



Turn your data disorder into a scalable growth engine

HPE solutions for frictionless data management

Managing data chaos is the new business battleground

Data is the mainstay of today's digital economy, and for those who know how to harness it, the sky's the limit. Get it right, and you're looking at game-changing results — from transformed operations to enhanced decision-making and a surge of innovation.

But as the volume and variety of data grows, so does the complexity of managing it. Ineffective data management strategies can stifle growth and innovation and leave you vulnerable to data loss, security breaches, and operational inefficiencies. According to Enterprise Strategy Group, the stakes couldn't be higher. Their survey of 750 IT decision-makers revealed that data-savvy organizations aren't just surviving, they are thriving. Such organizations are 13.5 times more likely to beat competitors to market and enjoy perks such as 37% leap in innovation, 31% dip in infrastructure costs, and 30% more time to chase big ideas.¹

Simplified data management can uncover a wealth of business benefits

- **Time to market:** Outpace your competition with actionable insights that accelerate your time to market.
- **Resilience:** Stay resilient, even when the unexpected hits. Cloud-based replication keeps your data continuously accessible and helps you maintain business agility.
- **Security:** Stop cyberthreats before they knock at your door. Prioritize critical assets, eliminate redundancies, and strengthen your defenses.
- **Sustainability:** Scale with purpose and reduce your carbon footprint. Enhance sustainability by scaling efficiently and reducing resource use and environmental impact. Modern architectures minimize data duplication and overprovisioning.
- **Stakeholder satisfaction:** Boost IT function perceptions and achieve significantly higher satisfaction ratings among developers, disaster recovery planners, data analysts, scientists, and business teams.

Experience a seamless, intuitive, and powerful data management journey with HPE

Hewlett Packard Enterprise takes the hassle out of managing data, storage, and protection in hybrid clouds with a unified platform and AI-driven cloud experience for every workload. Our flexible payment options and built-in data services can help lower your TCO and enhance efficiency. And our workload-optimized solutions enable seamless IT operations modernization and improve performance.

At the forefront of our simplified data management approach is **HPE Data Fabric Software**, a solution designed to unify your disparate data sources into a centralized data lakehouse. With its innovative global namespace (GNS), accessing, managing, and governing your data becomes effortless. The unified naming scheme enables a consistent experience across data types and sources — from structured to unstructured and even modern formats such as Apache Iceberg tables. The GNS streamlines data access by mitigating the need for custom connectors and complex ingestion pipelines. Plus, its federated approach helps prevent unnecessary data copying, saving both time and resources.

Taking it further, **HPE GreenLake for File Storage**, a key component of our comprehensive portfolio of unstructured data and AI storage products, supercharges your data-intensive workloads, allowing you to:

- **Experience enterprise performance at scale:** Harness the power of all-NVMe speed for fast, predictable performance across your data estate. Say goodbye to front-end caching or data movement between media. Enjoy seamless multiprotocol NFS and SMB access to the same data. And finally, store everything you need for your data-intensive workloads.
- **Simplify with an intuitive cloud experience:** Deploy seamlessly with HPE GreenLake, create file shares with ease, and manage unified storage with a single cloud console. Benefit from automated, policy-driven upgrades that are nondisruptive to your workflow.
- **Enhance productivity with faster time to insight:** Drive efficiency for your data scientists and business application owners. Experience simple setups, fast job completions, enhanced collaboration, rich data services, and superior flash efficiency and data reduction.

¹ "Being a Data-First Leader Continues to Matter," TechTarget's Enterprise Strategy Group, October 2023



With HPE Alletra Storage MP X10000, the possibilities expand. This intelligent, enterprise-grade, scale-out platform brings together automated metadata enrichment, high performance all-flash object storage, massive capacity, and effortless management. Designed to accelerate time to value for your data-intensive workloads, HPE Alletra Storage MP X10000 powers initiatives such as active data lakes, generative AI, large language models, rapid restore from backups, and more. It leverages a disaggregated architecture to effortlessly scale from terabytes to exabytes on the same hardware. HPE Alletra Storage MP X10000 is managed through HPE GreenLake cloud that offers simplified and unified cloud management across block, file, and object storage services, empowering you to optimize your hybrid estate and enable the full potential of AI.

How HPE transforms your complex data into seven opportunities for growth

- 1. Unified data environment:** Simplifies data management by integrating various data sources, providing seamless data access and supporting advanced analytics and AI workloads.
- 2. Enhanced data visibility:** Offers clear visibility and control over data, enabling proven security and streamlined operations.
- 3. Reduced complexity and operational overhead:** Unifies data management across hybrid cloud environments.
- 4. Enhanced scalability and reliability:** Scales effortlessly to meet your growing data demands, enabling high availability and robust performance.
- 5. Reduced silos and complexity, and 99% operational time savings:²** Deploys block, file, and object workloads on common hardware managed through HPE GreenLake.
- 6. Enhanced collaboration and insights:** Leverages an intelligent unified data foundation across the hybrid cloud.
- 7. Greater on-premises control with a cloud-like experience:** Combines the simplicity of cloud with on-premises control.

²[HPE Storage substantiation](#)



Tap into potential, tap into limitless possibilities

As data becomes the foundation of innovation and business success, efficient data management is more important than ever. Yet, according to Enterprise Strategy Group, more than three-quarters — 76% of respondents in a survey report that their current capabilities are struggling to keep their data management game on point.³ By tapping into HPE’s unified platform and AI-driven cloud experience, you can simplify your data management, enhance security, and drive sustainability. Gain unparalleled performance and next-level scalability and reliability to turn your data into a powerhouse for agility and insight.

Learn more at

[HPE.com/data](https://www.hpe.com/data)

³ “Being a Data-First Leader Continues to Matter,” TechTarget’s Enterprise Strategy Group, October 2023

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