HPE POINTNEXT

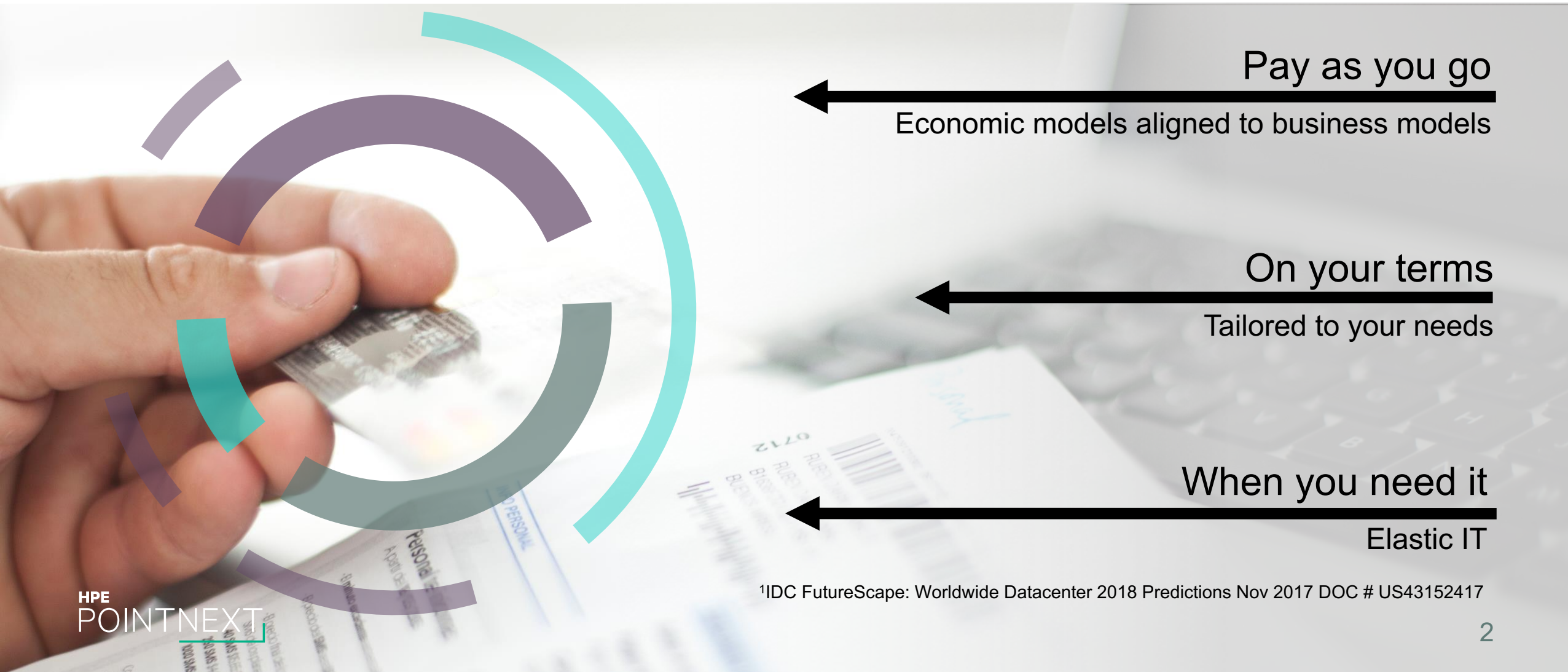# HPE GreenLake Flex Capacity

Get the best of both worlds—on premises and pay per use —with elastic capacity, enterprise support

Hewlett Packard Enterprise

Business leaders expect to consume IT

By 2020, consumption-based procurement in datacenters will account for as much as 40% of enterprises' IT infrastructure spending[1]

Pay as you go

Economic models aligned to business models

On your terms

Tailored to your needs

When you need it

Elastic IT

[1]IDC FutureScape: Worldwide Datacenter 2018 Predictions Nov 2017 DOC # US43152417

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2

Leaving IT with a dilemma

How do I give the business what they need while keeping proper control of our apps and data?

Proper control

Flexibility

What's your right mix?

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If we could have a consumption experience on premises ...

Pay per use
Flexible, pay per use, model

Faster value
Curated solutions that evolve ahead of your needs

Simplified IT
Operated for you to add business value

Proper control
In your IT environment – from the core to the edge

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Why choose?

With HPE GreenLake Flex Capacity, you can have it all.

Now you don't have to choose between the pay-as-you-go scalability of the cloud and the reassurance of on-premise IT.

Fast, cost effective, scalable, secure. Why choose, when you can have it all.

HPE GreenLake Flex Capacity
A public cloud-like experience in the privacy of your own data center

– When you need to get started quickly, and grow just ahead of demand

– When large capital outlays and long procurement cycles no longer fit your business;

– When you want to pay for what you use

– When you need IT capacity ready for your next project or customer

– For your data and workloads that should stay on premises, under your control

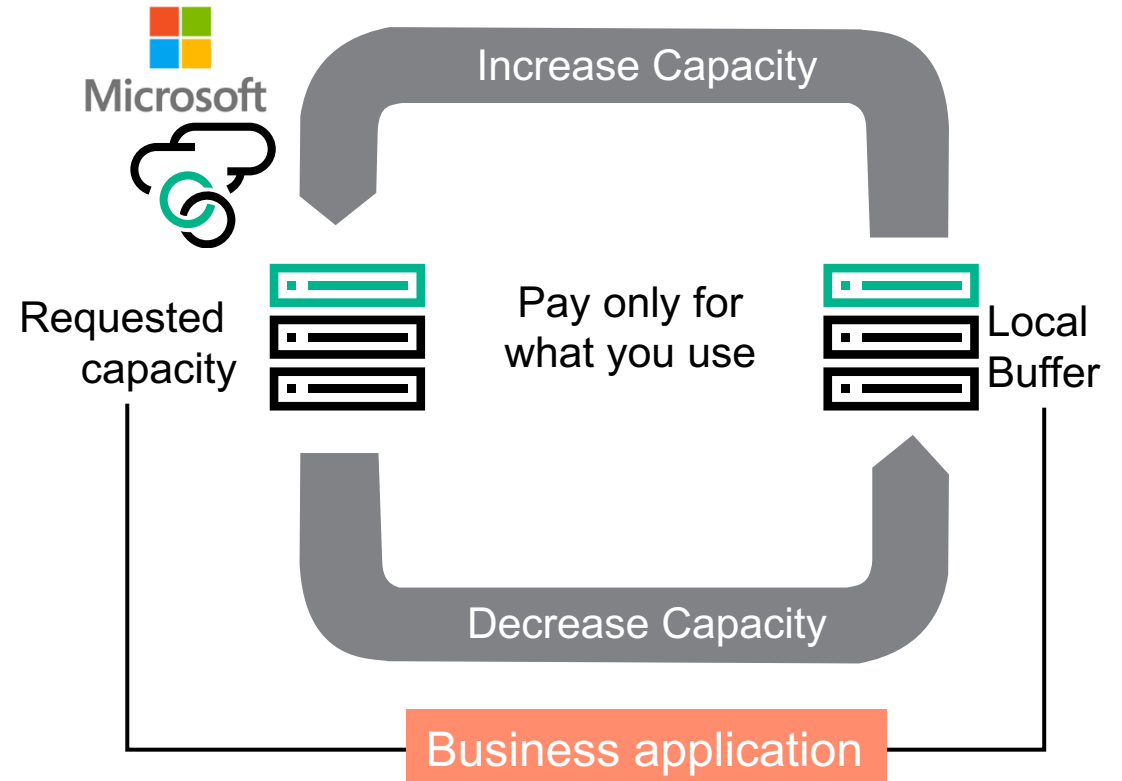– When you need to simplify IT operations

