HPE GreenLake Central (GLC) Hybrid Cloud as a Service Product Strategy

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Early 2019 when **HPE** CEO **Antonio Neri** announces plans to **offer entire portfolio as a Service by 2022**, since then HPE started invest aggressively and deliver entire portfolio from edge to cloud under the HPE GreenLake portfolio.

Since I was started working on the HPE GreenLake Product from early 2019, I explored the HPE Business Strategy deeply and how HPE GreenLake Product Strategy fit into the overall HPE Corporate Strategy. To understand the product strategy, I have gone into depth and try to understand the HPE Purpose, Strategy (Vision & Mission), Values, People which is called as "**Inside The Element**".

HPE Vision

> HPE is a global, edge-to-cloud Platform-as-a-Service company built to transform your business. How? **By helping customer connect, protect, analyse, and act on all your data and applications wherever they live, from edge to cloud, so customer can turn insights into outcomes at the speed required to thrive in today's complex world.**

Purpose: What & why we do?

Bring together the brightest mind to create break through technology and solutions to advance the way people live and work.

Strategy (Mission):

- Make our Hybrid IT Simple
- Power the Intelligence Edge
- Create the services enterprise to make it happen (HPE GreenLake)
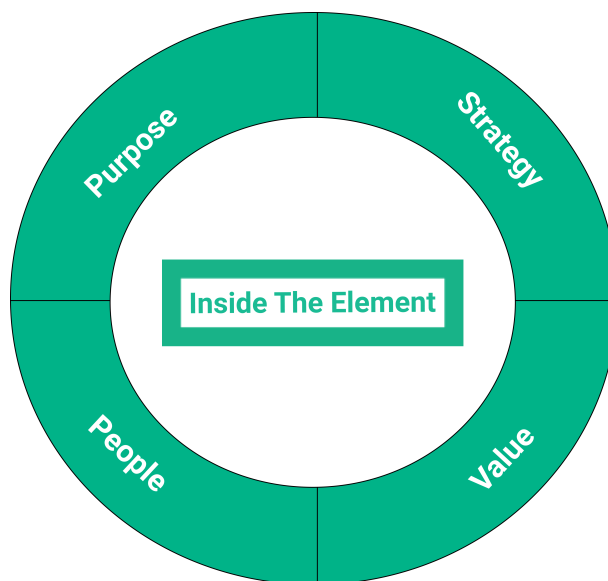
Value (PIA):

- Partnership, Innovation, Act

Innovation:

- Organic Innovation
- Merger & Acquisition

- Technology Innovation

- Digital Marketing Innovation

Act:

- Act with a sense of urgency

- Customer Fast Customer Last

People (teams):

- At HPE, our team members search beyond customers' needs today to accelerate what's next and make a difference for others, our company, and the planet.

Value Management:

- Understand Value

- Create Value

- Capture Value

- Communicate Value

- Deliver Value

HPE GreenLake Product Strategy

Hewlett Packard Enterprise (HPE) in 2019 announced plans to transition HPE into an as a Service company over time. This includes a commitment to provide its customers choice by offering its entire portfolio, through a range of subscription based, pay-per-use and as a Service offerings, by 2022. **HPE will also continue to provide its hardware and software in a capital expenditure and license-based model, ultimately giving customers choice in consuming HPE products and services in a traditional or as a Service offering.**

> **Customer's Pain Points: Everyone recognises that customers want technology delivered as a Service, but they also want it on their terms**. Companies today have a tremendous opportunity to embrace digital transformation in order to create new and compelling customer experiences, differentiate their business, and grow revenue. In order to do so, organisations demand a consistent cloud experience for managing all their apps and workloads, the ability to innovate at high velocity, and the

freedom to choose the combination of technologies that best meet their needs. **Unfortunately, the current paradigm for enterprise technology underserves the market – customers are forced to accept an inconsistent experience between the data center and the cloud; inflexible, expensive, and proprietary stacks that prohibit choice; and limited in-house IT skills, budgets, and options for financing.**

