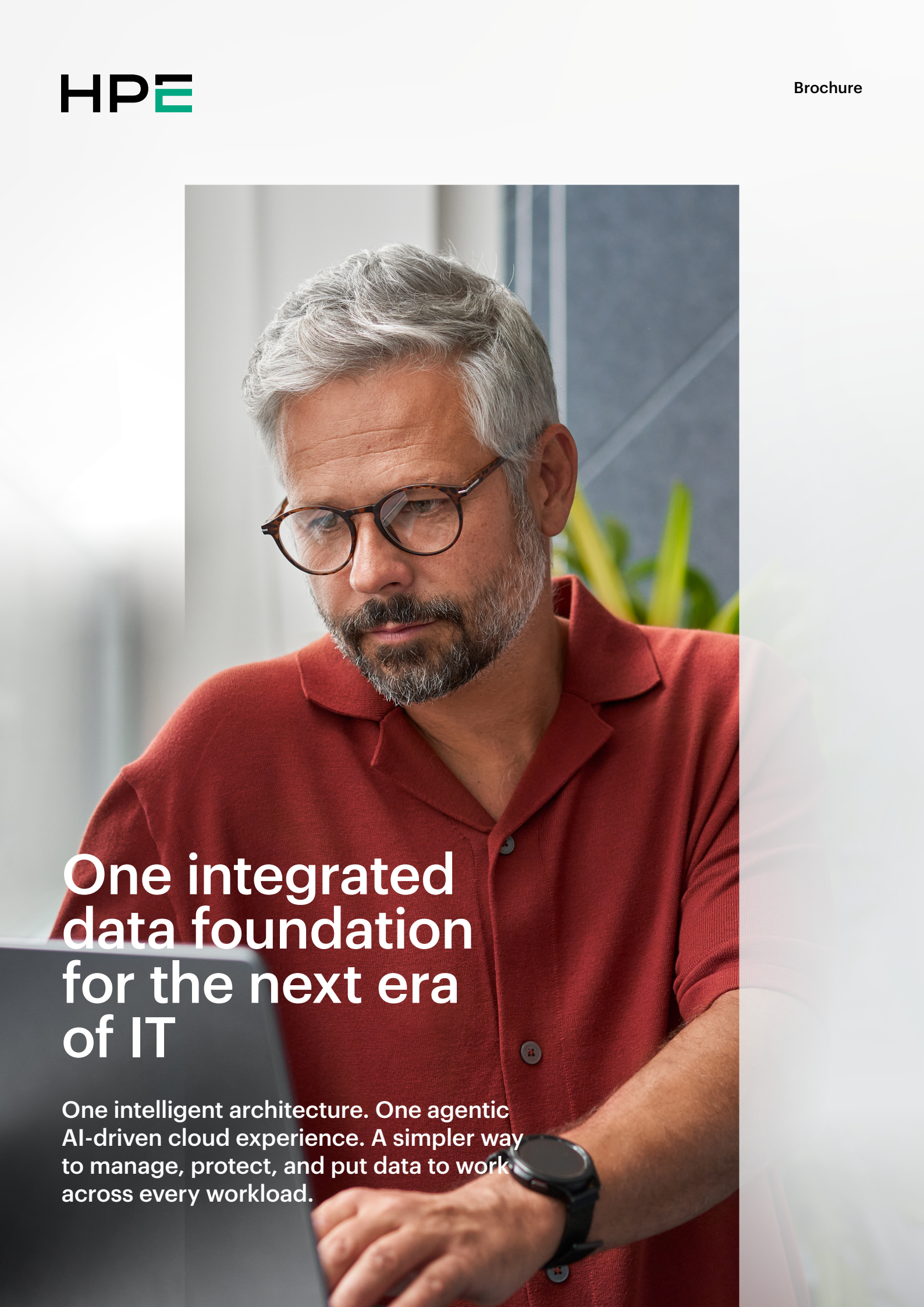




One integrated data foundation for the next era of IT

One intelligent architecture. One agentic AI-driven cloud experience. A simpler way to manage, protect, and put data to work across every workload.

Data is creating opportunities. And pressure.

Every organization wants to accelerate AI, generate insights faster, improve customer experiences, and reduce risk. But as data expands across edge, data centers, and cloud environments, those goals become more elusive.

What should be a strategic asset often becomes a source of complexity. Data is scattered across silos, limiting visibility, governance, and control. At the same time, growing volumes of unstructured data are placing new demands on infrastructure not built for this scale. Costs rise while performance, efficiency, and operational agility are increasingly put under pressure.

AI raises the stakes even further. Data must be accessible, trusted, and ready for analysis. Yet many environments lack the intelligence and automation required to support modern analytics and AI. As a result, valuable data remains underutilized and time to insight slows.

Risk adds another layer of complexity. 85% of organizations have experienced a data loss incident in the last 12 months.¹ Alongside cyber threats, you must manage system failures, human error, and growing regulatory requirements while maintaining uptime and rapid recovery.

The challenge is no longer simply managing data growth. It's finding a way to control costs, reduce operational friction, strengthen resilience, and turn more data into business value. The organizations making the most progress aren't adding more tools to the mix. They're simplifying the foundation underneath it all.

