HPE ENTERPRISE SOLUTIONS FOR MODERN VIRTUALIZATION

Increase Your Customer's IT Agility with Simplified Operations, High Performance, and Resiliency

IT Trends, Business Drivers, and Business Challenges

As the economy has shifted to one of fast pace and digital nature, IT organizations are faced with many challenges. In most cases, it has proven difficult for legacy hardware and applications to keep up with the pace of business. Many companies have been turning to virtualization to help them achieve economies of scale within their data center. However, while this was initially a good idea, it has led to new challenges:

- Dealing with server sprawl and space constraints

- Trouble scaling compute, storage, and networking

- Desire to virtualize more Tier 1 business-critical apps

- Reducing costs (equipment, licensing, administration)

- Reducing time required to troubleshoot cross-stack issues

Help Your Customers Modernize Their Virtual Infrastructure with HPE

Organizations will realize lower total cost of ownership for virtualized data center infrastructure with Hewlett Packard Enterprise virtualized solutions through the industry's deepest and broadest integration with leading hypervisors and other data center tools. Customers who choose next generation infrastructure solutions can realize:

- **Faster time to solution** with reference architectures and configurations

- **Reduced procurement cost** due to equipment and licensing efficiencies

- **Reduced administrative cost** due to easier set-up and simpler ease-of-use

- **Reduced cost of downtime** through reduced deployment risk, tight integration, and improved administrative GUIs

HPE SimpliVity hyperconverged solutions, HPE Nimble Storage with adaptive flash technology, and HPE Synergy all address the needs of IT organizations seeking to modernize their virtual infrastructure. Services from HPE Pointnext and partners provide advisory, assessment, design, implementation, change management, and support.

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1) "Top 10 data center predictions: IDC", Network World from IDC, Dec 19, 2017. https://www.networkworld.com/article/3242807/data-center/top-10-data-center-predictions-idc.html

Key HPE SimpliVity Benefits

- Up to 55% lower TCO than public cloud alternatives[3]
- Provision 1 TB VM in under 60 seconds[4]
- 53% increase in staff productivity[5]
- 4.5x better application performance over traditional IT[6]

Virtualization Made Simple

HPE SimpliVity's software-defined, hyperconverged infrastructure is designed from the ground up to meet the needs of enterprise customers who require on-premises technology infrastructure with enterprise-class performance, data protection, and resiliency, with cloud economics. HPE SimpliVity integrates all IT infrastructure and data services for virtualized workloads, including built-in data protection, onto highly efficient and scalable x86 building blocks.

Improve IT Staff Productivity

HPE SimpliVity's OmniStack Data Virtualization platform makes virtual machines (VMs) lightweight and mobile. Easily move and/or clone VMs between sites to support global "follow-the-sun" development efforts, or move VMs to the appropriate location based on the requirements of the application.

With Global VM-centric management, gone are the days of managing LUNs and shares and volumes. Instead, all management is done at the VM level with a single view across all data centers and remote sites. The unique file system of HPE SimpliVity abstracts the VMs, policies, and management from the underlying hardware. Managing the system is designed to be simple and easy, which is why IDC found that HPE SimpliVity customers reported an 81 percent increase in time spent supporting new projects.[2]

Efficiency Gains from Built-In Resiliency, Backup, and Disaster Recovery

Part of the core architecture includes built-in resiliency, backup, and disaster recovery. HPE SimpliVity takes full logical backups with near zero overhead. Because of the global deduplication and compression, you're only sending information that's changed, and you can back up every few hours or as often as needed.

Only HPE SimpliVity delivers the resilience, built-in backup, and bandwidth-efficient replication needed to ensure the highest levels of data integrity and availability, eliminating the need for legacy data protection and expensive WAN optimization or circuit costs. All data protection is built in at the VM level. You can easily back up, restore, and move VMs using vCenter or VMware vRealize Automation, and not have to worry about the underlying storage infrastructure.

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2) IDC, "HPE SimpliVity Hyperconvergence Drives Operational Efficiency and Customers are Benefiting," an IDC White Paper sponsored by Hewlett Packard Enterprise, June 2017.
3) Evaluator Group, "Independent 3-Year TCO Comparison Between SimpliVity and AWS.
4) Hewlett Packard Enterprise, "HPE Hyperguarantee," June 2017.
5) IDC, "SimpliVity Hyperconvergence Drives Operational Efficiency and Customers are Benefitting," April 2016.
6) Hewlett Packard Enterprise, "Red Bull Racing is even faster with HPE SimpliVity," [video], Nov 2017.

