Hewlett Packard Enterprise

HPE PROLIANT AND HPE SYNERGY SYSTEMS

Compute that powers transformation

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DIGITAL TRANSFORMATION IS ACCELERATING AND GROWING

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Today, organizations like yours are increasingly evolving their edge-to-hybrid-cloud IT environments in support of new business strategies. Companies want to unlock the agility, operational efficiency, and innovation potential presented by digital transformation (DX).

But what is digital transformation? In short, it is the integration of digital technology into all areas of a business, fundamentally changing how businesses operate and deliver value to their customers. In a digitally transformed business, applications and data live everywhere—and speed is enabled everywhere—fueling innovation, product development, and quality.

IDC estimates the economic value of DX will represent almost $19 trillion—an amount equivalent to 20% of the global GDP.[1] A recent Forbes C-suite survey[2] found that:

74%	**70%**	**66%**	**73%**	**75%**
plan to modernize and digitize operations to support next-generation operational models.	plan to create completely new digital business models and revenue streams.	plan to augment a new workforce model with automation and increased use of AI.	plan to build seamless digital customer experiences.	see a persistent move to remote workforces.

[1] Worldwide Digital Transformation Strategies, IDC Special Intelligence Service, IDC, August 2019.

[2] 2019 and 2020 Stats on Digital Transformation, Forbes

DX IS THE OBJECTIVE, BUT IT IS DIFFICULT TO ACHIEVE

Numerous obstacles stand in the way of DX success:

- Navigating human, technology, and data headwinds

- Managing massive data volumes generated from various devices—from edge to hybrid cloud

- Creating a hybrid world that includes both traditional and cloud-native IT

- Delivering services faster

- Simplifying IT operations

- Creating a highly secure and efficient environment that supports all types of workloads

For the human element, potential challenges include lack of corporate understanding and vision for DX, not placing customer value over corporate value, the inability to work across silos, having a risk-averse culture, and lacking the talent and skills required to deliver the transformation.

Further complicating organizational progress are global health concerns that have irrevocably changed the workplace. Today, every CEO needs to enable a secure and fluid remote workforce. For work that cannot be done remotely, leaders also need new ways to implement work environments that safely unleash workers' potential—and employees expect leaders to deliver on that promise. Doing so requires greater intelligence and control related to health and safety at work.

From a technology perspective, headwinds to DX include the inability to experiment quickly due to limited access to flexible IT, the lack of strong cybersecurity capabilities, which inhibit scaling new digital workloads, and the burden of inflexible legacy IT systems and software.[3] Legacy systems must also address the massive data growth at the core—and increasingly at edge locations, where up to 75% of enterprise data is projected to be created by 2025.[4]

The combined headwinds from human, technology, and data factors are culminating in a new set of customer requirements for computing.

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[3] "The Two Big Reasons That Digital Transformations Fail," HBR, 2019.

[4] Global Market Insights Report, Gartner, 2019.

3. NEW BUSINESS REQUIREMENTS DEMAND NEW COMPUTE SOLUTIONS

Each new and/or modernized application and workload (such as VDI, hybrid cloud, AI/analytics, and HPC) has varying requirements based on the latency, scale, performance, and economics of the job to be done. Getting the workload balance right leads to greater efficiency and competitive advantage. Alternatively, mismatching workload requirements with inadequate infrastructure leads to silos of inefficiency, administrative complexity, and cost premiums to ensure server capacity.

To survive, today's organizations need differentiated and workload-optimized technology to deliver the latency, flexibility, and performance needed to turn data into insights and innovation at the speed of business.

Today's businesses need transformed compute that enables them to:

Meet the requirements for all types of apps and workloads.	Create the right technology mix to support all types of workloads.	Enhance security at every level.
Automate and simplify IT operations and infrastructure management.	Build an IT environment that drives greater efficiency.	Manage massive data growth at the core and edge locations.

HPE POWERS THE NEXT WAVE OF DX

HPE leads the way in delivering transformed compute capability for the modern digital enterprise.