HPE: Leading in consumption-based IT

7 years experience
from Flexible Capacity

Strategic investments
with Cloud Cruiser

Global scale
$ Multi-billion under contract

Proven cost parity
with public cloud
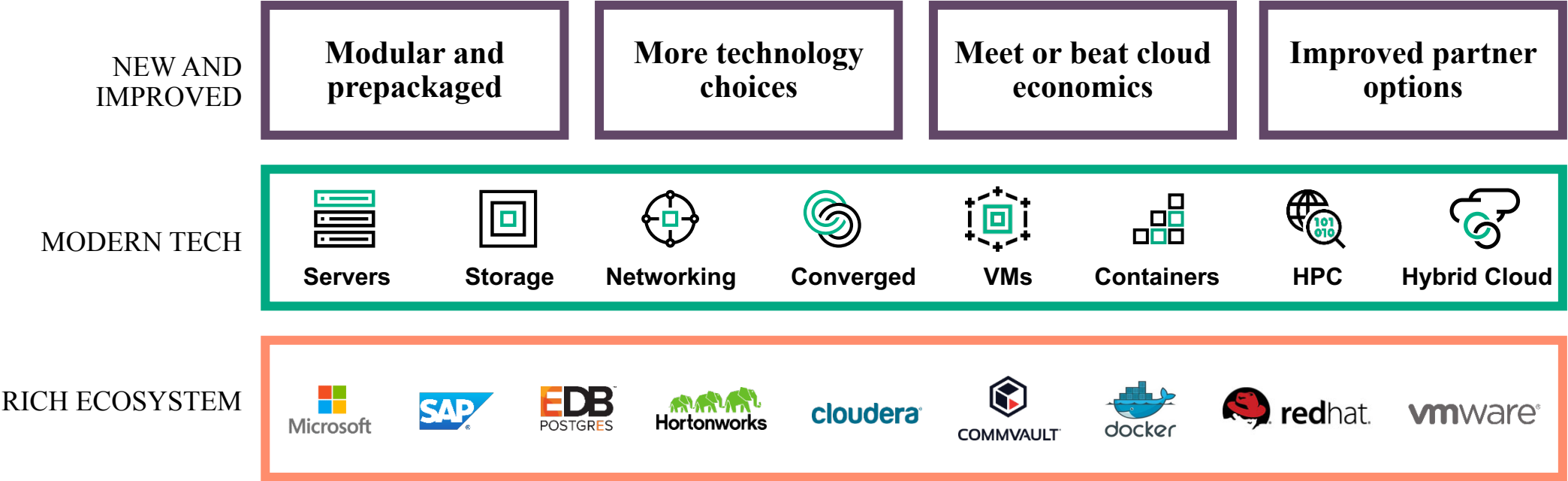
What HPE GreenLake Flex Capacity delivers
Elastic capacity, enterprise support, for Hybrid IT

– Pay only for what you use
  – Meet or beat cloud economics
  – Aligns costs with usage monthly via advanced metering
  – No upfront payment
  – Save the costs of overprovisioning

– Infrastructure capacity that never runs out
  – Scalable – add available capacity in minutes, not months
  – Avoid long procurement cycles
  – Manage capacity jointly with account team

– Applies to wide range of infrastructure
  – HPE and multivendor support
  – Hybrid-ready with certain Microsoft Azure services

– Common use cases: Azure Stack, Storage, HPC, Containers, VMVending, composable infrastructure

Microsoft

Increase Capacity

Requested capacity

Pay only for what you use

Local Buffer

Decrease Capacity

Business application

HPE GreenLake Flex Capacity
The next evolution of consumption-based infrastructure

NEW AND IMPROVED

| Modular and prepackaged | More technology choices | Meet or beat cloud economics | Improved partner options |

MODERN TECH

Servers | Storage | Networking | Converged | VMs | Containers | HPC | Hybrid Cloud

RICH ECOSYSTEM

Microsoft · SAP · EDB POSTGRES · Hortonworks · cloudera · COMMVAULT · docker · redhat · vmware

Accounting rules are changing

New rules
- FASB & IASB have converged on a new definition of a lease.
- Leases now must be on the customer balance sheet.

