	Microsoft Azure	Google Cloud Anthos	vmware on Dell EMC
<p><b>On-Premise Expertise</b></p> <p>Regardless of their cloud strategy, customers seek the skills of providers that understand the challenges of modernizing and managing complex IT environments.</p>	Decades of experience in delivering on-premises mission-critical apps and advisory services.	Public cloud vendors can run their own data centers in a highly orchestrated manner, but they have little experience working with production workloads in a customer environment.			Has on-premises expertise.
<p><b>Multi-Cloud/Hybrid IT Management</b></p> <p>Hybrid has become mainstream with 57% of enterprises adopting it.<sup>1</sup> With more than half of their apps on-premises, 33% of hybrid enterprises deploy cloud management tools on-premises or colocation.<sup>2</sup></p>	Common Control Plane to handle multi-cloud and on-premises infrastructure. RightMix Advisor to determine the best destination for the applications—the right mix of public, private, and hybrid cloud.	Lacks multi-cloud/hybrid IT capabilities—encourages lock-in.	Multi-cloud and hybrid IT capabilities provided by Azure Arc.	Supports multi-cloud and hybrid architectures.	Common control plane limited to the VMware environment.
<p><b>VM Sizing</b></p> <p>Unlike configuring VMs from an arbitrary table of VM sizes, custom VM configurations lead to more cost-effective and efficient use of resources.</p>	Gives customers the ability to customize VM configurations (per vCPU, RAM, Storage). Can operate in a network disconnected mode.	Customers are restricted by VMs per instance recommendations provided by AWS.	Customers are restricted by VMs per instance recommendations provided by Microsoft.	Containers-based offering.	Customers are restricted by VMs per instance recommendations provided by VMware.
<p><b>Tethered Connection Requirement</b></p> <p>Some public cloud providers require a tether to their public cloud data centers even if the cloud service is on-premises. This is the public cloud vendor's version of lock-in, potentially limiting the customer's ability to manage and optimize usage and costs across their hybrid environment.</p>	Can operate in a network disconnected mode.	Requires the on-premises infrastructure to be tethered to a public cloud region for updates. Daily backups also go to the public cloud, meaning data sovereignty cannot be guaranteed. Some customers must adhere to laws requiring all data remain in their country. With AWS Outposts, this may not be the case.	Can run in a disconnected deployment, but limited to an Active Directory Federation Services identity store and the capacity-based billing model. Because multi-tenancy requires the use of Azure Active Directory, multi-tenancy isn't supported for disconnected deployments.	Anthos requires the control plane to be run in the cloud—the on-premises kernel can run without a constant connection but needs to check in with the control plane periodically.	Can operate in a network disconnected mode.
<p><b>Commitment Levels</b></p> <p>To be the true cloud experience, customers want vendors to give them a short minimum commit. Although longer commitments may deliver a lower effective price, some customers want a shorter commitment to take care of temporary demand. Some will pay a higher per-hour price for an on-demand model, while others prefer a lower per-hour price with a higher commitment.</p>	Offers 3-, 4-, or 5-year contract term, with a reserved capacity (typically 80%).	Requires full commitment. Involves outright purchase through upfront, partial upfront, or monthly payments.	Minimum commitment—however, requires hardware from partner vendors.	Offers 1-year commitment, but commitment in terms of dollars is high.	Charges on a per-month per-node basis. Dell is generally flexible when it comes to commitment.

# Public Cloud competitor services



How is it metered, or are subscription options available?					
Outright purchase through all upfront, partial, or monthly payments	Multiple payment models— Pay as you use, annual subscription, outright integrated system purchase	Metered by block of 100 vCPUs	Monthly subscription based on number of VxRail hosts in a rack. Customer purchases Subscription Purchase Program (SPP) credits, which are redeemed against VMware Cloud on Dell EMC	Per-node, per-month basis. Subscriptions terms are not cancellable. Customer must provide 2 months' notice of intent to end after the term expires	Minimum commitment of \$6M per year. Can expand capacity by 20% without a new commitment level required
Capacity planning					
No buffer capacity puts the onus on customer	On-demand compute available on a per-hour basis	Automatically adds additional blocks (100 vCPUs) when usage exceeds the amount purchased	Order additional capacity or new racks using API or UI. Requires arrival of technician to configure and activate	Depending on the deal, 40% to 80% committed capacity. For HCI, it is 60% to 80%	Capacity expansion requests are made through a representative and take 8-12 weeks to fulfill
Term					
Requires a 3-year commitment	Whatever the pricing plan, hardware from partners has to be purchased along with Windows/Linux licenses	Requires 1-year commitment. Can purchase only in blocks of 100 vCPUs	1- or 3-year agreements (2-month paid pilot available)	1- to 3-year agreements	3-year agreements
Support costs					
Additional: Support additional cost and mandatory from AWS charged as a percentage of monthly AWS usage	Five different levels of support starting from Basic to Premier (includes support for all Microsoft products, including Azure). Support starts at \$29/month and can go over \$1000/month	Support costs \$15,000 per month or is charged as a percentage of total spend with Google (whichever is higher)	Included: The cost of the service includes the infrastructure, VMware SDDC software, support for security updates and software patching, proactive monitoring, and break-fix service. VMware cloud on AWS supports add-on services, such as data protection, and can be activated with the VMware Cloud on Dell EMC service	Subscription price includes the hardware, software, and services—with support, deployment, and asset recovery	All inclusive