To power the next wave of DX, HPE delivers a new kind of computing characterized by:

Unmatched workload optimization

360-degree security

Intelligent automation

Everything delivered as a service

Click the above boxes to read the relevant topics

As we enter the next wave of DX, HPE provides a new kind of computing—based on systems and solutions—that is optimized for your most critical workloads, designed and delivered securely, simplified through automation, and delivered with as-a-service economics and user experience.

HPE incorporates decades of engineering and expertise to deliver a fully workload-optimized portfolio of new compute solutions and capabilities. This product expertise is further enhanced by HPE Pointnext Services, which can help plan, deliver, and support all of your transformations and IT refresh objectives. And with HPE GreenLake, you receive workload-optimized capabilities with a true as-a-service experience. Adding to the value are HPE Financial Services, offering a wide range of consumption models.

With HPE, you get it all.

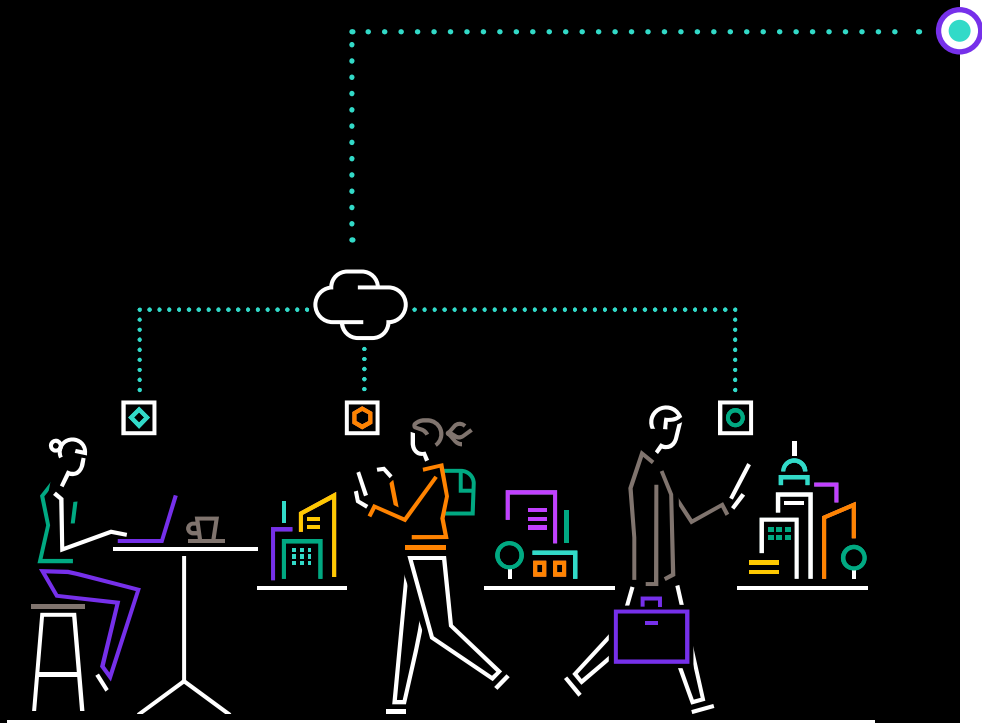| Servers | Software | Solutions | HPE Pointnext Services | HPE GreenLake | HPE Financial Services |

UNMATCHED WORKLOAD OPTIMIZATION

The foundational intelligence of HPE compute transforms IT with insights that optimize workload performance, placement, and efficiency to deliver better outcomes faster.

Built for the most demanding workloads, HPE leverages more than four decades of experience in providing best-in-class workload-optimization capabilities to the enterprise. In addition, teams of HPE experts, along with key software partners, focus on building and validating the key workloads that our customers invest in—including AI, hybrid cloud, and many more.

HPE GreenLake delivers workload-oriented cloud services in 15 as-a-service categories—offering thousands of component combinations across the service types. And HPE offers all these complete workload-optimized solutions from a single source—from hardware to software deployment, validation, and testing.

HPE workload-optimized solutions eliminate the guesswork on setup and management, allowing your teams to focus on innovation.

These solutions also create a highly available environment and an always-on infrastructure. Customers who leverage HPE workload solutions experience higher levels of cost-effectiveness because the solutions deliver reduced time and expense, as compared to the trial and error typically associated with DIY projects.