Timing
- Deadline to change accounting treatment 2019, but most large enterprises began in 2016.
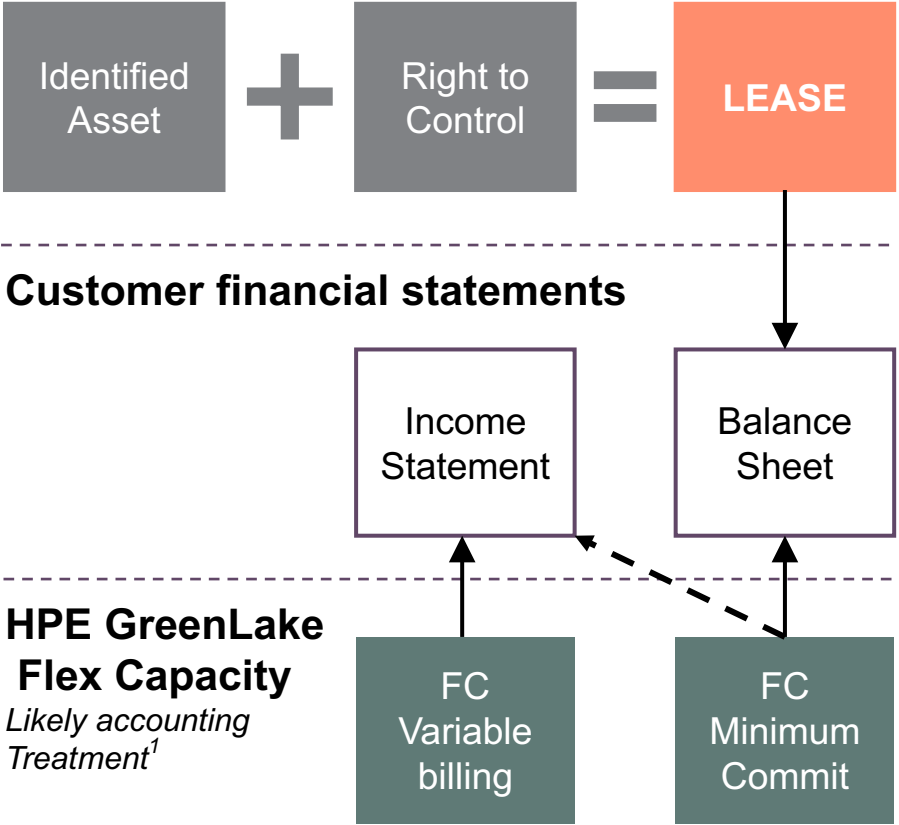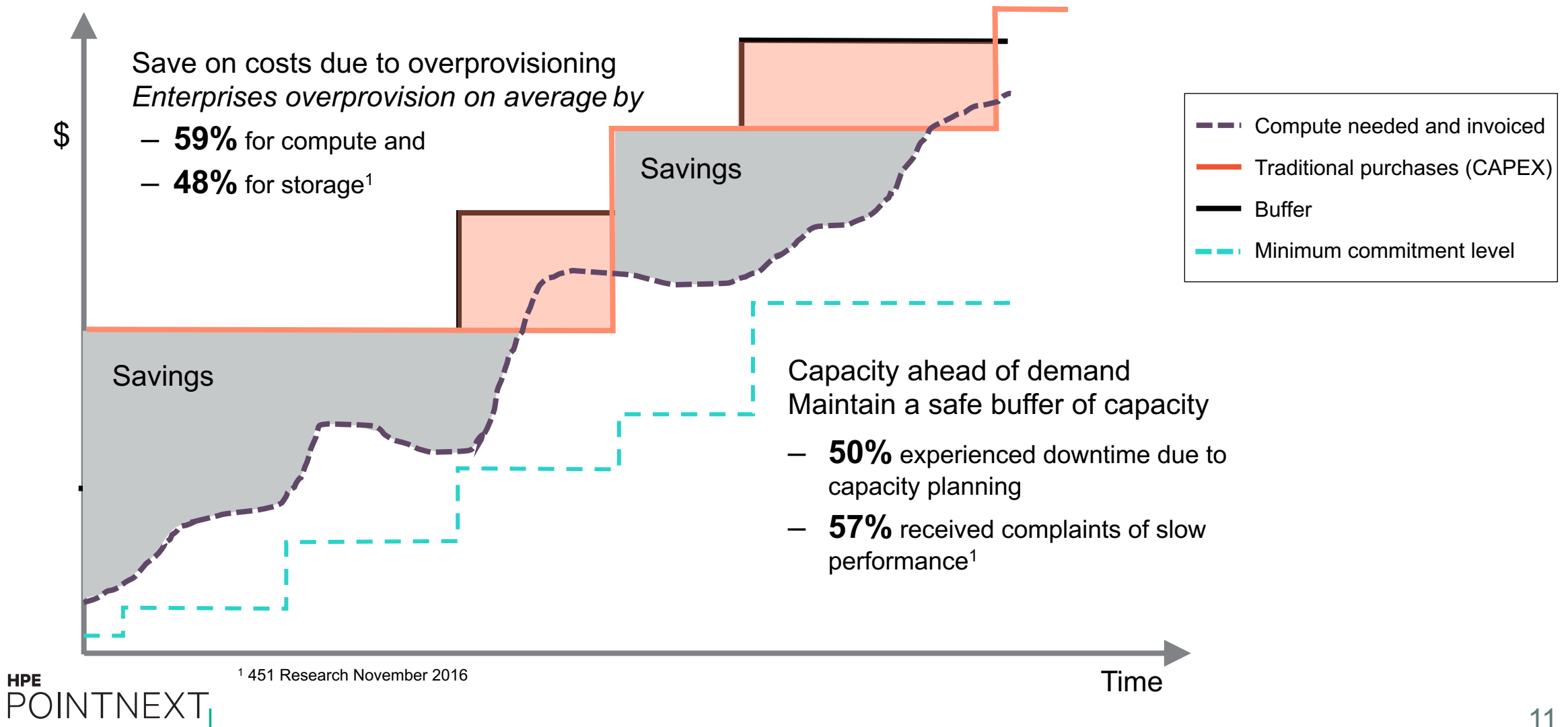
Impact for HPE GreenLake Flex Capacity
- HPE GreenLake Flex Capacity variable component likely treated on income statement[1]
- Minimum commitment depends on asset control[2]
- HPE GreenLake solutions more likely to be treated on income statement[1]

New Lease Definition

| Identified Asset | **+** | Right to Control | **=** | LEASE |

Customer financial statements

Income Statement   Balance Sheet

HPE GreenLake Flex Capacity
Likely accounting Treatment[1]

FC Variable billing   FC Minimum Commit

Note 1 Customers must determine their own accounting treatment; consult your financial advisor
Note 2 Minimum commit may be Income Statement if right to control is determined not to sit with them

