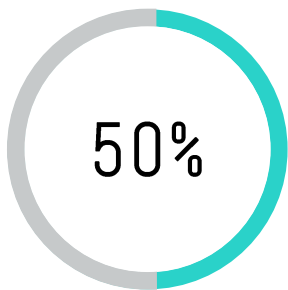




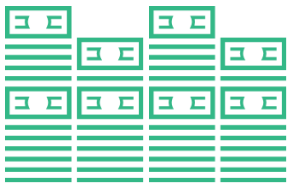
What is hyperconvergence?

Hyperconvergence combines servers, storage, and virtual machines into a single, integrated solution. This software-defined infrastructure also has an easy-to-use management interface.

1 in 2 companies are considering adopting hyperconvergence.¹



¹ActualTech Media (2015). Hyper-Converged Infrastructure in the Modern Enterprise.



By 2019, US **\$5 billion** will be invested in hyperconverged systems.²

²Gartner (2016). Prepare for the Next Phase of Hyperconvergence.

Hewlett Packard Enterprise

HPE SimpliVity 380

An enterprise-grade hyperconverged platform uniting best-in-class data services with the world's bestselling server.

For IT leaders struggling to achieve the agility and economics of the cloud with the enterprise-grade performance and protection of an on-premises solution, hyperconvergence is the answer. HPE SimpliVity 380 is a powerful, simple, and efficient solution that addresses legacy, complex data center problems by converging servers, storage, networking and all other devices below the hypervisor, into one simple to manage, software-defined platform. This pre-integrated hyperconverged building block dramatically simplifies IT by combining all infrastructure and advanced data services for virtualized workloads—including guaranteed data efficiency, data protection, and VM-centric management and mobility—with the world's best-selling server platform, the HPE ProLiant DL380 Gen9 Server.

Target Audience

Enterprises and mid-sized companies with over 500 employees; Global Account, Commercial, and Public Sector

Who to sell to:

Prospective customers that are considering moving from traditional IT infrastructure to a hyperconverged solution:

- Midmarket organizations that are looking to consolidate their data center.
- Large enterprise organizations that are looking to simplify and consolidate infrastructure for some or all of their virtualized workloads, including Tier-1 and mission critical applications, along with specific projects or use cases, including VDI, DevOps, Disaster Recovery, and ROBO.

Existing SimpliVity customers that are interested in expanding their footprint with an HPE ProLiant based SimpliVity OmniStack solution.

Key Product Offering



HPE SimpliVity 380

The industry's most complete hyperconverged solution with policy-based, VM-centric management and always-on compression and deduplication.

Use Cases

Fortune 50 company reduces global data center footprint

- From 34 racks and 3 data centers to 3 racks and 3 data centers
- 10x Reduction in space and Power consumption
- \$100M Projected savings over 5 years
- Seamless VM mobility across 3 global data centers
- 125 Systems Apps, VDI, Test & Dev

Fortune 150 New York securities firm chooses SimpliVity for its performance and lower cost per desktop

- While local backups used to take 12 hours, PCHC can now perform remote backups in just one minute.

Resources

- [Sales training 101: What is hyperconverged?](#)
- [HPE SimpliVity 380 Sales/Presales Training](#)
- [TekTalk: HPE SimpliVity 380 under the hood](#)
- [Technical video: HPE SimpliVity Data Virtualization Deep Dive](#)
- [HPE SimpliVity 20 minute sales pitch](#)
- [HPE SimpliVity 380 Competitive Battletcard](#)
- [HPE SimpliVity Fast 5 sales guide](#)
- [HPE SimpliVity Go-to-Market Guide](#)

Marketing Services Agency Contacts

Contact your designated Marketing Services Agency to implement an HPE 3PAR campaign or event today.

- [U.S. Platinum Partners & Distributors](#)
- [U.S. Gold & Silver Partners](#)
- [Canada Partners](#)
- [Mexico Partners](#)
- [Brazil Partners](#)

Key Partner Objectives

- Accelerate revenue and lock out the competition with HPE SimpliVity, the industry's most powerful hyperconverged platform.
- Educate IT leaders that only HPE hyperconvergence can provide the agility and economics of the cloud with the enterprise performance and protection of an on-premise solutions.
- The primary goal of Phase I of this campaign is to focus on early education about the benefits of hyperconvergence and why HPE SimpliVity is the technology leader.

Value Proposition

Powerful: HPE SimpliVity Data Virtualization Platform

- At the core of HPE SimpliVity 380 is the HPE SimpliVity Data Virtualization Platform – a revolutionary technology that provides:
- Guaranteed 90% capacity savings across VM storage and backup through de-duplication, compression, and optimization.
- Highest levels of data integrity and availability ensured by built-in resilience, backup, and replication.
- Global VM-centric management and mobility that simplifies day-to-day operations and enables seamless data mobility.

Simple: Intuitive VM management with rapid deployment and scale

- Simple, global management through VMware vCenter enables quick deployment, backup, cloning, movement, and restoration of VMs.
- 8-node cluster deployment (1,000 VMs) in less than an hour
- 53% increase in staff productivity
- 1TB VM restore in under 60 seconds

Efficient: Better TCO than both traditional and public cloud deployments

- Dramatically improve overall efficiency with TCO savings of 73% compared to traditional infrastructure and 49% compared to public cloud.
- Storage efficiency increased by 40:1
- Data center footprint reduced by 10:1
- Backup management saving of 3 hours per day

HPE SimpliVity 380 is built on the world's best-selling server, the HPE ProLiant DL380, along with HPE's global support, delivery, and financing options to ensure long-term viability and financial stability.



HPE Restricted – For HPE and Channel Partner Use Only