

Selling HPE Hybrid Cloud, Rev 25.41

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Student Guide
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Contents

Selling HPE Hybrid Cloud	8
Course map	9
Module 1: Trends and Opportunities	10
Module overview	11
Topic 1: Trends Impacting IT Purchases	12
Trending initiatives and concerns	13
Hybrid cloud benefits	14
Hybrid cloud challenges	15
Potential benefits of private cloud	16
Private cloud inhibitors to success	17
Learning check	18
Answer to Learning check	19
AI primer	20
AI computing: Potential benefits	31
AI: The challenges of harnessing AI potential	32
Obstacles to successful storage initiatives in hybrid cloud environments	33
Objectives for mission-critical storage in hybrid cloud environments	34
Goal for data protection in hybrid environments	35
Challenges to successfully protecting data in hybrid cloud environments	36
Learning check	37
Answer to Learning check	38
Topic 2: Opportunities Arising from Trends	39
The hybrid cloud opportunity: What's in it for you?	40
Seizing the hybrid cloud opportunity: How this course can help	41
The private cloud opportunity: What's in it for you?	42
Seizing the private cloud opportunity: How this course can help	43
The AI solutions opportunity: What's in it for you?	44
Seizing the AI solutions opportunity: How this course can help	45
The data storage opportunity: What's in it for you?	46
Seizing the storage opportunity: How this course can help	47
Data protection opportunity: What's in it for you?	48
Seizing the data protection opportunity: How this course can help	49
Additional resources	50
Summary	51
Module 2: HPE Hybrid Cloud Ops Software Solutions	52
Course map	53
Module overview	54
Topic 1: Rethink Hybrid Cloud with HPE	55
What organizations really need from hybrid cloud	56

The challenges of getting to an effective hybrid cloud operating model.....	57
HPE has been systematically working toward a well-defined goal: Enable the hybrid cloud operating model.....	58
HPE enables a unified hybrid cloud operating model.....	60
Flexible options for every customer's journey.....	61
Learning check.....	63
Answer to Learning check.....	64
Topic 2: Virtualization and Hybrid Cloud Management Software.....	65
Understanding HPE Morpheus Software solutions.....	66
HPE Morpheus VM Essentials unifies HPE and VMware hypervisors.....	67
HPE Morpheus Enterprise helps IT become internal service providers.....	68
Recognize the opportunities for selling HPE Morpheus Software.....	69
Good candidates for HPE Morpheus VM Essentials.....	70
Use discovery questions to understand customer requirements.....	71
Winning against the competition.....	72
Learning check.....	74
Answers to Learning check.....	75
Selling HPE Morpheus Software solutions to enterprise customers.....	76
Recognize customer characteristics for HPE Morpheus Enterprise.....	77
Use discovery questions to understand customers' requirements.....	78
Understand the engagement model for HPE Morpheus Enterprise.....	79
Competitive snapshot for HPE Morpheus Enterprise.....	80
HPE Morpheus Enterprise opportunity for service providers.....	82
Strategy for selling HPE Morpheus Enterprise to SPs.....	83
Learning check.....	84
Answers to Learning check.....	85
Topic 3: Autonomous IT Operations.....	86
Customers need autonomous IT operations.....	87
HPE OpsRamp enables customers to observe, analyze, and act on data.....	88
Use discovery questions to uncover customer requirements.....	89
Targeting the right opportunities.....	90
HPE OpsRamp: Adding value to other HPE solutions.....	91
Additional resources.....	92
Summary.....	93
Module 3: HPE Private Cloud Solutions.....	94
Course map.....	95
Module overview.....	96
Topic 1: Private Cloud Engineered Systems.....	97
Today's workloads require a new data platform.....	98
HPE Private Cloud Business Edition.....	99
Proven value with HPE Private Cloud Business Edition.....	100
From hardware efficiency to software flexibility.....	101
Articulate the value of HPE Private Cloud Business Edition.....	102

Recognize opportunities for HPE Private Cloud Business Edition	103
Use discovery questions to understand customers' requirements	104
Overcome objections	105
Look for additional opportunities	106
Sell HPE Private Cloud Business Edition against the competition	107
Learning check.....	108
Answer to Learning check.....	109
Topic 2: HPE GreenLake Flex Solutions	110
HPE GreenLake Flex Solutions simplify business transformation.....	111
HPE GreenLake Flex Solutions create business agility.....	112
Enhanced operating experience for HPE GreenLake Flex Solutions	113
Enhance HPE GreenLake Flex Solution with HPE Morpheus Enterprise	114
Give customers a fully managed solution	115
How selling HPE GreenLake Flex Solutions benefits you	116
Learn more about HPE GreenLake Flex Solutions.....	117
Learning check.....	118
Answer to Learning check.....	119
Additional resources	120
Summary	121
Module 4: HPE AI Solutions	122
Course map	123
Module overview	124
Topic 1: Helping Customers Unleash AI	125
Organizations are stalled on the path to mature AI	126
What's holding organizations back?	127
A key strategic decision: where AI infrastructure resides	128
A key to success: AI factories	129
Expanded AI factory portfolio from HPE	130
HPE Private Cloud AI.....	132
HPE ProLiant: accelerated compute for powering AI everywhere.....	133
An ecosystem of AI workloads drives real customer outcomes	134
Learning check.....	135
Answer to Learning check.....	136
Topic 2: Selling HPE Private Cloud AI.....	137
Identify AI use cases.....	138
Open the door with discovery questions	140
Engage with key personas for AI projects	141
Target customers for HPE Private Cloud AI	142
Explain the advantages of HPE Private Cloud AI	143
Emphasize that ProLiant AI-optimized servers power HPE Private Cloud AI	144
Describe the advantages of HPE AI Essentials	145
Tout the proven value of HPE Private Cloud AI.....	146

