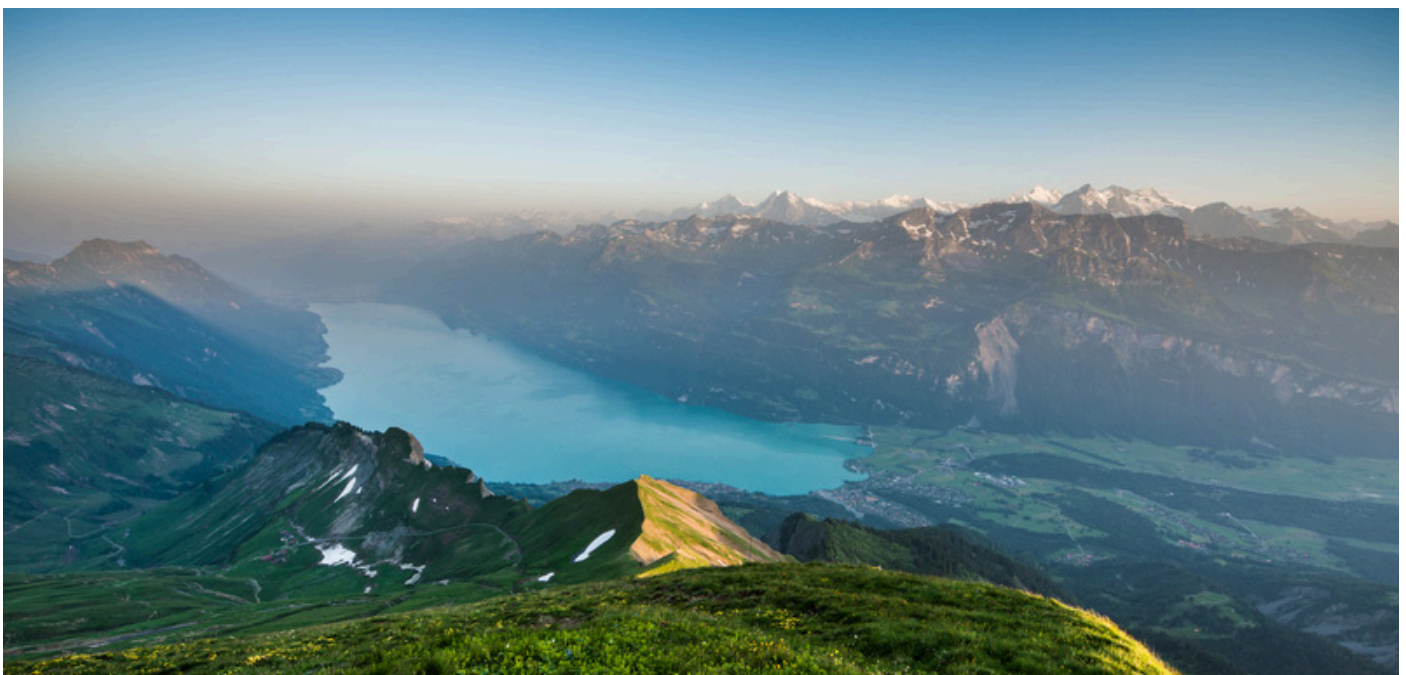




HPE GREENLAKE FAQ FOR TECHNOLOGY INNOVATORS

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Q1. Why do I need a pay-per-use model?

A1. According to IDC, 60% of organizations expect to use a fully flexible, lower-cost IT consumption model by 2023, and already the demand for pay-per-use services is growing. As a technology innovator, it's important to respond quickly and effectively to this shift in customer demand, or you risk missing out to the competition. Your choice of technology partner is critical to success—look for a full spectrum of edge-to-cloud technologies that can be delivered as a service and support your customers' needs now and into the future.

Q2. What is HPE GreenLake?

