



Reduce virtualization costs and complexity to fuel innovation

Get started >



Assess your current footprint and optimize

Release yourself from single vendor lock-in

Avoid wasting CPU cycles and VM licenses running virtual switches or managing storage

Enable your developers to work at the speed of cloud

Future-proof IT with flexible consumption and upgrade paths

Fuel innovation and reduce complexity with HPE

The virtualization landscape has shifted. Rising costs and rigid licensing models are forcing IT leaders to reassess their strategies. Change has always been a constant for IT leaders—but now with AI as a driving force, it's pedal to the metal to support business innovation with maximum speed and efficiency.

To keep up, you need both greater flexibility and control to support application modernization, Gen AI and agentic AI innovation, and continued digital transformation. You need to modernize multigenerational IT and rationalize different tech stacks to fuel business agility while freeing yourself from costly vendor lock-in. You need to end the silos and manual handoffs between development and infrastructure teams that slow innovation and increase costs.

Unify virtualization management, optimize your existing IT investments, and pave a smooth path forward to hybrid cloud with a flexible, open approach from HPE.



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Assess your current footprint and optimize

Choices that once served you well aren't always a good fit for the future. Your virtualization costs may be rising due to changes in packaging and pricing. You may be rethinking your virtualization platform choices and seeking alternative virtualization stacks. You may want to accelerate the development of cloud-native, containerized applications.

Start by assessing your current footprint:

- Are you fully utilizing the virtualization licenses you have purchased?
- Are workloads running in the most data-efficient locations?
- Have you optimized for performance or are outdated servers, storage, or networking equipment holding you back?
- Do you have a large footprint of mixed vendor infrastructure that is creating inefficiencies?
- Do you have capital tied up in IT infrastructure just in case you might need it?
- Could rationalizing, recycling, or reselling this equipment generate funding for strategic investments?



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Align virtualization to business-critical workloads

Choose virtualization platforms and public or private cloud environments that match your workload needs—not licensing constraints.

Right-sizing virtual machines (VMs), balancing workloads across environments, and choosing flexible deployment options can help improve application performance, reduce overprovisioning, and free up resources for innovation.

HPE can help you align your infrastructure strategy to your application requirements, reducing waste and improving ROI.

HPE can help you:

- **Get data-driven insights into your workloads.** Use [HPE CloudPhysics](#), a free cloud visibility assessment platform, to get data-driven insights to optimize your workload placement, find the correct balance of hybrid cloud resources, and reduce costs.
- **Deploy your way.** Choose flexible deployment models across your edge, core, and cloud based on factors like performance, scalability, security, and cost.
- **Automate and orchestrate infrastructure operations.** Reduce time-consuming manual work and automatically run applications on the optimal infrastructure with unified orchestration tools.



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Release yourself from single vendor lock-in

Don't let a vendor's business strategy drive up your IT costs, limit your business opportunity, and restrict you from the advantages of new technologies. When you free your IT strategy from single vendor lock-in, you're equipped to provision any workload to any platform across both on-premises and any cloud—while retaining complete control over cost and compliance.

- Are you paying extra for virtualization licenses and features that aren't essential to your business?
- Have you considered transitioning to an open-source hypervisor, but are hesitant due to support concerns?
- How easily can you migrate VMs or data to different virtualization platforms, whether in a public or private cloud environment?

Break free from vendor lock-in

Avoid long-term licensing traps and adopt an open, standards-based virtualization platform with confidence from a vendor that has been managing VMs for more than 20 years.

HPE Morpheus Software supports both open KVM and other virtualization platforms, including VMware®, Nutanix, Microsoft, and Oracle® as well as Kubernetes, bare-metal, and public cloud. You gain the freedom to manage workloads across environments and migrate on your own terms.

HPE can help you:

- **Protect your past investments.** Unify management of your existing VM environments without an immediate platform switch. Migrate each workload when you're ready, instead of disruptive and costly rip-and-replace.
- **Remove future constraints.** VM Essentials is an open, flexible architecture that supports modern workloads, avoids vendor lock-in, and is ready for whatever the future holds.
- **Deploy your way.** You won't be forced to buy more software licenses or capabilities than you need either. VM Essentials is licensed per socket and can be deployed as standalone software on HPE ProLiant Compute Gen11 and Gen 12 servers or HPE Alletra Storage. VM Essentials is also available as an integrated component of your HPE Private Cloud or GreenLake environments.