Explain how HPE accelerates AI with curated solutions.....	147
Leverage our validated ISV offerings.....	148
Add services to accelerate your customers' AI journey	149
Overcoming objections	150
Winning against other vendors	151
Selling against public cloud providers.....	153
Learning check.....	154
Answer to Learning check.....	155
Additional resources	156
Summary	157
Module 5: HPE Primary Data Solutions	158
Course map	159
Module overview.....	160
Topic 1: Help Customers Unleash Their Data.....	161
Data fuels modern business	162
Structured versus unstructured data.....	163
Three strategic imperatives to unleash data.....	164
Modern storage makes a data-first strategy possible	165
HPE offers a unified portfolio for block, file, and object storage.....	166
Why disaggregated storage?.....	167
Delivering value with HPE's industry-leading disaggregated architecture.....	168
One architecture, one AI-driven operating model.....	169
Demo.....	170
Learning check.....	171
Answer to Learning check.....	172
Topic 2: Selling HPE Block Storage Solutions	173
Identifying block storage use cases.....	174
Opportunities for selling block storage.....	175
Additional opportunities for selling block storage.....	176
Discovery questions.....	177
Explain the advantages of HPE Alletra Storage MP B10000	178
Highlight multiple deployment options to meet every requirement.....	179
Transform your storage ownership experience with guaranteed IT outcomes.....	180
Overcome objections	181
Winning business from Dell-EMC and Pure Storage.....	182
Overcome competitive FUD.....	183
Learning check.....	184
Answer to Learning check.....	185
Topic 3: Selling Storage Solutions for Unstructured Data.....	186
Identifying use cases and positioning HPE object and file storage solutions.....	187
Extend your reach into the account	188
Prepare discovery questions to guide the conversation	189

Recognize target customers for HPE Alletra Storage MP X10000.....	190
Explain the advantages of HPE Alletra Storage MP X10000	191
Reasons to buy HPE Alletra Storage MP X10000	192
Explain the advantages of HPE GreenLake for File Storage	194
Learning check.....	195
Answer to Learning check.....	196
Topic 4: Selling HPE Storage Solutions for SMBs and Remote Offices	197
HPE MSA: Entry-level block storage for SMBs or remote offices	198
HPE MSA: How simple is it?	199
Offer HPE SimpliVity for remote offices	200
Additional resources	201
Summary	202
Module 6: HPE Data Protection Solutions	203
Course map	204
Module overview.....	205
Topic 1: Reimagining Data Protection	206
Staying secure and compliant is challenging	207
Customers must secure every application with comprehensive data protection	208
Modern data protection requires a multi-layer, zero trust approach	209
Learning check.....	210
Answer to Learning check.....	211
Topic 2: Identifying Sales Opportunities	212
Identify data protection use cases	213
Look for opportunities in every conversation	214
Prepare discovery questions.....	215
Topic 3: Selling Data Protection Solutions	216
HPE provides solutions for every data protection use case	217
Explain the advantages of HPE Zerto Software	218
Tout HPE Zerto Software success stories	219
Selling HPE Zerto Software against the competition	220
Emphasize the three pillars of HPE cyber resilience	221
Explain the advantages of HPE Cyber Resilience Vault.....	222
Selling HPE Cyber Resilience Vault against the competition	223
Bottom line: HPE Cyber Resilience Vault leads the competition	224
Learning check.....	225
Answer to Learning check.....	226
Solutions for fast and efficient backups and recovery at speed	227
Explain the advantages of HPE StoreOnce	228
Explain the advantages of HPE Alletra Storage MP X10000	229
HPE integrated ecosystem for backup and recovery.....	230
Solutions for scalable, cost-effective offline protection	231
Explain the advantages of HPE Cloud Bank Storage.....	232

Explain the advantages of HPE Storage Tape	233
Learning check.....	234
Answer to Learning check.....	235
Additional resources	236
Summary	237
Module 7: Selling Services.....	238
Course map	239
Module overview.....	240
Topic 1: Selling Services	241
Solutions include technology and services	242
How can services enhance the customer experience?	243
How can services help IT address their challenges?.....	244
What's in it for you?.....	245
Learning check.....	246
Answers to Learning check.....	247
Topic 2: Using HPE Services to Augment Your Organization's Services	248
Fill in customers' gaps with your services or HPE Services	249
HPE Services to meet every customer requirement.....	250
HPE operational services.....	251
HPE Tech Care Service	252
HPE Complete Care Service	254
HPE Lifecycle Services	256
HPE Support Center: Where customers gain full value of HPE Services contracts.....	257
Learning check.....	258
Answer to Learning check.....	259
Topic 3: Expanding Your As-a-Service Business with HPE	260
Build or expand your as-a-service business with HPE	261
Transition to as-a-service with HPE	262
What as-a-service solutions do you want to offer?	263
Start or expand your MSP business	264
HPE GreenLake MSP partner success story.....	265
Learning check.....	266
Answer to Learning check.....	267
Topic 4: Enabling Customer Success with HPE Financial Services	268
The value of HPE Financial Services.....	269
Differentiated value and opportunity for profitable growth	270
Additional resources	271
Summary	272
Module 8: Selling Against the Competition	273
Course map	274
Module overview.....	275
Topic 1: Top Tips for Winning the Sale	276

