



**Become the Technology Partner of Choice  
for SMBs — With HPE and D&H**



Like most businesses, SMBs are struggling to stay ahead of constant change. Customers demand increasingly sophisticated products and experiences. Markets undergo rapid shifts and continual evolutions. And technology never stands still. A recent survey of SMBs with 1-99 employees revealed that 83% consider IT to be more important today than it was 3 years ago.<sup>1</sup> But more than 50% reported pain points related to technology adoption in the last year.<sup>1</sup> 59% of SMBs find concepts like cloud technology difficult to understand.<sup>1</sup> SMBs are ultimately seeking trusted partners that can offer them a clearly defined path to business agility and growth with IT infrastructure that's easy to acquire, integrate, and maintain.

### **Evolving Small Business-Essential Technology**

The SMB market is characterized by a “rip and replace” philosophy that is often driven by periodic technology refresh cycles. But many SMBs are taking a long-term view by adopting a hybrid IT approach that combines on-premises assets with a growing range of on-demand and external services. SMB customers are making the leap from traditional turnkey systems to hybrid environments that can better serve their evolving business requirements. Hybrid IT opens the door to new capabilities for cloud and managed services, including virtualization and converged infrastructure. A more flexible hybrid mix of cloud services and efficient technologies also has the benefit of reducing IT-related costs. When partnered with an experienced technology provider that can help them avoid potential pitfalls on the path to IT transformation, SMBs can realize ongoing cost savings while simultaneously enjoying superior levels of IT service delivery.

### **Drive Customer Success With HPE ProLiant Gen10 Servers**

Offer your customers more compute for their infrastructure and the ability to tackle changing workloads. HPE Gen10 Servers have best-in-class deployment speeds and on-demand cost models that let SMBs save money by scaling to their specific demands. Using proven HPE architecture, businesses can get the right mix of compute and storage to build a more agile infrastructure that optimizes IT operations and accelerates the delivery of apps and services. And with an array of sophisticated data protections built in, HPE Gen10 Servers have earned a reputation as the world's most secure industry-standard server.<sup>4</sup>

### **Top 5 SMB Business Priorities**

**According to a 2019 survey<sup>2</sup>**

1. Increase Profitability
2. Increase Business Growth
3. Reduce Operational Cost
4. Attract and Retain Customers
5. Improve Workforce Productivity



## SMB-Optimized Servers

HPE ProLiant Gen10 Servers are available in HERO configurations<sup>3</sup> uniquely tailored for the needs of small and mid-sized businesses.

### HPE ProLiant ML30

– 5 to 15 users

- File and Print Server
- Active Directory Domain Controller
- Small scale SharePoint or email server

### HPE ProLiant ML350

– 10 to 40 users

- Expandable Storage with many PCIe slots
- Small-scale virtualization
- File and print sharing
- Domain Controller

### HPE ProLiant DL380

– 25 to 75 users

- File and print sharing
- Virtualized workloads
- Domain Controller
- Starting point for light SQL databases



### Deliver Infrastructure That's a Business Asset

HPE ProLiant Gen10 Servers offer the most-sought-after combination: predictability, speed, built-in data security, and significant cost savings. HPE Gen10 Server Solutions instantly upgrade IT operations to handle a wide variety of applications and environments.

- CPU to support traditional IT, public, and private cloud workloads
- Persistent memory to support a mix of diverse workloads
- Intelligent system tuning to adapt to IT requirements
- Best-in-class operations in firmware protection and detecting malware
- Pay only for server resources used and scale on demand with flexible payment options

To help control infrastructure costs, HPE offers a revolutionary option: pay-as-you-go. HPE Flexible Capacity provides a consumption-based IT payment model based on actual capacity usage. When capital costs are spread across a longer time period rather than expended as a single lump sum, SMBs can avoid a sudden, significant expenditure.

### Maximize Value to the Customer

As an authorized HPE reseller, one of your most important assets is the ability to accelerate the “speed to business” for your customers. That means getting their technology investments in place and maximizing value for their business without delays. It's crucial to partner with a distributor that can help you deliver the right HPE solutions fast, on time, and on budget. The ideal distributor should rapidly build a bill of materials, speed the order through, and ship in quickly. They should also be able to provide expert assistance with every part of a solution, from comprehensive scoping to helping navigate various HPE programs and resources to ensure you take advantage of every benefit HPE can offer.

### HPE ProLiant Gen10 Servers: 3 Big Customer Benefits

- **Agility** – a better way to deliver business results
- **Security** – a better way to protect your business data
- **Economic Control** – a better way to pay for what you use



## HPE & D&H: Making Business Simple

D&H Distributing brings 100 years of customer excellence as a leading technology distributor of end-to-end SMB and consumer solutions for today's solution provider, retailer, and their clients that span multiple market and application segments. D&H is uniquely focused on the SMB community. We know that speed to business is crucial to your customers. That's why we offer rapid delivery, dedicated service, and an army of in-house tech, program, and vendor resource specialists. As a Hewlett Packard Enterprise Authorized Distributor, D&H can significantly enhance your value as a reseller with our extensive service and solutions portfolio designed to answer the needs of SMBs.

Contact us at [HPE@dandh.com](mailto:HPE@dandh.com) or online at [www.dandh.com/hpe](http://www.dandh.com/hpe).

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<sup>1</sup> 2018 Techaisle SMB & Midmarket Cloud adoption study

<sup>2</sup> 2019 Techaisle Top 10 SMB - Business Issues, IT Priorities, IT Challenges

<sup>3</sup> Heighten and Elevate Revenue Opportunity program, D&H Distributors

<sup>4</sup> Based on external firm conducting cyber security penetration testing of a range of server products from a range of manufacturers, May 2017

  
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