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Questions About HPE GreenLake

Answered



HPE GreenLake: why hybrid cloud could be the answer to your problems.

Even with uncertain times ahead, customers still expect IT resellers to deliver mission-critical projects with lower costs and higher performance.

And with industry analysts predicting between a 7% to 10% decline in traditional Capex spend on infrastructure and private flow from channel partner clients, resellers will have to make some important decisions, and soon.

But how can you improve your customer's lives so they benefit from the speed and agility of new technology while still handcuffed to increasingly redundant and cumbersome on-premise infrastructure?

Simple - with GreenLake Hybrid cloud.

In this short guide, you'll learn how to empower your customers with the flexibility of a public cloud experience and the security, latency and compliance of an on-premise solution.

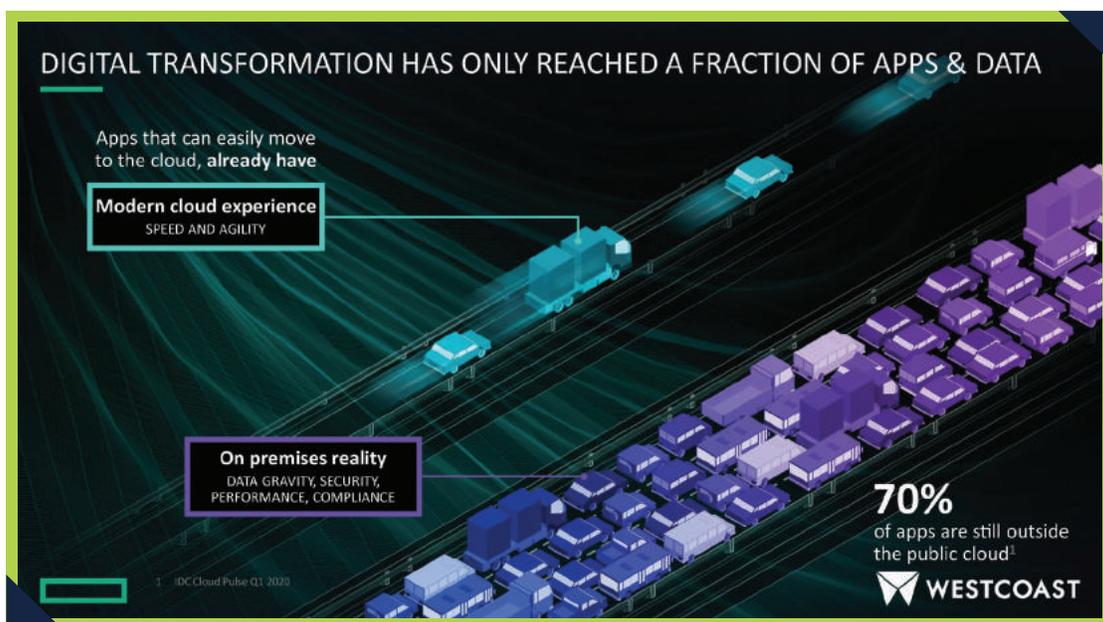
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Is there already a demand for GreenLake?

1

According to research data taken from International Data Corporation - the premier global provider of market intelligence for the information technology, telecommunications, and consumer technology markets - around 70% of most client applications still remain outside of the public cloud environment due to various security, performance, compliance and legacy issues.



This means there is already an existing, ready-built market of frustrated companies who cannot yet access the speed and agility offered by the public cloud environment.

And this isn't an unsubstantiated projection. Over the last ten years, we've increasingly seen more businesses adopt public cloud to solve their data storage, data transportation and data access issues and we've noted that 85% of the customers we've encountered reported a positive experience with public cloud and would recommend hybrid as a storage solution to others.

Customers have a problem they're asking you to solve. GreenLake Hybrid cloud is your answer.

But it's not just about infrastructure improvement. It's also a way to streamline both the data supply chain and the procurement process. It's about retaining control of applications unable to move to the public cloud and it's about delivering with reliable speed and agility.