HPE workload-optimized solutions enable your organization to accelerate the time to solution by:

- Building the solution in approximately five hours—which is 5x faster with HPE tools[5]

- Automating ~200 steps to just a few clicks—from deployment to lifecycle management[5]

- Using a flexible, efficient, composable cloud infrastructure to complete tasks in about two minutes, compared to six to eight hours previously[6]

- Migrating to cloud services in just 30 minutes[7]

- Improving the VDI end-user experience with 10x faster Citrix logins[8]
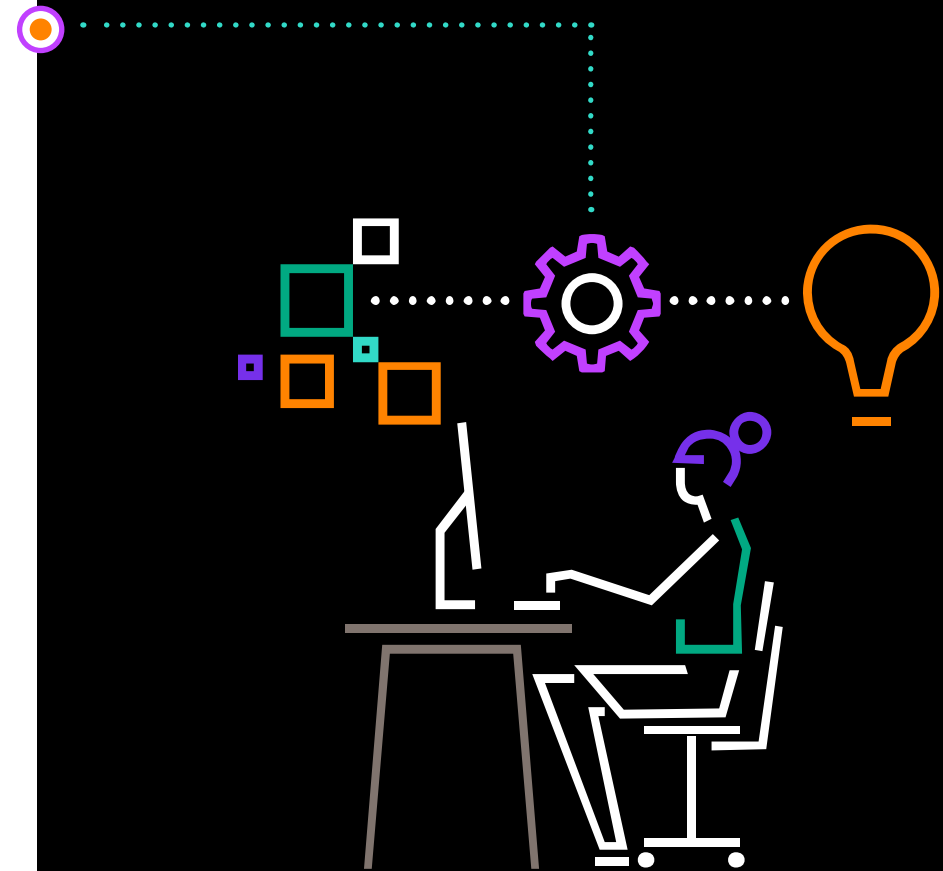
- Running SAP® solutions up to 400% faster[9]

[5] Based on HPE Synergy platform.

[6] "Sigorta Bilgi Ve Gözetim Merkezi Accelerates Data Delivery By 80%," HPE case study, August 2020.

[7] "Berlin prepares for major ICT migration," HPE case study, August 2019.

[8] "Composable Infrastructure Platform Automates It for Healthcare Provider, Elbe Clinics," HPE case study, February 2020.

[9] "Holy Fashion Now Has Greater Agility with Composable Infrastructure," HPE case study, October 2019.

360-DEGREE SECURITY

HPE servers provide an enhanced, holistic, 360-degree view to security that begins in the manufacturing supply chain and concludes with safeguarded, end-of-life decommissioning.

You can trust the HPE server portfolio to provide the 360-degree security you need and deserve because HPE ensures security before your infrastructure arrives with an uncompromised supply chain that acts as your first line of defense against cyberattackers. In addition, automated security protects more than four million lines of firmware from malware and ransomware with early detection and automated recovery of a security-compromised server.