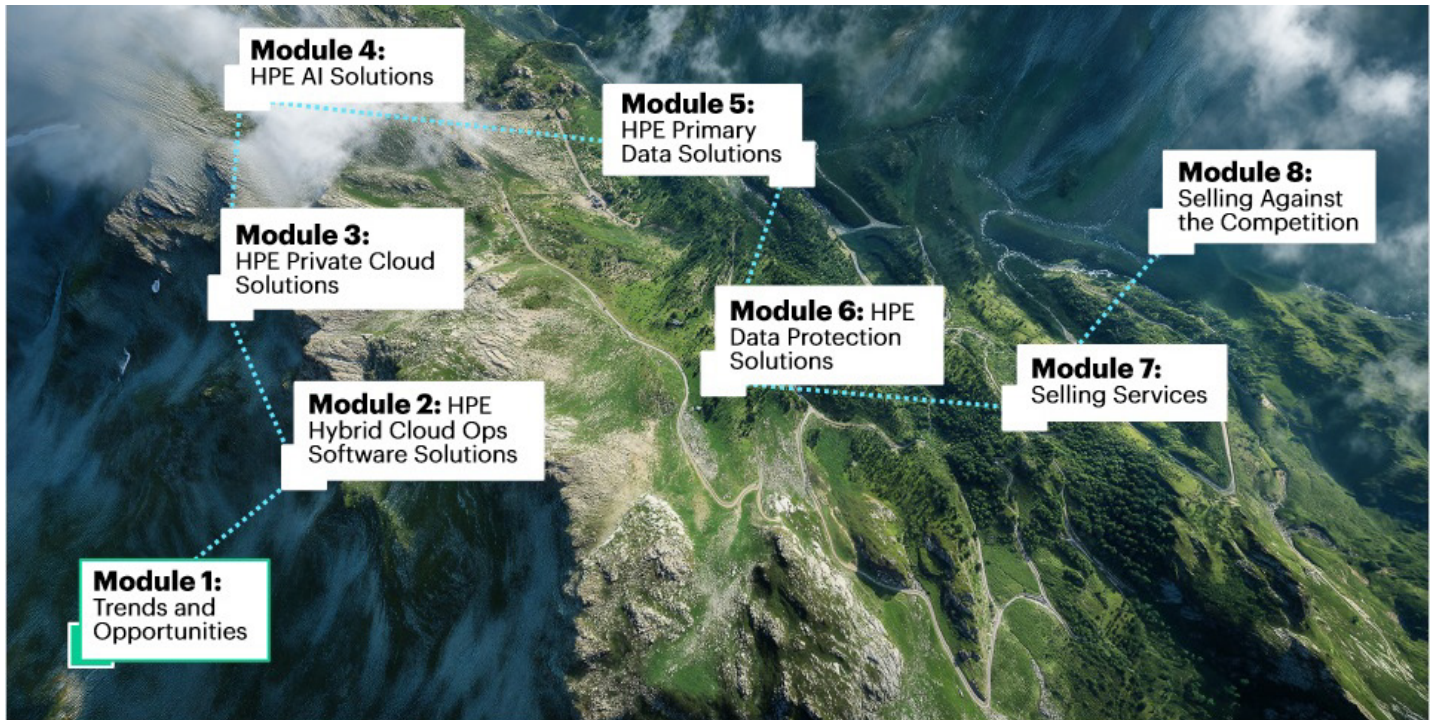
Win by driving the conversation	277
Hold a substantive conversation	278
Right size for the customer	279
Avoid competing on price alone	280
Leverage the power of HPE	281
Understand the power of demos	282
Topic 2: Winning with HPE Resources	283
Find competitive information	284
Example of using the competitive resources	285
Ask for help early in the sales cycle	286
Take advantage of other HPE tools	287
Summary	288
You've completed this course!	289

Selling HPE Hybrid Cloud



Welcome to the Selling HPE Hybrid Cloud certification course!

Course map



This course includes eight modules. To establish the context for this course, Module 1 discusses trending initiatives and the opportunities arising from them. Module 2 explores HPE's hybrid cloud strategy and the HPE Cloud Ops software solutions that help customers achieve the promise of hybrid cloud. Module 3 focuses on HPE Private Cloud solutions, including HPE Private Cloud Business Edition and HPE GreenLake Flex Solutions. Modules 4, 5, and 6 follow suit, covering HPE's AI, storage, and data protection solutions. Module 7 explains how HPE can help expand your organization's as-a-service business and managed service offerings. Lastly, Module 8 covers strategies for winning against the competition.