Use HPE Pointnext educational, consulting, and support services to complement your value-add services to provide your customers the best experience.

A Single Predictive Flash Platform for Your Entire VMware Virtualized Infrastructure

The HPE Nimble Storage solution for VMware vSphere provides the benefits of VMware server virtualization, along with HPE Nimble flash performance, improved deployment, ease of management, and platform uptime. Other flash storage systems can't match the radically simple operations, flash performance that scales, and the reliability of HPE Nimble Storage predictive analytics.

The HPE Nimble predictive flash platform delivers the performance your business applications require, while providing key VMware integrations to streamline implementation and make management a breeze.
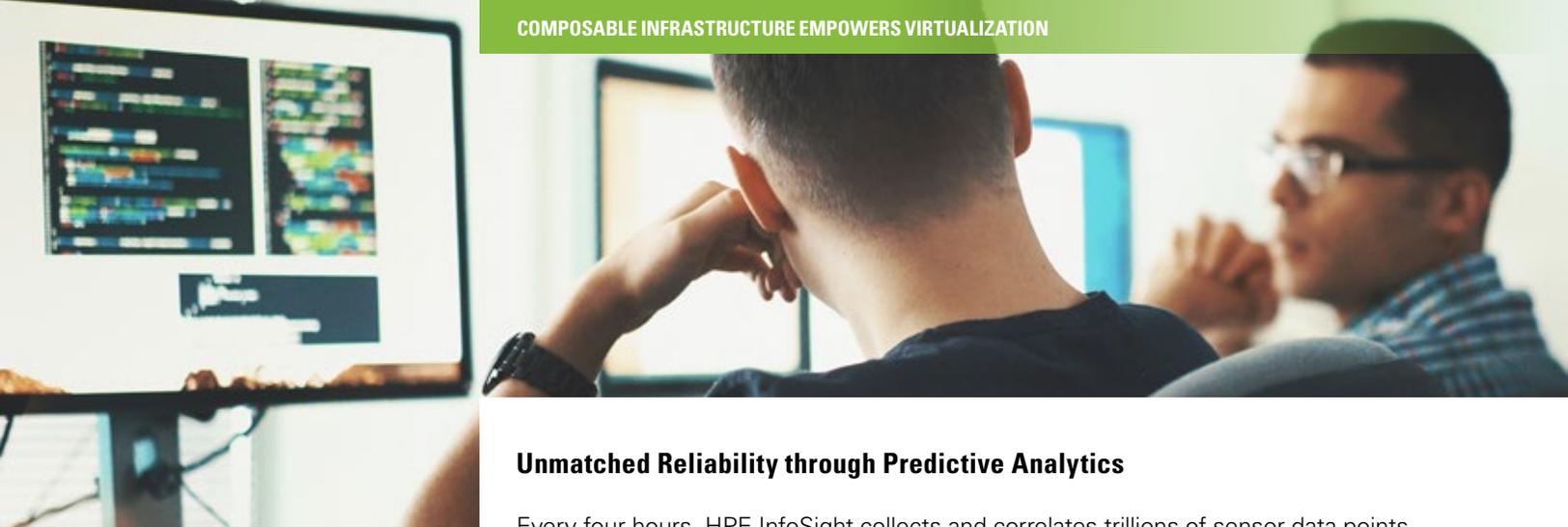
The HPE Nimble Storage Multi-cloud Flash Fabric™, together with HPE InfoSight predictive analytics, enable businesses to deploy a single platform for all of the workloads on your vSphere platform. Deliver absolute performance, scale without disruption, and manage storage as just another aspect of the VMware environment.

Simplify Virtual Infrastructure Operations

Traditional storage requires storage-specific skills and tends to create a very storage-first point of view. VMware administrators instead start from the application and VM and provision, tune, and manage from that point of view. HPE Nimble integration with VMware technologies makes deploying and managing storage from the virtualized viewpoint a snap.

