

HPE GreenLake cloud



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Q1. What is HPE GreenLake cloud?

A1. HPE GreenLake is a hybrid cloud that gives you a unified control plane to deploy and manage resources across your hybrid landscape while retaining control of your data. HPE GreenLake brings the cloud experience to all your IT. Unlike public cloud, HPE GreenLake is a hybrid cloud by design. You can deploy and manage resources across your private and public clouds while retaining control of your data and flexibility over how you consume and manage your services.

Like all clouds, HPE GreenLake is platform based, delivering a single, intuitive experience across all services and resources to users, developers, operators, and more.

Q2. What services does HPE GreenLake offer?

A2. The HPE GreenLake cloud portfolio includes services for managing compute, storage, networking, data, private clouds, AI inferencing, vertical business applications, and more. Customers choose HPE GreenLake to deploy modern private & sovereign clouds in edges, co-location facilities, and data centers, to unify store and protect structured and unstructured data, and to simplify operations across hybrid multi-cloud environments.

All HPE GreenLake services are accessed through a single control plane that delivers a consistent, open, and extensible cloud operating experience for all your services and users, wherever the workloads and data are located, enabling:

- **ITOps simplicity and efficiency:** HPE GreenLake helps free up capacity and resources by providing a scalable platform and tools for complete observability, control and automation across a wide range of operational domains.
- **A modern cloud experience for users and developers:** HPE GreenLake enables end users and business units to harness advanced IT capabilities to run and drive the business forward.
- **Agile, adaptable IT:** HPE GreenLake is unique in being designed for hybrid, seamlessly integrating edge, co-lo, datacenter and public cloud environments, giving you the flexibility to scale IT resources based on business needs.

Q3. Which workload is HPE GreenLake most suited for?

A3. HPE GreenLake is most suited for workloads that can't easily move to public cloud, usually due to challenges such as the costs/feasibility of data and workload migration, performance requirements around latency or optimized infrastructure, regulatory requirements for data sovereignty, and cost predictability and control. Here are some examples:

- AI inferencing and model tuning that require data privacy and performance/cost optimization
- Edge workloads that require low latency and edge-optimized compute.
- Production workloads that require low total cost of ownership (TCO) and cost predictability.
- On-prem mission-critical applications that would benefit from modernization to cloud-native architectures.
- Workloads with specific data governance or sovereignty needs.

Q4. Which roles in my organization can benefit from using HPE GreenLake?

A4. HPE GreenLake is designed to simplify workflow across many roles with an intersection to IT, including:

- **Developers and business users** can quickly and easily provision resources on demand using orchestration and Infrastructure-as-Code tooling in the same way as they would access public cloud resources.
- **Data scientists and engineers** can integrate and prepare data, deploy AI/ML development tool chains and choose from a library of foundational AI models to tune and deploy.
- **CIOs and other IT Leaders** can drive innovation in the business, rather than focusing on operational issues. They can drive IT modernization while still leveraging existing data center investments, and correlate technology spend directly to outcome.
- **Infrastructure & Ops teams** can use HPE GreenLake for intuitive visibility, control, and automation across complex hybrid multi-cloud, multi-vendor IT landscapes, dramatically reducing time spent on ops tasks and improving reliability.
- **Finance and reporting teams** can get complete visibility and predictability of IT costs, usage, ESG performance and more across hybrid landscapes, including showback of costs to lines of business.
- **Security, risk and governance teams** can define and enforce policies for resource access and data privacy.



Q5. What are the benefits to me and my organization of using HPE GreenLake?

A5. HPE GreenLake allows you to control your data and IP. Keep your IT and data private, protected and under your control. With HPE GreenLake, you can keep sensitive data within your own systems, with guardrails for access and use and no egress costs.

