HPE HYBRID IT AND HPE NIMBLE STORAGE
New Demand Generation Programs Revealed

EXECUTIVE SUMMARY

The unprecedented amount of new data generated in today's digital economy wreaks havoc on traditional IT infrastructures. That's not great news for business leaders as IT struggles to keep pace with application performance demands and development cycle expectations. However, it is good news for IT solution providers. There's a significant opportunity to help customers create the Right Mix of hybrid IT and deploy storage solutions built for the rapid proliferation of application demands.

Ingram Micro, Hewlett Packard Enterprise, and PartnerDemand have teamed up to create a package of demand generation programs to help support sales of the HPE Hybrid IT portfolio of solutions and the next generation of HPE Nimble Storage. These solutions help IT teams overcome the challenges of legacy infrastructure, so they can continuously create value for their companies while minimizing both risk and cost.

The traditional IT stack is expected to undergo significant transformation in the coming years. By 2020, more than:[1]

1 **trillion applications will be exchanging**

58 **zettabytes of digital data over**

100 **billion devices**

To keep pace with those demands, 90 percent of organizations will adopt a hybrid approach to IT. As spending increases across all aspects of IT infrastructure — on premises, public cloud, and private cloud — successful IT vendors will facilitate digital transformation. The features of HPE Hybrid IT and HPE Nimble Storage align with four key areas of transformation:

1 **Embrace Hybrid Infrastructure**
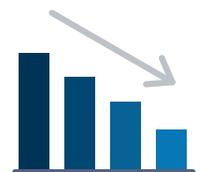
94% faster delivery of compute power[3]

2 **Protect the Digital Enterprise**

86% of storage issues are resolved automatically with predictive analytics[4]

3 **Empower the Data-Driven Organization**

33%-66% lower total cost of storage ownership[4]

4 **Enable Workplace Productivity**

4.5x better application performance[3]

Ingram Micro helps businesses fully realize the promise of technology™. To meet that goal, Ingram Micro is investing in digital marketing content to drive growth through resellers and partners going to market with HPE solutions. Ingram Micro has entered into an agreement with Partner Demand to assist selected HPE resellers like you with digital marketing campaigns to help win more HPE business from your target markets.

Because the average B2B decision-maker consumes at least five pieces of content before engaging a sales rep, Ingram will provide a range of digital marketing content designed to engage and persuade prospects.[5]

KIT CONTENTS

The objective of this program is to provide you, the partner, with valuable digital marketing content that will enable you to engage and advise more customers. The assets listed below will be available for you to share with customers to learn more about the HPE solutions that can help them overcome challenges of legacy IT.
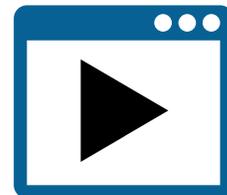
There are two separate paths to choose from: the Right Mix of Hybrid IT and HPE Nimble Storage. Digital Marketing Kits for both paths will include three assets, each cobranded with your logo and a brief value proposition:

One eBook   **One infographic**   **One two-minute video**

Digital Marketing Kit Focus Area Overviews

IT leaders constantly struggle with avoiding system downtime as they attempt to create the outcomes needed to meet stakeholder demands and create value for their organizations. The massive volume of new data generated in the digital economy wreaks havoc on traditional IT infrastructure, making the jobs of IT leaders exponentially more difficult.

The two paths for Ingram Micro's Digital Marketing Kits focus on key solutions that help alleviate these new challenges. As a partner in this reseller campaign, you can choose between the Right Mix of Hybrid IT path and the HPE Nimble Storage path.

1 THE RIGHT MIX OF HYBRID IT

HPE is uniquely capable of delivering the new generation of IT — an age of agility that supports digital transformation. IT leaders are tasked with finding the Right Mix of dedicated, private cloud, and public cloud infrastructure solutions. The complete HPE portfolio of solutions helps companies harness their Right Mix of Hybrid IT, which is secure, optimized for modern workloads, ready to scale, and built for agility. These solutions help IT leaders get the best of both worlds — on-premises control with cloud agility.