The HPE silicon root of trust anchors HPE server firmware to an HPE-exclusive digital fingerprint before the server is built, ensuring the system is secure even before it boots. Notifications and automated recovery are executed upon detection of compromised firmware. Should a server become compromised, server systems restore automatically, take the server offline, and perform recovery and restoration of validated firmware. The server system also facilitates recovery of the operating system, applications, and data connections.

Going one step further, HPE's new zero-trust architecture extends the silicon root of trust across the server architecture with platform certificates. These industry-recognized cryptographic certificates ensure the identity of a configured server with a digitally signed statement about what is in the server.
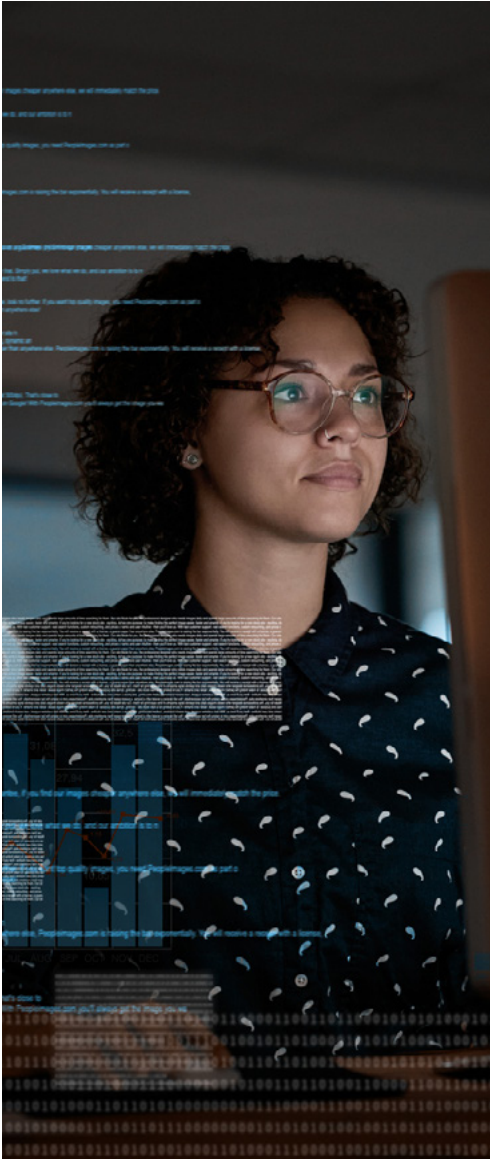
And when it's time to repurpose an HPE server, Secure Erase speeds and simplifies the complete removal of passwords, configuration settings, and data to prevent inadvertent access to previously secured information. One-button Secure Erase is a NIST-level crypto-erase capability. With a single command, Secure Erase ensures that no data can be recovered for nefarious purposes.

HPE 360-degree security means:

• Trusted end-to-end supply chain

• Automated security with the HPE silicon root of trust

• Zero-trust architecture

• Secure repurposing or retirement of infrastructure

INTELLIGENT AUTOMATION

The intelligence built into all HPE core compute products simplifies and automates management tasks, establishing a solid foundation for an open hybrid cloud platform.

With HPE workload-optimized systems, you can easily deploy infrastructure faster and more securely. These systems enable you to deploy a private/hybrid cloud anywhere with the speed, flexibility, and economics your business needs.

• Scale seamlessly with the speed of your business.

