

# DELIVERING THE CLOUD EXPERIENCE ON-PREMISES WITH HPE GREENLAKE

Speed digital transformation efforts, modernize IT, and implement emerging technologies quickly



**HPE GreenLake brings the cloud experience—self-serve, pay-per-use, scale up and down and managed for you—to apps and data everywhere, in edges, colocations, and data centers. It enables you to free up capital, boost operational and financial flexibility, and free up talent to accelerate what's next for you.**

The cloud model can accelerate business outcomes with easy access to on-demand resources, pay-per-use flexibility, and simplified IT operations. Yet with roughly 70% of apps still outside the cloud<sup>1</sup>—due to compliance, security, performance, and other factors—it's not surprising that companies are seeking ways to achieve the modern cloud experience in their data centers. To meet today's business demands, enterprises require agility, scalability, and value, no matter where their apps and data reside.

Hewlett Packard Enterprise now makes the modern cloud experience possible everywhere—across edges, colocation facilities, data centers, and multiclouds—with [HPE GreenLake](#).

HPE GreenLake offers a broad [portfolio of cloud services](#) such as machine learning operations (ML Ops), containers, storage, compute, virtual machines (VMs), data protection, and more, delivered to your

facility in as little as 14 days with no up-front cost. Sophisticated metering enables accurate and transparent pay-per-use billing that scales up and down with usage. And with 24x7 monitoring and management, HPE takes on the heavy lifting associated with managing infrastructure.

Tying everything together is the unifying platform, HPE GreenLake Central, which centralizes operations and insights across the hybrid estate. In this self-service platform, users simply point-and-click to get up-to-date information about their costs and capacity, or easy access to management capabilities for containers, virtual machines, and other services to which they're subscribed.

This centralized view of HPE GreenLake services can help businesses manage usage and cost, address compliance concerns, and automate IT operations.

<sup>1</sup> Cloud Pulse 1Q19, IDC, June 2019

**“IDC research shows that customer adoption of flexible consumption-based models is increasing because of the agility, transparency, and simplicity of these offers.”<sup>2</sup>**

– Susan G. Middleton, Research Director, Flexible Consumption and Financing Strategies for IT Infrastructure, IDC.



Time-to-market:  
**75% faster<sup>3</sup>**



Capex savings:  
**30%-40%<sup>3</sup>**



IT resource savings:  
**40%<sup>3</sup>**



**85% less** unplanned downtime<sup>4</sup>

## GET THE CLOUD EXPERIENCE EVERYWHERE

Modernize apps, transform data into insights, and deliver elastic capacity to lines of business to accelerate desired outcomes.

### Achieve faster time to value

Get preconfigured solutions delivered and installed, in as little as 14 days

### Right-size with a consumption-based model

Scale with business demand using the pay-per-use model above a reserve, with no up-front capital expenditures

### Gain centralized control and insights

Leverage the HPE GreenLake Central platform to manage resources, costs, capacity, compliance, and more across on-premises and cloud environments

### Simplify IT

Reduce complexity with management services to reduce risk and free up IT resources for strategic and innovative initiatives

### Obtain expertise on-demand

Add additional services to meet business needs for compliance control, performance tuning, migration services, and more

## SPEED UP BUSINESS OUTCOMES

### Application modernization

Give developers the resources they need to work faster—and smarter. For example, transform traditional, non-cloud native apps without having to re-architect them using [containers](#) with HPE GreenLake, a 100% Kubernetes-based open source solution, delivered as a service.

### Data transformation

Speed insights to unlock the data value that is core to digital transformation initiatives. HPE GreenLake offers an end-to-end service that helps operationalize [machine learning](#) in your data centers, edge, and private clouds, as well as services for Hadoop, databases, data protection, and data management.

### Self-service delivery

Put control and insights in the hands of those who need it with [HPE GreenLake Central](#). For example, provide financial teams with cost transparency and consumption analytics that span public cloud and HPE GreenLake services. Accelerate time-to-value for lines of business with fast resource provisioning and the ability to scale up and down on-demand. Help legal officers reduce risk with enhanced governance using compliance services from HPE GreenLake.

**Get started with HPE GreenLake today.**

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<sup>2</sup> IDC's Worldwide Consumption-Based IT Infrastructure Taxonomy, 2020

<sup>3</sup> The Total Economic Impact™ Of HPE GreenLake, a commissioned study conducted by Forrester Consulting, June 2020

<sup>4</sup> IDC White Paper, sponsored by HPE, The Business Value of HPE GreenLake Management Services, January 2020