Module 1: Trends and Opportunities



Module overview



Topics

1 Trends Impacting
IT Purchases

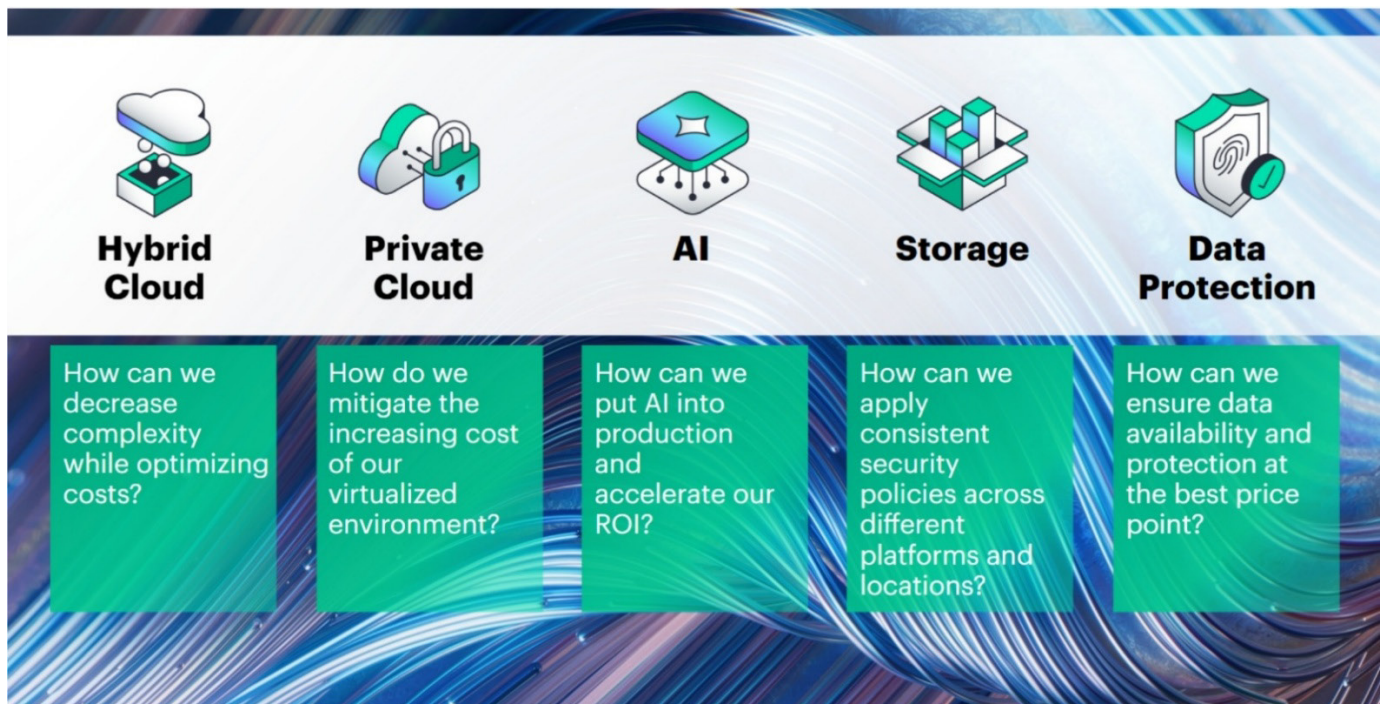
2 Opportunities
Arising from Trends

Module 1 is divided into two topics. In Topic 1, you will explore the initiatives and concerns driving organizations' IT purchases for their hybrid cloud environments. In Topic 2, you will consider the opportunities that these trends represent for channel partners like you.

Topic 1: Trends Impacting IT Purchases



Trending initiatives and concerns



Despite advantages, hybrid cloud environments pose significant challenges that organizations need help resolving.

Hybrid cloud environments too often increase management complexity. Organizations need help decreasing complexity while optimizing costs.

The virtualization landscape has recently experienced a seismic shift. Organizations need help finding private cloud solutions that will mitigate the increased cost of virtualization.

