

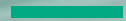


Hewlett Packard
Enterprise



HPE GREENLAKE

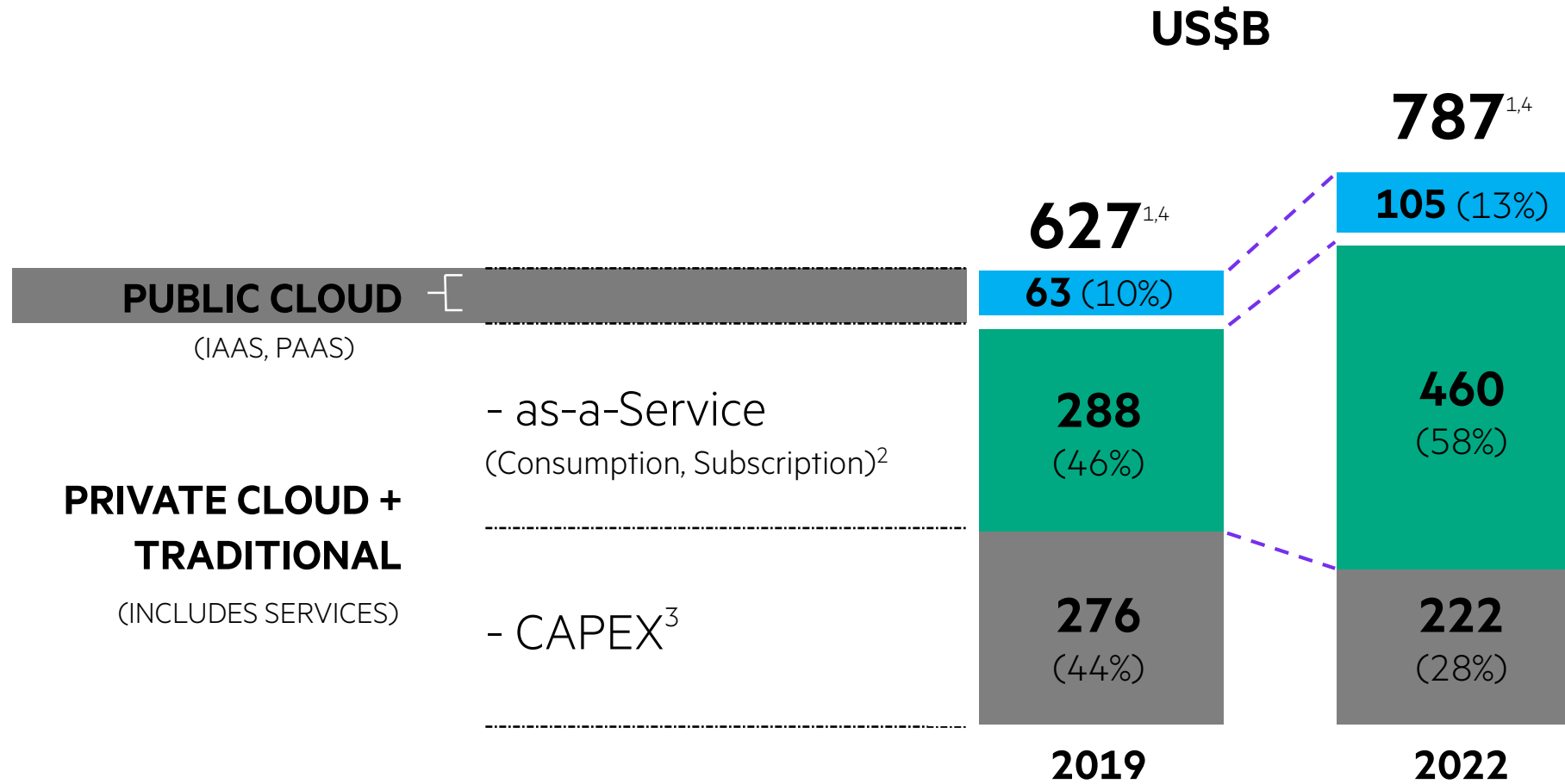
HPE Greenlake , *il Cloud a casa tua*



Alberta Piazza HPE Pointnext Channel Services
October , 2020

... CUSTOMERS WANT TO CONSUME IT AS-A-SERVICE

Business agility through XaaS – consumption based services



1. WW customer spend on IT infrastructure and platform software, including IaaS + PaaS spend on Public Cloud
 2. Consumption / Subscription for IT HW (incl. Leasing), Infrastructure SW (excl. DBMS) and Services (incl. Support and Outsourced)
 3. Remainder of customer IT spend
 4. Source: IDC / Gartner. HPE Estimates. October 2019