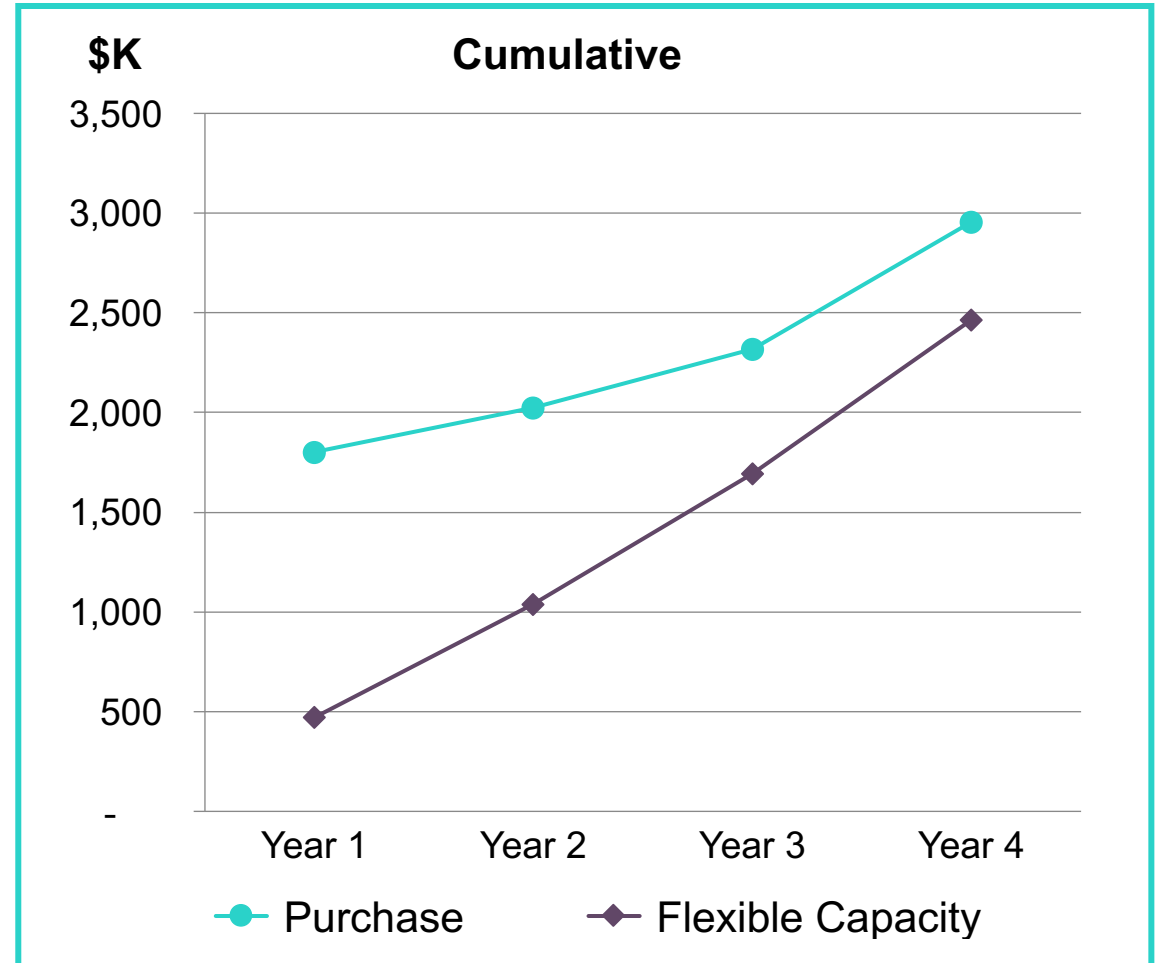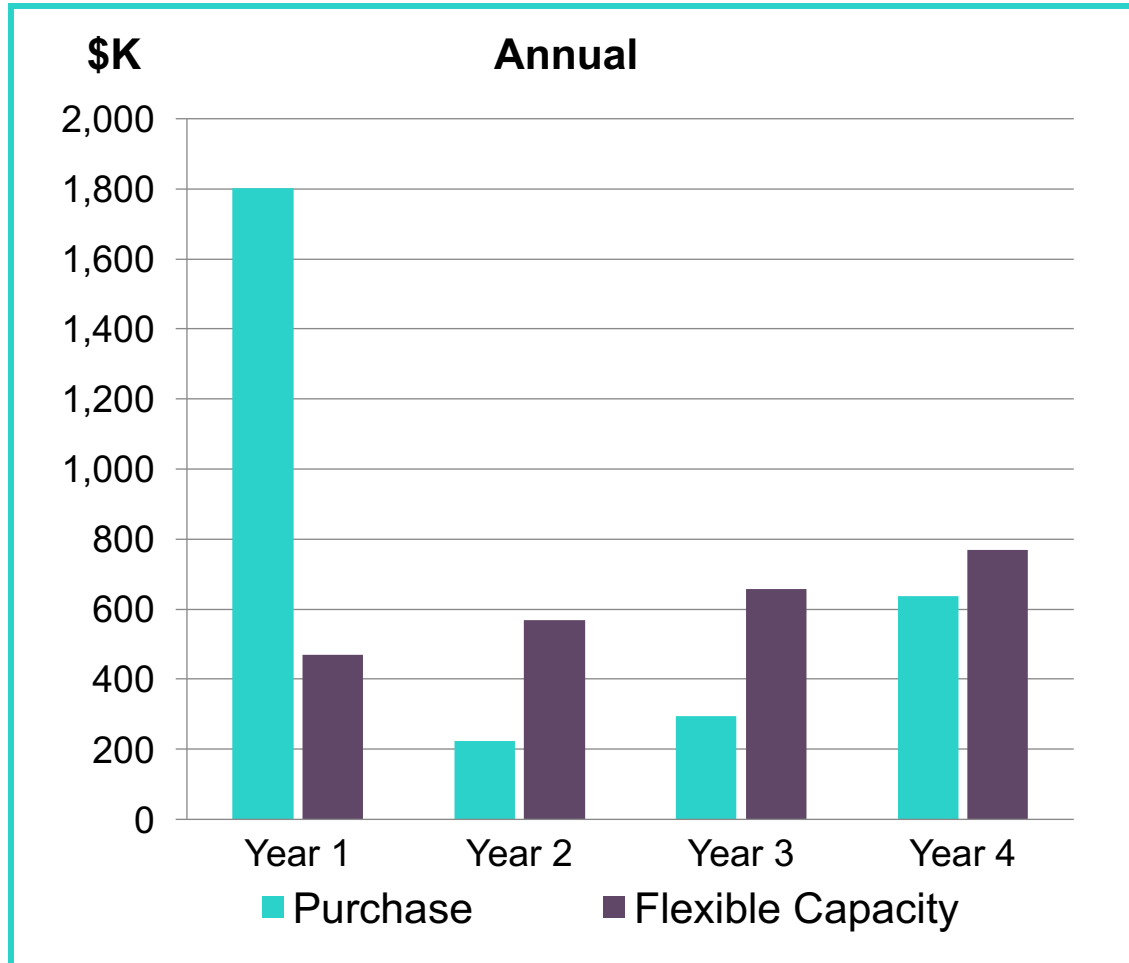# How HPE GreenLake Flex Capacity benefits IT