A2. The cloud model can accelerate business outcomes with easy access to on-demand resources, pay-per-use flexibility, and simplified IT operations. Yet with roughly 70% of apps still outside the public cloud—due to compliance, security, performance, and other factors—it's not surprising that companies are seeking ways to achieve the modern cloud experience in their data centers. To meet today's business demands, OEMs require agility, scalability, and value, no matter where their apps and data reside. Hewlett Packard Enterprise now makes the modern cloud experience possible everywhere—across edges, colocation facilities, data centers, and multiclouds—with HPE GreenLake. HPE GreenLake offers a broad portfolio of cloud services such as machine learning operations (ML Ops), containers, storage, compute, virtual machines (VMs), data protection, and more, delivered to your facility in as little as 14 days with no up-front cost. Sophisticated metering enables accurate and transparent pay-per-use billing that scales up and down with usage. And with 24x7 monitoring and management, HPE takes on the heavy lifting associated with managing infrastructure. Tying everything together is the unifying platform, HPE GreenLake Central, which centralizes operations and insights across the hybrid estate. In this self-service platform, users simply point-and-click to get up-to-date information about their costs and capacity, or easy access to management capabilities for containers, virtual machines, and other services to which they're subscribed. This centralized view of HPE GreenLake services can help businesses manage usage and cost, address compliance concerns, and automate IT operations.

Delivering the cloud experience on-premises with HPE GreenLake

Speed digital transformation efforts, modernize IT, and implement emerging technologies quickly

Get the cloud experience everywhere

Modernize apps, transform data into insights, and deliver elastic capacity to lines of business to accelerate desired outcomes

Achieve faster time to value

Get preconfigured solutions delivered and installed, in as little as 14 days

Right-size with a consumption-based model

Scale with business demand using the pay-per-use model above a reserve, with no up-front capital expenditures

Gain centralized control and insights

Leverage the HPE GreenLake Central platform to manage resources, costs, capacity, compliance, and more across on-premises and cloud environments

Simplify IT

Reduce complexity with management services to reduce risk and free up IT resources for strategic and innovative initiatives

Obtain expertise on demand

Add additional services to meet business needs for compliance control, performance tuning, migration services, and more

Speed up business outcomes**Application modernization**

Give developers the resources they need to work faster—and smarter. For example, transform traditional, non-cloud native apps without having to re-architect them using containers with HPE GreenLake, a 100% Kubernetes-based open-source solution, delivered as a service.

Data transformation

Speed insights to unlock the data value that is core to digital transformation initiatives. HPE GreenLake offers an end-to-end service that helps operationalize machine learning in your data centers, edge, and private clouds, as well as services for Hadoop, databases, data protection, and data management.

Self-service delivery

Put control and insights in the hands of those who need it with HPE GreenLake Central. For example, provide financial teams with cost transparency and consumption analytics that span public cloud and HPE GreenLake services. Accelerate time to value for lines of business with fast resource provisioning and the ability to scale up and down on demand. Help legal officers reduce risk with enhanced governance using compliance services from HPE GreenLake.



Q3. What are the benefits of using HPE GreenLake as part of my pay-per-use model?

A3. HPE plans to offer everything as a service by 2022, making HPE OEM Solutions the ideal partner to help build, maintain, and grow your pay-per-use business model. With HPE GreenLake, you can reduce capital expenditure, enhance proactive management of your hybrid cloud estate, align IT spend with business growth, and—most importantly—offer your customers a cost-effective, open, flexible, scalable solution that will help them reach their business goals.

1. Eliminate the need for capital investment:

With a pay-per-use model based on HPE GreenLake, you can hand responsibility for the operation, maintenance, and security of your technology to HPE. Whether the technology is in your own data center, or on a customer site, the HPE GreenLake Central as-a-service portal and operational console let you run, manage, and optimize hybrid cloud estates, creating a measurable, cost-transparent platform that makes workload optimization easy. Your customers get the support and peace of mind they need, while allowing you to focus on maximizing your value add.

Alleviating “lumpy” up-front spend is a primary driver for many organizations. It leads naturally into explorations of utilization and overprovisioning. Reduced 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

2. Reduce risk and build trust:

By leveraging HPE’s pay-per-use model, you can split the low-usage risk associated with new customers with HPE. This transfers the capital investment up the supply chain and away from your bottom line so you can invest more in innovation and other service enhancements.

Using HPE GreenLake as part of your service offering can also help build trust with your customers in scenarios where implementations take place at their sites. Your customers may choose to allow you to monitor the performance of your solutions once deployed, using the HPE GreenLake Central portal. This can generate insights that help optimize and tailor the solution for that customer or inform and enhance future solution development.