HPE GREENLAKE
THE CLOUD THAT COMES TO YOU

EDGES COLOCATION / DATACENTERS CLOUDS

Self-service Pay-per-use¹ Scale up and down Managed for you

¹ Reserve may apply

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How does GreenLake work?

2

HPE GreenLake focuses on delivering workloads for both you and your customers in a way that's simple to understand.

Rather than starting the conversation with technology as the driver, it reframes the delivery process by beginning with isolating the results your customer needs.

As you can see, due to its umbrella system, GreenLake both pre-configures and manages multiple workloads for your customers now matter how many moving parts their system needs to function.



Likewise, regardless of where the workload is delivered, whether it's in a new data centre or public cloud, GreenLake can visualise utilization levels and their associated costs and present them as a unified, single-source of truth.

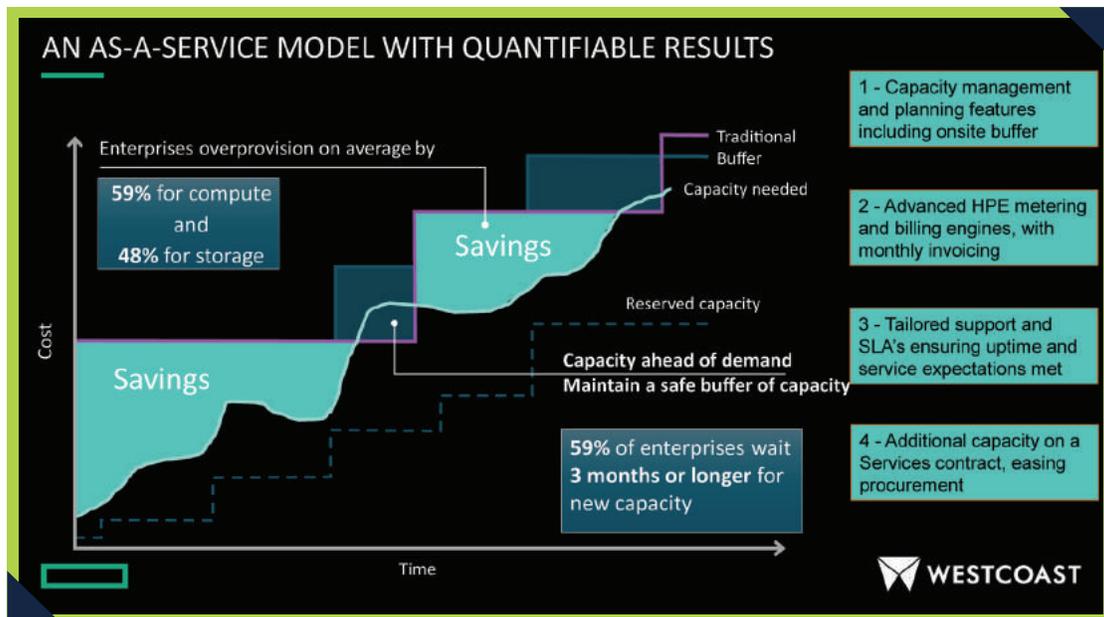
It gives your customers full autonomy over multiple projects so the business can better decide both where workloads need to be based at present or where they need to be moved in the future.

What's best in one location or instance today may be different 12 months from now as the world changes around us. GreenLake caters for this through its continuous platform, business, and process management analytics software.

How does GreenLake save clients money?

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The GreenLake consumption model is best explained through a graph such as the one here with cost represented by the Y-axis and time by the X-axis.



As with all projects, as time advances, costs often rise due to the resources required to either sustain or improve results.

Imagine this graph represents a fictitious organization growing at a healthy rate.

The jagged green growth line indicates the increasing but irregular growth a business may see from new product launches, fluctuating offer cycles, new acquisitions, etc.

What happens in the traditional purchase mode is a customer projects the storage they *think* they'll need for the next two to three years (maybe longer depending on the organization and their policies) Then, they usually 'overbuy' accordingly to ensure their data needs are safe so they don't run out of capacity mid-cycle.