DIGITAL TRANSFORMATION HAS ONLY REACHED A FRACTION OF APPS & DATA

Apps that can easily move to the cloud, **already have**

Modern cloud experience

SPEED AND AGILITY

On premises reality

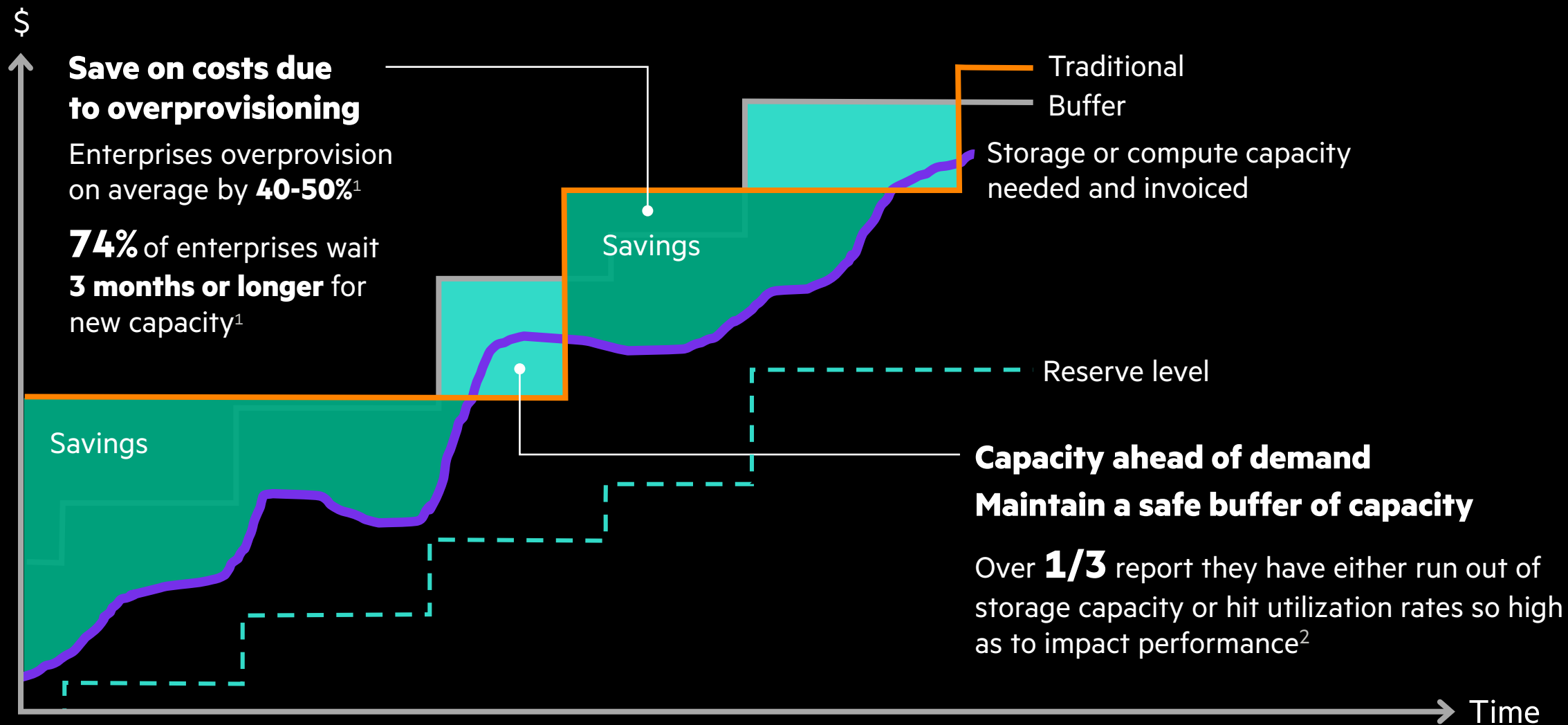
DATA GRAVITY, SECURITY,
PERFORMANCE, COMPLIANCE

70%

of apps are still outside
the public cloud¹

1 IDC Cloud Pulse Q1 2020

HOW YOU SAVE WITH AN AS-A-SERVICE MODEL



1 451 Research, November 2019

2 Futurum Research July 2019

HPE GREENLAKE : BENEFITS AND DIFFERENTIATORS

HPE GreenLake brings the modern cloud experience to your apps, data and workloads in your locations with self-serve, pay-per-use, scale up and down and managed for you as a service by HPE and our partners so you free up capital, boost operational and financial flexibility and free up your talent to accelerate what's next for you.