CUSTOMER BENEFITS
• Optimize applications and IT operations
• Deliver IT as a Service for the speed and agility necessary in the digital economy
• Accelerate delivery of cloud applications and services to maximize workforce productivity
• Reduce risk and ensure resilience with solutions built for data protection
• Take advantage of flexible consumption models for maximum cost efficiency

FOCUS SOLUTIONS
• HPE ProLiant for Microsoft Azure Stack
• HPE Synergy
• HPE SimpliVity
• HPE OneView
• HPE OneSphere
• HPE GreenLake Flex Capacity consumption-based payment model

CAMPAIGN CONTENT ASSETS
• eBook
• Infographic
• Video

2 HPE NIMBLE STORAGE

The next generation of HPE Nimble Storage is a radically simple, unified family of all-flash, adaptive flash, and multicloud storage solutions. The next-generation portfolio offers a synergy of HPE storage qualities — predictive, cloud-ready, and timeless. Combined with HPE InfoSight predictive analytics and HPE Cloud Volumes the HPE Nimble Storage portfolio now benefits customers with a Timeless promise.

CUSTOMER BENEFITS
- HPE Store More Guarantee — lets customers buy with confidence and deploy the most efficient all-flash arrays
- 220 percent better price-performance balance[6]
- 65 percent faster than previous generations of HPE Nimble Storage[7]
- 86 percent of storage issues are resolved automatically with predictive analytics[8]
- 33 percent to 66 percent lower total cost of storage ownership[8]
- 6-Nines availability for continuous performance and low latency
- 5X or more data reduction with deduplication and compression[9]
- Future-proofed for NVMe and SCM

FOCUS SOLUTIONS
- HPE Nimble Storage All Flash Arrays
- HPE Nimble Storage Adaptive Flash Arrays
- HPE Cloud Volumes

CAMPAIGN CONTENT ASSETS
- eBook
- Infographic
- Video

HOW TO ENGAGE WITH PARTNERDEMAND SERVICES

It's easy to get started on your way to delivering valuable digital marketing content for HPE Hybrid IT and HPE Nimble Storage to your customers. Simply follow the steps below.

1 Email your HPE marketing lead at Ingram Micro expressing your interest.

2 Once you've requested approval from HPE and Ingram Micro to participate in this digital marketing content program, PartnerDemand Services will be notified.

3 A Statement of Work (SOW) outlining the deliverables and general timelines will be created and agreed upon by both parties.

4 Once the Statement of Work is signed by both you and PartnerDemand Services, a project manager (PM) will be assigned to your campaign for concierge service. That PM will be in touch within five days to set up a kick-off call.

5 On the kick-off call, a writer will ask questions about your company's partner value proposition to generate the partner value copy that will be included in the content assets.

6 Creative work will then begin on customizing the content assets to include your value proposition, logo, call to action, contact information, and copyright line.

7 The cobranded content assets will delivered to you for approval.

8 Once PartnerDemand Services has received your approval of the content assets, you will receive the final files so that you can begin delivering the assets to your customers.

WANT TO GET STARTED?

If you have questions, please contact your Ingram Micro sales or marketing representative to discuss.

Ingram Micro Inc. | 3351 Michelson Drive, Suite 100 | Irvine, CA 92612 |
(800) 456-8000 ext. 76094 | www.ingrammicro.com

[1] According to HPE internal research forecasts. 1 zettabyte = approximately 1 million terabytes.
[2] Gartner, "Predicts 2017: Infrastructure Services Become Hybrid Infrastructure Services," April 2017.
[3] IDC, "IDC ExpertROI® SPOTLIGHT: HudsonAlpha Maximizing the Impact of Its Genomics Research with HPE Synergy," June 2017.
[4] HPE, "Redefining the standard for system availability," Aug 2017.
[5] Demand Gen Report, "2017 B2B Buyers Survey Report," 2017.
[6] HPE, "HPE Get 6-Nines Guarantee," Sept 2017.
[7] HPE, "HPE Nimble Storage All Flash Arrays," accessed June 2018.
[8] HPE, "Redefining the standard for system availability," Aug 2017.
[9] Nimble Storage and Oxford Economics, "Mind the Gap: How Application Delays Affect Company Performance," April 2016.

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