



# UNLEASH THE POWER OF YOUR DATA WITH INTELLIGENT STORAGE

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## INTRODUCTION

In today's intelligence era, there continues to be a massive growth in data across our customers' hybrid cloud environments, and we know that more data brings more insight, which allows our customers to arrive at more intelligent decisions—leading to the rise of Intelligent Enterprises. HPE delivers the world's most intelligent storage for the hybrid cloud world—storage that is AI-driven, is built for cloud, and delivers an as-a-Service experience. The enterprise will be Always On, Always Fast, as well as always agile to respond to different challenges and needs over time. But most of all the intelligent enterprise will be built for innovation—innovation that can unleash new services, revenue streams, and business models.

This innovation is provided by the HPE Intelligent Data Platform, which turns data challenges into business opportunities. We see value in continuing to lean into this concept of intelligence, and we feel we have great differentiation here that will continue to help us win deals. However, we recognize that customer conversations are really focused on their data, not the underlying storage infrastructure. So, as you'll see in this updated FAQ, we will continue to use the intelligence concept, but will be able to tell a larger story on how HPE can help customers with their data management challenges, and that begins with the Intelligent Data Platform.

Welcome to the new intelligence era—where intelligence changes everything.

The frequently asked questions provided in this document are meant to address the most common questions from HPE sales employees about the HPE Intelligent Data Platform and how it helps customers unleash the power of their data with Intelligent Storage. Please access the following topic-specific sales briefcases for up-to-date top selling resources:

- [Unleash the Power of your Data with Intelligent Storage](#)

Please contact the [HPE Sales Response Center](#) if you have questions about the contents of this document.

## UNLEASH THE POWER OF YOUR DATA WITH INTELLIGENT STORAGE

### **Q. What challenges are we seeing in the marketplace today and how are we addressing them?**

**A.** New applications and workloads are creating a massive growth in data being created and actioned across hybrid cloud environments, from private and public clouds to the edge. However, all of this data can only be transformative when it is at the right place and at the right time. Our customers are challenged with infrastructure overhead and are struggling to manage data through its lifecycle. They also have a cloud mandate, and struggle to determine where their important data and workloads should reside across their hybrid cloud. Costs are not predictable or transparent, resulting in overprovisioning that further inhibits their cloud strategy. Their business needs IT to start behaving more like a service provider, and less than as a reactive administrator of infrastructure. They may be operating in silos, and may not have the right skills in house in order to fuel this digital transformation. And finally, not only do our customers have to store and protect data, but they also need a platform that will unlock insights into that data in order to catapult their business forward. The most successful businesses will be the ones who address these challenges by embracing an intelligent data strategy that accelerates applications, transforms data management, harnesses the agility and innovation of all clouds, and empowers their innovators by unlocking hidden insights within their data in real time.

At HPE, we are driving the Intelligence Era with an Intelligent Data Platform that reimagines how data is delivered, managed, and analyzed—in the cloud, within the data center, and at the edge. We give our customers a self-managing infrastructure that gets smarter every minute, the ability to develop applications once and run anywhere, and one cloud experience across their hybrid environment. The HPE Intelligent Data Platform removes barriers and puts powerful technology at the fingertips of innovators so they can unleash innovation. While others make incremental changes, HPE catapults our customers forward.

### **Q. What is the Intelligent Data Platform from HPE?**

**A.** The HPE Intelligent Data Platform turns data challenges into business opportunities. It addresses today's challenges of inefficient infrastructure management, hybrid cloud uncertainty, and lack of responsive infrastructure by leveraging the power of intelligence. The Intelligent Data Platform delivers an always-on, always-fast experience, and faster application development and innovation while creating more agile service delivery of your critical workloads.