HPE GreenLake top customer benefits

- **Increased net new revenue** from faster time to market
- **Eliminate overprovisioning** and preserve cash flow
- **Capacity available** ahead of demand
- **Align IT spending** to business goals
- **Visibility and control** across all your clouds
- **Deploy projects faster**
- **Choose your technology**
- **Less time spent “keeping the lights on”**
- Environment stays **current, compliant and secure**
- **Reduced costs** of support and professional services
- Increased IT **team and business productivity**

HPE GreenLake top differentiators

- **True pay-per-use** based on actual metered usage
- **Cloudlike experience** securely on-premises
- **Pre-provisioned buffer capacity** to never run out
- **Control** over privacy, compliance, latency and security
- **Single platform** for cloud-native and traditional apps
- **Self-service hybrid cloud portal**
- **Include your whole, multivendor IT estate**
- Unique modular **building block approach**
- **Supports a multi-cloud strategy** with no vendor lock-in
- **Single, integrated view** into cost, governance, performance, and security
- Dedicated **Account Support Manager (ASM)** and **Proactive Services**
- **10 years of experience** delivering Platform-as a service

HPE GREENLAKE BENEFITS TO PARTNER



Financial Benefits

Loyal customer for many years, secure business during the GL life

Business agility : Discount and Price pre approved for each GL service addon

Save cash flow

New Technology deployed
Adoption New Solutions

Reduced Risks

Shared utilization risk with HPE

Co-Delivery between HPE and Partners

Increase Customer satisfaction

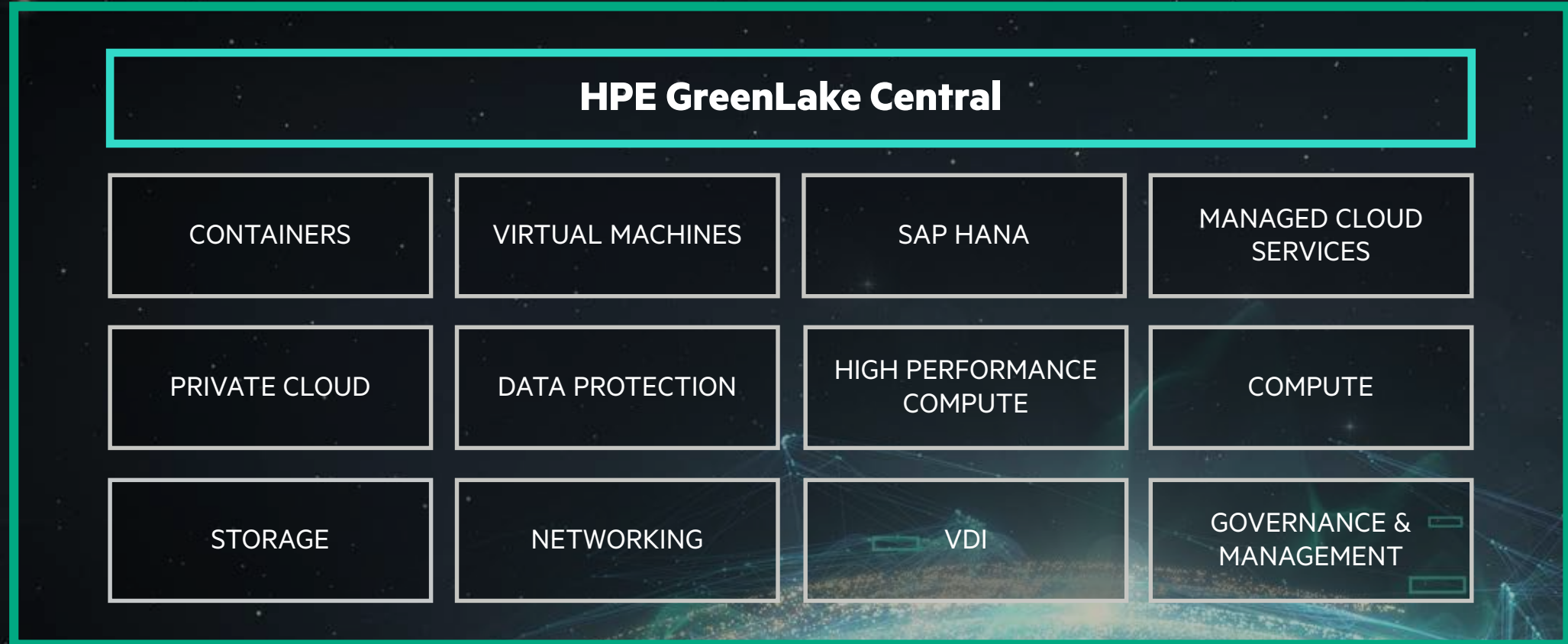
Best delivery service in place for the End user