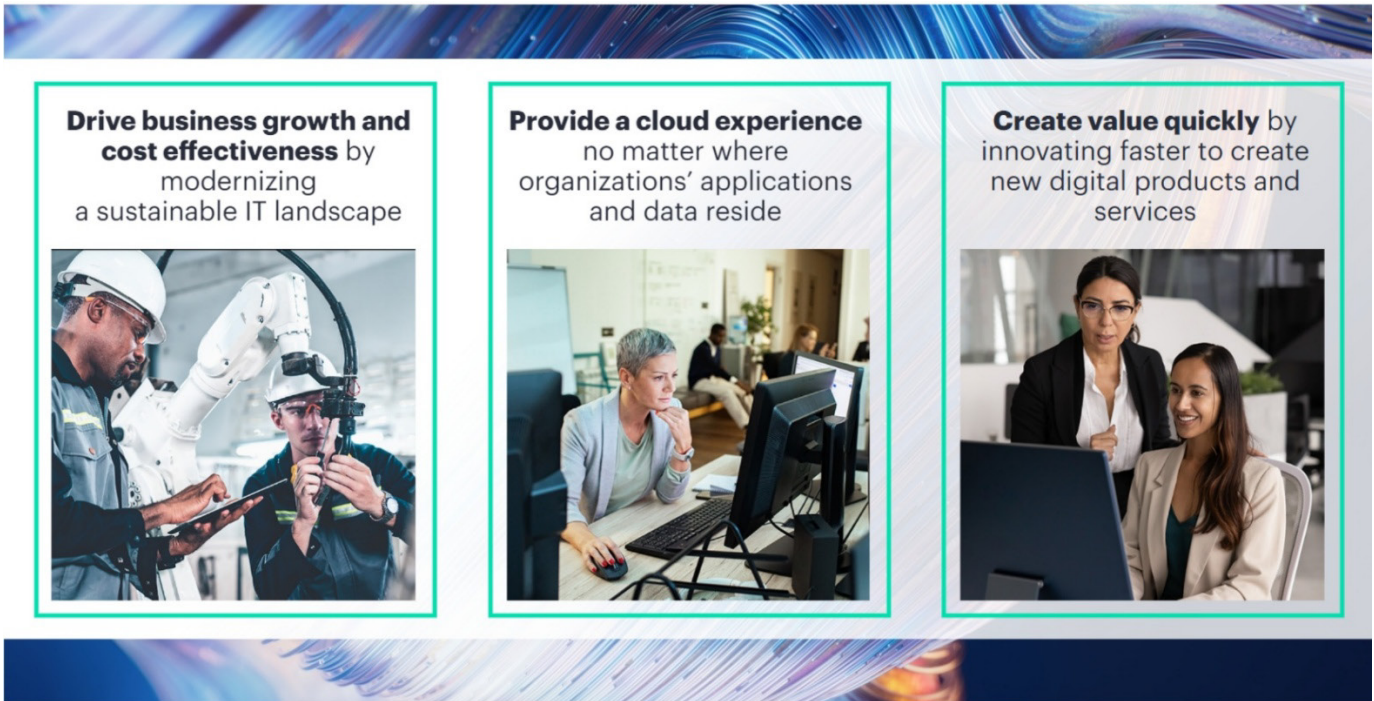
Many organizations have AI projects trapped in test environments. They need help finding efficient ways to move AI projects to production and accelerate ROI.

With more data being generated at more locations, storing data is increasingly challenging. Organizations need solutions that will allow them to easily apply consistent security policies across different platforms in different locations.

The data-protection challenge persists due to never-ending cyberthreats growing in volume and sophistication. Organizations need help ensuring data availability and protection at the best price point.

Understanding these trending initiatives—what they are, what they promise, and what inhibits success—is key to successful IT sales conversations. The rest of this module will cover the benefits and challenges associated with these trending initiatives.

Hybrid cloud benefits



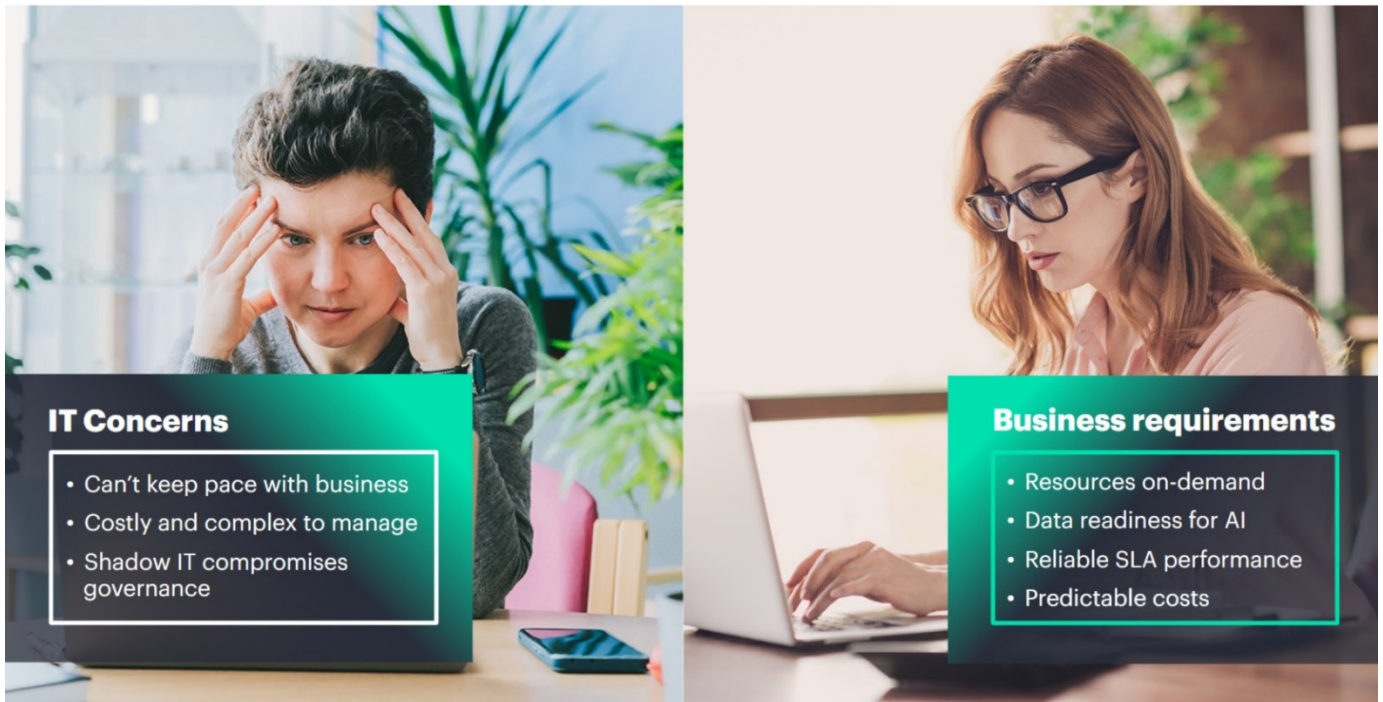
HPE President and CEO Antonio Neri knows that hybrid cloud is here to stay. “[It] is the future of the enterprise,” he said recently, “and the key to unlocking the power of data and emerging technologies.”