HPE Solution: HPE's unique approach to as a Service, which empowers customers with choice, flexibility, and control, is driving HPE GreenLake's tremendous success. HPE will continue to invest aggressively in this opportunity, to capitalise on their market leadership, leverage the world-class channel and partner ecosystem, and deliver the entire portfolio, from edge to cloud, under the HPE GreenLake portfolio. **As a result, HPE will reshape and transform the market, with a new and better way to deliver as a Service**. HPE GreenLake re-sets the digital opportunity for customers by providing a robust as a Service portfolio that provides flexibility and speed to market. HPE GreenLake gives customers a choice of subscription-based, pay-per-use, and managed IT as a Service offerings that provides customers with a consistent cloud experience for managing all their workloads. **The HPE GreenLake portfolio spans a wide range of purpose built solutions, from HPE and HPE's partners, giving customers choice in building the right digital foundation. In addition, HPE GreenLake's powerful metering and governance capabilities allow businesses to monitor and adjust usage to ensure initiatives stay within budget and compliance.**

Building on over a decade of leadership in pioneering a new model for delivering on-premise IT as a Service, HPE will continue to scale <u>HPE GreenLake</u> to reach **new market segments**, **new use cases**, and **leverage its world class partner ecosystem to accelerate growth**. This includes new HPE GreenLake offerings for the mid-market, new services for the edge, and new and expanded partnerships with CyrusOne, Equinix, and Google Cloud. In addition, HPE continues to invest and innovate in the company's suite of software delivered via a subscription model, including <u>HPE Aruba Central</u>, <u>HPE BlueData</u>, <u>HPE Cloud Volumes</u>, <u>HPE InfoSight</u>, and <u>HPE OneView</u>.

HPE GreenLake product strategy is a high-level plan describing what a business hopes to accomplish with its product and how it plans to do so. The strategy should answer key questions such as **who the product will serve** (personas), **how it will benefit those personas**, **and the company's goals for the product throughout its life cycle**.

Vision

Strategy			
Customer	**Business**	**Competetior**	**Macro**

Roadmap
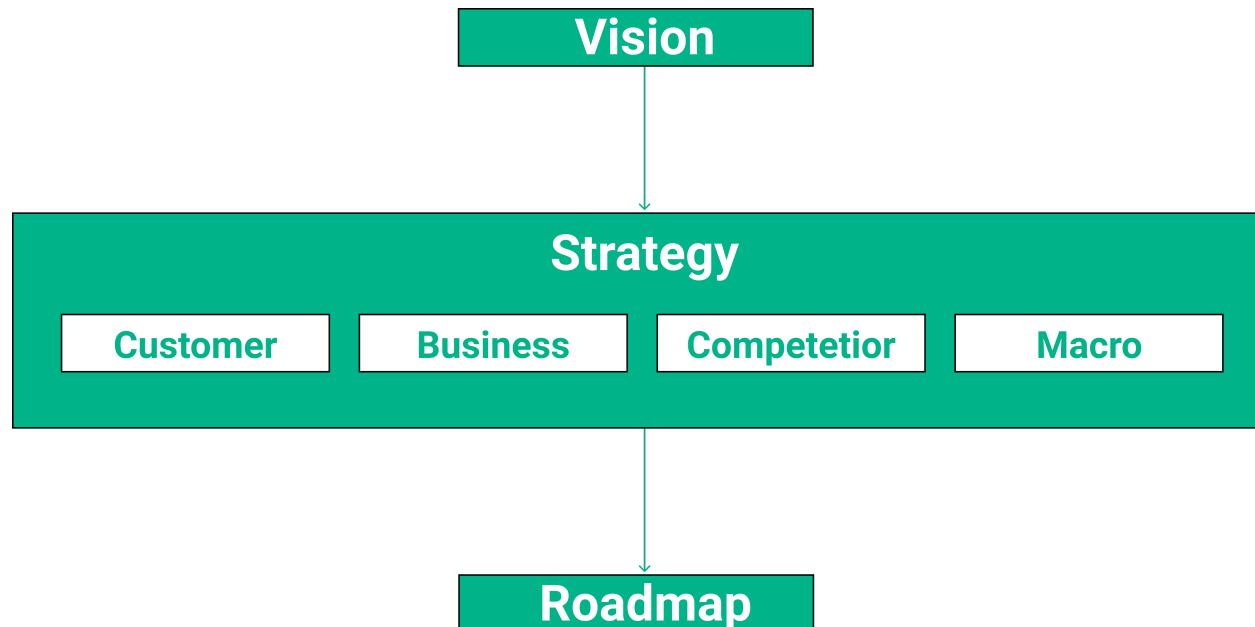
Importance of Product Strategy

- A product strategy provides clarity for the company.