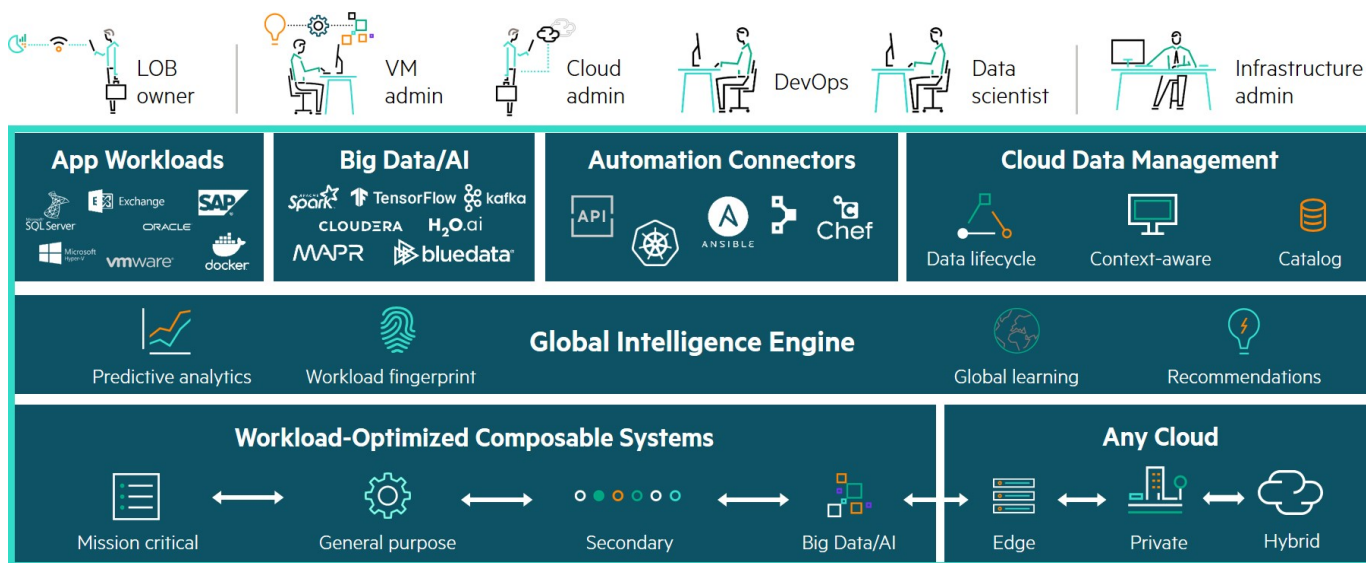
The Intelligent Data Platform begins with workload-optimized systems that deliver the right system for the right application workload, spanning mission-critical, general purpose, secondary, and Big Data/AI workloads. Customers want to unlock agility and innovation across any cloud and with the Intelligent Data Platform, we enable that whether it's the edge cloud, private cloud or hybrid cloud. We plumb these systems with data mobility so customers can truly embrace and unlock hybrid cloud use cases, whether its hybrid dev/test where developers can develop in the public cloud yet IT can deploy the apps across the on-premises infrastructure, or hybrid disaster recovery or modernizing data protection for rapid recovery on-premises with cost-effective long-term retention in the public cloud.

All these systems are imbued with intelligence with the Global Intelligence Engine. It starts with predicting and proactively preventing issues before they occur. We automatically predict and prevent over 86% of issues, enabling an overall experience that customers just love.



Of course, the value goes way beyond that. With workload fingerprint, we can characterize the performance of the application workloads. When we combine that with global learning where we have over 150,000+ systems that are calling home that span storage, HCI, servers, extending all the way into the Virtual Machine layer, we can deliver prescriptive insights to keep the fleet of systems consistently optimized for our customers. These insights are delivered not only for the storage admins but extend to virtual machine admins as well. For example, HPE InfoSight arms VM Admins with intelligence about their VM farm, such as which VMs are sitting idle, yet consuming tens of TBs of capacity or if a given VM is sapping the performance of a system and if it is moved over to a suggested system, the SLA of overall VM farm will be better.