With over 34,000 customers, \$15 billion in total contract value booked, and a retention rate over 96%, HPE GreenLake has a track record of delivering value to all kinds of organizations across many use cases. Some example of customer value include:

- Control over your data and IP—with no data egress costs
- 65% savings on IT & Ops management resources through simplification and automation¹
- 45% lower TCO for infrastructure supporting mission critical workloads²
- 80% shorter time to market for IT projects than traditional IT through on-demand scaling¹
- 2x lower cost vs public cloud for steady-state production workloads³
- 86% less unplanned downtime and 2x more likely to recover from ransomware in minutes²
- 2x faster DevOps cycles³

Q6. What does the analyst community think of HPE GreenLake?

A6. Analyst firms have long seen the value that HPE GreenLake provides to customers. Recent awards include:

- Leader in the [ISG Provider Lens for Private/Hybrid Cloud – Data Center Solutions 2024 Vendor Assessment](#)
- Leader in the [IDC MarketScape: Worldwide Multicloud and Hybrid Cloud Management with Automation 2024 Vendor Assessment](#)
- [2024 Constellation ShortList for Digital Transformation Target Platforms](#)
- [2024 Constellation ShortList for Next-Generation Computing Platforms](#)
- Winner in [Hybrid Cloud Infrastructure in the CRN Products of the Year 2023](#)
- The sustainability benefits of HPE GreenLake include a reduction in carbon emissions that for an average customer in the United States are the equivalent of taking 501 cars off the road per year, according to the April 2024 IDC Business Value White Paper [Quantifying the Sustainability Benefits and Business Value of HPE GreenLake](#)

Q7. How is HPE GreenLake designed to deliver customer benefits?

A7. HPE GreenLake is a hybrid cloud that provides a wide range of enterprise-level services, from infrastructure management, resource orchestration, private cloud, to ITOps management and tools, helping organizations to best support traditional, cloud-native, and AI workloads for the common enterprise use cases across a hybrid estate.

HPE GreenLake is a hybrid-by-design cloud. It is platform-based with a centralized, unified control plane that removes silos and abstracts away the complexity of multi-gen, multi-domain environments, enabling a hybrid cloud operating model across all environments.

The hybrid cloud platform allows customers to connect devices and data, orchestrate resources, store and protect data, process workloads, automate tasks, and operate a hybrid cloud with a unified cloud experience.

¹ [The Total Economic Impact of HPE GreenLake](#), May 2022, Forrester

² [Quantifying the Sustainability Benefits and Business Value of HPE GreenLake](#), IDC #US51565623 | Research by Susan Middleton, Matthew Marden, Jan 2024

³ n = 22 Source: [The New 2023 Cloud Reality: A Rebalancing Between Private and Public](#), June 2023, Constellation Research



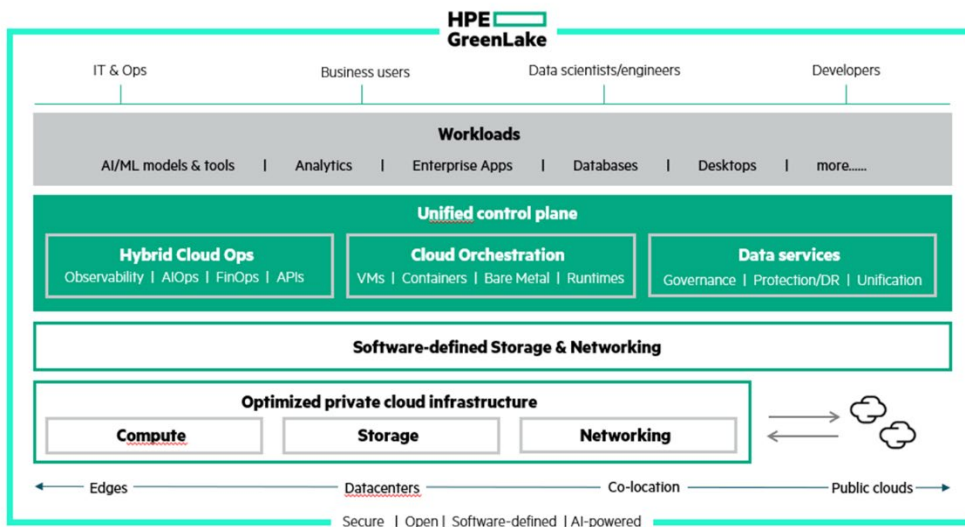


Figure 1. HPE GreenLake architecture

Q8. What is a hybrid cloud platform and how is it unique and differentiated?