## Public Cloud competitors' strengths and how to counter

	 <b>Outposts</b>	 	 <b>Anthos</b>	 <b>on Dell EMC</b>
<b>Be aware of competitors' strengths</b>	<ul style="list-style-type: none"> <li>• Integrated cloud experience</li> <li>• Can cross-sell to its huge public cloud install base</li> <li>• Can leverage its strong public cloud partner ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated cloud experience</li> <li>• Offers multi-cloud and hybrid IT architectures</li> <li>• Offers attractive commitment levels</li> <li>• Multiple hardware options</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated cloud experience</li> <li>• Supports multi-cloud and hybrid IT architectures</li> <li>• Can run on any hardware</li> </ul>	<ul style="list-style-type: none"> <li>• Has on-prem expertise</li> <li>• Flexible commitment levels</li> <li>• Associated with all three big public cloud vendors—AWS, Microsoft, and Google</li> </ul>
<b>Positioning against competitor</b>	<ul style="list-style-type: none"> <li>• Encourages lock-in, tethering to public cloud</li> <li>• No buffer capacity</li> <li>• No consumption-based pricing</li> <li>• Lacks data sovereignty</li> </ul>	<ul style="list-style-type: none"> <li>• Limited on-prem expertise</li> <li>• No flexibility in VM sizing</li> <li>• Limited analytics capability</li> <li>• Cloud native only (AMI)</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of on-prem expertise</li> <li>• Commitment level in terms of dollars can be high</li> <li>• Partner ecosystem not very strong</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages lock-in to the VMware ecosystem</li> <li>• Limited multi-cloud capabilities</li> <li>• No flexibility in VM sizing and metering</li> </ul>






### HPE GreenLake delivers the best of public cloud on-premises:

- Responsibility for implementation rests with HPE GreenLake
- Maintains a consistent control plane and full management responsibility
- Operates, maintains, and supports the full infrastructure
- Benefits from the pace of innovation
- Leverages the skills and ecosystems of large providers

### HPE GreenLake addresses customers' public cloud challenges:

- **Eliminates public cloud lock-in**—A true distributed cloud service that enables workload requirements to determine the best location without a connection to a centralized cloud
- **No data egress charges**—Keep data on-premises, run applications close to the data
- **Data sovereignty**—Keep all data on-premises, assuring data sovereignty requirements are met
- **Capacity planning**—Remove the burden of capacity planning requirements

## Consumption-based Infrastructure competitor services

 <b>Flex on Demand</b>	 <b>TruScale</b>	 <b>Open Play</b>	 <b>PURESTORAGE<sup>™</sup></b> <b>as-a-Service</b>	 <b>Keystone</b>
<b>How is it metered, or are subscription options available?</b>				
Metering by GB (Storage and HCI) and CPU (Servers)  Dell Financial Services model	Metering based on power consumption	Cisco Capital variable leasing model with 70% commitment; payments are made quarterly	Based on GB usage per month. Reserved capacity at discounted price; on-demand pricing is higher	New consumption model: simple quote + as-a-service consumption + program guarantees  Billed quarterly or monthly
<b>Capacity planning</b>				
Depending on the deal, 40% to 80% committed capacity. For HCI, it's 60% to 80%	Claims zero commitment for customers	30% variable capacity is available	Single subscription for on-premises and public cloud (AWS)	Burst to cloud from on-premises. NetApp services are available on AWS, Azure, and GCP
<b>Term</b>				
Requires a minimum investment of \$500k for storage and HCI. 3- to 5-year commitment	No minimum commitment, scale 0—100%	3 years	1 year with 100 TB commitment	1 year commitment. Minimum capacity details not available
<b>Support costs</b>				
Services such as ProDeploy, ProSupport, and Managed Services can be bundled with the financial consumption model	"Included" pricing includes associated services	UCS solution should cost a minimum of \$500k, including support (\$1M converged infrastructure), to be eligible for Open Pay	Storage only—FlashArray (FA) and FlashBlade (FB)	Limited to storage only
<b>Positioning against competitor</b>				
Financing mode—not true pay per use  Limited metering—by GB  Limited analytics, capacity planning tools	Power consumption metering may not give customers the granularity needed  Limited to hardware only—missing software options	Financing model—not true pay per use  Limited availability per region—not worldwide	Limited to storage only—missing full infrastructure portfolio  Required reserve commitments and term	NetApp already had a consumption-based on-prem offering  Announcement comes at a time when NetApp had several quarters of poor business performance results.

