

Hewlett Packard  
Enterprise

datacentrix

# HPE GREENLAKE

Balance IT flexibility, cost, and control with accelerated outcomes on your terms

## THE CHALLENGE

The lure of public cloud has been the speed and ease with which new applications can be delivered; however, getting that same experience on-premises has been elusive. Two-thirds of apps still remain on-premises<sup>1</sup> due to cost, data gravity and interdependencies with other systems, so this leaves enterprises caught in the middle between the new and the old. They struggle within this complex dual IT operating environment to deliver the apps needed for their transformation goals.

Moving to the cloud depends on having cloud native skills and operational capabilities, which are in very short supply. As a result, organizations have been dealing with a siloed, inconsistent experience across their hybrid estate, and lack control and visibility into the costs and risks across their enterprise. And with 75% of data projected to be created and acted upon at the edge, the complexity will only increase.

57%

We are moving toward a hybrid cloud environment that leverages both on-premises systems and off-premises cloud/hosted resources in an integrated fashion.<sup>1</sup>

60%

of Enterprises will use flexible, lower-cost IT consumption models by 2023.<sup>2</sup>

<sup>1</sup> Source: 451 Research's Voice of the Enterprise: Cloud, Hosting & Managed Services, Workloads and Key Projects, 2019.

<sup>2</sup> According to an IDC report commissioned in 2019.

<sup>3, 4, 5</sup> "The Total Economic Impact of HPE GreenLake Flex Capacity," a commissioned study by HPE, Forrester Research, Inc., May 2018.

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## CONSUME IT ON YOUR TERMS

HPE GreenLake is an as-a-service offering that brings the cloud experience to apps and data everywhere. Delivering cloud services and infrastructure for hybrid cloud workloads in a fully managed in a pay per use model.

Start with the capacity you need today and grow with business demand, leveraging active capacity management, variable monthly payments based on metered usage, and services that simplify IT.

**HPE GreenLake** supports a wide, and growing, range of workloads as a service, including both HPE and partner technologies. Examples include:

### Compute

Meet general purpose to high-performance computing needs

### Storage

Fast access to data with massive scalability and high availability

### Private Cloud

Gain agility with cloud services in your data center and at the edge

### Database

Scalability for the most robust database environments

### Virtualization

Deliver capacity for your virtualized workloads, with technology built and sized for your needs

### Backup

Worry free backup, data protection, disaster recovery, and Dev/Test

## CLOUD EXPERIENCE EVERYWHERE

HPE GreenLake Central is a self-service portal and operations console that brings the point and click, self-service and on-demand cloud experience, resource elasticity and a pay-per use model to your hybrid cloud.

## BENEFITS

### Pay-per-use economics

Flexible, consumption-based model

### Accelerated time to value

Solutions that evolve ahead of your needs

### Simplified IT

Operated for you to add business value

### On-premises control

In your IT environment—from core to the edge

### Benefits of HPE GreenLake consumption-based services



65%

shortened time to market for deploying global IT projects<sup>3</sup>



30%

CAPEX savings due to eliminated need for overprovisioning<sup>4</sup>



40%

increased IT team productivity by reducing the support load on IT<sup>5</sup>

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