A8. A hybrid cloud platform is a software-defined control plane that provides the foundation for deployment, management, automation, extensibility across hybrid landscapes. It is characterized by multi-vendor support, intelligent infrastructure management and integrated security to align seamlessly with a cloud operating model in support of enterprise SLAs. A unified platform removes infrastructure and operations silos, simplifying hybrid IT operations, allowing IT to maintain control while reducing costs.

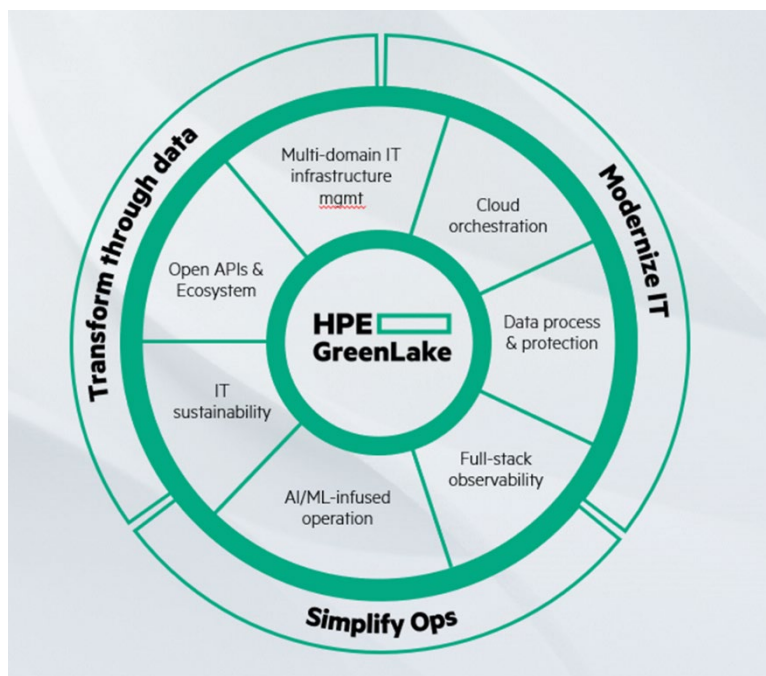


Figure 2. HPE GreenLake control plane



Key capabilities delivered on the platform include:

- **Multi-domain IT infrastructure management:** Comprehensive device management for compute, storage, and networking to ensure seamless operations
- **Cloud orchestration:** Automated provisioning and management of VMs, containers, and bare metal resources for modern workloads
- **Data process and protection:** Bringing all your data together from multiple sources to power AI and protect your data against ransomware and other events
- **Full-stack observability:** Comprehensive and unified monitoring and management of the entire technology stack, from applications to infrastructure, for better system performance and health
- **AI/ML-infused operation:** Leveraging AI and ML in IT and operations to automate tasks, enhance ops decision-making with predictive analytics, and improve efficiency
- **IT sustainability:** Visibility into IT energy and carbon metrics to help you optimize your carbon footprint across multi-vendor and multi-cloud IT landscapes
- **Open APIs & Ecosystem:** Easy integration with existing tools and solutions to maximize your return on investment

Q9. How can partners benefit from HPE GreenLake?

