

# HPE GREENLAKE

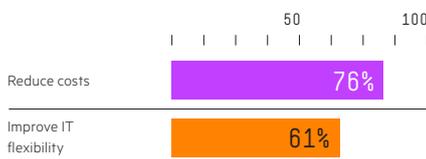
Balance IT flexibility, cost, and control with accelerated outcomes on your terms

## THE CHALLENGE

Whether it's real-time analytics, operating a database platform, or protecting apps and data, business leaders now widely prefer to consume the outcomes they want, when they want them, and pay only for what they use. But security and control are still high priorities for many workloads, driving the need for an on-premises solution that delivers the flexibility and economic advantages of the cloud.

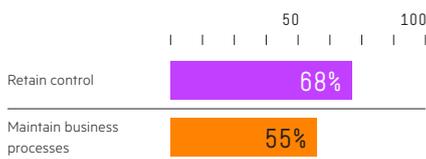
## BUSINESS DEMANDS FLEXIBILITY, BUT IT NEEDS CONTROL

### Top business reasons for utilizing cloud solutions:



Source: Frost & Sullivan 2017 Cloud User Survey

### Top IT reasons for utilizing on-premises solutions:



Source: 451 Research, "Best of both worlds," November 2016

<sup>1</sup> May be subject to a minimum commitment.

<sup>2, 3, 4</sup> **The Total Economic Impact of HPE GreenLake Flex Capacity**, a commissioned study by HPE, Forrester Research, Inc., May 2018.

## CONSUME IT ON YOUR TERMS

**HPE GreenLake** is a suite of complete, built-for-purpose solutions, delivering IT outcomes with hardware, software, and expertise on-premises in a pay-per-use model.<sup>1</sup>

Start with the capacity you need today and grow with business demand, leveraging active capacity management, variable monthly payments based on metered usage, and services that simplify IT.

HPE GreenLake supports a wide, and growing, range of workloads as a service, including both HPE and partner technologies. Examples include:

### Compute

Meet general purpose to high-performance computing needs

### Storage

Fast access to data with massive scalability and high availability

### Private Cloud

Run Azure consistent services in your data center

### Database

Scalability for the most robust database environments

### Virtualization

Deliver capacity for your virtualized workloads, with technology built and sized for your needs

### Backup

Worry free backup, data protection, disaster recovery, and Dev/Test

## BENEFITS

### Pay-per-use economics

Flexible, consumption-based model

### Accelerated time to value

Solutions that evolve ahead of your needs

### Simplified IT

Operated for you to add business value

### On-premises control

In your IT environment—from core to the edge

## Benefits of HPE GreenLake consumption-based services



# 65%

shortened time to market for deploying global IT projects<sup>2</sup>



# 30%

CAPEX savings due to eliminated need for overprovisioning<sup>3</sup>



# 40%

increased IT team productivity by reducing the support load on IT<sup>4</sup>

Learn more at [hpe.com/greenlake](https://hpe.com/greenlake)