Team will be in a better position to deliver their best work when we draft and communicate a clear and well-thought-out strategy for the organisation. Team will understand how the parts of the product they're working on **contribute to the larger companywide strategic goals**. Teams can sometimes feel caught amongst all the details and lose sight of the overarching purpose behind their work. A product strategy clarifies that for them.

Marketing and sales teams will be able to articulate the product's benefits and unique selling proposition. However, without a defined strategy behind a product, generating anticipation and sales becomes difficult. Additionally, customer success team will better understand the product's use cases and provide better support for users' frustrations.

- It helps prioritise the product roadmap.

After we've earned stakeholder agreement for the proposal, it will be time to translate that strategy into a high-level action plan and then build a compelling product roadmap.

Unfortunately, many product teams skip the strategy-drafting stage and jump right into listing themes and epics on their roadmap. Without a product strategy to guide these decisions, the team may prioritise the wrong items and find themselves misusing its limited time and resources.

When we start with a strategy, we have a clearer picture of what we hope to accomplish with the product and translate it into a more strategically sound product roadmap.

- A product strategy improves the team's tactical decisions.

No organisation delivers a product to the market following the exact plan drafted in the initial roadmap. Things change along the way, and product managers need to be prepared to adjust their plans and priorities to deal with those changes.

When the team have a clear product strategy as a reference point, we can make smarter strategic decisions about adjusting the plans, especially if we lose resources or need to change the estimated timetables.
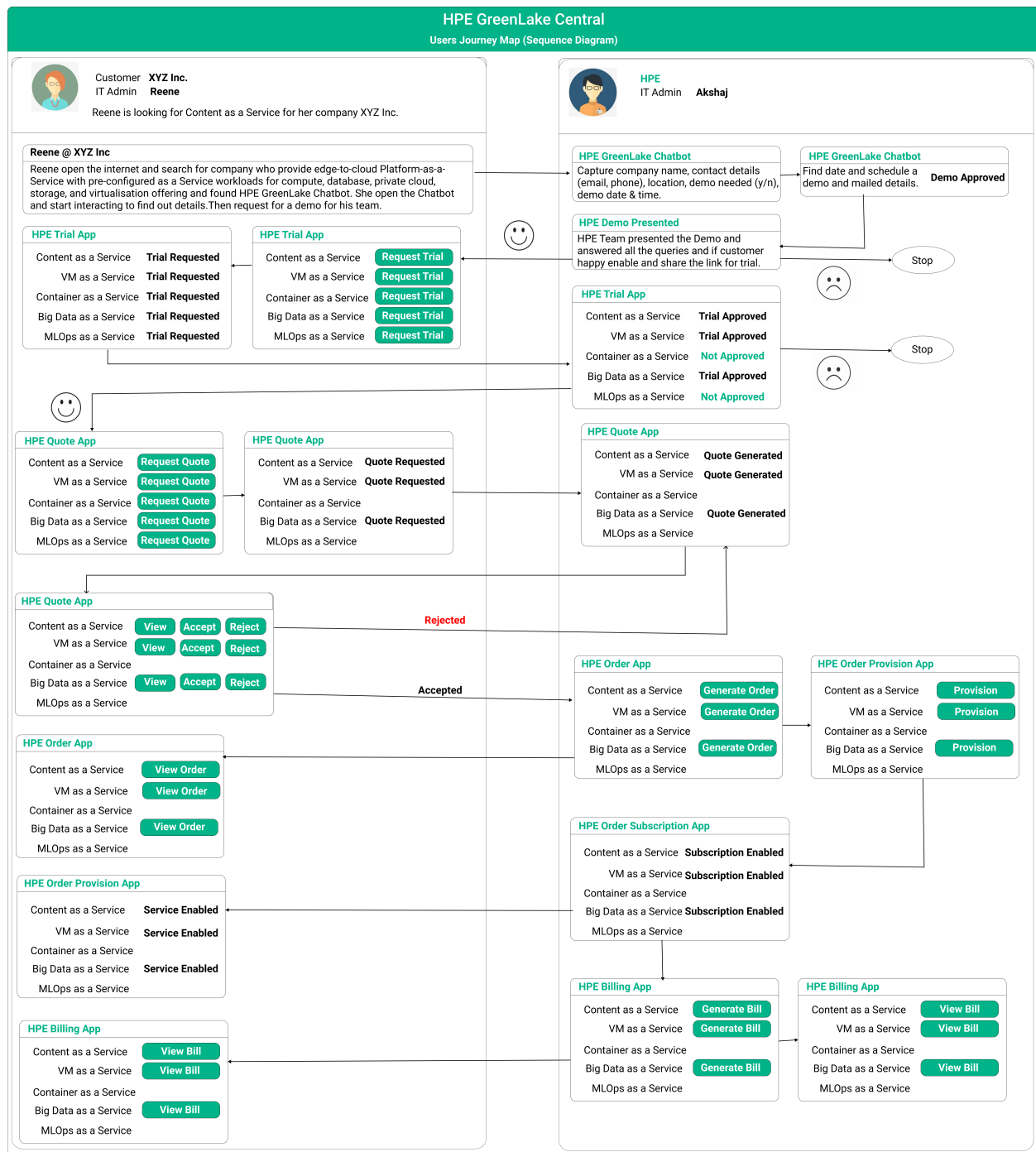
Customers