Building on data mobility and Global Intelligence Engine, Cloud Data Management will bring context awareness and enable seamless and end-to-end data lifecycle management in the future. We have a REST-API first strategy and offer pre-built automation connectors for Kubernetes and a variety of tools so that developers can deploy infrastructure as code and get the full as-a-Service experience they expect they can only get from the public cloud. We accelerate and bring app-aware protection for both traditional business application workloads spanning Oracle, SQL, SAP®, VM farms, and next generation Container-based workloads. The Intelligent Data Platform can be used to build and deliver flexible Big Data and AI pipelines for driving real-time analytics with plethora of tools such as Spark, Elastic, Kafka, H2O, MapR.



#### Q. How does this benefit customers?

**A.** For the LOB owner, this enables accelerated application workloads. For the VM admin and Cloud admin, this enables them to effortlessly deploy and scale VM farms and embrace hybrid cloud. For Developers, this enables them to deploy their CI/CD pipelines on containers or VMs and accelerate parallel builds. For Data Scientists, this empowers them to build a better world with data by shrinking time to deriving insights from months to minutes. And, for the Infrastructure Admins, it makes infrastructure effortless, so they can innovate, not administrate. With our Intelligent Data Platform, we can unlock data's potential and help customers transform their business.

#### Q. What is the difference between intelligent storage and the Intelligent Data Platform?

**A.** Intelligent storage was centered on the increasing need for customers to gain faster and timelier insights from their critical data—whether it exists in their private cloud, public cloud, or the edge. Traditional storage was not designed with the intelligence to effectively harness the data across a hybrid cloud world and conceals/overlooks valuable data, straining personnel resources, which forces our customers to deal with outdated economic models. Intelligent storage revolved around three pillars—AI-driven, built for cloud, and delivers an as-a-Service experience.

The Intelligent Data Platform is built on these same three pillars—but instead of focusing solely on unlocking data's potential, it allows HPE to tell a broader story around how customers can leverage intelligence to address a number of different challenges they have with managing data, infrastructure and workloads. The intelligent data strategy accelerates all applications, transforms data management, harnesses the agility and innovation of all clouds, and empowers innovators by unlocking hidden insights within their data in real time.

In a nutshell, the Intelligent Data Platform helps customers unleash the power of data with Intelligent Storage.

The Intelligent Data Platform is:

- Always on
- Always fast
- Always agile
- Built for innovation

The Intelligent Data Platform is key for:

- Infrastructure management
- Taming hybrid complexity
- Data management
- Extracting value from the current data explosion

**Q. Does the Intelligent Data Platform support the three messaging pillars of intelligent storage?**

**A.** Yes, the Intelligent Data Platform supports the three messaging pillars of intelligent storage.

The HPE Intelligent Data Platform is **AI-driven**, so customers can innovate and not administrate. Customers spend less time managing infrastructure and can focus on running projects that are actually helping their business get ahead. HPE InfoSight helps organizations spend up to 85% less time dealing with infrastructure issues. Customers also manage risk out of their environments with over 99.9999% measured and guaranteed uptime, through the use of AI and Machine Learning that constantly gets smarter over time. HPE InfoSight also predicts and resolves 86% of issues, before they impact the business. And finally, our customers democratize AI and Machine Learning with flexible, container-based analytics pipelines that are built within minutes and consumed with an as-a-Service experience.

The HPE Intelligent Data Platform is **built for cloud** so our customers can run any application, anywhere. Customers use and protect their data across clouds from production to Big Data and backup. HPE Cloud Volumes gives our customers a seamless, multi-cloud experience from on-prem to their cloud of choice. Because customers develop new applications faster through built-in cloud and container automation, they only focus on the app, not the process. With HPE GreenLake, consumption-based IT delivers customers a pay-per-use model of on-premises. Our customers save 30% by eliminating overprovisioning and aligning costs to business costs.

The HPE Intelligent Data Platform delivers an **as-a-Service** experience, so our customers can act as their own service providers. They have the ability to deliver key workloads and applications as-a-Service with intelligent infrastructure-as-code and automation through familiar tools such as Ansible, Puppet, and Chef. With the HPE Intelligent Data Platform, customers become more agile, enabling a dynamic organization that operates seamlessly across on-prem and public cloud with a better overall experience. HPE GreenLake allows customers the flexibility of a pay-per-use model that can help align their consumption with their business models. And finally, HPE Financial Services helps customers responsibly upgrade and move to the HPE Intelligent Data Platform, by extending innovation budget by 2X.