Hybrid cloud promises to drive business growth and cost effectiveness. It empowers organizations to strategically upgrade their technology, infrastructure, and processes to enhance business agility, security and efficiency while simultaneously reducing the environmental impact of their IT.

Hybrid cloud delivers the cloud experience no matter where organizations’ applications and data physically reside. In fact, most organizations no longer view the cloud experience as a benefit; they expect it. They expect that everything employees’ need will be accessible from wherever they are.

Hybrid cloud also promises to empower organizations to quickly create value by enabling them to innovate faster, delivering new digital products and services at previously unsurpassed rates.

Hybrid cloud challenges

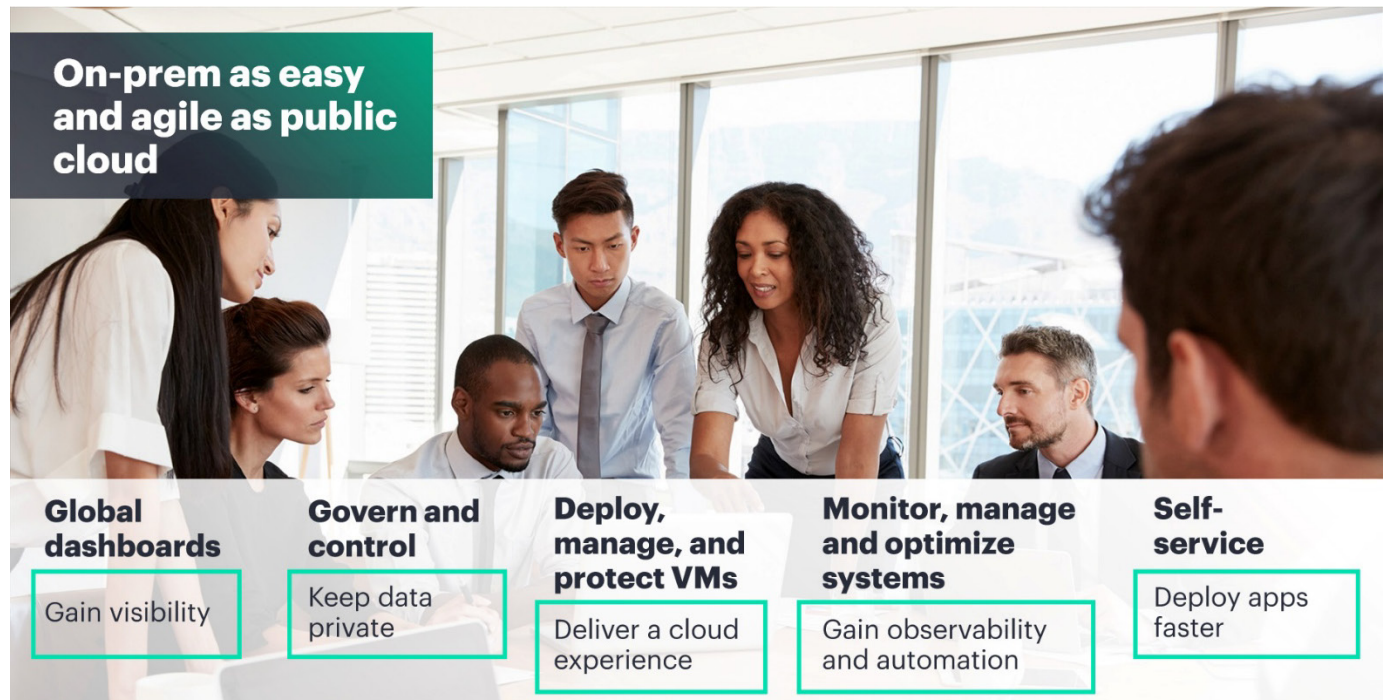


But to achieve the promise of hybrid cloud, enterprises must contain complexity. Most hybrid cloud environments evolved haphazardly from uncoordinated responses to business requirements and cloud-first mandates. As a result, many environments are hybrid by accident.

Hybrid-by-accident environments have left IT teams scrambling to keep pace with business demands. IT teams grapple with increased management cost and complexity. They too often lack end-to-end visibility, which increases the risk of shadow IT, that is, software, hardware, or cloud services creeping into the environment without their knowledge.

