

## HPE Hero Partner | CBTS

CBTS is an HPE Platinum and Inner Circle Partner with a strategic relationship in place for 30+ years. Headquartered in Cincinnati, Ohio, CBTS generates over \$1 billion in revenue annually by supporting over 2,400 clients in the United States, Canada, and the United Kingdom. CBTS employs 1,500 highly skilled associates holding 260 HPE technical and sales certifications across the entire HPE and Aruba portfolios.

### The GreenLake Partnership: CBTS, HPE and a Global Financial Services Firm

**The Story:** A US-based, global integrated asset manager focused on real estate, credit, equity, and other financial assets that serves clients across North America, Europe, Asia, and Latin America approached their CBTS support team to assist in addressing a challenge for their business. The client had a need to refresh their data center infrastructure for multiple locations in the United Kingdom. With past refresh projects requiring a significant amount of capital, the client was seeking an innovative and collaborative solution through CBTS. A partnership with CBTS and HPE was required to deliver a solution with the latest technology, sized affectively to support the client needs, and structured to align the costs of the refresh and new IT infrastructure to the business usage. The partnership journey began with a discovery discussion, multiple technology review sessions, sizing discussions, platform reviews, a trip to HPE Discover, and a comprehensive review of the HPE GreenLake Flex Capacity solution.

**The Solution:** A thorough review of the client's IT requirements and technology needs determined that the new infrastructure would be optimized by a combination of HPE Synergy, HPE 3PAR, and HPE StoreOnce. The solution would be delivered via HPE GreenLake Flex Capacity to eliminate the extensive cost of over-provisioning, enabling the client to have instant access to capacity for business growth, and most importantly align the cost of IT infrastructure to the client's business usage.

**The impact:** A 5 year partnership between the client, HPE, and CBTS represented by an HPE GreenLake Flex Capacity service agreement executed via the HPE GreenLake for Partners program.

### Q&A with Ron Nemecek, Business Alliance Manager at CBTS

*How does working with HPE compare to working with other technology vendors?*

*i.e. is it simpler, more predictable, more profitable...*

At CBTS we trust in our strategic relationship with HPE. This trust, nurtured over 30+ years is the foundation of our success with HPE. Our relationship with HPE at all levels is predictable and enables CBTS to address clients' needs quickly and effectively, driving business results.

*How does the HPE portfolio and partner programs, trainings and executive support help you win business and grow?*

The extensive HPE portfolio of products and services is critical to our ability to assemble comprehensive, valuable, and innovative IT solutions for our clients. By taking advantage of HPE certifications, local training events, HPE Aspire, and webinars our CBTS team is always at the forefront in understanding the latest products and innovations available from HPE. Our clients benefit from the CBTS HPE subject matter expertise and our extensive experience in delivering HPE solutions across multiple industries in the global marketplace. CBTS greatly values our relationships and access to HPE executives, our executive sponsor, partner business managers, and other strategic resources. These relationships with HPE enable CBTS to support our valued clients, earn their business in the most complex situations, and maintain this business relationship over the long term.

*How do you go above and beyond for your customers?*

CBTS invests in our associates' pursuit of HPE certifications. Currently, CBTS associates hold over 260 HPE technical and sales certifications. Our clients benefit greatly by engaging with our extensive staff of HPE certified professionals that are subject matter experts in all HPE products and services. Clients can effectively evaluate all options and collaborate with CBTS on the solution that will result in the right business outcome. We enhance the investment in our client relationships by hosting them at local HPE events, HPE Discover, Aruba Atmosphere, and our exclusive CBTS/HPE and Aruba quarterly briefing events at the HPE EBC.