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Running storage and network functions on VMs or the hypervisor itself adds overhead and consumes licenses that could be used for actual business applications. Replication, compression, and deduplication are compute-intensive. Virtualized switching, routing, and firewalling consume CPU cycles and VM licenses too. As a result, you need a bigger data center infrastructure footprint to support your growing applications and workloads.

- Are your virtualized storage or network services consuming compute resources that could otherwise support application workloads?
- Are storage, network, or security services using full VM licenses, increasing your operational costs?
- Are you struggling to scale specialized workloads like high-performance compute or AI?
- Do you have the ability to segment workloads or data based on specific performance or security requirements?

Get the simplicity of hyperconverged without the limitations

You can have the simplicity and ease-of-use of hyperconverged infrastructure (HCI)—without the constraints. Disaggregated HCI (dHCI) consolidates compute, storage, and networking infrastructure into a purpose-built platform. With dHCI, you can scale your storage and network services while reducing your VM licensing needs, limiting appliance sprawl, and right-sizing your data center infrastructure.

HPE can help you:

- **Extend the HCI experience to every application.** VM Essentials provides simple, granular storage management for HPE Alletra Storage, a boundary-breaking dHCI architecture that enables business-critical speed and resilience with the independent scaling of compute and storage. Drive enterprise resiliency for your apps, performance at scale, and greater efficiency—without manual tuning.
- **Automate and scale networking and security.** HPE Aruba Networking CX 10000 Switch Series with AMD Pensando™ is a new category of data center switch with a hardware-accelerated services processor that delivers orders of magnitude of scale over traditional data center switches. Build a data center fabric that accelerates your most demanding, data-intensive and AI apps. Extends zero trust for your most critical applications with distributed microsegmentation, firewalling, and encryption at scale.



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You are focused on optimizing core applications, maximizing the value of your legacy apps, and realizing the value of AI investments. As your service delivery strategy shifts to a platform approach, you need to deploy rapidly and scale up or down across your hybrid cloud estate. But the harsh reality for many organizations is that provisioning applications can take days or weeks.

- Are manual handoff processes for provisioning new VMs slowing down your developers? Or worse, are frustrating delays pushing them to deploy workloads to uncontrolled public clouds, driving up cost and increasing risk?
- Are developers or business units bypassing IT entirely and using public cloud services, leading to operational silos, increased overhead, and the risks of shadow IT?
- Do developers frequently repurpose infrastructure to avoid delays caused by lengthy provisioning processes?



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Simplify IT operations to lower TCO

Consolidate multiple infrastructure management tools, automate and orchestrate provisioning, and enable consistent service delivery from edge to cloud. Developers can speed application modernization and innovation and you can reduce infrastructure complexity and lower operational costs.

HPE's unified virtualization solutions, powered by HPE Morpheus Software, streamline VM provisioning, workload placement, and lifecycle management—freeing up IT resources and reducing manual effort. Empower your developers with self-service access, while maintaining IT, security, and finance guardrails.

HPE can help you:

- **Reduce administrative overhead:** HPE Morpheus Software unifies management of hypervisors, storage, and networking, which reduces the need for multiple platform-specific teams and lowers staffing and training costs. Consolidating management and orchestration into a single platform lessens redundant software licenses and support contracts, lowering costs.
- **Speed application deployment:** Provisioning on-demand access to IT resources from a central service catalog removes manual handoffs. Developers and business units get what they need without resorting to shadow IT. Policy-based controls keep security intact and costs under control.
- **Troubleshoot faster for less downtime:** Centralized visibility and proactive issue detection improve system reliability, reducing the financial impact of application performance degradation or outages.