Meanwhile, complexity challenges IT's ability to efficiently integrate management processes to maintain operational excellence and keep costs in check. Developers and business units require on-demand access to the tools they need to innovate. They need data that is ready and able to fuel AI training and enrich AI inference. They need reliable performance that conforms to established service level agreements (SLAs). And they need all of this at costs they can predict.

Potential benefits of private cloud



Customers are also concerned about the security, compliance, and cost of public clouds—concerns that are leading many organizations to deploy a secure private cloud. Ideally, a private cloud empowers organizations to maintain on-prem infrastructure that is as easy to deploy and manage and as agile as public cloud. It provides a self-service experience that promises to boost productivity and accelerate innovation.

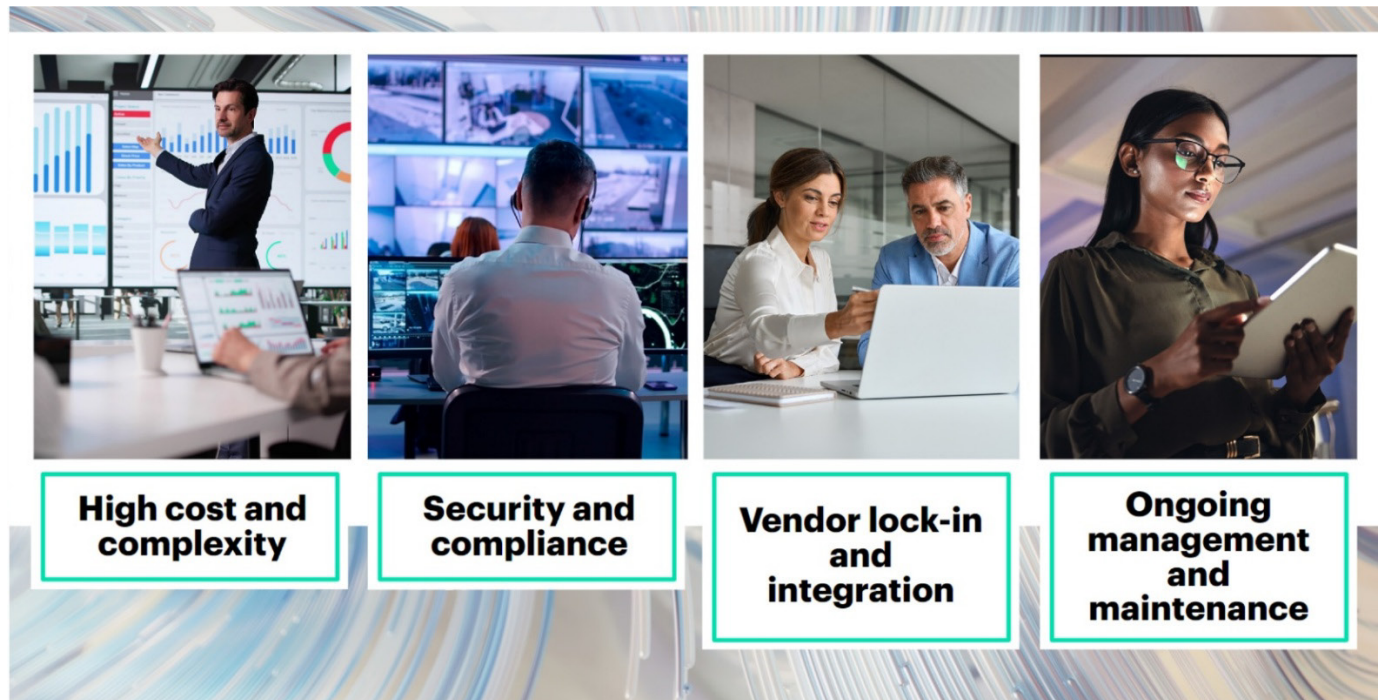
Private clouds promise observability, empowering IT teams to monitor, manage, and optimize systems from end to end.

Private clouds should help organizations deploy, manage, and protect their virtual machines (VMs). Ideally, it should enable them to easily provision and manage multiple hypervisors from a single location—while controlling costs.

Private clouds promise to help organizations maintain control over their data for improved governance, ensuring that data assets are accurate, secure, consistent, and properly used.

Private cloud solutions should offer end-to-end visibility with global dashboards. IT teams should be able to generate reports that they can use to optimize the requirements, scale, and costs of their resources and workloads.

Private cloud inhibitors to success



The potential benefits of deploying private clouds are alluring, but successful private cloud deployment can be inhibited by several factors, including high upfront costs and technical complexity. Technical complexity, in turn, can lead to configuration errors, leaving organizations vulnerable to security breaches.

Private cloud solutions pose arguably hidden hazards as well. Organizations must ensure the solution they choose is not built on proprietary software but instead based on open-source software to avoid vendor lock-in and allow for seamless integration with existing and future systems.

Additionally, depending on the solution, private cloud resources can be difficult to manage and maintain, which can thwart plans to increase efficiencies.

Learn more about these inhibitors to private cloud adoption in the sections that follow.