Reducing technical risk with HPE support to reducing financial risk over the contract term to reducing dependence on internal IT resources. Typical risks with an as-a-service model that HPE GreenLake can help mitigate:

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

3. Scale effectively:

HPE GreenLake helps you avoid overprovisioning or underprovisioning, which can be a tricky balance to strike when setting up everything as a service. It offers you the ability to minimize overhead costs with a pay-per-use model (a reserve may apply) that frees budget to focus on enhancing your core intellectual property and further innovation. The everything-as-a-service model removes obstacles to managing equipment, updates, adding capacity and costs so you and your customers can be ambitious without being hindered by IT.

Forrester Research found that with HPE GreenLake, time to market improved 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



TABLE 1. HPE GreenLake model top benefits and top differentiators

HPE GreenLake top OEM benefits	HPE GreenLake top differentiators
Increased net new revenue from faster time to market	True pay per use based on actual metered usage
Eliminate overprovisioning and preserve cash flow	Cloudlike experience securely on-premises
Capacity available ahead of demand	Preprovisioned buffer capacity to never run out
Align IT spending to business goals	Control over privacy, compliance, latency, and security
Visibility and cost control across all your clouds	Single platform for cloud-native and traditional apps
Deploy projects faster	Self-service hybrid cloud portal
Choose your technology	Include your whole, multi-vendor IT estate
Less time spent on “keeping the lights on”	Unique modular building block approach
Environment stays current, compliant, and secure	Supports a multicloud strategy with no vendor lock-in
Reduced costs of support and professional services	Single integrated view into cost, governance, performance, and security
Increased IT team and business productivity	Dedicated Account Support Manager (ASM) and Proactive Services
	10 years of experience delivering platform as a service

Q4. Is HPE GreenLake right for my organization?

A4. Whether your solution is deployed in the data center, the cloud, or on-site at hundreds of customer locations, HPE GreenLake can help. The service is best suited to technology innovators that:

- Operate in the same country as your customers, or can use a local-local sales model
- Require flexible capacity, data center services and/or consumption monitoring/management for cloud or data center deployments
- Require consumption monitoring/management services for large-scale appliance deployments (i.e., not warranty only)

Q5. How is HPE GreenLake unique?

A5. The HPE GreenLake model offers significant benefits but it is not the only way to access pay-as-you-go pricing. As you compare existing offerings in the market, HPE GreenLake offers some unique benefits.

TABLE 2. Comparison of HPE GreenLake model with other market offerings

	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, up-front lump cost
Billing	Single monthly bill for all services	Single monthly bill	Often multiple bills with different vendor names	Single up-front 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	OEM can choose technology building blocks	Can't choose technology	OEM can choose technology building blocks	OEM can choose technology building blocks
Managed Services	OEM can optionally choose HPE GreenLake Managed Services for end-to-end management of their hybrid estate across edge, on-premises, colo, public cloud Integrated global/ local monthly billing possible	Managed Services partner options available for each part of the hybrid cloud estate Separate bills depending on the number of entities involved	OEM can optionally choose HPE GreenLake Managed Services for end-to-end management of their hybrid estate across edge, on-premises, colo, public cloud Separate bills for Lease components and Managed Services	OEM can optionally choose HPE GreenLake Managed Services for end-to-end management of their hybrid estate across edge, on-premises, colo, public cloud Separate bills for Purchased components and Managed Services



Q6. How can I further enhance my pay-per-use services over time?

A6. Whether you are starting with infrastructure as a service (IaaS), platform as a service (PaaS) or one of the many HPE GreenLake workload solutions available, HPE GreenLake offers a range of optional services that you can choose to include in your solution to build or enhance the capabilities most important to you and your customers.

Advise & Optimize	Consumption	Monitor	Operate	Administer	Flexibility
<ul style="list-style-type: none"> Application best practices Infrastructure optimization Advisory services Continuous improvement 	<ul style="list-style-type: none"> Pay as you go for what you use Metered and priced to a consumption metric 	<ul style="list-style-type: none"> Automated alerts and triage System health check 	<ul style="list-style-type: none"> Incident management Problem resolution 	<ul style="list-style-type: none"> Patching Security updates Performance and capacity management 	<ul style="list-style-type: none"> Reserved capacity with buffer for growth

FIGURE 1. Optional HPE GreenLake features

Q7. Which HPE GreenLake cloud services are available?

