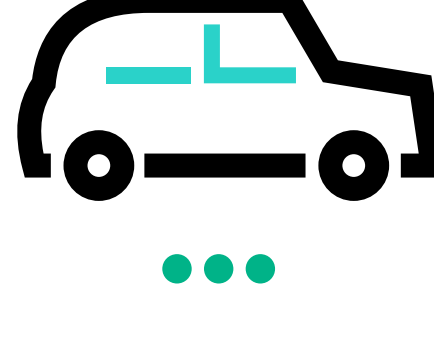
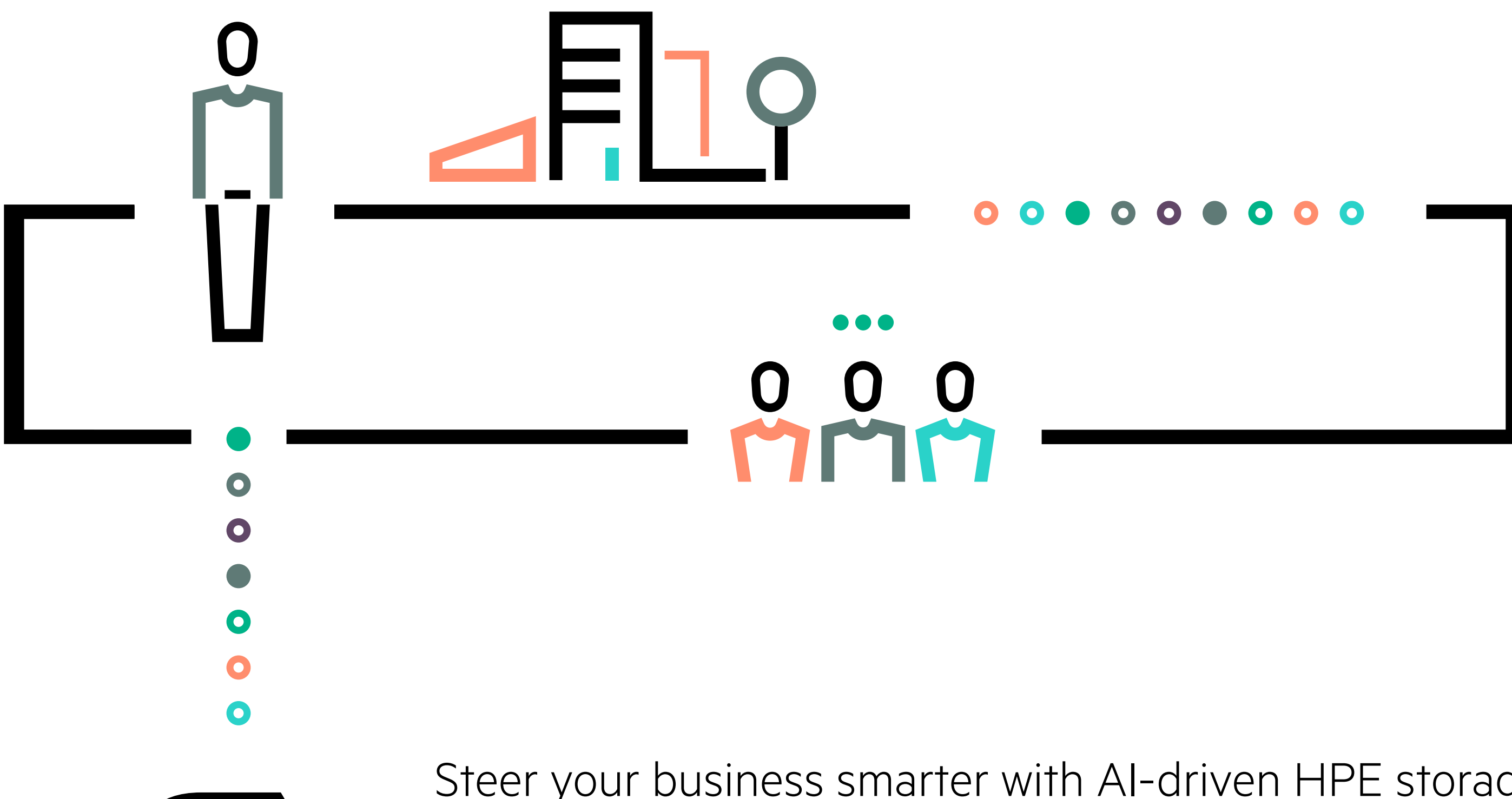


# Take the intelligent route with consumption-based storage

Data is at the center of everything we do today. It's a massive resource that you can use to fuel innovation, steer the business with greater insights, and rev up people to do their best work. But data overload, unpredictable workload demands, and growing maintenance and security requirements can stall important initiatives when storage systems lack the performance, scale, agility, and efficiency to keep up.