Save on costs due to overprovisioning
Enterprises overprovision on average by

- **59%** for compute and
- **48%** for storage[1]

Savings

Savings

Capacity ahead of demand
Maintain a safe buffer of capacity

- **50%** experienced downtime due to capacity planning
- **57%** received complaints of slow performance[1]

Legend:
- - - Compute needed and invoiced
— Traditional purchases (CAPEX)
— Buffer
- - - Minimum commitment level

$

[1] 451 Research November 2016

Time

HPE GreenLake Flex Capacity cash flow comparison
Infrastructure as a Service—medium configuration example

For Illustrative Purposes Only

HPE GreenLake Flex Capacity options

Monthly payment can include[1]

- Servers
- Storage
- Networking
- Software
- Services
- Synergy
- 3rd party products
- Software Defined Storage / Hyperconverged
- Flexible VM metering, monitoring, billing
- Containers on demand
- High Performance Compute
- Microsoft Azure and Azure Stack svcs
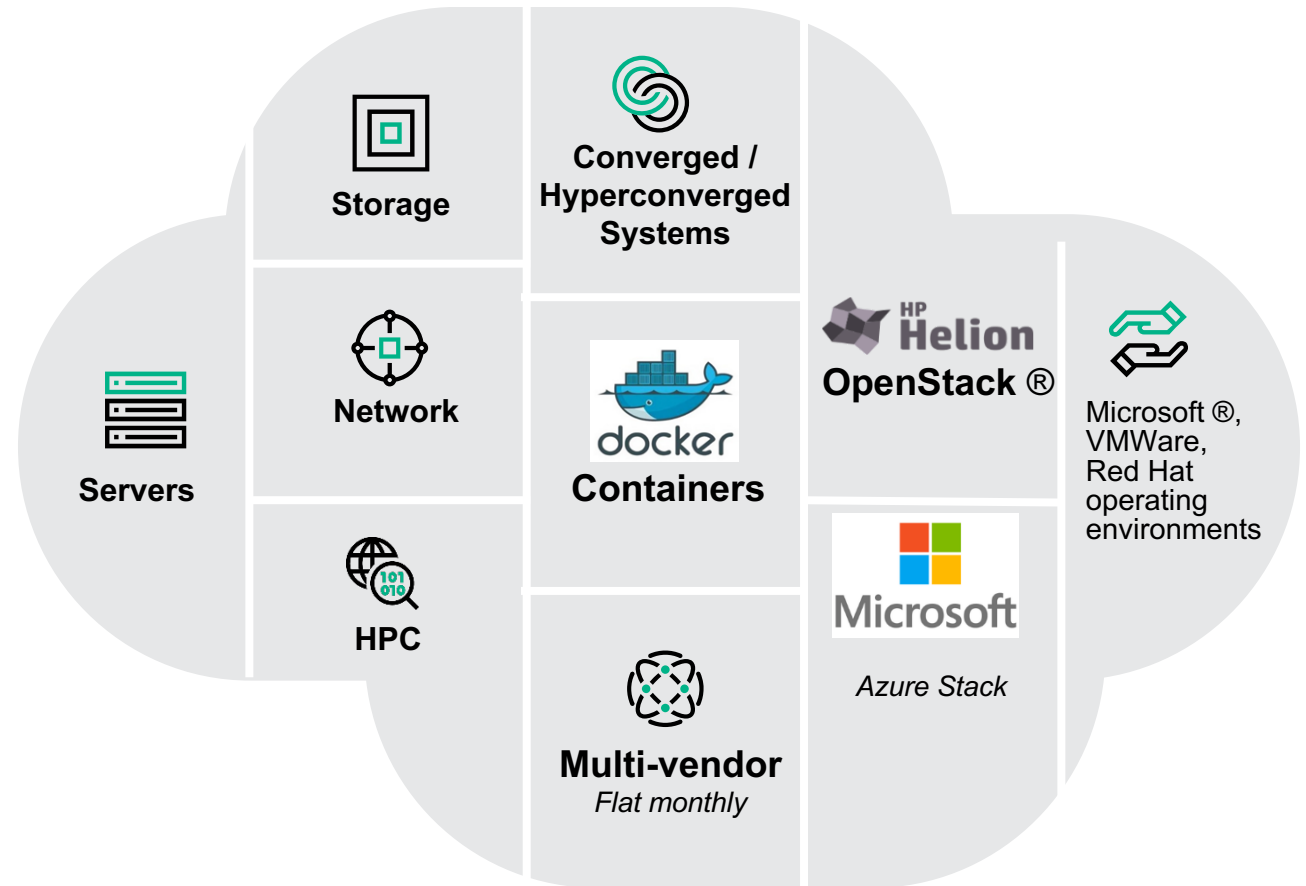
Variable usage = variable payment

Servers
- Per server, virtual machine (by compute unit) or physical core, container node

Storage
- Per GB

Network
- Per port, per access point

[1] Minimums apply below certain usage levels

Storage

Servers

Network

HPC

Converged / Hyperconverged Systems

Containers

Multi-vendor
Flat monthly

HP Helion OpenStack ®

Microsoft Azure Stack

Microsoft ®, VMWare, Red Hat operating environments

Powered by HPE and CLOUD CRUISER

Consumption-based IT designed to suit your needs
HPE GreenLake Flex Capacity

Right size the environment
- Choose from pre-packaged configurations
- Installation
- Metering
- Capacity planning to stay ahead of demand

Ensure Reactive Support in place
- Select device specific support

Add optional building blocks
- Proactive Services
- Optimization
- Multivendor
- Hybrid Cloud
- Operational Support Services

