HPE Storage

Leverage HPE for an effective AI storage strategy

1 AI business is growing exponentially but presents new challenges

The age of AI is here! AI will contribute **$15.7 trillion** to the global economy by 2030[1] and will certainly grow in the years ahead. The rise of generative AI (GenAI) holds great promise for positive outcomes in many fields. However, GenAI brings an extraordinary growth of unstructured data, putting more stress on organizational adoption, deployment, and operational capabilities.

HPE unleashes the power of AI with a holistic approach to data storage 2

According to **68%** of enterprises, an edge- and cloud-enabled unstructured data storage infrastructure is essential to an effective GenAI strategy.[2] Hewlett Packard Enterprise helps customers develop a hybrid cloud data strategy that addresses their specific needs with a portfolio that spans the entire range of enterprise requirements. This is achieved without the high data storage and egress fees charged by cloud providers.

3 Easily manage unstructured data

In 2024, there were over **1.5M** open technology job positions in the top 10 US states[3] with growth expected globally. Many of these roles involve AI data management. HPE enables customers to manage their data effortlessly with storage infrastructure tailored to their needs and goals. HPE GreenLake enables easy data management with a pay-as-you-go* consumption model for only the storage capacity used at the required performance level.

Enhance performance, efficiency, and productivity 4

The AI storage infrastructure market, driven by large AI datasets, is projected to reach **$7.9 billion by 2027**. AI workloads need high performance, low latency storage that is simple and efficient to manage. HPE's unstructured data storage portfolio addresses these needs directly, enhancing productivity and accelerating time to value for IT and business teams.

A comprehensive approach is essential for defining an effective data strategy. Choose HPE as your trusted advisor to address your specific challenges, accelerate your AI journey, and achieve AI success!

Contact your HPE account manager or HPE Sales to ask for an initial conversation on how to define your strategy to meet unstructured data and AI storage needs.

[1] "PwC's Global Artificial Intelligence Study: Exploiting the AI Revolution," PwC.

[2] "Accelerate enterprise AI," HPE, 2024.

[3] "State of the Tech Workforce," CompTIA, 2024.

*Minimum or reserve capacities may apply.

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HPE AI solutions

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