Their strategy is to over-provision upfront and then grow into it their storage as they expand.

Sound familiar?

Can GreenLake solve over provisioning problems?

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According to 451 Research, the average enterprise organisation today faces 59% over-provision on compute and 48% over-provision on storage.

But how can you solve that level of over provision? How can you reduce costs for your client without overcomplicating or compromising their current data strategy?

Simple...

You shift the risk of that over-provision by managing it better through your new secret weapon: HPE GreenLake.

In a traditional purchase model, any customer has to project the storage they think they might need in both short, mid and long-term. There's no getting away from that. But rather than blindly sell your customer's products they don't need, GreenLake allows you to work in partnership with them to better serve their needs.

By working with and not against the customer, and by helping them better plan their data requirements, GreenLake's powerful monitoring tool allows you to install the amount they're going to need in six months time but only charge the customer based on what they use today.

In a simple stroke, you've reduced over-provisioning issues for your client by switching the risk from the customer to GreenLake using its inbuilt capacity management function.

How does GreenLake improve service flexibility?

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GreenLake's software analytics allow you to manage your customer's needs in advance. And because everything from reserve capacity to installed capacity is managed through variable billing, there's a lot of flexibility for both your external customer and your internal team.

It means you can keep installing additional capacity ahead of demand giving the customer the flexibility to ramp usage up or down quickly to match the real-time needs of their business.

On average, we see GreenLake customers make between 30 to 40% savings by switching to our Hybrid cloud model. But that isn't all.

Another challenge with the traditional purchase model is the time it takes to deliver new capacity 'on-premise.'

As mentioned earlier, research shows 59% of enterprise organisations wait three months or longer to provision new capacity. But through GreenLake's powerful analytic software, capacity can now be delivered ahead of time making sure a buffer is always in place to suit the customer's needs.

That equates to considerable over-provision savings. And what customer wouldn't want that service?

What else can GreenLake do for me?

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GreenLake isn't just about provisioning hardware, capacity planning, and reducing the need for over provisioning, it's also part of a superior service experience.

When a customer chooses GreenLake, they also choose a first-class service provider and trusted consultancy.

Not only is GreenLake maintained over the lifecycle of the contract, but it also comes with access to the highest data centre care HPE offer.

HPE will tailor the SLEs to bespoke customer needs so support goes above and beyond client expectations.

But don't just take our word for it.

Our customer's actions speak for themselves through HPE GreenLake's impressive average customer retention rate of 90% over the last ten years.

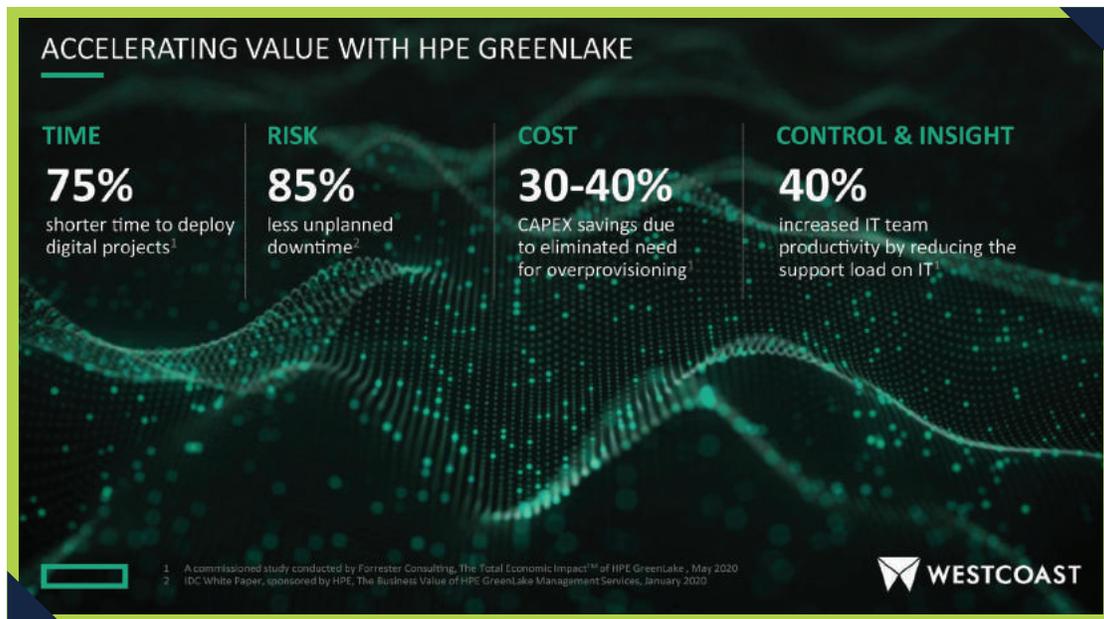
A clear demonstration of how GreenLake delivers and meets the demands of even the most demanding customer.