Improves IT efficiency

Eliminates procurement cycle

Increased IT productivity

HPE GREENLAKE SERVICES



HPE GREENLAKE : KNOW YOUR QUOTING OPTIONS

HPE GreenLake Quick Quote <i>Designed for simple, workload-based solutions with one metering tier and one location</i>	Custom Quote <i>Designed for complex services with multiple metering tiers and/or locations</i>
<ul style="list-style-type: none">• Workload-focused services• Fixed hardware configurations• BOMs are not required• Pursuit engagement is not needed• Typically a same-day quote• Fixed SOWs auto-generated for the Partner to include within their agreement with their Customer	<ul style="list-style-type: none">• Technology or workload-focused services• Custom hardware configurations• Beginning and Ending BOMs• HPE Sales assistance required• Pursuit engagement needed• Typically a week+ to quote• Custom SOWs for the Partner to include within their agreement with their Customer



**Hewlett Packard
Enterprise**

HPE GREENLAKE QUICK QUOTE



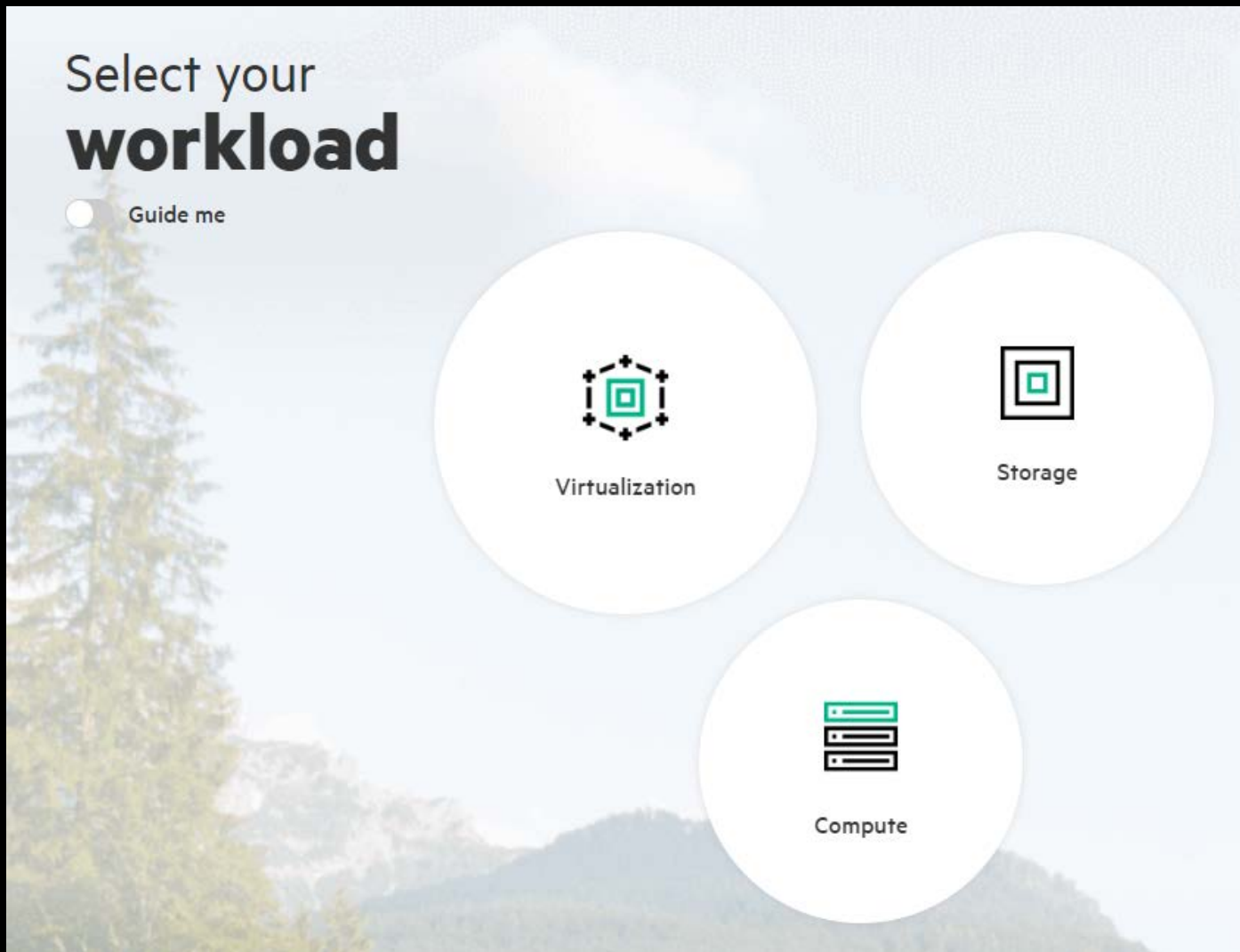
HPE GREENLAKE QUICK QUOTE



NOVEMBER 23, QQT RELEASE 4

- Multi-workload - up to 4 workloads on a single quote
- Term options of 3, 4 and 5 years
- Virtualization – separate out Enterprise-ready and General purpose
- Update names of compute workloads and separate Apollos into its workload
- Add dHCI option
- Make rack optional in storage and compute workloads
- Ability to add links in add-on descriptions in UI
- Removed rack from config details
- Convert Nimble opportunity to 5-year term +