Create a purpose built solution

Globally available, cost-effective

Get started quickly, evolve ahead of demand

Onboard quickly, evolve ahead of demand

110 Installed Capacity

Buffer Capacity **110**

Requested Capacity **100**

Buffer Capacity **10**

Variable **20**

Committed usage Run Rate) **80**
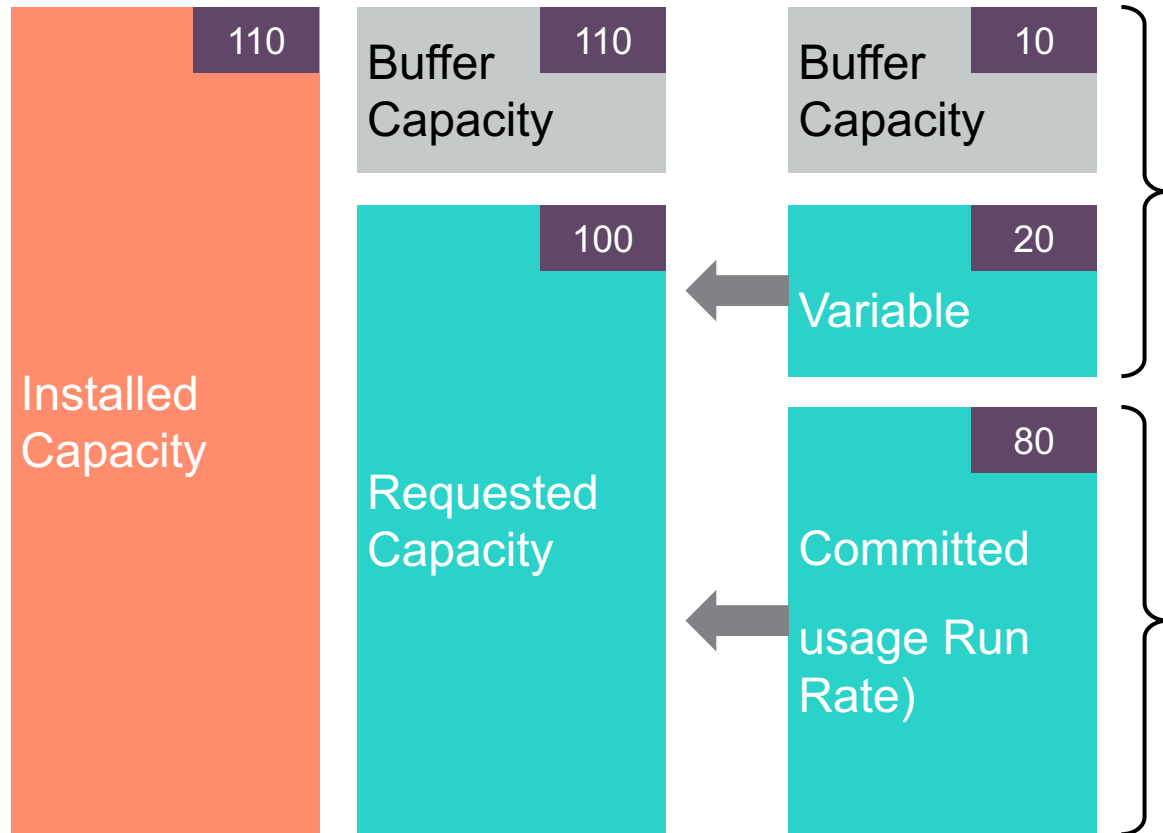
– Start with a pre-packaged configuration that meets required capacity

– We add buffer capacity that is not charged

– Establish committed usage – as agreed upon

– As you grow, use some of the buffer; monthly payment increases

– With active capacity management, we jointly plan, and increase the buffer with a simple change order

Results:
– Get started quickly with modular choices
– Add capacity in minutes, not months
– Never run out