Today, the HPE GreenLake portfolio is generating powerful outcomes for customers. HPE GreenLake has a 99 percent renewal rate, and NPS scores of 86 percent, putting HPE GreenLake in the top 1 percent for scores in IT service delivery, across the market. According to a HPE commissioned Forrester report on the total economic impact of HPE GreenLake, customers benefit from a 30 percent Capex savings due to eliminated need for over provisioning, and a 90 percent reduction in support and professional services costs, and 65 percent reduction in time to deploy IT projects.

This unique approach to enabling digital transformation resonates with the market. HPE GreenLake is now the fastest-growing business in HPE, with over **$2.8 billion in total contract value**, and **over 600 customers**. HPE is also deploying its industry-leading channel partner ecosystem to expand the reach of HPE GreenLake. Today, over **400 partners sell the as a Service portfolio**, and the **HPE GreenLake channel business has grown over 275% year over year.**

HPE GreenLake will offer entire portfolio of product through range of subscription, pay-per-use and consumption-driven offering by 2022. HPE extends HPE GreenLake with new solutions for the mid- market and the edge, introduces new offering through CyrusOne and Equinix, and expands strategic partnership with Google Cloud.

Users Journey Map

HPE GreenLake Central
Users Journey Map (Sequence Diagram)

Customer XYZ Inc.
IT Admin **Reene**

Reene is looking for Content as a Service for her company XYZ Inc.

HPE
IT Admin **Akshaj**

Reene @ XYZ Inc
Reene open the internet and search for company who provide edge-to-cloud Platform-as-a-Service with pre-configured as a Service workloads for compute, database, private cloud, storage, and virtualisation offering and found HPE GreenLake Chatbot. She open the Chatbot and start interacting to find out details.Then request for a demo for his team.

HPE GreenLake Chatbot
Capture company name, contact details (email, phone), location, demo needed (y/n), demo date & time.

HPE GreenLake Chatbot
Find date and schedule a demo and mailed details. **Demo Approved**

HPE Trial App
Content as a Service	Trial Requested
VM as a Service	Trial Requested
Container as a Service	Trial Requested
Big Data as a Service	Trial Requested
MLOps as a Service	Trial Requested

HPE Trial App
Content as a Service	Request Trial
VM as a Service	Request Trial
Container as a Service	Request Trial
Big Data as a Service	Request Trial
MLOps as a Service	Request Trial

HPE Demo Presented
HPE Team presented the Demo and answered all the queries and if customer happy enable and share the link for trial.

