


Hewlett Packard
Enterprise

**TURN DATA CHALLENGES INTO
BUSINESS OPPORTUNITIES WITH AN
INTELLIGENT
DATA PLATFORM**

HARNESS THE POWER OF DATA

Reimagine how data is delivered, managed, and analyzed—in the cloud, within the data center, and at the edge.

Extracting business value from data is central to the digital transformation required for businesses to succeed in the decades to come. Buried in data is insight that empowers businesses to reach new customers, develop and deliver new products, operate more efficiently and more effectively, and even to develop new business models.

Most enterprises have set out on this journey. But there's another dynamic at work that's offering its own transformative power and imposing its own imperatives: cloud computing. The agility offered by the cloud lets businesses respond to change and move quickly to capture new opportunities.

Most enterprises see hybrid clouds—their ecosystem of workloads deployed across public clouds, private clouds and on-premises—as the computing platform of their future.

Data holds the power to transform—but only if it can be refined and accessed when and where it's needed, anywhere across a hybrid cloud environment.

Managing data effectively across hybrid cloud computing environments is the next frontier for IT. To do that you need an intelligent data strategy that accelerates applications, transforms data management, harnesses the agility and innovation of clouds, and empowers innovators to unlock hidden insights within their data in real time.



THE BUSINESS IMPACT:

IT staff can help transform the business by harnessing the power of data instead of managing infrastructure.

OVERCOME THE LIMITATIONS OF TODAY'S DATA MANAGEMENT SYSTEMS

Innovation has fostered the emergence of new technologies like predictive analytics and artificial intelligence designed to find the insight in exploding volumes of data. But data management and storage haven't kept up. Existing management and storage systems were designed in a different era to do a different job in a different environment.

They are too complex

As they grew in scale and speed, storage systems also grew more complex. And they drop into the middle of virtualized infrastructure that IT already struggles to manage and operate. Redundancy makes hard failures increasingly rare, but component failures echo up and down the stack to create degradation whose source is difficult to pinpoint and which fuels firefighting and finger pointing. An ongoing shortage of IT skills and resources makes the problem acute.



THE BUSINESS IMPACT:

Complexity slows your business down. It forces IT to spend most of their time reacting and troubleshooting performance issues and outages. They're forced to guess at where data should be placed across a hybrid estate. They struggle to keep up with the pace of data creation at the edge, and they're often uncertain about what data to discard without compromising security and compliance.



Maximizing the transformational value of digital information requires data to be leveraged at both the optimal time and the optimal place. This new requirement poses a challenge—since data has “weight,” it is costly and time consuming to move across locations.

– Enterprise Storage Group, Investigating and Confirming the Value of Intelligent Storage from HPE, October 2018

They turn clouds into silos

Mobility, social media, and the Internet of things have given rise to a new generation of applications. But these emerging applications didn't necessarily emerge in the data center. Cloud-based apps gather and store data in the cloud. And data is increasingly collected and applied in remote edge locations like factories, transportation hubs, oil fields, and ships. Data spills across the entire hybrid cloud landscape in disjointed silos rather than an integrated, continuous computing environment that lets IT position data where it's needed when it's needed.



THE BUSINESS IMPACT:

Most administrators don't even know what data may exist outside of their purview. Administrators who do recognize that data must manually keep track of where it lives and where it's actually used. Then they must spend time moving it from the edge to the cloud to the data center and back.

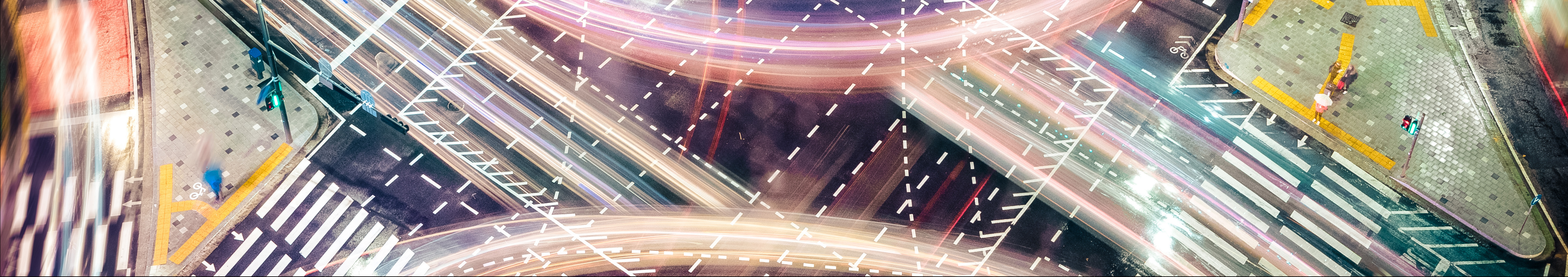
Its cost doesn't match its business value

Data management and storage demand an ever-increasing slice of a not-so-increasing IT budget. Needs can outstrip capital depreciation schedules making it difficult for IT to upgrade and replace infrastructure in support of business initiatives. Migration to new systems is not only time consuming, it often requires operating and paying for old and new systems concurrently, sometimes for extended periods. And because business demands and data growth no longer respect the capital budget process or even acquisition and implementation lead times, you're left to guess high, overprovision, and overpay to avoid being caught short.



THE BUSINESS IMPACT:

Data management and storage expenditures can fail to align with demonstrated business value. Storage drains financial resources from the business and becomes an obstacle to IT and business innovation.



Let's make data management more intelligent

When data isn't available when and where it's needed, its value is lost to the business. When managing and operating storage infrastructure is too complex, it saps resources the business needs to move forward. And when data management and storage costs exceed returns, it drains investment away from core business initiatives.