• Speed deployment by 5x—automating 200+ steps to just a few clicks, from deployment to lifecycle management.
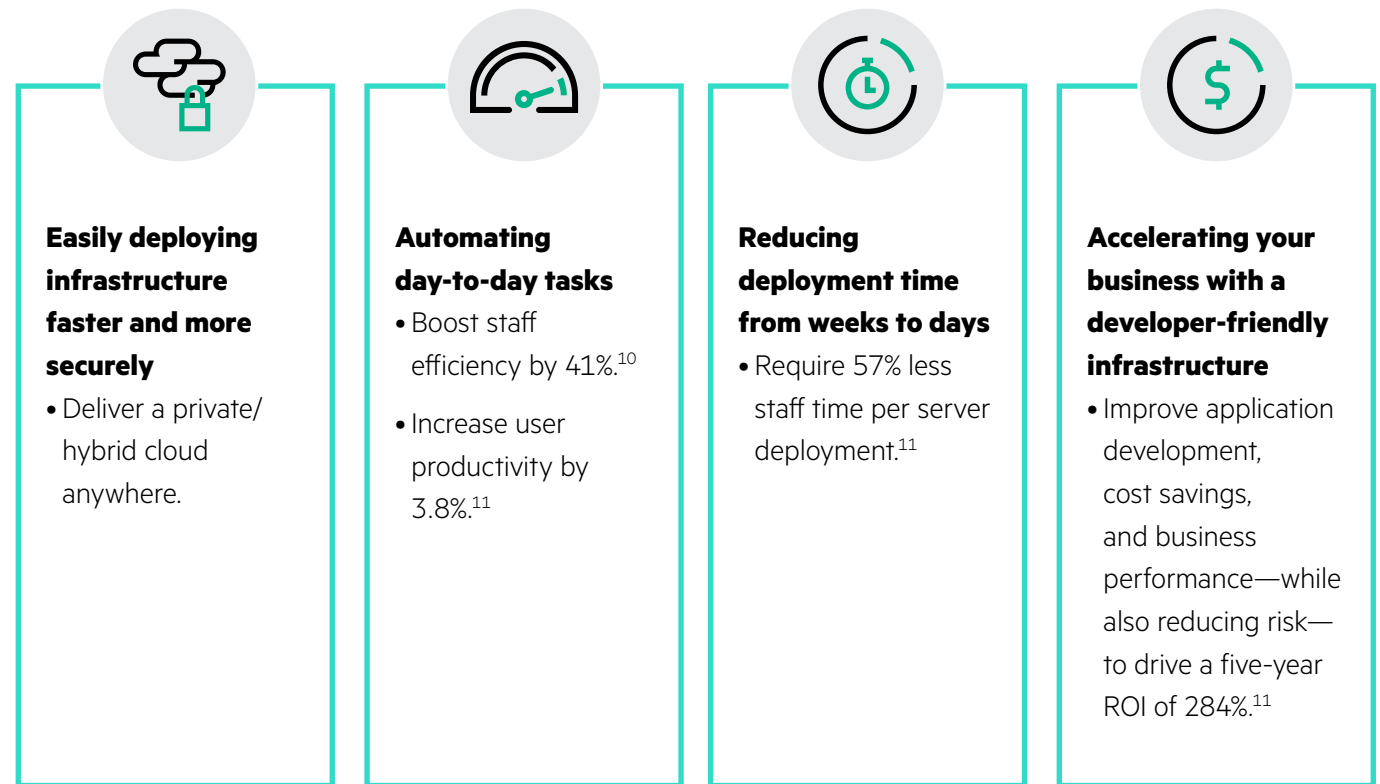
HPE infrastructure is software-defined, so it is future-proof by design. It is also highly secure, as well as built and tested to scale. With intelligent HPE systems, you can automate day-to-day tasks and enable your scarce IT staff to focus on more strategic projects. You will benefit from:

• **41%** increase in IT staff efficiency

• **3.8%** higher user productivity

• A more agile infrastructure that will enable you to be more responsive to customer needs

Automation and software-defined control reduce deployment times from weeks to mere days, requiring 57% less staff time per server deployment. Using the automation capabilities built into HPE developer-friendly infrastructure, you can accelerate your business by:

Easily deploying infrastructure faster and more securely
- Deliver a private/hybrid cloud anywhere.

Automating day-to-day tasks
- Boost staff efficiency by 41%.[10]
- Increase user productivity by 3.8%.[11]

Reducing deployment time from weeks to days
- Require 57% less staff time per server deployment.[11]

Accelerating your business with a developer-friendly infrastructure
- Improve application development, cost savings, and business performance—while also reducing risk—to drive a five-year ROI of 284%.[11]

[10] "Quantifying the Business Value of Enhanced IT Agility and Performance with HPE Synergy," IDC, February 2021.