Flash-Accelerated Performance that Scales

HPE Nimble Storage systems are built on the patented Multi-cloud Flash Fabric, which uses either all flash, or a combination of flash and hard disk drives. This makes it ideal for a wide range of application workloads. Common online transaction processing (OLTP) applications see tremendous performance through adaptive flash systems, while more intensive workloads such as data analytics can take full benefit of an all flash architecture

HPE Nimble Storage: Resiliency Made Simple

- **6-Nines Availability:** Predictive analytics through HPE InfoSight
- **Integrated Data Protections:** Backup more frequently and recover faster
- **SmartSecure Encryption:** Application granular encryption and secure data shredding
- **HPE Store More Guarantee:** Store more data per terabyte of flash storage than other all-flash arrays, guaranteed

HPE Synergy: Transform Data Center Efficiency

- Fast, simple, reliable
- Template-based automation
- Eliminate infrastructure silos
- Unified API transforms infrastructure into a single line of code

Unmatched Reliability through Predictive Analytics

Every four hours, HPE InfoSight collects and correlates trillions of sensor data points to detect and predict problems in your storage system, the VM, and elsewhere across the solution stack. HPE InfoSight harnesses machine learning power to keep your infrastructure running optimally, and assists in predicting future needs.HPE InfoSight predicts and prevents issues across the application-to-storage stack, and enables you to avoid disruption and time wasted dealing with infrastructure problems. With HPE InfoSight, nine out of 10 problems are automatically detected before they become production issues. HPE Nimble Storage is the ideal storage platform for your VMware environment. Adaptive flash arrays provide all-flash like performance, but at a hybrid price point. Use HPE Pointnext educational, consulting, and support services to complement your value-add services to provide your customers the best experience.

The Changing World of IT Demands Software-Defined Infrastructure

Demands on IT have increased. Many traditional workloads, such as large commercial databases and enterprise resource planning (ERP) solutions, now run alongside apps native to the cloud and highly virtualized systems. For a growing number of IT organizations, the key to meeting these demands lies in composable infrastructure.

First Platform Built from the Ground Up for Composable Infrastructure

Composable infrastructure delivers unprecedented business benefits. Hewlett Packard Enterprise is leading the way with the pioneering HPE Synergy, which is built from the ground up for composable infrastructure.

HPE Synergy delivers a single infrastructure, which contains large pools of compute, storage, and fabric, on which to run any workload. This unified platform allows IT to run workloads on physical servers, on virtual servers, or in containers.

Composable infrastructure's design principles include fluid resource pools, software-defined intelligence, and a unified API, all of which drive business benefits that enable IT to transform its role from a support function to one of creating tangible and quantifiable value.

As an additional benefit, composable infrastructure built on HPE Synergy can deliver a lower total cost of ownership. That reflects a combination of reduced capital expenditures and decreased operating expenses. Moreover, with the ability to allocate the right amount of resources to any given application, IT can avoid costly over-provisioning.

IT departments wishing to embrace composability can begin using HPE Synergy immediately. The solution allows a phased approach to the deployment of composable infrastructure. That means that IT can begin to deliver the benefits of composability today while continuing to leverage existing infrastructure. With the best of both worlds, IT can effectively begin to future-proof the business.

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SYNNEX – The HPE Supplier of Choice

When it comes to HPE solutions, think of SYNNEX as your supplier partner. SYNNEX is committed to supporting our partners with a variety of professional and marketing services, including: demand generation; education and training; pre-and post-sales support; end-user enablement; server assessment; design and integration; product life cycle support; contract design and assembly; and IT resource planning.

We are honored to be chosen as the HPE Distributor of the Year for 2017. We carry the full HPE Enterprise portfolio and have the expertise to provide technical support. We provide a variety of flexible financing solutions as well as comprehensive integration solutions. In addition, here are a few things that we offer to specifically help you close more HPE SimpliVity, Nimble, and Synergy sales.

- Solutions Demo Lab – Featuring HPE SimpliVity, HPE Nimble Storage and Synergy – for our partners to provide demos to their customers

- Dedicated HPE Specialists to support HPE enterprise infrastructure solution opportunities

- Two Master ASEs for HPE Storage on our HPE Solution Architect Team

- Free Training Opportunities

For more information, please contact our SYNNEX Business Development Team at hpe@synnex.com or call us at 800-444-7380, option 1.

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