HPE Operational Support Services

Add Infrastructure management to free your resources to grow the business

Monitoring	Operational tasks

OSS

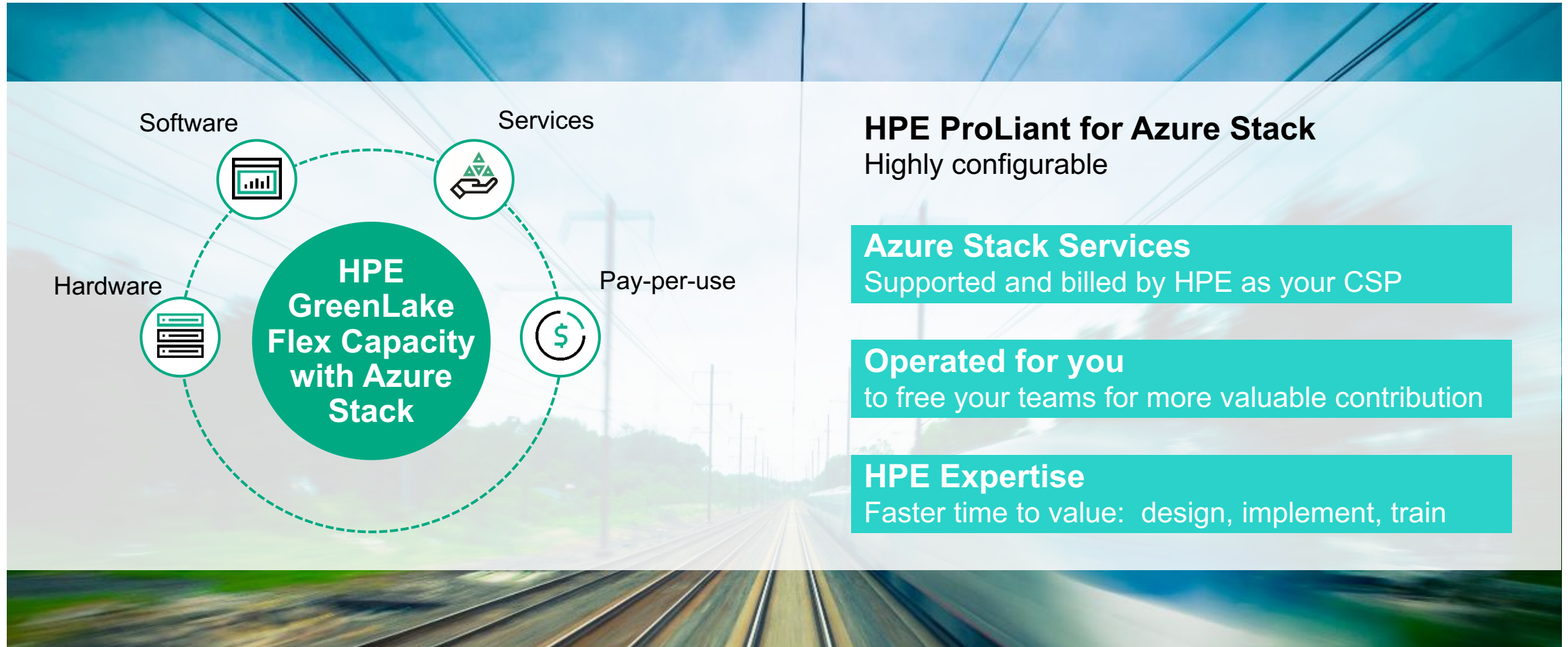| Governance	Relationship
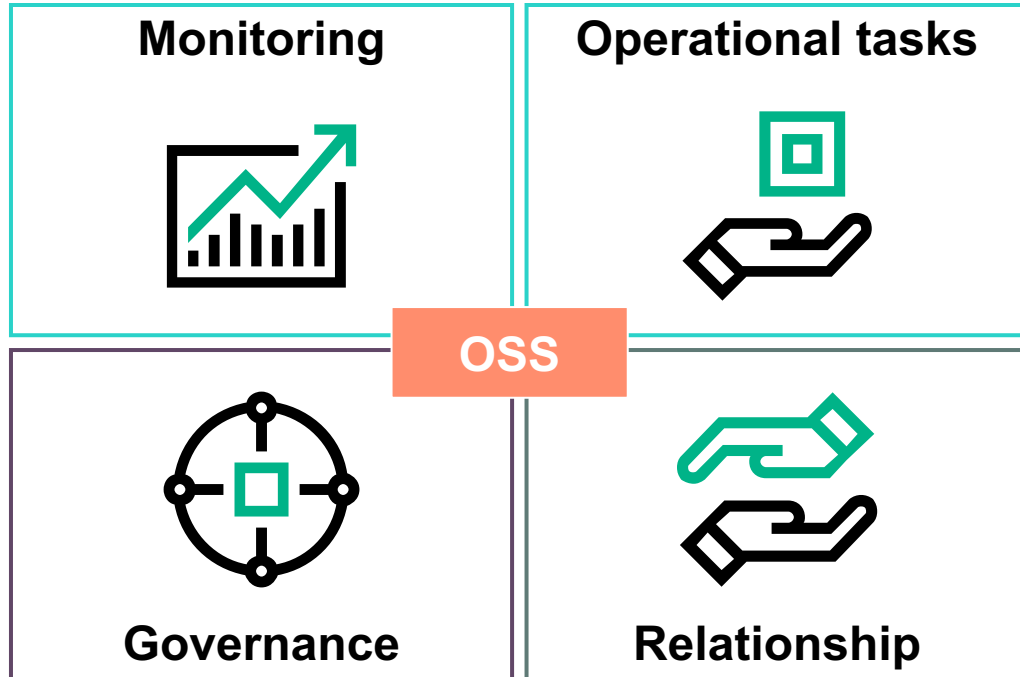
Remote Monitoring & Operations

- Integrated Infrastructure Mgmt Tool Framework
- Best practices for IT Operation – based on ITIL Process
- Access to more than 5000 HPE Solution Center experts

Based on HPE Datacenter Care

- Worldclass Reactive and Proactive Support Services
- Assigned Account team backed by global resources
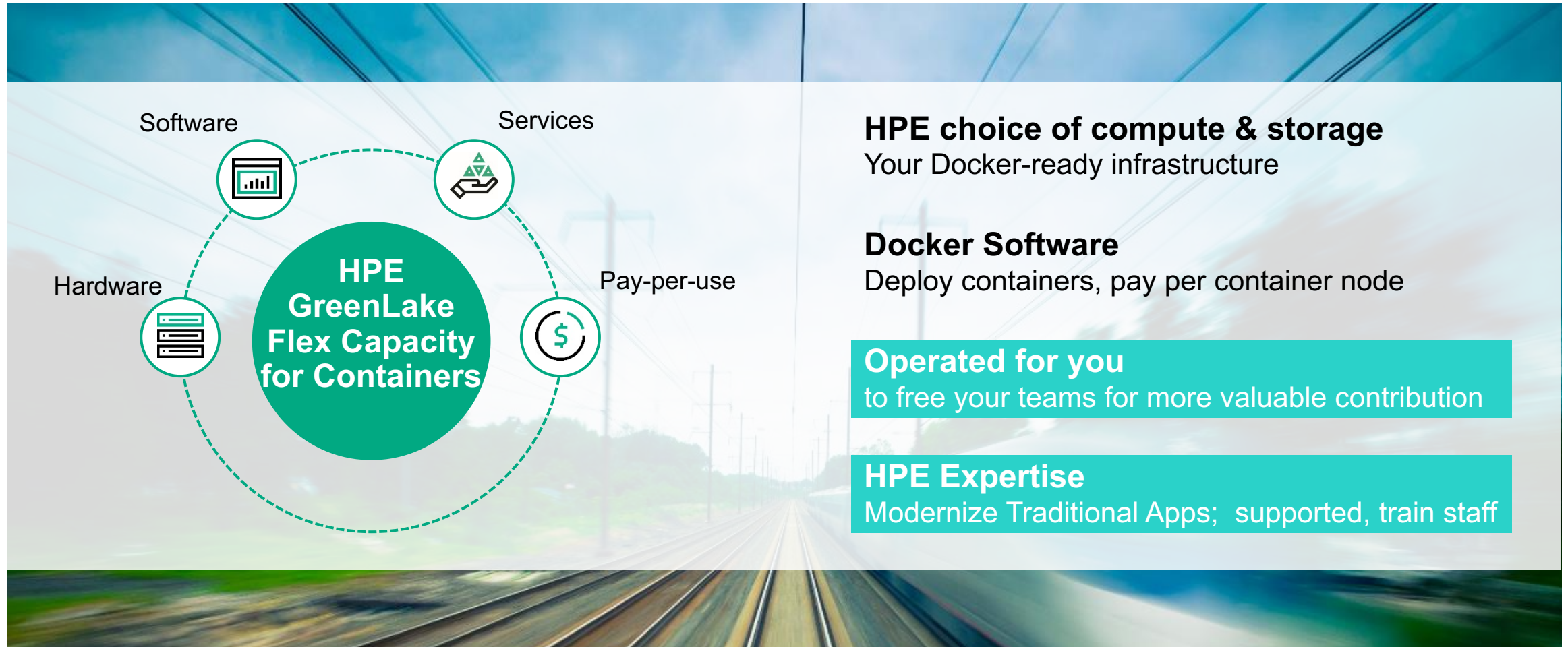- Tailored to your business needs