**Q. What products are included in the Intelligent Data Platform portfolio?**

**A.** The Intelligent Data Platform is a comprehensive portfolio of workload optimized systems that can address any workload type so that we can deliver the right system for the right app workload:

- For **Mission Critical**, our lead platform is HPE Primera that delivers the industry's most intelligent storage for mission critical applications. It enables three new outcomes for customers: simple, consumer grade on-demand experience so businesses can move faster; Mission Critical reliability with 100% availability guaranteed; predictive acceleration so business and applications can be always fast. We offer HPE 3PAR that continues to be available for our installed base as a resilient platform for all their application workloads.
- **General purpose/business critical systems** from HPE Nimble Storage, to HPE Nimble Storage dHCI and HPE SimpliVity **hyperconverged systems**. For business critical and general purpose workloads, we offer two choices: HPE Nimble Storage that brings radical simplicity combined with measured six-nines availability. As well as being the most intelligent platform, it is a great choice for many customers who use it for all of their app workloads. HPE SimpliVity brings along the simplest HCI experience for remote and branch offices, for the edge, as well as for General Purpose deployments. HPE Nimble Storage dHCI (where "d" stands for disaggregated) delivers the simplicity of HCI combined with the flexibility of converged for unpredictable application workloads.



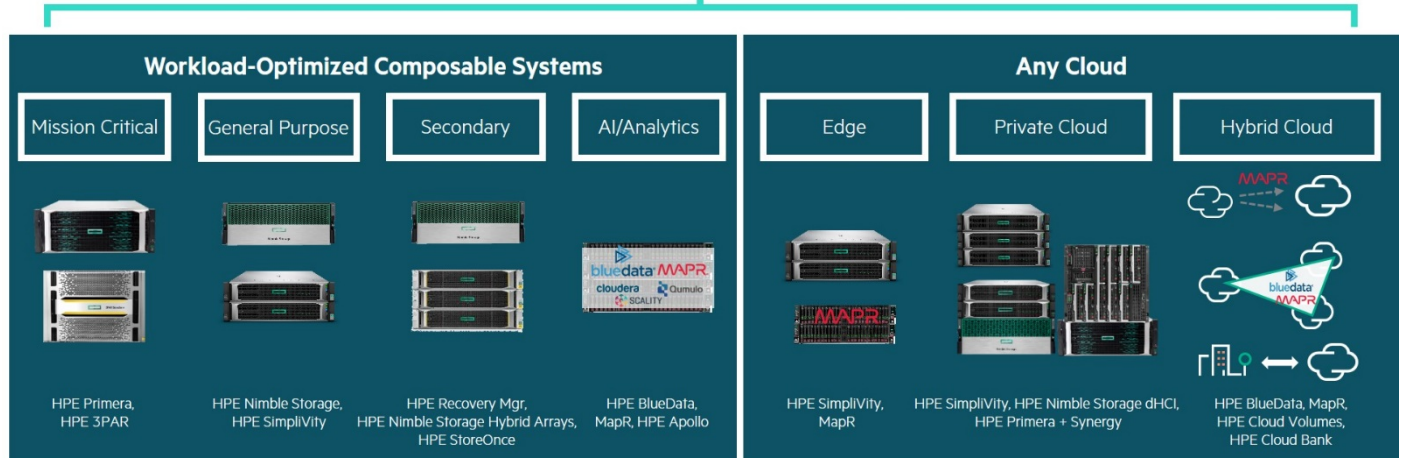
- **Secondary storage and data protection**, as well as Data Mobility across the portfolio, is provided by HPE Nimble Storage Adaptive Flash with a hybrid configuration and HPE StoreOnce combined with HPE Recovery Manager Central (software that comes built in with our primary storage systems). Customers can achieve data protection that is application aware and enable rapid recovery on-premises, as well as combine it with HPE Cloud Bank Storage (which is part of our Cloud Data Services portfolio) to extend protection to the cloud for cost-effective long-term retention in AWS or Azure. HPE Recovery Manager Central also enables data mobility between HPE Primera, HPE 3PAR and HPE Nimble Storage and HPE SimpliVity.
- Solutions for emerging **Big Data and AI applications** from HPE Apollo, BlueData, recently acquired by Hewlett Packard Enterprise, and MapR.