Can GreenLake's success be proven with figures?

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It's not enough to explain how GreenLake works. You also need to know it's effective.

Taken from an in-depth case-study survey in May 2020 of a current GreenLake client, these numbers speak for themselves:



**Improved
business agility**



See an overall decrease in time taken
to deploy new digital projects

**Reduced
downtime**



Less unplanned downtime means
more efficiency across the board

Lower costs



Deliver impressive Capex savings
to clients

**Boosted
productivity**



Streamlined IT activity means faster
project delivery

Would your customers be impressed with those results?

What do customers say about GreenLake?

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WINNING WITH HPE GREENLAKE CLOUD SERVICES

- "We think on average we have saved approximately 70% using HPE GreenLake."
- "We were operating at 40% commercial utilization; with HPE GreenLake we are at 100%."
- "We don't incur egress charges to read our own data ever with HPE GreenLake."
- "We cut our supply chain from 93 days to minutes."
- "Our customers are finding great success in the marketplace migrating to consumption-based models."
- "Provides my customers a level of flexibility through on-prem hardware with cloud-like economics, that is unmatched in the hybrid IT market."

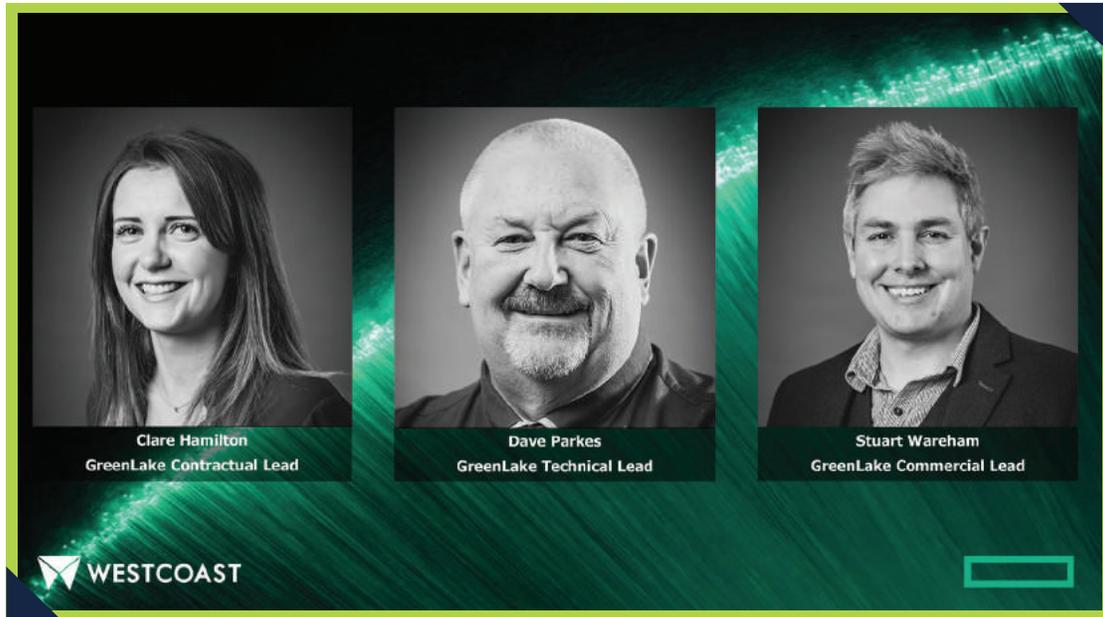
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What does support for GreenLake look like?