GREENLAKE QUICK QUOTE



Access GLQQ – – [Channel](#)

[GLQQ Seismic briefcase](#) – Direct & Channel

[WW HPE GreenLake toolkit](#)

[Business Case training](#) – Direct & Channel

HPE GreenLake podcasts Channel:

<https://hpepartners.mindtickle.com/>

GLQQ demos – [Channel](#)

GLQQ added to [PSNow](#)

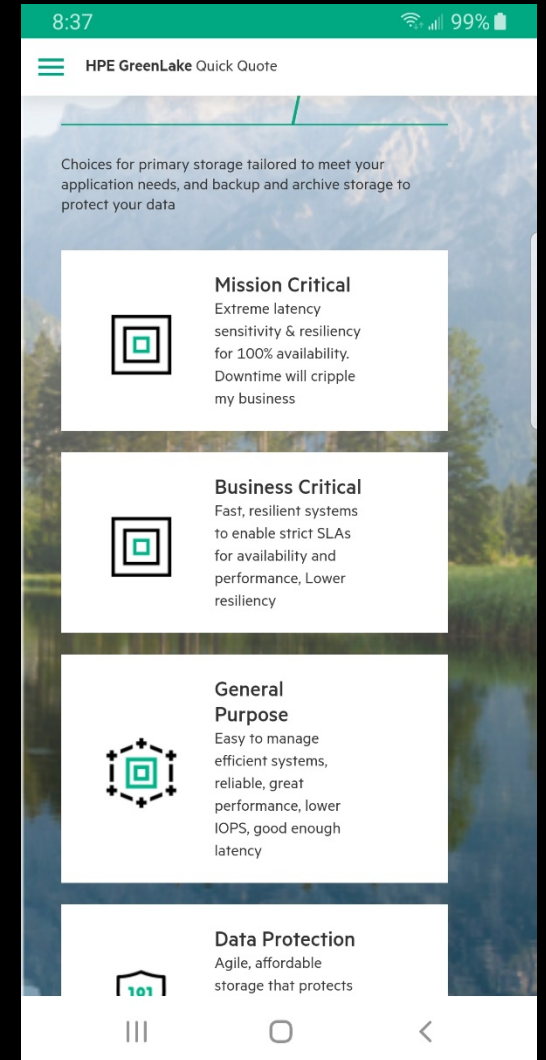
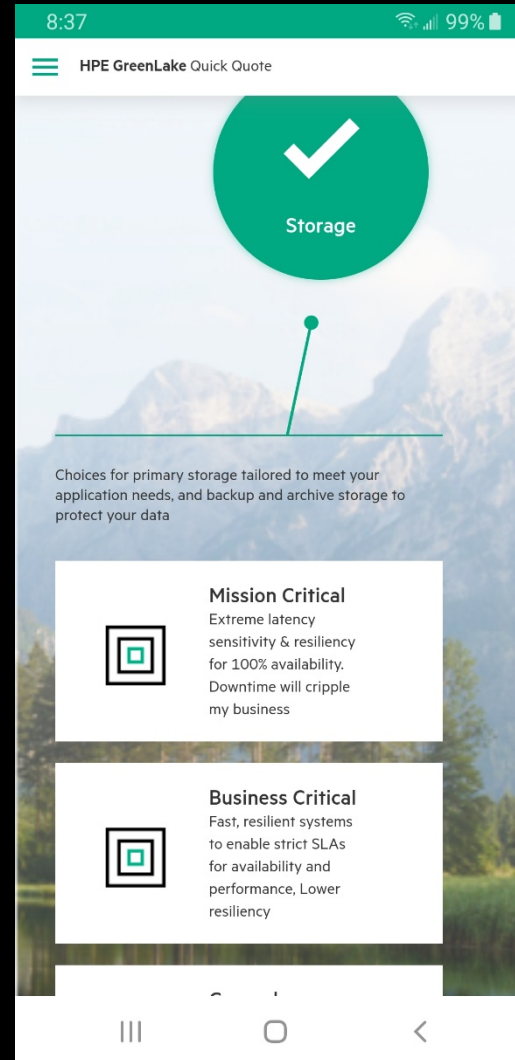
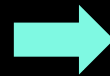
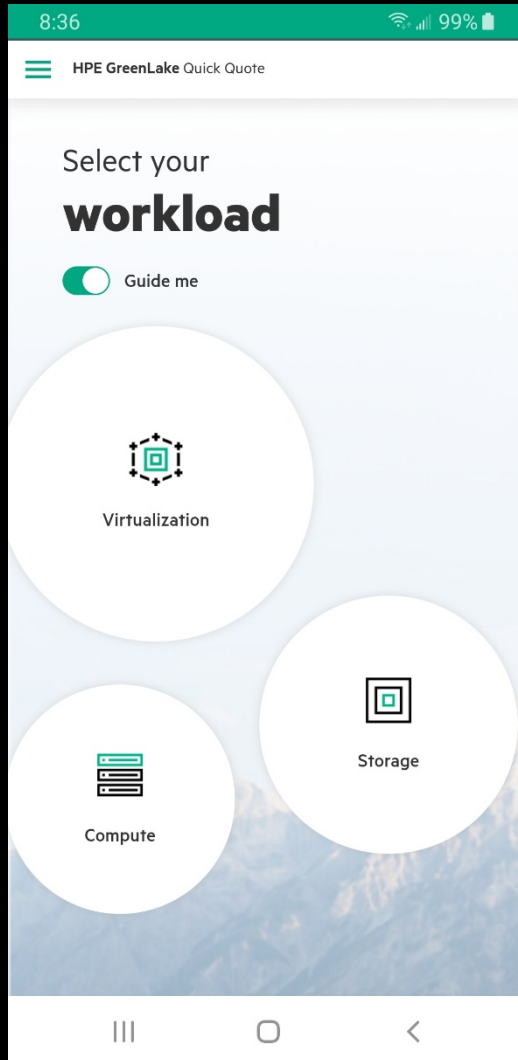
GLQQ available in Partner chatbot