Additionally, the Intelligent Data Platform helps customers unlock the agility of any cloud:

- For the **Edge**, HPE SimpliVity brings the overall simplicity of HCI and is the right platform for remote and branch offices with built-in data protection. It can be deployed in an HA configuration even with two nodes and it can be combined with centralized protection. MapR is also enabling edge analytics use cases. Think of autonomous vehicles or oil and gas drilling where data has to be analyzed in real time locally so decisions can be taken in real time. MapR brings a disconnected file system technology that enables that outcome.
- For **Private Cloud**, we offer the best of breed intelligent foundation for customers' private clouds. It begins with HPE SimpliVity that offers that intelligent yet simple HCI platform for a private cloud foundation. HPE Nimble Storage dHCI (where "d" stands for disaggregated) delivers the simplicity of HCI combined with the flexibility of converged for unpredictable application workloads. HPE Synergy and HPE Primera combine to deliver a composable and intelligent platform that can be leveraged for any workload at any scale.
- For **Hybrid Cloud**, MapR enables edge-to-cloud use cases. For next gen apps that are leveraging containers, we offer the combination of BlueData and MapR to deliver a true hybrid cloud and multi cloud experience. These products are both software that run natively in the public cloud. BlueData offers a leading container platform and combines with MapR which delivers a persistent enterprise wide data fabric. For the on-premises customers looking to extend to the cloud or unlock a variety of hybrid use cases like hybrid dev/test or hybrid disaster recovery or modernizing data protection, or running traditional business apps in the cloud, we offer HPE Cloud Data Services and HPE Cloud Volumes to enable these outcomes.

All of these platforms are stitched together with the Global Intelligence Engine powered by HPE InfoSight. HPE InfoSight provides the global intelligence across the portfolio to help predict and prevent issues from impacting your business, as well as providing the AI-driven guidance that's needed to further optimize your environment. All of these capabilities can be consumed via an as-a-Service experience with HPE GreenLake. And because our portfolio is built for cloud, we offer comprehensive cloud data services for both production workloads and backup and archive in the cloud, including our new strategic partnership with Google™ Cloud.

## HPE InfoSight



## HPE GreenLake





**Q. Pure and NetApp talking about AI and intelligence as well—how are we different?**

**A.** Imitation is not replication. Pure might have copied our messaging with Meta and created a portal for customers to see analytics. However, HPE InfoSight is the most experienced AI platform in the market. Infrastructure is incredibly complex, and HPE InfoSight has a 10-year competitive advantage that will always keep it ahead. Its predictive analytics goes beyond the simple and common SSD problems and uniquely address the long tail or multivariate infrastructure problems that extend from storage to applications. And being AI, it keeps getting smarter, driving more prediction and better recommendations. We're moving to a model where L1, L2, and even L3 are eliminated with built-in automation for complete self-managing infrastructure. And with the advent of full-stack integration of HPE InfoSight across the HPE portfolio, including analytics from the #1 server vendor in the world that further increases the knowledge/experience of HPE InfoSight, Pure Storage is no comparison.

**Q. What is HPE GreenLake and how does it relate to the Intelligent Data Platform?**

**A.** HPE GreenLake is a set of solutions providing a consumption-based model for storage infrastructure, workloads like data protection, and the hybrid cloud. With a pay per use model, elastic IT, and enterprise grade support we bring a cloud-like experience to on-premises IT. Storage is the largest use case within the HPE GreenLake user base, because storage can grow quickly and unpredictably and a consumption based storage model is a good fit for many customers. In addition, HPE GreenLake Backup is a complete solution with HPE StoreOnce and Commvault. In addition, HPE GreenLake can incorporate Veeam software and Scality RING for object storage.