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GreenLake is technically reliable and delivers consistent, enviable results. But sometimes that isn't enough in our new 24/7 service-led economy.

Yes, you likely already have the in-house skills to manage your customer's hybrid infrastructure. But if you don't, or if you just need some extra resource, you can tap into the power of Westcoast's extensive skills and experience at any time.



Stuart Wareham

Stuart is Westcoast’s GreenLake commercial lead and can ensure everyone within your business from ops to finance not only understands GreenLake but can also explain it to your customer base and supply chain. Think of Stuart as the bridging link between technology, your customer and your business needs.

Dave Parks

Yes, GreenLake is a reliable answer to numerous business process focussed issues. But is it the right technology fit for your customers?

Our GreenLake Technical lead, Dave Parks, has years of experience in providing exactly these types of customer solutions across multiple vendor sets.

Claire Hamilton

GreenLake isn’t just about bleeding-edge technology. It’s also about impressive customer service. Claire Hamilton is a people-focused technology professional with a wealth of experience managing and delivering high-level, complex contracts for a range of demanding customers.

How does GreenLake storage work?

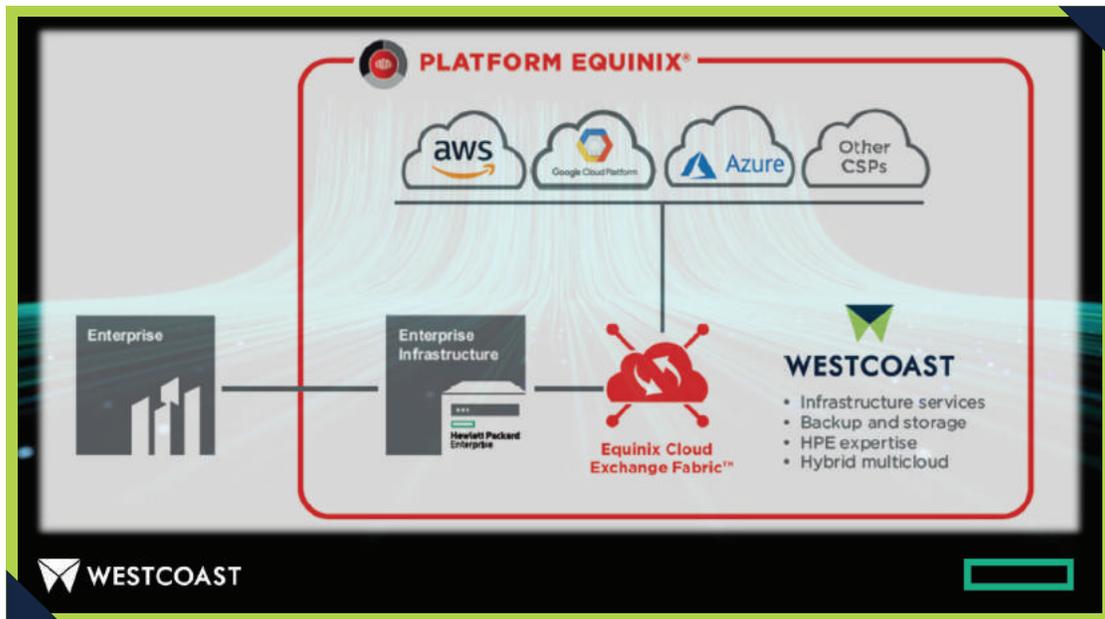
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GreenLake And Equinix: safe storage for all your data

Westcoast and HPE partner closely with global data company Equinix to provide the complete hybrid cloud package for all your customers.