GLQQ link on Partner Ready Portal

New Features demo Training Video

For Release 3 (R3) June 2020: [Click Here](#)

RELEASE 3 - SCREENSHOTS MOBILE EXAMPLE



GREENLAKE QUICK QUOTE TOOL

Size your workload

Guide me

 Storage

General Purpose
[Change Workload](#)

What is your starting capacity requirement?

Provide required capacity in TB (usable)

TB

[View Plans](#)

Select a plan

HPE NIMBLE

Performance Optimized

Balanced

HPE RECOMMENDS



HPE Nimble HF40
Balanced

per GB

Reserved resources monthly price

WHAT IS THIS?

HPE Nimble HF40 adaptive, dual controller array providing up to 100,000 IO/s using 16GB fibre channel host connectivity in HPE 42U G2 Enterprise Shock Rack

WHERE CAN YOU USE THIS?

Intended for mixed, general or non-mission critical production workloads with higher performance and capacity requirements such as container farms, mixed workloads, secondary storage (backup data for dev/test, QA, analytics), DR, iSCSI connectivity, Test/Dev, VM farms, VDI

[Select Plan](#)

The Steps :

- Insert Required Capacity
- Obtain price per Unit
- Obtain price / month

PRICES

\$241.44
per server

\$10,865

Reserved resources monthly price*

SERVICE OPTIONS

Term in years
4 years

Variable Usage
40 % ✓

Partner Uplift
%

ADD-ONS

Management Services ⓘ Enhanced Management Services ⓘ

Defective Media Retention ⓘ Include Co-Location ⓘ

Training – ProLiant and Apollo Right Start Knowledge ⓘ