[11] Based on external security firm conducting cybersecurity penetration testing of HPE Gen10 servers and three leading server competitors, September 2019.

HPE workload-optimized systems include three primary automation solutions:

HPE Integrated Lights-Out (iLO) is embedded in HPE Gen10 servers. HPE iLO is the HPE-exclusive core intelligence that monitors server status, providing the means for reporting, ongoing management, service alerting, and local or remote management to quickly identify and resolve issues.

HPE OneView offers a template-driven approach for deploying, provisioning, updating, and integrating compute, storage, and network infrastructure. Using HPE OneView software templates, a single line of code can fully describe and compose all the physical resources required for an application, a virtual host, or a container infrastructure.

HPE InfoSight continually analyzes server infrastructure and applies real-world examples of hundreds of thousands of servers to predict and prevent problems before they can adversely impact business operations. HPE InfoSight for Servers combines the cloud-based machine learning (ML) of HPE InfoSight with the health and performance monitoring of Active Health System and HPE iLO to optimize performance and predict and prevent problems—keeping your infrastructure optimized and secure.

EVERYTHING AVAILABLE AS A SERVICE

HPE GreenLake makes the modern cloud experience possible everywhere—across edges, colocation facilities, data centers, and multiclouds. HPE GreenLake delivers public cloud services and infrastructure as a service (IaaS) for your workloads—on-premises, fully managed in a pay-per-use model at the edge, in colocations, and in your data center.

Supports pay per use

Speeds insights to unlock data's value, frees up capital, and boosts operational flexibility.

Scales up and down

Helps you create essential data and analytics that are core to DX, provided as a service across your locations.

Simplifies IT

Centralizes operations and insights across your hybrid estate from a single intuitive self-service platform (HPE GreenLake Central).

Enables HPE to manage your IT for you

Offloads monitoring and management of your on-premises cloud and public clouds, securely managed from the world-class HPE IT Operations Centers.

With HPE GreenLake, you can drive business better results, faster. For example, HPE GreenLake helps speed your time to market by requiring 75% less time to deploy digital projects by keeping capacity ready ahead of demand.[11] You also benefit from self-service point-and-click access to resources, so your business groups can move quickly with no IT intervention.

HPE GreenLake enables you to rapidly deploy a broad portfolio of cloud services, such as machine learning operations (MLOps), containers, storage, compute, virtual machines (VMs), data protection, and more. These workload-optimized, preconfigured solutions can be delivered directly to your facility. With HPE GreenLake, you can:

• Achieve 30–40% CAPEX savings by eliminating the need for overprovisioning.[12]

• Boost IT resource savings by 40%.[12]

• Reduce unplanned downtime by 85%.[13]

[11] Based on external security firm conducting cybersecurity penetration testing of HPE Gen10 servers and three leading server competitors, September 2019.

[12] "The Total Economic Impact™ Of HPE GreenLake," Forrester Consulting, June 2020.

[13] "The Business Value of HPE GreenLake Management Services," IDC technical paper, January 2020.
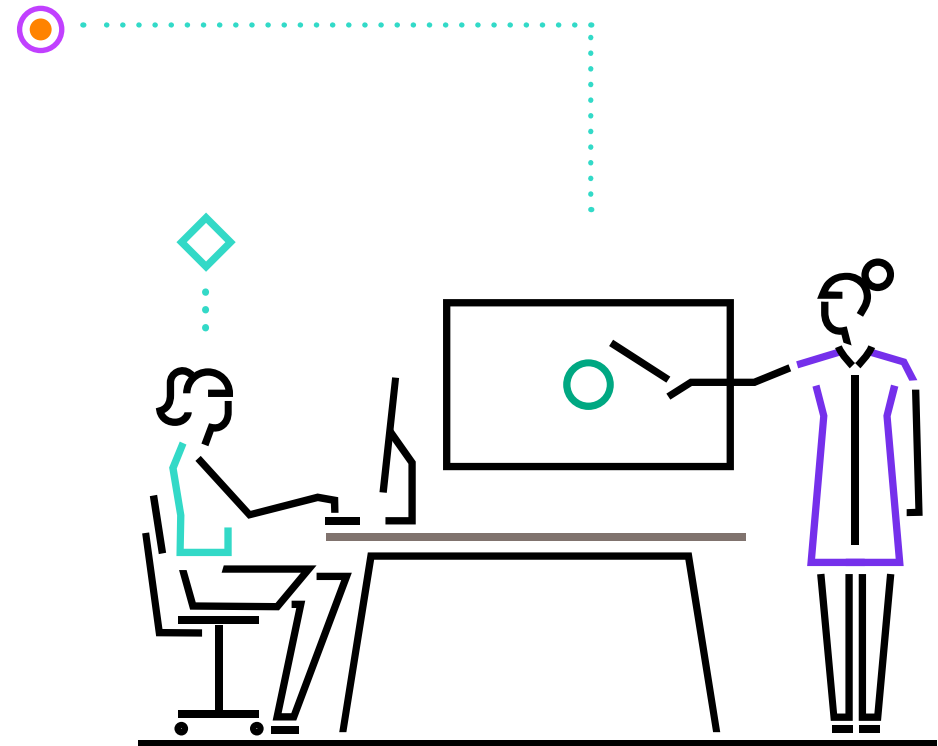
THE RIGHT PARTNER FOR DX— HPE POINTNEXT SERVICES