Not only can Equinix host customer infrastructure at any one of their more than 220 data centres worldwide, but their cloud exchange approach creates private and secure connections to multiple public cloud providers.

Without the need for any costly or clunky VPNs, and due to strategic public cloud data centre adjacencies and flexible high-speed connectivity, your customer's data can be moved easily and cost-effectively between different locations in record time.



Equinix provides a self-service portal that allows your customers complete autonomy over the services that they use.

How simple is GreenLake to monitor and use?

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GreenLake Central is a cloud-based portal allowing customers a transparent view of their apps and data across both multiple public clouds and their on-premise GreenLake private cloud.

UNIFY CONTROL OVER YOUR HYBRID ESTATE

HPE GreenLake Central
Easily add services through a single portal and gain deeper data and insights for action.

"How much am I spending?" **CFO**

"How can I stay ahead of demand?" **IT Ops**

"Is my business at risk?" **Legal**

"I need to deploy new apps quickly." **Dev Ops**

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CIO

In our experience, once new customers are up and running with GreenLake, nearly 70% then move to upgrade their plan to include new projects in order to access a 'single source of truth' across the entire business.

It allows multiple departments such as operations, finance, delivery and sales to view, manage and control their data to suit their needs while making accurate financial decisions.

For example, by entering the different cost metrics for Azure, AWS, etc., into GreenLake Central, your customer can see exactly what their spending and where. It makes budgets easier to manage, projects more transparent and risks easier to spot.

Not only that, but our robust optimization engine helps to predict capacity needs in advance and recommends the most effective and cost-efficient location for each workload.

GreenLake Central also monitors over 1500 compliance controls over both public and private cloud. And once 'out of compliance situations' are identified, HPE experts will work with your customer to fix any issues before they become a problem.

The platform also moves to solve the age-old issue between conservative IT infrastructure needs (reliability & stability) with their often oppositional software counterparts (those who push for reform & change) by providing a dedicated login for software development teams to access a self-service catalogue where they can select a range of application tools.

The result: a stable infrastructure capable of empowering even the most pioneering of software roadmaps.

What about GreenLake's effect on client budgets?

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The infographic features a central light blue circle with a diagonal slash and the text "\$300K". It is surrounded by four white-bordered text boxes with green dashed lines pointing to the central circle. The background is a dark green grid of dots with glowing green lines. The Westcoast logo is in the bottom left corner.

GREENLAKE SWIFT OVERVIEW

Pre-Configured and Pre-Priced Storage and Compute GreenLake offering with monthly customer pricing starting below \$3K

Hardware BOM values for reference architectures between \$50K and \$200K. A Perfect GreenLake solution for down-market customers or for a land and expand strategy

Close a GreenLake deal in as little as 3 days with customer ready pricing and pre-built SOW templates

48 month term with 80% Reserved Capacity and 20% Variable Capacity

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As we move into both a current and post COVID world, access to capital is arguably going to be restricted for many large companies. The sizable budgets they used to have will almost certainly shrink as businesses look to safeguard their future.

And while that doesn't mean enterprise clients should be neglected, it does mean channel partners need to diversify their client base.

SMEs (Small-to-Medium sized businesses) embracing digital technologies are going to be a cornerstone of economies as we transition through this COVID-19 age.

Up till now, the SME market hasn't been a tier 1 target for GreenLake in its existing form. But HPE's new offering, GreenLake Swift, is the answer to accessing this lucrative market.

GreenLake Swift allows bespoke transformation projects with a \$50,000 to \$200,000 value to be transacted on a pay-per-use basis. What's more, most of these deals can be turned around rapidly - in as little as three days in most cases - generating an impressive short-term revenue stream for channel partners.

But regardless of scale or complexity, through GreenLake, you can now provide customers with an easy-to-use, pay-as-you-consume, hybrid cloud solution to help them achieve a multitude of desired business outcomes with minimal risk.



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