Stop

HPE Trial App
Content as a Service	Trial Approved
VM as a Service	Trial Approved
Container as a Service	Not Approved
Big Data as a Service	Trial Approved
MLOps as a Service	Not Approved

Stop

HPE Quote App
Content as a Service	Request Quote
VM as a Service	Request Quote
Container as a Service	Request Quote
Big Data as a Service	Request Quote
MLOps as a Service	Request Quote

HPE Quote App
Content as a Service	Quote Requested
VM as a Service	Quote Requested
Container as a Service	
Big Data as a Service	Quote Requested
MLOps as a Service	

HPE Quote App
Content as a Service	Quote Generated
VM as a Service	Quote Generated
Container as a Service	
Big Data as a Service	Quote Generated
MLOps as a Service	

HPE Quote App
Content as a Service	View	Accept	Reject
VM as a Service	View	Accept	Reject
Container as a Service			
Big Data as a Service	View	Accept	Reject
MLOps as a Service			

Rejected

Accepted

HPE Order App
Content as a Service	Generate Order
VM as a Service	Generate Order
Container as a Service	
Big Data as a Service	Generate Order
MLOps as a Service	

HPE Order Provision App
Content as a Service	Provision
VM as a Service	Provision
Container as a Service	
Big Data as a Service	Provision
MLOps as a Service	

HPE Order App
Content as a Service	View Order
VM as a Service	View Order
Container as a Service	
Big Data as a Service	View Order
MLOps as a Service	

HPE Order Subscription App
Content as a Service	Subscription Enabled
VM as a Service	Subscription Enabled
Container as a Service	
Big Data as a Service	Subscription Enabled
MLOps as a Service	

HPE Order Provision App
Content as a Service	Service Enabled
VM as a Service	Service Enabled
Container as a Service	
Big Data as a Service	Service Enabled
MLOps as a Service	

HPE Billing App
Content as a Service	Generate Bill
VM as a Service	Generate Bill
Container as a Service	
Big Data as a Service	Generate Bill
MLOps as a Service	

HPE Billing App
Content as a Service	View Bill
VM as a Service	View Bill
Container as a Service	
Big Data as a Service	View Bill
MLOps as a Service	

HPE Billing App
Content as a Service	View Bill
VM as a Service	View Bill
Container as a Service	
Big Data as a Service	View Bill
MLOps as a Service	

Users Personas Identification

HPE GreenLake Central will be use by external user (Customer Admin User & Customer View etc.) as well as internal user (Product Manager, Sales Representative, HPE Admin, IT Admin, Customer Support etc.) for both front office as well as back office activities.

Personas (role based)

Persona	Trial	Quote	Order	Provisioning	Subscription	Billing	Support Ticket
Customer view	View	View	View	Not applicable	View	View	Raise or view
Customer admin	Request for trial	Request for quote and approve quote	Request for order	Not applicable	View	View	Raise or view
HPE view	View	View	View	Not applicable	View	View	Raise or view
HPE admin	Approve the trial	Generate and share quote	Generate and share order and approve order	View provisioning workflow status	Subscribe the customer	Generate, update and share bill	Raise, update or close
IT admin	Approve the trial	Generate and share quote	Generate and share order and approve order	Create cluster, workflow or services	Subscribe the customer	Generate, update and share bill	Raise, update or close
IT Support	View	View	Generate and share order and approve order	Create cluster, workflow or services	View	View	Raise, update or close
Sales Representative	Approve the trial	Generate and share quote	Generate and share order and approve order	View provisioning workflow status	Subscribe the customer	Generate, update and share bill	Raise, update or close
Product Manager	Approve the trial	Generate and share quote	Generate and share order and approve order	View provisioning workflow status	Subscribe the customer	Generate, update and share bill	Raise, update or close

Business

"We are at an inflection point in the market," said Antonio Neri, President and CEO, HPE. "Everyone recognises that customers want technology delivered as a Service, but they also want it on their terms. HPE's unique approach to as a Service, which empowers customers with choice, flexibility, and control, is driving HPE GreenLake's tremendous success. We will continue to invest aggressively in this opportunity, to capitalize on our market leadership, leverage our world-class channel and partner ecosystem, and deliver our entire portfolio, from edge to cloud, under the HPE GreenLake portfolio. As a result, we will reshape HPE and transform the market, with a new and better way to deliver as a Service."

