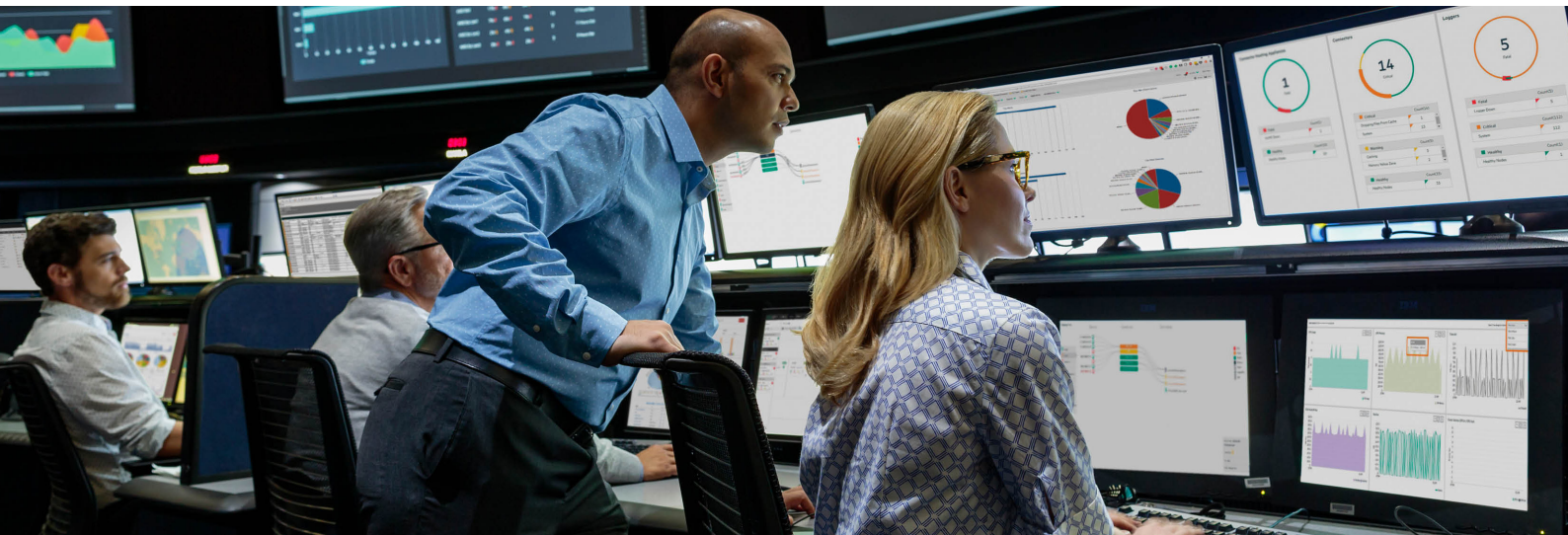




MISSION-CRITICAL REDEFINED

HPE Primera

The world's most intelligent storage for mission-critical apps¹ combines autonomous operations with extreme resiliency and performance.



IT NEEDS INTELLIGENCE TO KEEP UP WITH MODERN DEMANDS

We know every organization, regardless of industry, size, or age has workloads essential to their business. These mission-critical workloads represent the keys for you to unlock innovation, get ahead, and ultimately disrupt the status quo.

But it's near impossible for IT to keep up with the demands of both new and existing mission-critical applications because they're consumed with provisioning, troubleshooting, and supporting infrastructure.

Sacrificing resiliency for agility is no longer acceptable. Now is the time for intelligent storage that manages itself for every mission-critical app of today and tomorrow.

ONE PLATFORM FOR EVERY MISSION-CRITICAL APPLICATION

HPE Primera delivers the agility of cloud and raises the bar on resiliency and performance, so you can enable innovation without compromise. Built upon proven resiliency and powered by HPE InfoSight, HPE Primera delivers instant access to data with storage that sets up in minutes, upgrades transparently, and is delivered as a service. Ensure always fast and always on storage for all mission-critical apps, backed by a 100% Availability Guarantee.

