Hewlett Packard Enterprise

Quick reference card
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HPE SimpliVity 380

Cloud agility with enterprise-grade performance

Target audience
Enterprises and midsized 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 HPE SimpliVity customers that are interested in expanding their footprint with an HPE ProLiant based HPE OmniStack solution

Elevator pitch

HPE SimpliVity 380 is the new powerhouse in hyperconvergence. The best-in-class data services capabilities of HPE SimpliVity combined with our best-selling compute platform means big benefits for your business. Reduce data center devices by 10:1, provision an 8-node cluster in one hour, increase staff productivity by over 50%, all while reducing TCO by 73%[1] compared to legacy infrastructure.

Conversation starters

Pain point: What are some of your data center initiatives or projects this year?

Solution: HPE SimpliVity covers everything from data center consolidation, data protection and backup, cloud computing to workload-specific use cases—such as **VDI**, **ROBO**, and **Tier-1 applications**.

Pain point: Have you experienced challenges with:

Solution 1: Meeting backup windows? HPE SimpliVity allows you to back up or restore a 1 TB VM in less than 60 seconds guaranteed.

Solution 2: Restoring apps or data quickly? Restore a 1 TB VM within 60 seconds per the HyperGuarantee.

Solution 3: Application performance? Improve performance for virtualized Tier-1 applications with 50:1 data efficiency on an average based on TechValidate surveys.[7]

Solution 4: Complex management? IT generalists perform routine operations quickly and easily using vCenter.

Solution 5: OPEX or CAPEX costs? On average, HPE SimpliVity 380 customers realize 73% cost reduction.

Solution 6: Do you have remote sites (looking for **yes**)? How do you manage and back up at those remote sites?

Solution 7: HPE SimpliVity 380 can restore ROBO site data in minutes instead of hours or days that traditional solutions require.

What's in it for your customers?

Features	Benefits
Powerful	With always-on deduplication and compression, Hewlett Packard Enterprise guarantees 90% capacity savings across storage and backup.[2] With HPE SimpliVity 380, customers can restore 1 TB VM in under 60 seconds.[3]
Simple	HPE SimpliVity is purpose-built for virtual environments. All operations are managed through VMware® vCenter™, so HPE SimpliVity 380 is managed the same way customers manage their VMware® environment.
Efficient	A study conducted by Evaluator Group proves running VMs on HPE SimpliVity hyperconverged infrastructure provides up to 49% lower TCO over three years than AWS running the same VMs.[4]
Complete	HPE SimpliVity 380 includes all IT infrastructure under the hypervisor layer in a single building block. This allows customers to reduce data center devices by 10:1[5] and reduces TCO by 73%.[6]
Trusted	HPE SimpliVity is recognized as a leader by Gartner, IDC, and Forrester and has been awarded the TSIA Customer Satisfaction Award.[7] Customers have given HPE SimpliVity a net promoter score of 90—the highest in the industry.

[1] "The Total Economic Impact™ Of SimpliVity Hyperconverged Infrastructure," Forrester, November 2015

[2] **HPE SimpliVity HyperGuarantee**

[3] "**SimpliVity Hyperconverged Infrastructure Enterprise-Class Performance and Scalability with Built-in Data Protection and Resiliency**," ESG Lab, October 2015

[4] "Is Hyperconverged Cost-Competitive with the Cloud?," Evaluator Group, January 2016

[5] **Forrester TEI Report**

[6] **Evaluator group Report**

[7] tsia.com/resources/press-releases/2016-press-releases/tsia-announces-2016-star-awards-winners.html

Resources

[The Total Economic Impact Of SimpliVity Hyperconverged Infrastructure](#)

[Is Hyperconverged Cost-Competitive with the Cloud?](#)

[The Gorilla Guide to Hyperconverged Infrastructure Implementation Strategies](#)

[SimpliVity Hyperconverged Infrastructure](#)

[Convergence 1, 2, 3 whiteboard (4 min)](#)

[HPE Sales portal](#) and [HPE Partner portal](#)

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[8.] [10] **HPE SimpliVity Guarantee**

[9] **youtube.com/watch?v=tVPhl52thDY &feature=youtu.be**

Learn more at
hpe.com/info/hc

Competitive differentiators

Benefit	HPE versus Nutanix
Superior data efficiency equals lower cost and higher performance.	• HPE SimpliVity achieves superior data efficiency with 90% capacity savings—guaranteed—across production and backup storage capacity.[8] • Nutanix provides only a fraction of efficiency when it can be used—which isn't often because its deduplication and compression slow performance. • HPE SimpliVity deduplicates, compresses, and optimizes all customer data at inception, as well as maintains it in that efficient state through all points in time and between data centers. • Nutanix doesn't publish customer results and doesn't guarantee outcomes.
Accelerated data efficiency equals more efficient use of compute and storage.	• The HPE OmniStack Accelerator Card eliminates CPU overhead of deduplication and compression, and its inline operation improves storage performance by eliminating redundant write operations. • Nutanix's data efficiency competes with your business applications for CPU. Its deduplication scheme does not eliminate redundant write operations.
Enterprise-grade resilience equals less downtime, lower cost.	• HPE SimpliVity achieves enterprise-level resilience with just two nodes. • Nutanix will lose data if a drive fails on two nodes using the default RF2 configuration. For enterprise-level resilience, Nutanix must use RF3 and a minimum of five nodes—which drives up hypervisor license costs and power consumption—and imposes an additional 50% storage and 25% performance overhead.[9] • HPE SimpliVity maintains performance when recovering from media failure, whereas a Nutanix recovery drains compute and storage resources away from production workloads.
Superior native backup and disaster recovery—no add-ons required.	• The built-in backup and DR of HPE SimpliVity leverages global data deduplication and compression for extremely fast operations: 10-minute RPO and 60 seconds or less on average for local backup or restore of a 1 TB VM—guaranteed.[10] • Nutanix makes no guarantees. It has a 1-hour RPO for asynchronous replication and lacks native DR automation. No wonder Nutanix partners with Veeam and Commvault to provide third-party backup—at additional cost and without the speed or convenience of HPE SimpliVity.
HPE SimpliVity and VMware vCenter integration—simple to learn and use.	• Anyone who knows VMware vCenter can get going with HPE SimpliVity in minutes. • Nutanix forces you to learn and use its proprietary Prism tool, a complex environment and yet another pane of glass to manage.

Fortune 50 company reduces global data center footprint
• From six data centers to three data centers. In one data center, reduced number of racks from 34 to 3.

• $100M projected savings over five years

• Seamless VM mobility across 3 global data centers

• 125 systems apps, VDI, test, and development

Simplification and cost reduction at FDF
• Reduced data center footprint from 20U to 4U

• Choose HPE SimpliVity over IBM and Nutanix

• Implemented enterprise-class DR

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