**Q. HPE GreenLake is a great consumption model but is it expensive compared to CAPEX?**

**A.** Because HPE GreenLake eliminates overprovisioning, it actually lowers your customer's cost, up to 30%. The IT consumption model means looking at storage more like a service than a product—our role is to make sure that customers have more than enough storage to meet their needs, while they pay only for what they use. It's a different delivery model, so comparing unit costs is a misleading approach; HPE GreenLake should not be positioned as a pricing option.

**Q. Does HPE GreenLake help me win storage deals?**

**A.** Yes. The major storage competitors all have consumption-like offers, but none is as strong as HPE GreenLake. Going well beyond product financing, HPE GreenLake enables customers to deploy storage quickly, rather than going through a long capital purchase process, so that IT projects can get started and run without constraints. And we offer better support than competing offers, enabling our products to exceed expectations. And the metered pay per use model in HPE GreenLake will show better ROI and cash flows than a CAPEX purchase, with costs on par with public cloud. With no capital outlay, it can help customers find storage budget. When we start the consumption conversation early in a storage sales engagement, we set the bar too high for Dell/EMC, NetApp, or Pure to compete.

**Q. Why should I include advisory services from HPE Pointnext Services in my customer discussions?**

**A.** Many companies are seeing massive growth in their data and at the same time experiencing a skills and resource gap. This compounds the complexity they face as they consider intelligent storage solutions. HPE Pointnext Services has the experience and expertise to help customers develop a strategy to modernize storage for their workloads, plan for migrations, and deploy intelligent storage to meet their specific needs.

**Q. Why should I include implementation services from HPE Pointnext Services? Can the customer IT Ops team do the implementation?**

**A.** HPE Pointnext Services has delivered 2000+ storage consolidation projects in the last 10 years, which includes the successful migration of hundreds of petabytes of data, using proven migration methodologies, tools, and delivery framework. The client benefits from one modernized architecture for both HDD and SSD/Flash, one protection and retention architecture, one approach to block, object, and file, and one open and automated control plane to manage from data center to device.

**Q. How does the Intelligent Data Platform impact my operational support experience?**

**A.** Experts from HPE Pointnext Services work in collaboration with HPE InfoSight AI platform to take action on the insights identified. Additionally, HPE Pointnext Services analyzes the information to identify additional customers that may experience the same/similar problem and will proactively address this concern. Customers with HPE Datacenter Care will additionally benefit from assigned resources dedicated to modernizing IT operations to reduce complexity and proactively maintain an intelligent storage environment.

**Q. This message is too high level for my storage/technical customers.**

**A.** It's important to remember that the Intelligent Data Platform positioning and point of view is not meant to be a detailed overview of our portfolio. Rather it's meant to serve as a vision of what HPE wants to be known for in the storage marketplace, and to point to key differentiators (such as HPE InfoSight) that set us apart from the competition. The ideal outcome after reviewing this with a customer or prospect is for them to buy into the vision and wish to engage us further, where we can have a more detailed technical and architectural conversation.



**Q. Why does HPE need HPE Primera, HPE Nimble Storage, and the HPE 3PAR platforms? How are they positioned in the portfolio?**

**A.** The combination of HPE Primera, HPE Nimble Storage and HPE 3PAR gives HPE the deepest flash portfolio on the market. All three products offer fast flash performance and effortless support for IT staffs that don't have specific storage expertise (due to HPE InfoSight integration). HPE Primera offers 100% guaranteed data availability and HPE Nimble Storage and HPE 3PAR offer guaranteed 99.9999% availability. However, each platform serves different workload requirements. HPE Primera is suited for mission critical workloads for always-on, always fast requirements. HPE Nimble Storage is better suited where the requirements are optimizing for the best price/performance, the highest storage efficiency, simplicity of management. HPE 3PAR is ideal for install base customers who value the outcomes that HPE 3PAR offers, and it fills the need for file deployments and replication over Fibre Channel capabilities that are currently not available on HPE Primera. Again, this combination will allow you to serve nearly any customer environment or workload type with a world class storage platform tailored to their specific needs.