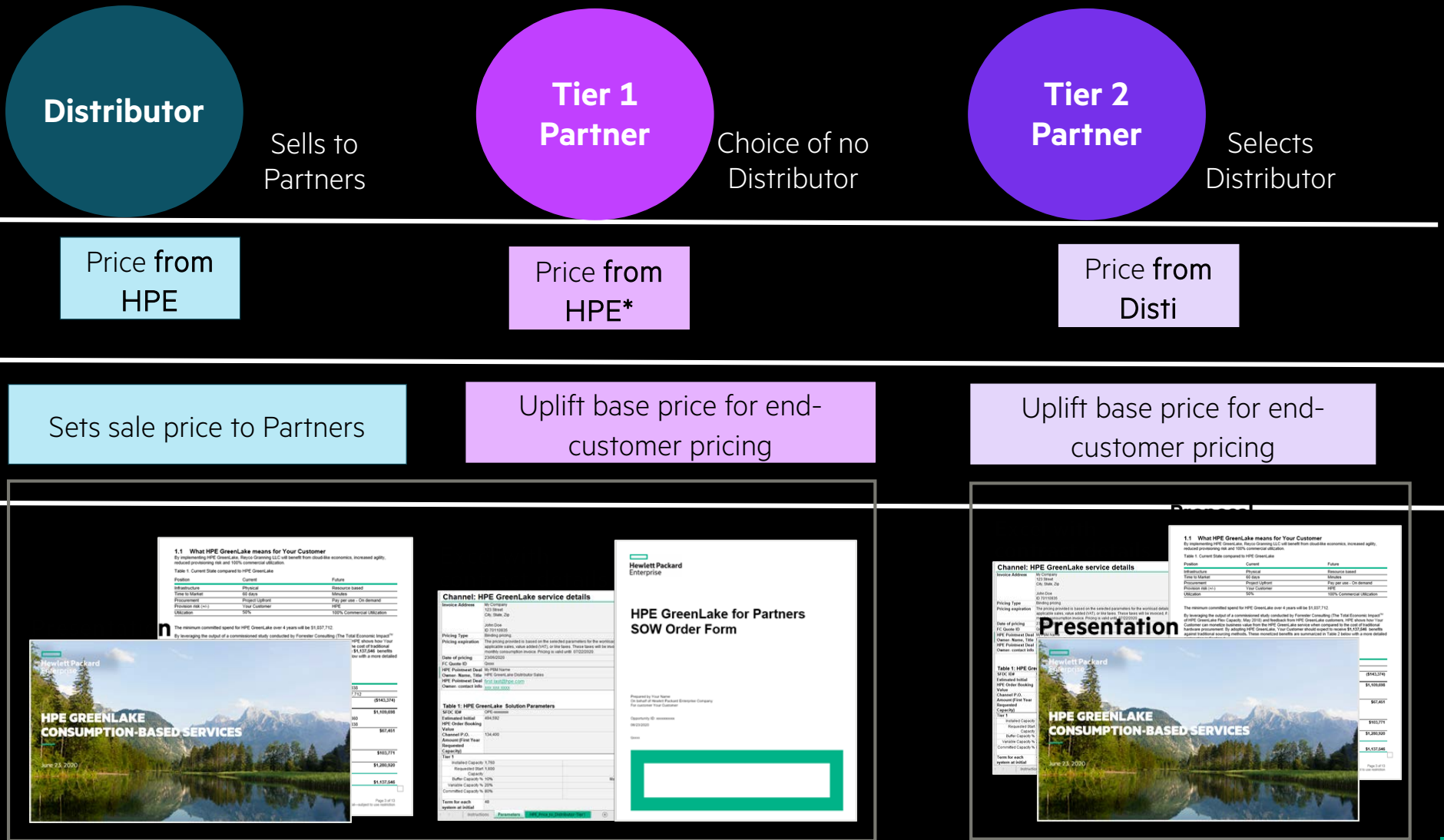
[Generate Quote](#)

[Cancel](#)

- Select Plan
- Select Optional Services
- Select Variable Usage
- Add Partner Uplift
- Generate Quote
- Select the Documents

CHANNEL PARTNERS USING HPE GREENLAKE QUICK QUOTE

Ability to set end-customer sale price within HPE GreenLake Quick Quote



Distributor

Sells to Partners

Tier 1 Partner

Choice of no Distributor

Tier 2 Partner

Selects Distributor

Base Price

Price from HPE

Price from HPE*

Price from Disti

Sale Price

Sets sale price to Partners

Uplift base price for end-customer pricing

Uplift base price for end-customer pricing

Documents

1.1 What HPE GreenLake means for Your Customer
By implementing HPE GreenLake, HPE GreenLake LLC will benefit from cloud-like economics, increased agility, reduced provisioning risk and 100% commercial utilization.

Feature	Current	Future
Infrastructure	Physical	Resource based
Time to Market	60 days	Minutes
Provisioning	Project Lifecycle	Pay per use / On-demand
Provisioning risk	Your Customer	HPE
Utilization	50%	100% Commercial Utilization

The minimum committed spend for HPE GreenLake over 4 years will be \$1,837,712.

By leveraging the output of a commissioned study conducted by Forrester Consulting "The Total Economic Impact™" HPE shows how you'll "reap the benefits of additional \$1,837,712 monthly savings with a more detailed analysis."