HPE product expertise is further enhanced by HPE Pointnext Services, helping to plan, deliver, and support all your transformations and IT refresh objectives.

With HPE Pointnext Services, your organization can get on a faster modernization track that provides greater insight and control, as well as helps you define new digital-to-physical experiences to be more engaging, impactful, and safe. You can work with the HPE Pointnext Services cloud and technology experts to:

- Assess applications to determine the right mix for your organization's unique objectives.

  – Identify and understand your objectives.

  – Assess your existing environment holistically—across all your apps, data, and workloads.

- Migrate workloads and move to a cost-saving consumption model.

  – Optimize your right mix of clouds for every workload.

  – Leverage the expertise gained during 1000+ cloud transformation projects globally.

FLEXIBLE FINANCIAL MODELS

HPE Financial Services can help support your IT needs today—and position your business for future success—with a wide range of financial and asset lifecycle solutions.

You can choose from a range of flexible deployment and consumption models according to your organizational needs and DX objectives.

- Use HPE Financial Services to create liquidity to fund your digital transformation.
- Reduce/eliminate high up-front CAPEX costs with the OPEX model.
- Choose the direct-buy or flex model.

You can also select additional programs/services that support your business objectives:

- **IT asset investment solutions for your business**—Build IT investment and lifecycle management strategies that accelerate your DX today and help you stay flexible for future technology needs.

- **Payment Relief Program**—Reduce payments for eight months to get your programs started today.

- **HPE Certified Pre-owned**—Extend the life of your legacy systems when you purchase, lease, or rent our certified inventory of used IT equipment.

- **Payment Deferral**—Acquire now and pay later; take advantage of the 90-day delayed payment structure to help ease tight budgets.

- **HPE Transition Solutions**—Retire and recover value from your aging IT infrastructure, move locations, and manage any transition.

- **HPE Subscription**—Complete IT solutions with affordable, predictable monthly payments help you focus on business priorities.

- **HPE Rentals**—Keep your business nimble with quick access to the latest technology—especially for short-term needs.

- **HPE Technology Refresh**—Aggressively shorten refresh cycles affordably and sustainably.

- **HPE Adaptable Use Models—Extended Deployment**—Acquire IT equipment before you need it and pay only after you deploy it (up to 12 months after receiving it).

5 HPE IS YOUR TRUSTED PARTNER TO HELP ELEVATE YOUR BUSINESS

Industry analysts agree that now is the time for enterprises to take important steps toward digital transformation. And HPE has the products, services, and solutions to create your path to DX success.

With HPE, you receive a true workload-optimized as-a-service experience for your complete hybrid cloud estate—from edge to cloud.

Trust HPE to deliver new and transformed compute capability for the modern digital enterprise.

• Complete, proven, validated compute solutions with a true as-a-service experience

• The cloud that comes to you through HPE GreenLake

• Choice in how you purchase and operate your IT investment

• Flexible financial solutions from HPE Financial Services

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