What if everything worked together

That's the thinking behind HPE's unified approach to storage: one intelligent platform and agentic AI-driven cloud experience for every workload. By streamlining storage and data management across hybrid cloud, you spend less time managing infrastructure and more time putting data to work.

This approach reduces operational overhead and automates routine management tasks, freeing your teams to focus on higher value initiatives. In many environments, organizations achieve as much as 99% operational time savings² and reduce storage administration effort by up to 43%.³

Just as importantly, your data remains protected, available, and ready for use. Built-in cyber resilience and AI-driven operations strengthen security, accelerate recovery, and keep your data ready for analytics, AI, and future growth.

What a unified foundation makes possible

- 1. Connect:** Break down data silos and gain a consistent view across your data estate
- 2. Accelerate:** Deliver enterprise-scale performance, from legacy applications to AI workloads
- 3. Simplify:** Reduce overhead with a single AI-powered cloud experience
- 4. Optimize:** Improve efficiency, resource utilization, and ROI
- 5. Activate:** Make data easier to discover, enrich, and use



¹ ["The 2025 Data Security Landscape,"](#) Proofpoint, March 2024

² [HPE Storage substantiation,](#) 2026

³ ["Analyzing the Economic Impact of HPE Alletra Storage MP B10000,"](#) Enterprise Strategy Group, February 2025

Turn unstructured data into AI-driven insights

Unstructured data is growing faster than ever. Files, videos, telemetry, machine data, and event streams contain valuable insights, but only if you can access, organize, and use them effectively.

Turning that data into value starts with a unified foundation. **HPE Alletra Storage MP** brings block, file, and object storage together on a common architecture, helping you manage data more efficiently while scaling performance and capacity independently.

Built on that foundation, **HPE Alletra Storage MP X10000** combines high-performance file and object storage with automated metadata enrichment services that help transform raw data into AI-ready assets. Whether you're building active data lakes, accelerating analytics, or supporting generative AI and large language models, the X10000 helps you move from data to insight faster.

HPE Data Fabric Software extends those capabilities with an AI-ready data lakehouse platform. It unifies data access across environments, strengthens governance, and supports high-performance analytics.

Keep your most important applications moving

Your most critical applications can't afford downtime, performance bottlenecks, or operational complexity. From databases and analytics platforms to healthcare and virtualized workloads, you need infrastructure that can scale without creating new challenges.

HPE Alletra Storage MP B10000 helps modernize structured data environments through a disaggregated architecture that allows performance and capacity to scale independently. This helps mitigate overprovisioning, improve efficiency, and lower storage costs by up to 40%.⁴

Built for the workloads you depend on

HPE Alletra Storage MP B10000 provides the foundation your critical workloads need.

- **Databases:** High performance, scalability, and 100% data availability for SAP®, Oracle®, Microsoft SQL, and MongoDB
- **Healthcare:** Secure, compliant infrastructure for EHR systems, imaging, real-time analytics, and sensitive patient data
- **Analytics:** Faster processing and real-time insights
- **Virtualization:** Simplified hybrid operations and modernized VM environments

A unified agentic AI-driven cloud experience simplifies operations while built-in AIOps helps predict and prevent up to 86% of infrastructure issues before they impact applications.⁵ The result is less time spent troubleshooting and more time driving innovation.

Integrated ransomware protection, advanced recovery capabilities, and a 100% data availability guarantee⁶ enable your most important workloads to remain secure, available, and performing at their best.

Build resilience into every layer

As your data becomes more distributed and threats become more sophisticated, protection must extend beyond traditional backup. You need the ability to recover quickly, minimize risk, and maintain business continuity regardless of where data resides.

HPE offers a multi-layered, zero trust approach that addresses the evolving challenges faced by modern enterprises like yours. **HPE Zerto Software** provides continuous data protection and rapid recovery for critical applications. **HPE Cyber Resilience Vault** helps protect your most important assets through isolated, air-gapped recovery environments. **HPE StoreOnce Systems** deliver fast, efficient backup and restore, while **HPE Cloud Bank Storage** and **HPE StoreEver Tape** provide secure and cost-effective long-term retention.

Combined with built-in protection across HPE Alletra Storage MP B10000 and HPE Alletra Storage MP X10000, plus integrations with **Cohesity**, **Commvault**, and **Veeam**, HPE gives you a comprehensive approach to cyber resilience across the data lifecycle.

^{4, 5, 6} [HPE Storage substantiation](#), 2026

The problem was never the data

From AI initiatives and analytics platforms to mission-critical applications and cyber resilience, every part of your business depends on data. Yet too often, the systems behind the data add complexity, increase costs, and slow progress.

It doesn't have to be that way. HPE brings storage, data intelligence, and protection together through a unified architecture and agentic AI-driven cloud experience, helping you manage growing data demands with less complexity and greater confidence.

The question isn't whether your data will continue to grow. It's whether the value you create from it will grow just as fast.

Learn more at

[HPE.com/storage](https://hpe.com/storage)



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