

HPE GREENLAKE — IT CONSUMPTION DRIVING BUSINESS AGILITY



Hybrid disruption and differing consumption models are putting you and your customers under pressure. This period of accelerated innovation creates a sense of urgency for your customer to embrace this opportunity and:

- Simplify IT: Increase control and do more with the same
- Increase Service Velocity: Spin up responsive and differentiated services
- Realize Cloud Economics Benefits: Pay-per-use eliminates burdensome CapEx

Hewlett Packard Enterprise (HPE) GreenLake is a turn-key enterprise-class solution delivered in a hybrid pay-per-use model. Now your customers can benefit from the economics of the cloud, while retaining control, speed, and manageability of on-premise hardware. HPE GreenLake hybrid solutions offer proven price parity with popular public cloud solutions, and a unique advantage to you when selling against competing solutions.

BECOME A MORE RELEVANT PARTNER IN YOUR CUSTOMER'S CLOUD JOURNEY

With a traditional purchase model, resellers are often not brought into the purchase discussion until after major architectural decisions have been made and the decision to go on-premise or cloud based have been made. After that point, resellers compete for the opportunity, many times based on price.

When you have HPE GreenLake services to offer, you can engage with your customer earlier and take on a more advisory role to help them decide between public cloud, hybrid cloud, or a traditional hardware model. The earlier you are able to engage in their decision making, the more trust you will have earned when it comes time for Deal Registration and customer pricing

THE GROWING ROLE OF OPEX IN IT SPENDING

Many IT managers are realizing that smaller ongoing costs (OpEx) versus cyclic infrastructure builds (CapEx) are key to acting more quickly to address the demands of the business and open doors to new technologies and market opportunities.

Resellers like you that offer HPE GreenLake services can flourish in this environment. You'll move from the one-time lump-sum purchase price to a stable, manageable, recurring and more profitable revenue stream.

HPE GreenLake Flex Capacity: channel-ready and higher compensation

New economics: 20-25% total margin with 90% renewal rate

New offers: 7 packaged solutions for storage, compute, and Hybrid IT

New process: Channel-led process with no buyback and reduced complexity

RESPOND TO THE SPEED OF BUSINESS AS BUSINESS EVOLVES AND GROWS

With traditional on-premise models, most of the time customers purchase more compute capacity than they need. This overprovisioning ties up valuable CapEx. HPE GreenLake's pay-per-use model eliminates the need to pay for unused IT resources, so as demand increases, your customers can simply pay for increasing needed resources; giving them transparency on usage and costs by project. In addition, resellers typically see change orders for increased capacity within 9 months of deployment, so additional sales opportunities are likely after the initial purchase.



USE-BASED COSTS

Customers have a pay-as-you-go model on par with public cloud costs.



INCREASE CONTROL

Gain transparency into usage and cost while maintaining compliance, privacy, and data security.



FASTER TIME TO VALUE

Customers can grow and evolve, with capacity in minutes, not months.

PROFITABILITY WITH HPE GREENLAKE SERVICES

When you sell HPE GreenLake solutions, you're in control. You determine the solutions offered, the pricing, the SOW, and handle all negotiations with your customer. Ultimately, you're selling an outcome. How you get there is up to you and your customer.

IS YOUR CUSTOMER A GOOD CANDIDATE FOR HPE GREENLAKE?

OPTIMAL CHARACTERISTICS

- Overprovisioning of capacity from traditional capital purchase
- Understand utilization and has metrics
 - Forecasting of demand is challenging
 - Variability in business demand
 - Migrating to new technologies where capacity needs are unknown
- Growth typically 10%+ per year
- Has or is developing a Hybrid IT strategy
- Current experience for long procurement cycle
- Need for on-premises capacity
- Total HW net price for start is \geq \$300k
- If approved by HPE Pointnext, inclusion of third-party SW/HW, Aruba, or Nimble should be less than 30% of total deal.

NOT A GOOD FIT

- We haven't understood or qualified customer's business processes or pain points
- Little or no growth
- Little variability in demand
- Customer focused on capital acquisition cost
- Does not support right sizing environment
- Customer "sweats" assets years beyond reasonable life cycle
- Total HW net price for start is $<$ \$300K
- Third-party SW/HW, Aruba, or Nimble is more than 30% of total deal

The move away from traditional IT purchasing models is underway. By 2020, IDC predicts that 40% of IT spending will have moved to consumption-based procurement models. If your customer is a good candidate, Tech Data can help you stay ahead of the curve by selling consumption-based HPE GreenLake services today.

HOW TO GET STARTED

Ready to get started? For more information, or to check out the HPE Greelake Package portal, contact Xhenis Berberi — HPE GreenLake Specialist Xhenis.Berberi@techdata.com.