## HPE GreenLake advantages over Infrastructure competitors

- **Supports a multi-cloud strategy**—Customers determine their right mix of public, private, and hybrid cloud destinations for their applications
- **Offers a single platform for all apps**—HPE GreenLake is designed for cloud-native and traditional apps.
- **Has metering flexibility**—HPE can do per core, GB of storage, VM, network port, container node—whatever fits customers' business. HPE Consumption Analytics Portal is unmatched for metering and analytics.
- **Is a broader offering**—HPE plans to make our entire portfolio available as a service by 2022.
- **Provides VM sizing**—Customers can customize VM configurations.
- **Manages buffer capacity**—Get pre-provisioned buffer capacity ready to use when needed and actively managed by HPE, unlike competitors that put the burden of capacity planning on the customer.
- **Supported by HPE experts**—HPE has decades of expertise in delivering on-prem mission-critical apps and advisory services.



## Resources

### **HPE GreenLake Seismic Briefcase**—

Utilize the many resources on Seismic for HPE GreenLake, which include:

**HPE GreenLake for Partners Program Guide**, with best practices and guidance on engaging in a sales pursuit

**Information on our customer wins**, constantly updated with the newest and best HPE GreenLake customer stories

**Analyst papers**, like studies and briefs from Forrester, IDC, 451 Research, and Gartner

**Presentations and training** on key aspects of HPE GreenLake, like Consumption Analytics, HPE GreenLake Central, and HPE GreenLake Management Services, metering, security, capacity planning, and services

**The latest competitive intelligence**, for on-premises and cloud competitors

**Tips for using the HPE GreenLake Business Case tool**, including a step-by-step 13-minute walkthrough.

### **HPE GreenLake Quick Quote**—

A user-guided, automated quoting system designed to make HPE GreenLake simpler to explain, propose, and close.

### **HPE GreenLake Billing Manager Analytics Portal**—

This capacity management portal helps your customers reduce risk around provisioning levels and gives HPE the power to invoice per usage.

### **Partner Resource Sharepoint**—

Use this link to access the Anatomy of a Deal webinar decks, along with our many presentations from Partner Bootcamps and Lunch and Learn events.

### **Get to Know HPE GreenLake**

**Customer Webinar**—Use this webinar on HPE GreenLake to further your and your customer's understanding.

## Use these references and find the latest in the **HPE GreenLake briefcase**

**Specsavers** (APAC, Healthcare) wanted to quickly scale to meet growing demand and transform their IT to deliver the flexibility, security, and performance that customers wanted. Our Partner Champions of Change was able to help Specsavers get beyond worrying about which technology to invest in and help them focus on the business outcomes they wanted to achieve, like improving flexibility and customer experience. By working with HPE and Champions of Change, Specsavers was able to break the cycle of infrastructure procurement, ownership, and upgrade. We helped them transform to deliver flexibility, security, and performance to customers and change how customers interact with their business as well.

**Capgemini Finland Infrastructure Services** (EMEA, Service Provider) better serves customers while controlling costs

**CGI** (EMEA, IT) boosts performance and flexibility for hosted services

**CQUniversity** (AUS, Education) enables distance learning nationwide

**Flevoziekenhuis** (EMEA, Healthcare) enables data sharing across their hospital

**Government of Andhra Pradesh** (APAC, Government) streamlines app development and citizen service delivery

**Kapsch** (EMEA, Service Provider) finds a flexible way to refresh data center storage

**Mizuho Bank** (APAC, Financial) provides services to support banking operations

**MKB Bank** (EMEA, FSI) drives innovation and accelerates in-house development

**Norrbottnens** (EMEA, Healthcare) ensures proactive support for business-critical data

**Okinawa Cross Head** (Japan, IT) launches a next-generation IoT Center Service

**Salling Group** (EMEA, Retail) transforms IT bottleneck into business agility

**Sogeti** (EMEA, IT) reduces TCO and becomes more competitive

**Transguard Group** (Middle East, Outsourcing) gets flexibility for rapid growth

### Contacts

List of key sales contacts by geo is available [here on Seismic](#). Please reach out to your local category managers if you need extra assistance.

### Learning path

#### **HPE Sales Pro Learning Center for Partners**—

Use the many learning programs on HPE GreenLake to get examples of the value prop and elevator pitch in action and learn more about how HPE GreenLake can help deliver business value.

#### **Learning Paths PDF**—

Use this document to determine the best HPE GreenLake resources for generalists, specialists, and hybrid environments.

## Encourage customers to visit the HPE GreenLake Experience

The HPE GreenLake Experience is a **customer portal** that gives our customers everything they need to engage, learn, and take action in the HPE GreenLake sale. Use this site to give customers a single link that delivers a **rich, complete, and engaging HPE GreenLake experience**. Drive your customers to relevant content mapped by persona, content by workload to drive **awareness**, product-specific information to help **convert**, and the HPE GreenLake Quick Quote portal to **explore potential pricing**. Use the link on this page to direct your customers to the HPE GreenLake Experience homepage.

**Home Page** **Compute** **Storage** **Virtual Machines** **Private Cloud** **Networking**

## Sources

- 1-3. From 451 Research November 2016.
- 4, 5. Forrester Research, TEI Study.
- 6, 7. 451 Research, Voice of the Enterprise Cloud, Hosting & Managed Services, Workloads and Key Projects 2018
8. [451 Cloud Price Index](#).
9. IDC, CloudPulse Q119, June 2019, n=2211.