HPE

You refresh primary storage. Then, backup costs spike.

A more powerful, higher-capacity storage system often triggers higher backup costs because licensing still follows old volume or workload models.

Storage footprint changed. Backup licensing didn't.

A primary storage refresh delivered more performance and consolidation. But because backup licensing is tied to capacity and workload counts, costs spiked.

	Before storage refresh	After storage refresh
Primary storage	200 TB, 150 VMs	500 TB, 85 VMs, new containerized apps
Backup licensing	Costs tracked capacity + VM count	Costs spike as capacity grows and VMs decline

The mismatch behind the cost spike

A storage refresh reshaped capacity, VM counts, and workloads. But backup licensing stayed locked to old assumptions.

	Legacy storage	New storage	Backup licensing
Capacity	200 TB	500 TB ↑	Forced into the next capacity tier before fully using it
VM count	150 VMs	85 VMs ↓	Still licensed for old VM/socket counts
Workloads	Traditional only	Containers, Kubernetes storage, hybrid applications	Modern workloads are not included

The two penalties of misaligned licensing

When capacity grows, VMs consolidate, and new workloads appear—but licensing stays tied to old models—you pay twice: in wasted spend and in unprotected data.

Overpaying

$

- Forced into the next capacity tier before you use it
- Still licensed for old VM/socket counts after consolidation
- Locked into multiyear commitments that no longer fit your environment

Under-protecting

- Modern workloads such as containers, Kubernetes storage, and hybrid applications are not covered
- Restore-time surprises when licenses don't extend to critical apps
- Limited flexibility to align protection with modern platforms

Realign backup licensing with your new reality

Licensing models from the major backup vendors have evolved in recent years, and a primary storage refresh is the perfect time to fix licensing misalignment. Instead of carrying old contracts forward, you can shift to models that scale with capacity, flex across workloads, and evolve as your environment does.

Three options to explore:

01

Move off rigid capacity-based tiers

Adopt flexible consumption or subscription models that grow with you

02

Shift from legacy workload counts

Align licensing with actual usage, not old VM/socket counts

03

Add protection for modern workloads

Extend coverage to containers, Kubernetes storage, and hybrid applications

Let's run the licensing math together

During your primary storage refresh, your HPE partner or HPE sales rep can help review how your current backup licensing model charges–capacity tiers, legacy VM/socket counts, and whether modern workloads are included. Together, we can identify gaps, reduce waste, and realign protection with your environment today and where it's headed next.

Contact sales

Visit HPE.com

Learn more at

HPE.com/us/en/data-protection-products.html

Chat now

a50013920ENW

HEWLETT PACKARD ENTERPRISE

hpe.com