A9. Channel partners, solution providers, and MSPs can enjoy predictable, recurring revenue streams:

- Partner to customer HPE GreenLake sale: Margin uplift on the sale to the customer.
- Partners can wrap their own services and/or solutions around HPE GreenLake or purchase HPE GreenLake to underpin theiraaS offerings and promote as Powered by HPE GreenLake: Partners increase margins and reoccurring revenue (requirements need to be met to promote with Powered by HPE GreenLake).
- If you are a [HPE Partner Ready Vantage](#) member, when selling HPE GreenLake you are eligible for multiple and stackable financial revenue streams:
 - Base incentive revenue
 - New logo incentive revenue
 - Annual volume incentive revenue
- [HPE Engage and Grow program](#): HPE promotion rewards are available to partner sales representatives or teams when selling an HPE GreenLake deal.
- **ISVs** can work with HPE to create an HPE GreenLake Flex Solution to deliver their software, and the HPE infrastructure to run it, for customers to consume as a service.

Q10. Is HPE GreenLake a consumption model for IT?

A10. No. Pay-per-use⁴ economics are a key part of the overall HPE GreenLake value proposition, but HPE GreenLake brings all aspects of the cloud experience to your hybrid landscape. This includes self-service orchestration, workload deployment and optimization, automated operations with full-stack observability, showback, API extensibility, and much more through an intuitive control plane that cloud operators, developers, and data scientists feel comfortable with. HPE GreenLake is an open ecosystem where you can leverage the technologies you've already invested in. You also have choice in how you consume the private cloud resources that you control with HPE GreenLake: pay per use (reserve capacity might apply), subscription, or traditional purchase.

Q11. Where does HPE GreenLake run?

A11. The infrastructure and cloud resources you manage from the platform can be wherever you need them to be to serve the security, compliance, performance or other needs of your workloads: at the edge, in your datacenter or co-lo, or in public clouds.

The platform runs in the cloud by default, enabling HPE to more easily monitor your hybrid environment and make software updates. But for customers with regulatory or other requirements that restrict Internet connections or the geographic location of your data, the platform can optionally run disconnected at your locations.

⁴ May be subject to minimums or reserve capacity may apply



Frequently asked questions

Q12. Is HPE GreenLake a managed service?

A12. A core principle of HPE GreenLake is choice: you choose the level of management that's right for you. Some HPE GreenLake services are fully managed by design, so we can give you a full self-service cloud experience. Other services are designed to be self-managed by your own teams, using the hybrid cloud platform capabilities to automate and simplify management tasks. If you're using HPE GreenLake services that are self-managed but want to reduce the management burden on your teams, you can add management services from HPE Services or an authorized HPE partner. You'll be in good hands with a global team of 15,000 HPE experts and/or an ecosystem of more than 1,275 partners operating within our Partner Ready Vantage program, accredited within Centers of Expertise.

Q13. How do you compare HPE GreenLake with other offers in the market?

A13. Unlike its competition, HPE GreenLake is platform-based and purposely designed with a common control plane to support a hybrid cloud operating model. Its ability to support private cloud environments, such as on-premises data centers, colocations, or at the edge, is highly differentiated thanks to its decades of experience in handling production workloads on-premises. HPE GreenLake is a hybrid-by-design cloud with services and tools to observe, manage, automate, and secure a hybrid cloud estate. It gives customers the option of how they want to handle what they buy, being managed through or run directly on the platform. With the Juniper acquisitions, customers can expect integrations of Juniper networking capabilities to make HPE GreenLake even more competitive and differentiated.

Q14. Can I try before I buy?

A14. Yes. To get a quick feel for HPE GreenLake, view the [interactive demo](#). Several services offer free evaluations that you can access from the Services Catalog when logged in to HPE GreenLake at common.cloud.hpe.com. To quickly find these, filter the catalog to Evaluation Available services.


Q15. How do I buy?

A15. Contact your HPE account manager or locate an [HPE-authorized Reseller, Solution, or Service Provider](#) near you.

Learn more at

hpe.com/us/en/greenlake.html

Explore **HPE GreenLake** 

 **Chat now (sales)**