A7. HPE GreenLake edge-to-cloud platform gives you visibility and control across all your clouds and customer deployments, in one operating model, enabling you to transform how you deliver services to your customers.

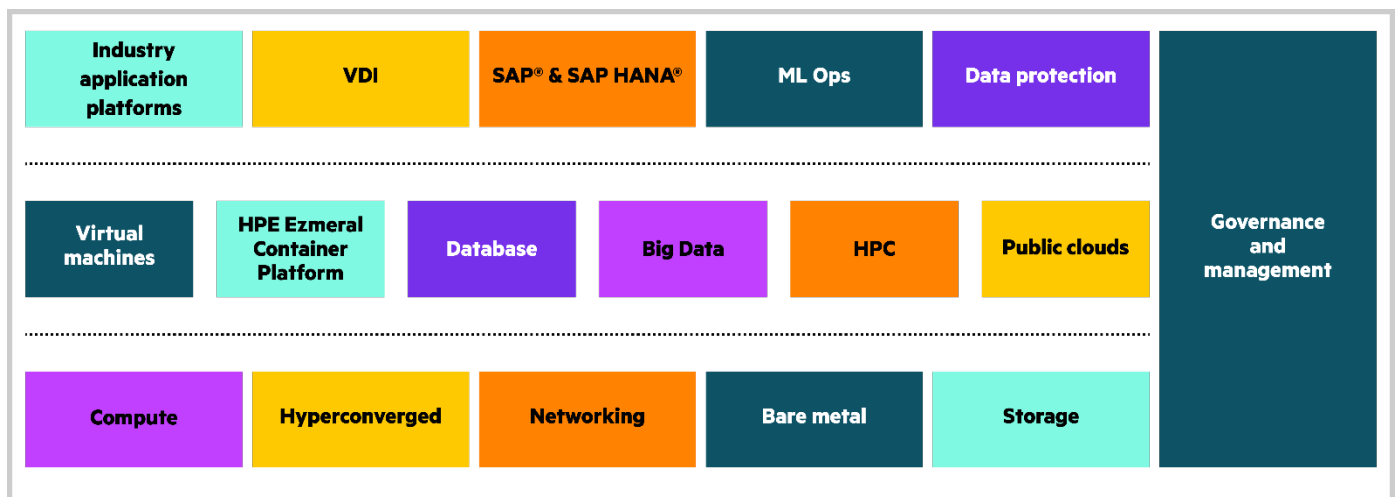


FIGURE 2. HPE GreenLake cloud services

Key services available through HPE GreenLake include:

- Containers**

Drive faster delivery and iteration. Continuously release and improve products and services for business agility.
- Database Platform**

Reduce costs with an open-source, enterprise-class data management platform
- SAP HANA**

Get the most out of your SAP HANA platform with supporting infrastructure that provides rigorous availability, security, and reliability standards
- Private Cloud**

Build a flexible, secure private cloud with point-and-click provisioning to stand up VMs in minutes
- Big Data**

Get security, performance, and faster time to business insights with a built-for-purpose Hadoop solution



Frequently asked questions

- **Networking**

Choose your best fit solution for network as a service, including cloud and on-prem options with Aruba

- **Storage**

Choose the storage solution that best meets your needs: HPE Primera, HPE 3PAR, or HPE StoreServ

- **Compute**

Choose from a family of versatile, resilient, software-defined servers suited to diverse workloads

- **Machine Learning**

Rapidly build, train, and deploy ML models—from pilot to production, at any scale

- **Virtual Machines (VMs)**

Gain speed and flexibility with scalable, pay-per-use virtualized infrastructure

- **Data Protection**

Combine the simplicity, agility, and economics of public cloud with the security and performance of an on-prem backup environment

- **Virtual Desktop Infrastructure (VDI)**

Get the benefits of on-premises VDI, including security, seamless user experience, and productivity

- **Managed Cloud Services**

Enjoy a managed cloud environment for your public and private clouds that automates cloud operations

- **Governance and Management**

Enhance your HPE GreenLake experience with the resources needed to deliver your strategy effectively

- **High-performance Compute**

Combine the power of industry-leading, high-performance computing infrastructure

Contact your HPE OEM Solutions representative today to discuss how we can help you and your customers.

LEARN MORE AT

hpe.com/us/en/greenlake.html

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