



Top 12 reasons to choose HPE Alletra Storage to advance your sustainability goals

As organizations around the world digitally transform to accelerate business outcomes, they look to sustainability as a key element of their next-gen business models. Modern data storage plays a critical role in terms of its potential to reduce energy use and emissions. For Hewlett Packard Enterprise, sustainability is a catalyst for the business — not just a force for good, but a game-changing optimization through reduced carbon footprints and smarter economics. Accelerate your journey to the benefits of sustainability with HPE Storage solutions that incorporate modern design elements to save on footprint and energy consumption, optimize operational efficiency and visibility, and deliver future-proof infrastructure to meet evolving regulatory standards.

Choose HPE Storage because we enable you to

1

Partner with a recognized leader in sustainable IT

Leading analysts regularly rank HPE as an industry leader in corporate sustainability. We have over 30 years of proven leadership and numerous industry firsts to our credit, such as an industry-leading supply chain assurance program, and our Design for Environment program, which sets science-based emissions targets across our entire value chain.

2

Easily track your consumption and emissions

Access unified reporting from the HPE Sustainability Insight Center on global greenhouse gas (GHG) emissions and costs associated with your energy consumption. Empower your teams to make impactful changes, reduce costs, and meet sustainable IT goals by calculating carbon emissions and energy expenses, and performing what-if simulations, based on actual power data for HPE Compute and HPE Alletra Storage infrastructure managed by HPE GreenLake.

3

Slash e-waste with disaggregated scale-out storage

Avoid forklift upgrades of entire clusters of homogeneous servers and storage that create tons of new e-waste. With the modern, disaggregated scale-out architecture of HPE GreenLake for Block Storage built on HPE Alletra Storage MP, you can add, upgrade, or replace specific resources without having to scrap entire systems. In sharing storage resources across multiple servers, disaggregated storage also improves energy and resource efficiency by reducing data silos.

4

Save up to 4x on space with always-on data reduction¹

Avoid unnecessary scale — and additional energy consumption — through always-on, inline data reduction that delivers peak efficiency without performance penalties. Take advantage of multiple data reduction technologies to reduce storage capacity utilization and improve flash media endurance, including advanced dedupe with express indexing, efficient compression, data packing, thin provisioning, adaptive sparing, and virtual copy — all of which we back up with a 4:1 data compaction ratio guarantee.

¹ "New release! HPE GreenLake for Block Storage with HPE Alletra Storage MP," HPE Blog, 2024

5

Elevate sustainable asset management

Accelerate digital transformation with sustainability built in. Propel your organization forward with new innovations, more efficient infrastructure, and cost controls by prioritizing reuse over recycling. HPE has infused \$1.1B back into customer budgets from upcycling and accelerated migration programs over the last three years, building on two decades of IT asset management expertise and financial know-how. By focusing on your entire tech estate, we help you build innovative, sustainable strategies that unlock your potential and create additional investment capacity.

6

Accelerate procurement with ENERGY STAR®-certified solutions

Cut through the complexity of today's massive data growth and rapid storage expansion to find the right sustainable storage solution for your operational and efficiency needs. Meet requirements for power and cooling, component-level energy and space efficiency, storage density, upcycling, e-waste reduction, and more. With ENERGY STAR-certified HPE Alletra Storage, including HPE Alletra 4000 and HPE Alletra 9000, you can confidently advance your sustainability objectives.

7

Increase performance and lower energy consumption with flash storage

Leverage flash storage from HPE for much more than just radically faster data processing operations. Flash storage far surpasses traditional spinning disk media for energy savings, carbon emissions, data per watt of power, heat generation and related cooling, and cost of ownership over time. In addition, flash manufacturing and materials sourcing are also cleaner.

8

Escape overprovisioning expense

Avoid the waste of conventional storage, in which about one-third of both public cloud and on-premises capacity goes unused.² Instead, leverage HPE GreenLake for Block Storage to consume capacity as needed and avoid the cost of overprovisioning. Access additional capacity in minutes as opposed to months with a buffer that can be replenished as your usage approaches capacity. This enables you to exceed your minimal monthly commitment while considering whether adding more capacity to your data center makes sense.

9

Manage your fleet from anywhere with cloud agility

Leverage HPE Data Ops Manager for global, unified management of data infrastructure across edge to cloud from a single web interface. Gain visibility into infrastructure utilization to help maintain sustainability goals with efficient provisioning. As-a-service infrastructure is deployed and managed on demand with simple discovery, activation, and configurations, and workflows can be orchestrated at scale, so managing hundreds of systems is as simple as managing one.

² ["Self-evaluate your cloud migration to maximize your investment,"](#) HPE, 2022

10

Harness AI-powered tools for autonomous infrastructure and IT efficiency

Leverage the benefits of HPE InfoSight, the industry's most advanced AI for infrastructure. Boost efficiency and improve sustainability by streamlining manual processes. Increase operational ROI, which enables additional sustainability investments. Predict and prevent disruptions before they occur across the stack. AI-driven recommendations from HPE InfoSight take the guesswork out of managing data infrastructure while helping eliminate time-consuming escalations through predictive support automation and direct access to experts. Meanwhile, HPE CloudPhysics delivers data-driven insights for smarter IT decisions across edge to cloud, enabling your IT team to optimize application workload placement, procure right-sized infrastructure services, and lower costs.

11

Get an intuitive cloud experience on-premises

Drive significant sustainability benefits as you simplify on-premises storage with the speed and agility of a cloud operational experience. Reduce the physical movement of people, saving as much as 650g of CO₂ per kilometer. Relieve bandwidth requirements for IT teams and optimize cloud storage infrastructure. Transform LUN-centric, time-intensive storage provisioning to an AI-driven, self-service approach that saves time, makes better use of infrastructure, and does not require additional storage expertise.

12

Leverage HPE experts

Rely on the considerable expertise of our team of IT efficiency and sustainability technologists, who work with customers in partnership with our solutions and product experts to deliver more sustainable solutions for our customers. Contact your HPE representative to learn more.

Learn more at

[HPE.com/info/sustainable-it](https://www.hpe.com/info/sustainable-it)

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