Steer your business smarter with AI-driven HPE storage and the consumption-based economics of HPE GreenLake to get the agility of cloud with the control of an on-premises solution.

## Digital road trip Destination: Intelligent storage

### Mountains of data



163 ZB of data created by 2025<sup>1</sup>

### Traditional storage

- Long procurement cycles: 3-4 months
- Large capital expense
- Missed opportunities

**50%**

Enterprises that experience downtime due to poor capacity planning<sup>2</sup>

### Intelligent route

- Workload-optimized for performance, capacity, and availability
- Active capacity management to ensure growth ahead of demand
- As-a-service experience: scale up or down as needed and only pay for what you use\*

|                                    |         |
|------------------------------------|---------|
| CAPEX savings with HPE GreenLake   | 30%     |
| Faster time to market <sup>3</sup> | 65%     |
| Economic utilization of storage    | 100%    |
| Storage availability               | 99.999% |

### New opportunities!

### Rough road

- Insufficient capacity to meet demand stalls strategic initiatives
- Slow procurement cycle delays IT response to business
- Overprovisioning leads to wasted capacity and expense

**48%**

Average amount enterprises overprovision storage<sup>4</sup>

**57%**

Enterprises that receive complaints of slow performance<sup>4</sup>

### Smooth sailing

- Your choice of world-class flash or hybrid, file, block, and object storage technologies
- AI-driven, autonomous data management leveraging advanced analytics and machine learning
- Built-in buffer with active capacity management to cover the unexpected
- Metered so you only pay for what you use\*

**79%**

Lower storage operational expenses due to effortless management<sup>5</sup>

**86%**

Issues automatically opened and resolved<sup>6</sup>

### Pit stop for services

### DIY

- Find and hire the right storage engineers
- Dedicate valuable IT time to support rather than innovation
- Risk costly mistakes due to limited expertise or lapses in maintenance

### Fine-tuned by experts

- Expertise and experience from the leaders in consumption-based IT
- Active monitoring and proactive support of your installed storage hardware
- Optional services to operate any or all of your IT stack

**90%**

Reduction in outside fees<sup>7</sup>

**40%**

IT resource savings<sup>7</sup>

### You have arrived!

The agility and economics of HPE storage combined with HPE GreenLake let you run IT like a finely tuned engine:

- **Improve economics** with no up-front payment and 100% economic storage utilization
- **Reduce risk** of running out of capacity or wasting money by overprovisioning
- **Accelerate value** with on-demand storage solutions aligned to your workload needs
- **Ensure control** over performance, security, and compliance

- **Accelerate app and service deployments** to realize value faster
- **Free up more time** for innovation instead of wrestling with infrastructure
- **Get the economics of cloud** with the control of on-premises

### Why HPE GreenLake?

- **9 years of experience:** Proven track record of success
- **Global scale:** Over \$3B under contract
- **Customer satisfaction:** Over 90% retention
- **Innovative financing:** Available in over 50 countries
- **Worldwide presence:** Services delivered in 80 countries
- **Strong bench:** Over 25,000 experts worldwide
- **World class ecosystem:** 40,000 Channel Partners of Choice, Alliances, and SI partners

**Learn more**  
Contact HPE to model your storage savings with HPE GreenLake for HPE intelligent storage  
[hpe.com/greenlake](http://hpe.com/greenlake)

1. "The Economist," "Data is giving rise to a new economy," May 6, 2017.  
2. 4-52 Research, November 2016.  
3. 7. "The Total Economic Impact of HPE GreenLake Flex Capacity," A Forrester Total Economic Impact Study Commissioned by HPE, May 2018.  
4. Business potential savings based on customer surveys. HPE does not provide financial advice.  
5. HPE Business White Paper "Redefining the Standard for System Availability," August 2017. <https://www2.hpe.com/h2/getdocument.aspx?docname=00018503ENW>  
6. Minimum commitment may apply.

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800067350ENW, September 2019, Rev. 1