Adding Targeted Offerings, Partnerships, and Tools for the Channel to Accelerate HPE GreenLake Growth in the Mid-market.

Many medium sized businesses do not have their own data center facility or lack IT staff to set up and manage infrastructure, applications, and workloads. Today, HPE is introducing several new offerings specifically designed to help mid-market companies overcome these barriers and accelerate their path to digital transformation. These include new right-sized offerings and services for the mid-market, new partnerships with data center and interconnection providers Equinix and CyrusOne, and new tools and investments to further simplify and speed the selling process for HPE channel partners.

> HPE now offers five new HPE GreenLake offerings that provide mid-market customers with pre-configured as a Service workloads for **compute**, **database**, **private cloud**, **storage**, and **virtualisation**. These workload optimised solutions eliminate time spent on designing configurations, building solutions and testing technology.

For customers that wish to leverage an external data center facility for their HPE GreenLake applications, HPE has signed strategic partnerships with CyrusOne and Equinix. Customers can take advantage of state-of-the-art data centers to quickly turn on HPE GreenLake services.HPE first made HPE GreenLake available via the channel over a year ago, and today this business is driving significant customer demand worldwide, with HPE signing up 50 new channel partners to sell the service every month. HPE is now making it easier and faster for partners to order and onboard HPE GreenLake for their customers with two new tools:

- **HPE GreenLake Quick Quote:** User-guided, automated quoting tool that starts with the customers' workload needs and delivers fast quoting and transparent pricing. Partners can easily adjust the workloads for cost or performance needs with the click of a button. HPE GreenLake Quick Quote cuts HPE GreenLake time to generate a proposal to just a few minutes.

- **HPE GreenLake Chatbot:** An Artificial Intelligence-driven, automated chatbot that quickly answers partners' HPE GreenLake inquiries. The chatbot eliminates time spent searching for resources, delivers faster answers and routes partners to HPE GreenLake sales support if it cannot answer a question right away.

Competitors and Alternatives to Hewlett Packard Enterprise (HPE)

- Dell Technologies.

- IBM.

- Oracle.

- Lenovo.

- NetApp.

- Supermicro.

- Hitachi Vantara

- Huayun Data Group.

Considering alternatives to Hewlett Packard Enterprise (HPE)? See what Integrated Systems Hewlett Packard Enterprise (HPE) users also considered in their purchasing decision. When evaluating different solutions, potential buyers compare competencies in categories such as evaluation and contracting, integration and deployment, service and support, and specific product capabilities. Check out real **reviews** verified by Gartner to see how Hewlett Packard Enterprise (HPE) compares to its competitors and find the best software or service for your organisation.

Macro (PESTAL Analysis)

The major uncontrollable, external forces (economic, demographic, technological, natural, social and cultural, legal and political) which influence a firm's decision making and have an impact upon its performance. Macro is defined as something that covers a large amount, or is large in size. An example of macro is the study of the key driving aspects of an economy.

<Yet to Fill>

Establish your Product Goal

A product vision should lead to high-level strategic goals. These goals will, in turn, influence what the team prioritises on its product roadmap.

Add your goals for the product. For each goal, decide on a quantifiable way to track its success and set a deadline as well. Use SMART goals for your product strategy which should be specific, measurable, attainable, relevant, and time-bound.

Product Goal (1)

Aa PRODUCT GOAL	≡ MEASURABLE	📅 DEADLINE
Show Demo to 500 customers (new or existing) in next 6 months	Yes	@March 31, 2022
Increase free-trial downloads by 200 customers (new or existing) in the next 6 months	Yes	@March 31, 2022
Improve our average customer rating by one star on major product-review sites	Yes	@March 31, 2022
Generate $1B in revenue within 12 months	Yes	@September 30, 2022
Untitled		

Product Initiatives

Initiatives are the strategic themes we derive from our product goals and then place on our roadmap. They are significant, complex objectives our team must break down into actionable tasks. (The product roadmap is, after all, only the high-level blueprint.)