HPE GREENLAKE CONSUMPTION-BASED SERVICES

June 23, 2020

Channel: HPE GreenLake service details

Invoice Address: 123 Street, City, State, Zip

Channel: HPE GreenLake service details

Invoice Address: 123 Street, City, State, Zip

HPE GreenLake for Partners SOW Order Form

Prepared by Your Name
For Internal or External Channel Partner Use Only

Department: 00 - Americas
Region: 00000000

Notes:

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HPE GREENLAKE CONSUMPTION-BASED SERVICES

June 23, 2020

HPE GREENLAKE SMALLER START WORKLOADS (SWIFT PROGRAM)

Standardization

Pre-Configured and Pre-Priced HPE GreenLake offering with monthly customer pricing starting below \$3K

Delivery

Proactive services delivered remotely

Deal Size

Hardware BOM values between \$50K and \$200K (sweet spot). A Perfect on-ramp HPE GreenLake solution

HPE GreenLake - Swift Program

Compensation

HPE GreenLake – Swift Program is in line with existing compensation rates for HPE GreenLake

Solution

48 month term with 80% default Reserved Capacity and 20% Variable Capacity

Speed

Reduce Sales Cycle: Close a HPE GreenLake deal in as little as 3 days

HPE GREENLAKE SMALLER START FOR COMPUTE AND STORAGE

Order, receive, and implement resources fast and grow capacity ahead of demand

HPE GreenLake offers several configurations based on modular building blocks and offered in various sizing options. –

COMPUTE

STORAGE

GENERAL COMPUTE

Support compute-intensive workloads with for scalability in a small footprint, featuring HPE ProLiant—the world’s most secure industry-standard servers¹

STORAGE OPTIMIZED

Support data storage–dense workloads with a balance of performance, expansion, and manageability for even your most critical applications and data

GENERAL PURPOSE

Best for general purpose and mixed workloads, disaster recovery and backup data for dev/test, quality assurance, or analytics

BUSINESS-CRITICAL

Ideal for apps with strict SLAs for availability & performance, medium-scale databases, mixed workloads and/or virtual machine farms

HPE ProLiant DL325
HPE ProLiant DL360

HPE ProLiant DL380
HPE ProLiant DL385

HPE Nimble HF40
HPE Nimble HF60

HPE Nimble AF40
HPE Nimble AF60

Up to 26 Servers

42TB – 130TB

RESPONDING TO THE MARKET

THE RIGHT EXPERIENCE AT THE RIGHT PRICE POINT

PRICED TO WIN

HPE GreenLake experience with remote delivery to meet a lower deal size while supporting scale

- Eligible for existing and prospective HPE GreenLake customers
- Deal size ~ \$50K to \$200K HW BOMS
- Pricing defaults to 80% commit but options vary from 60-100% reserved

EASY TO SELL

Pre-configured and pre-priced storage and compute options

- **HPE Nimble Storage**
HF40/HF60 30.2TB - 130TB*
AF40/AF60 15TB - 130TB*
- **HPE ProLiant Servers**
4 - 26 servers*

QUICK TO QUOTE

Available only via HPE GreenLake Quick Quote

- Availability to quote and sell – August 24, 2020
- Disti enabled (Tier 1/Tier 2 partners and drive to the unattended partners)

*Requested Capacity

HPE GREENLAKE QUICK QUOTE R3 WORKLOADS

Service	Workload	Technologies	Unit of measure
Compute	Composable	HPE Synergy	Server
	General Compute (Rack Compute)	HPE ProLiant DL325, HPE ProLiant DL360 , HPE Apollo 2600	Server
	Storage Optimized (Rack Storage)	HPE ProLiant DL385, HPE ProLiant DL380 , HPE Apollo 4200	Server
Storage	Mission Critical	HPE Primera A650, HPE Primera A670	GiB (Raw Capacity)
	Business Critical	HPE Nimble AF40, HPE Nimble AF60	GB (Usable Capacity)
	General Purpose	HPE Nimble HF40, HPE Nimble HF60	GB (Usable Capacity)
	Data Protection	HPE StoreOnce 5200, HPE StoreOnce 5250, HPE StoreOnce 5650	GB (Usable Capacity)
Virtual Machines	General Purpose (Enterprise-ready)	HPE ProLiant DL325 with HPE Nimble HF40, HPE ProLiant DL360 with HPE Nimble HF60 HPE Synergy with HPE Nimble HF40/HF60, HPE Synergy with HPE Primera A650	Compute Units (vRAM), GB
	Hyperconverged	HPE SimpliVity, HPE GreenLake for Nutanix with HPE ProLiant DX360/DX380	Compute Units (vRAM)
Private Cloud*	Virtual Machines	VMaaS: CS750 with VMware, VM orchestration dashboard and cloud-accessible HPE GreenLake Central	
	Containers	VMaaS for containers: CS750 with VMware (vSphere, vCenter, NSX). HPE Container Platform, a unified release of Kubernetes for orchestration, HPE BlueData for container platform, and HPE MapR for unified data access	

Indicates Mid-Market sizes available

THANK YOU