**Q. Why do we have multiple hyperconverged platforms, HPE SimpliVity and HPE Nimble Storage dHCI? How are they positioned in the portfolio?**

**A.** Unlike competing HCI vendors who have one hammer (one SW-defined system), which they apply to every nail (app workloads), HPE offers a complete portfolio of Intelligent HCI systems, bringing the hyperconverged experience to every Virtual Machine. HPE's Intelligent HCI systems enable customers to deploy the right system for the right workload, ending the compromise of one hammer for every nail approach. Further, HPE Intelligent HCI systems are not just SW-defined, but AI-driven, so disruptions are predicted and proactively prevented and infrastructure starts and remains optimized—an experience that competing HCI vendors can't match.

HPE SimpliVity is our lead HCI platform for workloads with predictable growth (linear scaling), and HPE Nimble Storage dHCI extends the HCI experience for workloads with unpredictable growth (independent scaling). They are designed for different tiers of applications that drive different performance, resiliency, and scale requirements i.e., HPE SimpliVity for Edge, ROBO and general purpose applications, HPE Nimble Storage dHCI for business critical applications, and the HPE Primera + HPE Synergy for mission critical applications. Lead with HPE SimpliVity when customers require a HCI experience and multi-hypervisor support, optimized for ROBO/distributed environments with physical space constraints. Lead with HPE Nimble Storage dHCI when customers require app consolidation with high resiliency and performance, and if they are looking for separate servers and external storage with the ability to scale compute and storage independently.

**Q. We talk broad portfolio—but missing file/NAS and Object. How do you address this market?**

**A.** HPE Storage and Big Data provides our customers a full portfolio of industry leading solutions in the areas of software-defined storage addressing scale-out file and object storage workloads. HPE offers the Scalable Object Storage solution partnering with Scality for unstructured workloads deployed at petascale on HPE Apollo storage servers. More information can be found in the HPE Scalable Object Storage sales briefcase ([Internal](#) and [Partner](#)).

In addition to object storage for unstructured workloads requiring scale while maintaining cost, HPE also provides solutions for performance oriented NAS workloads that require performance and enterprise NAS features and data services. In partnering with Qumulo, HPE provides scale-out file infrastructure factory deployed and delivered as an integrated appliance on HPE Apollo architectures for SSD, Hybrid, and HDD deployments.

**Q. How is HPE storage built for cloud, and how do we stack up with competitors like NetApp and Pure Storage?**

**A.** HPE is leading the market forward as hybrid cloud is becoming the new normal. HPE's storage portfolio with HPE Cloud Data Services is making enterprise hybrid cloud a reality by enabling customers to easily move applications and manage their data between on-premises and cloud providers of their choice. We are making cloud an option for any workload from production databases to backup data to next-generation hybrid cloud apps. Moving to/from cloud is easy with HPE as we remove the need for third-party gateways and tools by integrating our storage with leading cloud providers such as AWS, Azure, and Google Cloud Platform using cloud native APIs. Today HPE Cloud Data Services include HPE Cloud Volumes for both cloud-native and hybrid cloud block and containers storage as well as HPE Cloud Bank Storage that enables cloud backup, disaster recovery, and archiving while reducing cloud storage costs by up to 20X. When you add in HPE InfoSight, AI-driven visibility and our DevOps automation, customers spend more time innovating and less time managing infrastructure and chasing down shadow cloud spends. We are just getting started—look for future announcements as we expand our portfolio of cloud data services.



## Frequently asked questions

For HPE and Channel Partner internal use only.

## SALES RESOURCES

### Q. What are the resources available to sales and customers?

A:

The top selling resources on the new portfolio are available in the following sales briefcases on Seismic:

- [Unleash the Power of your Data with Intelligent Storage](#)
- [Competitive Presentation](#)
- [HPE GreenLake Sales Briefcase](#)
- [HPE Datacenter Care Briefcase](#)

If you have questions, contact the [HPE Sales Response Center](#) and [HPE Partner Response Center](#).

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