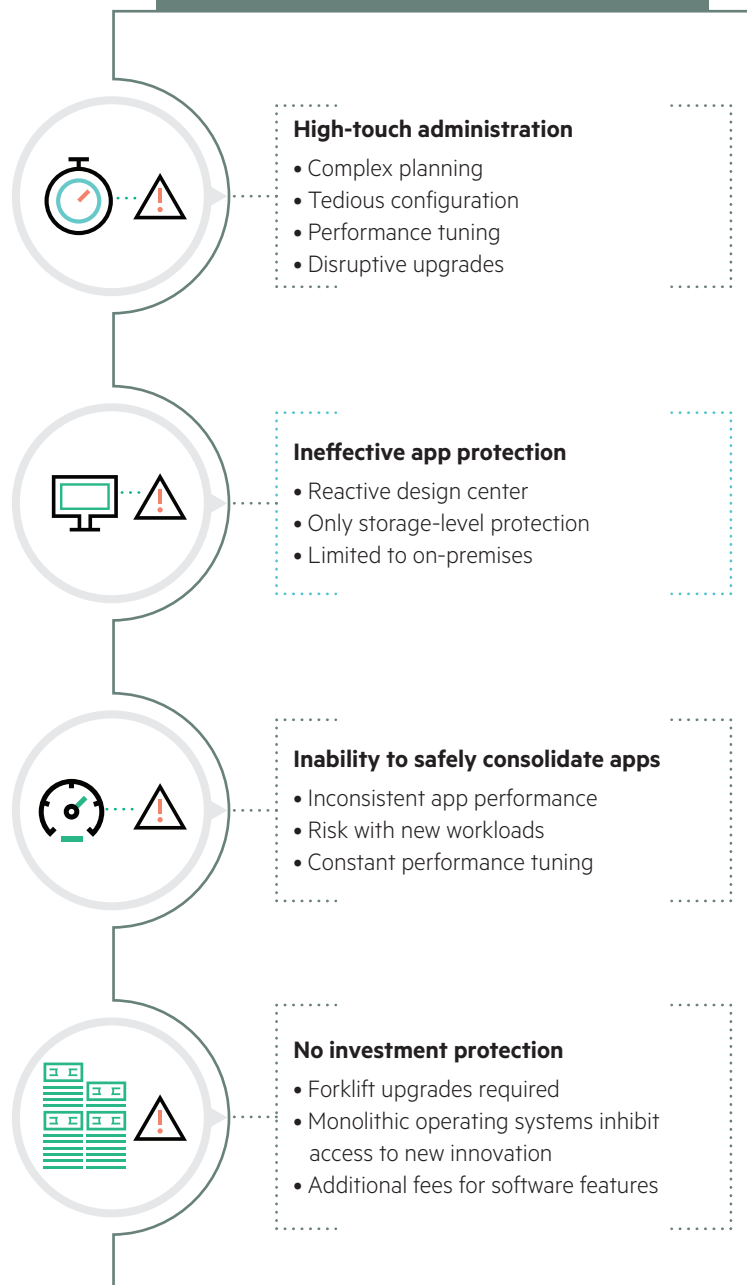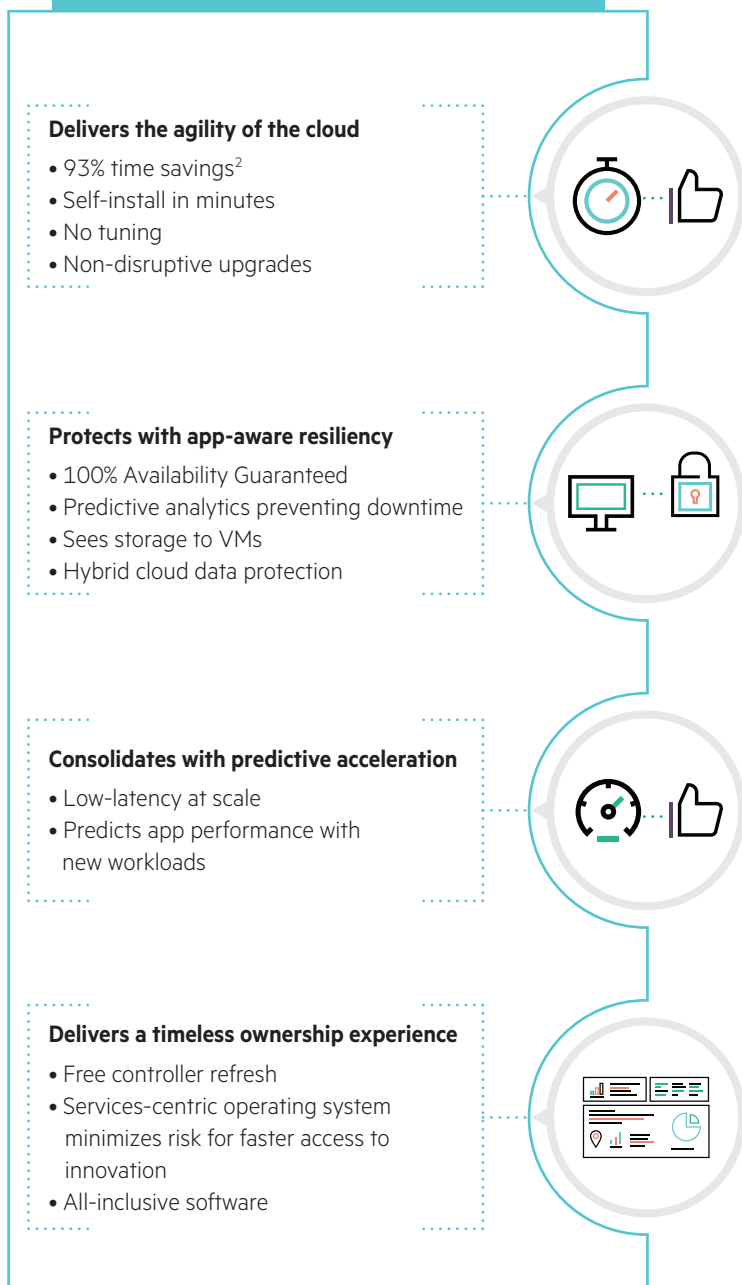**Hewlett Packard Enterprise**

Mission-critical redefined

HPE Primera is the world's most intelligent storage for mission-critical apps that delivers extreme resiliency and performance with the agility of the cloud.[1]

Traditional high-end storage

High-touch administration
- Complex planning
- Tedious configuration
- Performance tuning
- Disruptive upgrades

Ineffective app protection
- Reactive design center
- Only storage-level protection
- Limited to on-premises

Inability to safely consolidate apps
- Inconsistent app performance
- Risk with new workloads
- Constant performance tuning

No investment protection
- Forklift upgrades required
- Monolithic operating systems inhibit access to new innovation
- Additional fees for software features

HPE Primera

Delivers the agility of the cloud
- 93% time savings[2]
- Self-install in minutes
- No tuning
- Non-disruptive upgrades

Protects with app-aware resiliency
- 100% Availability Guaranteed
- Predictive analytics preventing downtime
- Sees storage to VMs
- Hybrid cloud data protection

Consolidates with predictive acceleration
- Low-latency at scale
- Predicts app performance with new workloads

Delivers a timeless ownership experience
- Free controller refresh
- Services-centric operating system minimizes risk for faster access to innovation
- All-inclusive software

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