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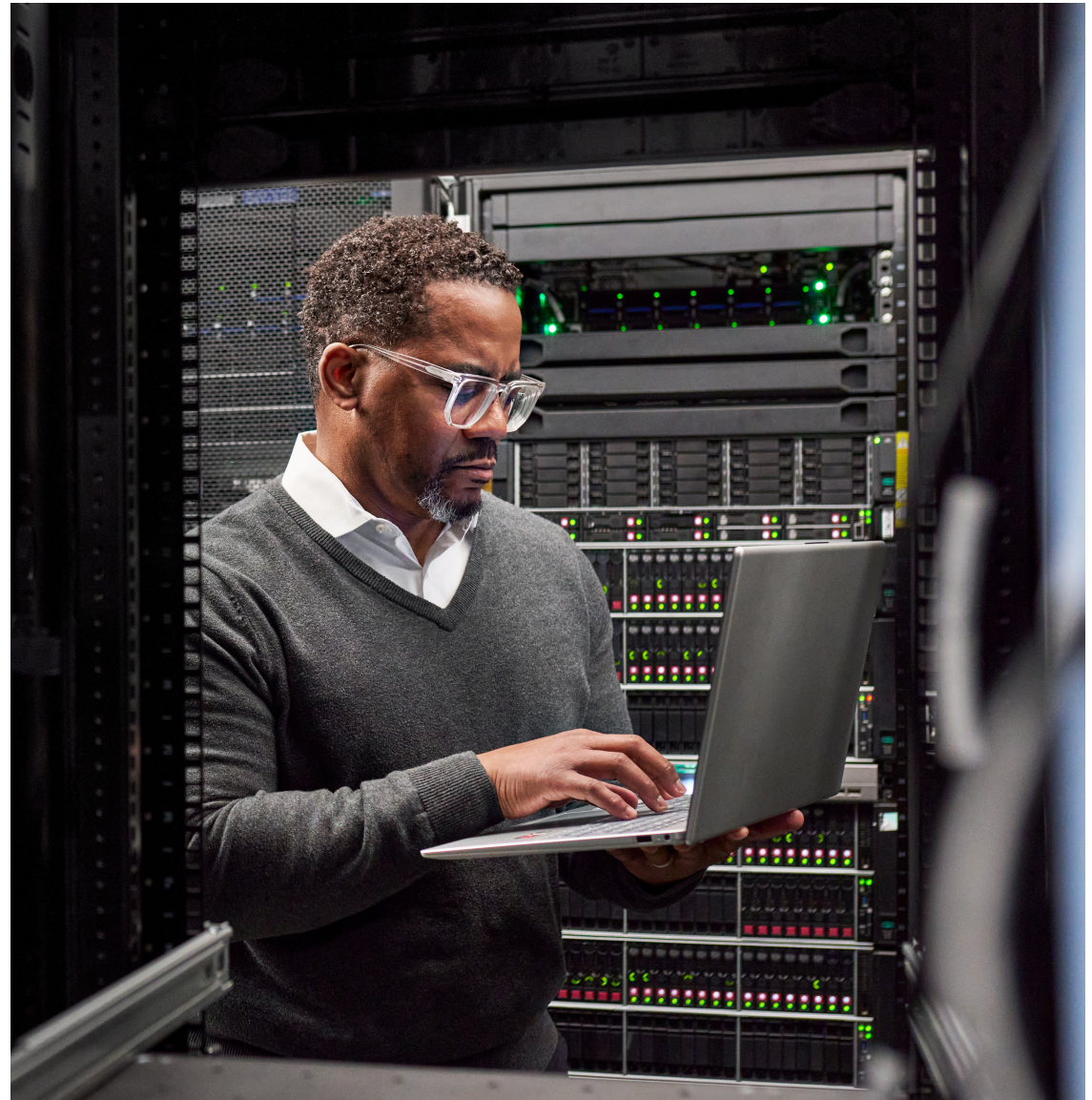
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You need the agility of a public cloud with the controls of a private cloud. Your digital infrastructure is diverse, distributed, and complex with fragmented tech stacks, extending to private and public clouds. As technology evolves, you need a future-proof, flexible path forward to deliver core business services and AI innovation.

- Get started by simplifying virtualization management. HPE Morpheus Software - VM essentials is ideal to simplify management of smaller virtualized workloads. VM Essentials supports multiple hypervisors and is offered as a per-socket licensing model to enable a smooth transition while lowering costs.
- Upgrade to the enterprise version when you're ready. Get a comprehensive management platform, including self-service provisioning, orchestration across public and private clouds, and governance, and FinOps with HPE Morpheus Software.

Both the HPE Morpheus Software - VM essentials and enterprise versions are available as standalone software or integrated into HPE private cloud, so you can choose the best-fit deployment options—and be ready for what's next.



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HPE's unified approach empowers you to optimize your business application based on what each application truly needs. You gain the agility of a true cloud operating model, while avoiding lock-in to any one hypervisor or hyperscaler and maintaining the security guardrails and cost controls you need. You can reduce waste, avoid overprovisioning, and improve responsiveness to the business.

Get started today with solutions like HPE Morpheus Software, GreenLake cloud, and HPE Private Cloud. When you modernize IT with HPE, your organization gains the IT control, flexibility, and automation you need to adapt to evolving changes and new market opportunities.

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