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Using Microsoft Azure Stack
Consume Azure-consistent services from your data center

Software

Services

Hardware

HPE GreenLake Flex Capacity with Azure Stack

Pay-per-use

HPE ProLiant for Azure Stack
Highly configurable

Azure Stack Services
Supported and billed by HPE as your CSP

Operated for you
to free your teams for more valuable contribution

HPE Expertise
Faster time to value: design, implement, train

Optional components

Containers on demand
Consume your Docker platform

Software

Services

Hardware

HPE GreenLake Flex Capacity for Containers

Pay-per-use

HPE choice of compute & storage
Your Docker-ready infrastructure

Docker Software
Deploy containers, pay per container node

Operated for you
to free your teams for more valuable contribution

HPE Expertise
Modernize Traditional Apps; supported, train staff

Optional components

HPE POINTNEXT

Hybrid HPC
Just consume performance

Software

Services

Hardware

HPE GreenLake Flex Capacity with Hybrid HPC

Pay-per-use
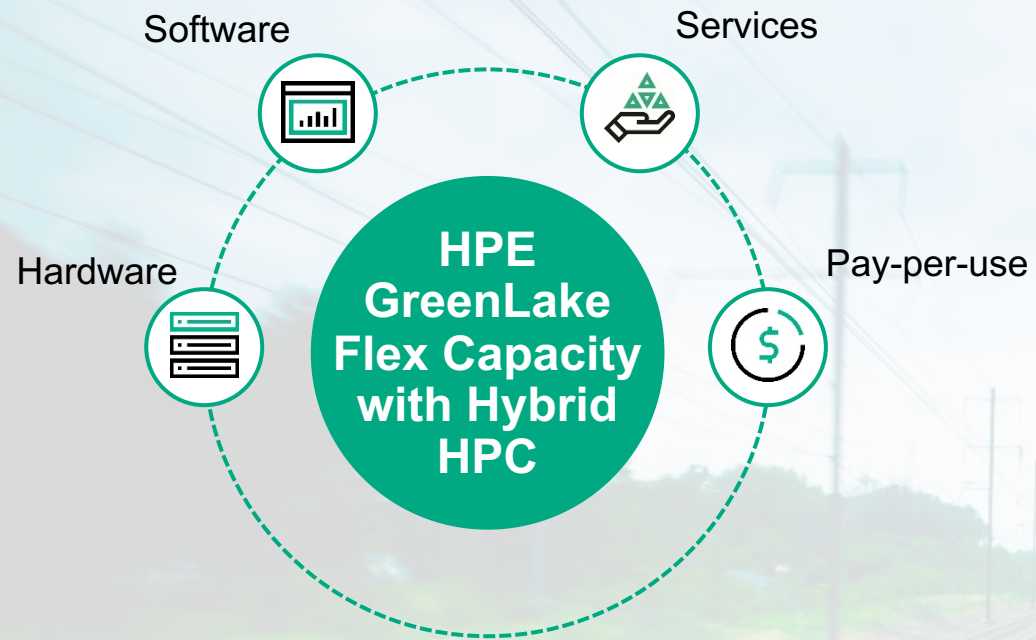
HPE Apollo clusters
Defined to your needs

HPC Infrastructure software
Tailored for bare metal performance

Operated for you
to free your teams for more valuable contribution

HPE Expertise
Faster time to value: design, implement, train

Optional components

Storage on demand
Storage always ready, performance tuned

Software

Services

Hardware

HPE GreenLake Flex Capacity with Storage

Pay-per-use

HPE 3PAR All-flash storage
All-Flash, std arrays, general storage- ready for growth

Performance tuned
Ongoing optimization to reduce latency

Operated for you
to free your teams for more valuable contribution

HPE Expertise
Faster time to value: design, implement, train

Optional components

20

Dansk Supermarked Group

Dansk Supermarked Group thrives in a tough retail environment by partnering with HPE to turn transform its IT bottleneck into an engine of business agility. Harnessing Big Data delivered via HPE GreenLake Flex Capacity and backed by HPE Datacenter Care for competitive success, Denmark's largest grocer keeps a close eye on customer preferences and its own operational efficiencies.

SOGETI

With its latest infrastructure nearing end-of-life Sogeti, a service provider who's wholly-owned subsidiary of Capgemini, looked for a flexible and cost-effective solution to replace it. With HPE GreenLake Flex Capacity, an IT consumption model, Sogeti pays for what it consumes, and scales up capacity instantly – when its customers demand it.

Why HPE GreenLake Flex Capacity is unique

Public cloud with the benefits of on-premises IT

Unlike a public cloud

On premises, with control over privacy, compliance, latency, and security; choose your technology

Unlike product financing

Active capacity management; variable payments based on actual metered usage; personalized global support

Unlike other "utility" offers

Include your whole IT estate-server, storage, networks, software; cloud services; not tied to one vendor

Consumption-based infrastructure

Active capacity management

– Start fast with modular choices

– Capacity ready in minutes, not months from onsite buffer

– Refreshed with simple change order

– Say "yes" to next project or customer

Variable payment

– Meet or beat cloud costs

– No up-front capital

– Pay only for metered capacity that you use

– Eliminate the cost of overprovisioning

– HI-med – low variability

– Align IT cost to business demand

Simplified IT operations

– Personalized support tailored to needs

– Optional remote monitoring & mgmt.

– Share utilization risk with HPE

– Free up IT staff to focus on innovation

Hybrid IT – ready

– Scale using certain Azure services

– Support for HPE ProLiant for Azure Stack

– One contract, one invoice, one usage portal

Get started with HPE GreenLake Flex Capacity

Schedule a workshop

Scope your coverage

Align to business needs

Identify people/process/technology improvements

Together, we can design your experience
For more information, please visit www.HPE.com/services/fc