Initiatives (1)

#	Aa PRODUCT INITIATIVES	📅 DEADLINES
1	HPE GreenLake Central Landing Page enabled for customer	@June 30, 2019
2	Customer can request for Demo through HPE GreenLake Central	@June 30, 2019
3	Customer can request for Trial through HPE GreenLake Central	@December 31, 2019
4	HPE GreenLake Chatbot enabled customer for first level 24/7 query resolutions and can request for demo	@March 31, 2020
5	Customer can request for quote, view quote and approve quote from HPE GreenLake Central	@June 30, 2020
6	Customer can request for multiple quote, view multiple quote and approve quote from HPE GreenLake Central	@August 31, 2020
7	Customer can view multiple order, request for update service of the order from HPE GreenLake Central	@June 30, 2020
8	Customer can view multiple bills, request for update bill (in case of error) from HPE GreenLake Central	@December 31, 2020
9	Customer can view and generate quote for all services from HPE GreenLake Central	@December 31, 2020

Product Roadmap Planning

> **Epic or Initiative:** Span to multiple releases.
>
> **Feature:** Need to be completed within a release (one quarter).
>
> **User Story:** Must be completed within a sprint (two weeks).

HPE GreenLake Product Planning (EPIC or Initiative) (1)

Aa Name	👤 Assign	≡ Description	# Priority	≔ Status	◗ Subject Area	≡ Timeline
Card 1						
Card 2						
Card 3						
Smart content creation and recommendations	👤 Asit Piri	Quickly and efficiently assemble the right content and build highly personalized customer experiences with smart content and recommendations.		Backlog Blocked Completed In Progress In Review To Do		
Product kick-off, product increment (PI) release planning and feature prioritisation	👤 Asit Piri	Product Increment (PI) planning will happen in each quarter to prioritise the initiative or epics based on market and sackeholder feedback	1	Backlog	Completed	Q4 2021
Team onboarding	👤 Asit Piri		1	Backlog	Completed	Q4 2021
Customer journey map	👤 Asit Piri				In Review	
Personas (role based) identifications	👤 Asit Piri				In Review	

Aa Name	👤 Assign	≡ Description	# Priority	≔ Status	⦾ Subject Area	≡ Timeline
Customer request for product demo from HPE GreenLake Central	👤 Asit Piri			Backlog	In Progress	
Customer able to view and choose all service catalogs and pricing from HPE GreenLake Central	👤 Asit Piri			Backlog	Todo	
Customer request for product trial from HPE GreenLake Central	👤 Asit Piri			Backlog	Todo	
HPE GreenLake Chatbot enabled customer for first level 24/7 query resolutions and can request for demo from HPE GreenLake Central	👤 Asit Piri			Backlog	Backlog	
Customer request for quote from HPE GreenLake Central	👤 Asit Piri			Backlog	Backlog	
Customer request for multiple quotes from HPE GreenLake Central	👤 Asit Piri			Backlog	Backlog	

Name	Assign	Description	Priority	Status	Subject Area	Timeline
Customer view orders and raise request to update orders from HPE GreenLake Central	Asit Piri			Backlog	Backlog	
HPE Admin can provision services for customer from from HPE GreenLake Central	Asit Piri			Backlog	Backlog	
Customer view subscription, raise change request to update subscription from HPE GreenLake Central	Asit Piri			Backlog	Backlog	
Customer can view, request for update bills from HPE GreenLake Central	Asit Piri			Backlog	Backlog	

Product Evaluation Matrices

List of Important Matrices (1)

#	Name	Goal	Actual
1	Reduce churn		
2	Activation rate		
3	Monthly recurring revenue (MRR) / annual recurring revenue (ARR)		
4	Cost of acquiring a customer (CAC)		
5	Increase Customer lifetime value (CLV or LTV)		
6	Expansion revenue		
7	Improve customer satisfaction (NPS)		
8	Upsell new services		

#	Name	Goal	Actual
9	Add customer delight		
10	Break into new industries or geographical areas		
11	Sustain product features		
12	Increase mobile adoption		