Those are the experiences of businesses trying to tap tomorrow's opportunities with yesterday's data management technology. And those experiences have led us to rethink what data management should be, how it should work, and how it should be consumed.

Data management needs to do more than simply store and protect data. Intelligent data management should use artificial intelligence (AI) to manage itself and to deliver data at the right place at the right time. It should learn how you use data and show you where in your hybrid cloud it should be placed for best access and optimum efficiency. And it should help the business direct its financial power where it's most needed. This combination helps you manage, secure, govern, and control data throughout its lifecycle, no matter where it lives, in order to extract insights from it.

For IT organizations charged with driving the digital transformation their businesses need, that's a game changer.



THE BUSINESS IMPACT:

Complexity slows your business down. It forces IT to spend most of their time reacting and troubleshooting performance issues and outages.

WHAT IS AN INTELLIGENT DATA PLATFORM?

Data holds the power to transform your business. Intelligent data management holds the power to transform your use of data.

It uses AI and advanced analytics to manage infrastructure

Just as advanced analytics helps enterprises find business insight in mountains of business data, advanced analytics can find IT insight in the mountains of data generated in IT infrastructure. And just as AI can learn to drive automobiles and fly airplanes, it can enable IT infrastructure to learn, adapt, and react—a step towards autonomous IT.

An Intelligent Data Platform collects data not just from storage devices, but from servers, VMs, network interfaces, and other infrastructure elements across the stack. It uses machine learning to develop models that reflect what's right, so it can spot what's wrong. It applies predictive analytics to anticipate and prevent issues across the infrastructure stack and to speed resolution when they do occur. And it learns where data is created, stored, and accessed, so it can position it where it's needed when it's needed.



THE BUSINESS IMPACT:

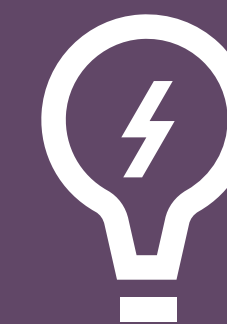
An Intelligent Data Platform uses AI to anticipate problems and adjusts in real time, so your IT resources can focus more on strategic business goals.

As autonomous operations become more widespread, customers recognize that the issues they do have left to resolve are becoming more complex, and they need additional instrumentation across more than just the storage infrastructure to troubleshoot and resolve them.

– IDC, Cloud-Based Predictive Analytics Becoming a Critical Source of Vendor Differentiation in Enterprise Storage, October 2018

It cuts through hybrid cloud complexity

Just as the new generation of cloud-native applications is designed and built for the cloud, an Intelligent Data Platform is built for hybrid cloud operations and mobility. It enables visibility of your data across its lifecycle. It shows you where data is best positioned, and it helps you put it there.



THE BUSINESS IMPACT:

An Intelligent Data Platform accelerates your cloud strategy by letting you run every application in the right place, assure data is where it's needed, and deliver meaningful test data to app development teams, so they can deliver the innovation the business needs.

IT CAN BE CONSUMED AS A SERVICE

An Intelligent Data Platform lets you create a cloud experience in your own data center. Automation—via familiar tools such as Ansible, Puppet, and Chef—enables self-service infrastructure provisioning, so developers can speed business innovation to the market. It lets you deliver key workloads and applications as a service, so you can transform IT to be a service provider to the business.

An Intelligent Data Platform changes how we provide and acquire storage capacity. Rather than guess at future needs and overprovision, infrastructure from HPE provides elastic capacity and cloud economics, but with on-premises security, control, and governance. It's managed to provide capacity ahead of demand. It's monitored and operated—in the cloud or on premises. And for all HPE infrastructure, you pay only for what you use.

It helps you unleash innovation

To tap the transformative power of data, you must be able to manage, store, and consume an unthinkable explosion in data volumes—without an unmanageable explosion in complexity and cost. An Intelligent Data Platform reimagines how data is delivered, managed, and analyzed. It removes barriers and lets you empower innovators with the data they need when and where they need it.



THE BUSINESS IMPACT:

Businesses increase agility without overprovisioning. They strengthen security and governance, and they match expenditures to business value.

As enterprises continue to evolve, complexity will increase, and human-intensive management approaches cannot cope. Intelligence will be key for efficient and cost-effective IT infrastructure management, and that intelligence will need to draw on more comprehensive, full-stack monitoring capabilities that go beyond just storage and are driven by AI/ML and big data analytics.

– IDC, Why Organizations Need an Intelligent Data Strategy, May 2019

Take the next step

HPE delivers the most Intelligent Data Platform for your hybrid cloud environment. AI makes it self-managing, so IT can focus less on infrastructure and more on business results. It's built for cloud to enable seamless provisioning and operations across your hybrid environment. And it's consumed as a service so you can better match expenditures to business needs. We also provide the full suite of products, services, finance, and consumption options you need to get there: consulting and advisory services to solidify your strategy and assure a smooth migration; financial services offering innovative investment approaches; and consumption options that will cause business leaders to say, "IT finally gets it!"



WHAT IT MEANS FOR YOU:

An Intelligent Data Platform enables a uniform computing environment across your on-premises private cloud and public cloud services to make hybrid cloud work for you.





Learn more

Managing data effectively across hybrid environments is the next frontier. Enterprises that learn to do it—from the edge, to the data center, to the cloud, in near real time—will pull ahead of those that do not.

Start today. [**Download the Intelligent Data Platform white paper or infographic to learn more.**](#)

[**Or visit our Web site**](#) to learn about Intelligent Data Platform.



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