¹ hpe.com/psnow/collection-resources/a00058506enw

ON-DEMAND FOR INSTANT ACCESS TO DATA

HPE Primera delivers an on-demand experience that gives you the cloud operational experience and unified data management. Manage HPE Primera in the cloud with Data Services Cloud Console for simplified deployment, intent-based provisioning, and unified data management. Deploy, manage, and scale your storage in 93% less time² with a platform that sets up in minutes, tunes itself, and upgrades transparently without any hassle.

CHOOSE EXTREME RESILIENCY AND PERFORMANCE

Overcome your mission-critical application challenges with HPE Primera—a storage platform that's built with the agility of cloud and powered with the intelligence of **HPE InfoSight**. Get instant access to data with storage that sets up in minutes, upgrades transparently, and is delivered as a service. What's more, it's backed by a 100% availability guarantee. **Redefine your high-end storage.**

² Based on HPE internal testing of a leading Tier-1 storage system versus HPE Primera, May 2019.

³ Based on an ongoing initiative where data points are collected and processed (since 2011) for HPE Nimble Storage and HPE 3PAR Storage arrays.

⁴ Based on the volume of critical issues proactively resolved for customers.

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The HPE Primera OS brings advanced data services with radical simplicity to your mission-critical apps. Unlike traditional storage platforms that are weighed down by a monolithic OS this services-centric OS is developed to help minimize risk and be transparent to applications. Installs and upgrades are so easy they may be done by only you in minutes for faster access to new innovation.

Additionally, HPE Primera with HPE GreenLake grow with your business needs. Fulfill your IT needs with elastic consumption and scale delivered as a service and pay as you go.

APP-AWARE RESILIENCY FOR 100% AVAILABILITY GUARANTEED

HPE Primera delivers app-aware resiliency that sees ahead to prevent disruptions to help ensure zero downtime of mission-critical applications.

The first layer of protection starts with an all-active resilient design center developed to maintain availability while delivering predictable performance at all times. In addition, the intelligent and advanced software protects against silent data corruption providing end-to-end data integrity. HPE Primera facilitates business continuity with automatic site failover, as well as modernizes and extends data protection to the cloud.

Unlike traditional storage that stops here, HPE Primera also uses artificial intelligence (AI) and machine learning (ML), powered by HPE InfoSight, to predict and prevent disruptions across storage, servers, and virtual machines. Over the past decade, HPE InfoSight has analyzed application patterns across 1,250³ trillion data points, transforming how storage is managed and supported. Thousands of disruptions have been prevented saving our customers over 1.5 million work hours.⁴

This end-to-end app-aware approach for resiliency is why every HPE Primera is backed by a [100% Availability Guarantee](#).

ACCELERATE APPLICATIONS WITH ALL-NVME

HPE Primera features a unique, massively parallel, multinode, and all-active platform with all volumes active on all media, controllers, and host ports at all times. You achieve unconstrained scalability for consolidating traditional and next-generation mission-critical applications with support for all-NVMe and flexible all-flash expansion. Avoid tuning your storage again with balanced I/O across all physical components for predictable performance and ultra-low latency.

HPE Primera also offers an embedded AI engine to self-optimize storage operations in real-time. With real-time context into the resources available to support application workloads and storage system operations, HPE Primera intelligently and dynamically optimizes resource utilization to ensure fast and predictable performance.

With intelligence and an architectural advantage, HPE Primera helps ensure your traditional and modern applications are fast, even at scale.

TIMELESS INVESTMENT THAT GETS BETTER OVER TIME

[Timeless Storage for HPE Primera](#) transforms the storage ownership experience by delivering storage you can depend upon, today and into the future. Say goodbye to the typical complexity or surprises tied to traditional storage such as forklift upgrades and hidden costs. HPE Primera offers all-inclusive licensing, free controller upgrade options, flat support pricing, and guarantees data reduction and availability.

LEARN MORE AT

hpe.com/storage/hpeprimera