High cost and complexity

- Private clouds can require sizeable upfront investments in hardware and can be costly to maintain.
- Deploying and managing private clouds can require skilled IT professionals with expertise in virtualization, networking, storage, and cloud management platforms.

Security and compliance

- Private clouds can be susceptible to security breaches when not properly configured and maintained.
- Complying with regulatory standards can be complex and time-consuming, often requiring specific security measures and the proper documentation.

Vendor lock-in and integration

- Choosing a specific cloud platform or vendor can create dependencies and limit future flexibility.
- Integrating a private cloud with existing systems can be complex and time-consuming.

Ongoing management and maintenance

- Ensuring proper allocation and management of private cloud resources can be difficult but is essential to avoid bottlenecks and ensure efficiency.
- Continuous monitoring, performance tuning, and optimization can be complex and time-consuming.
- Scaling resources up or down to meet fluctuating demands can be more challenging in private cloud environments than in public cloud.

Learning check

What is one issue preventing customers from obtaining the full promise of hybrid cloud?

- a. On-prem solutions are inherently less secure than public cloud, making them more difficult to secure.
- b. Line of Business (LoB) managers prioritize using public cloud over meeting SLA requirements.
- c. Hybrid cloud environments are too complex and difficult to manage.
- d. Most organizations are not interested in implementing private cloud solutions.

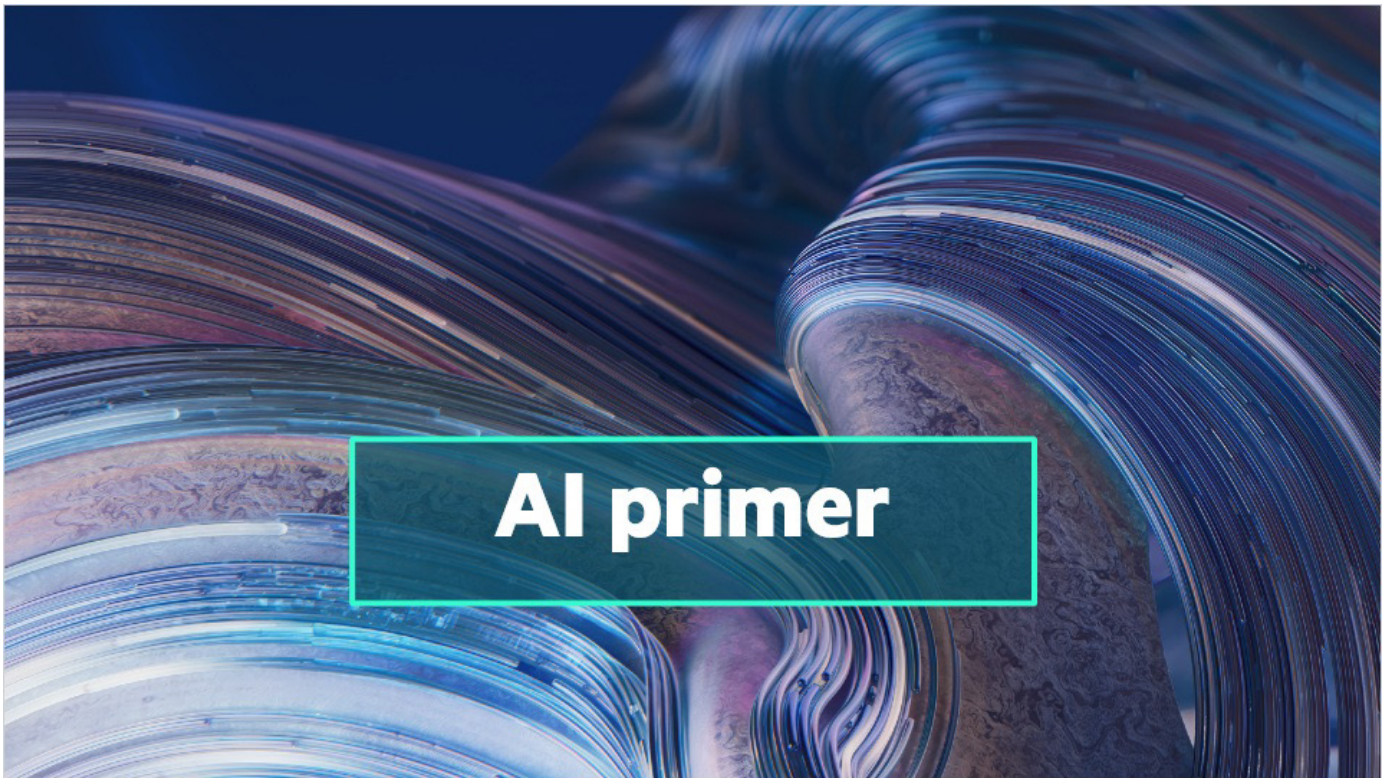
The answer to the Learning check is provided on the next page.

Answer to Learning check

What is one issue preventing customers from obtaining the full promise of hybrid cloud?

- a. On-prem solutions are inherently less secure than public cloud, making them more difficult to secure.
- b. Line of Business (LoB) managers prioritize using public cloud over meeting SLA requirements.
- c. Hybrid cloud environments are too complex and difficult to manage.**
- d. Most organizations are not interested in implementing private cloud solutions.

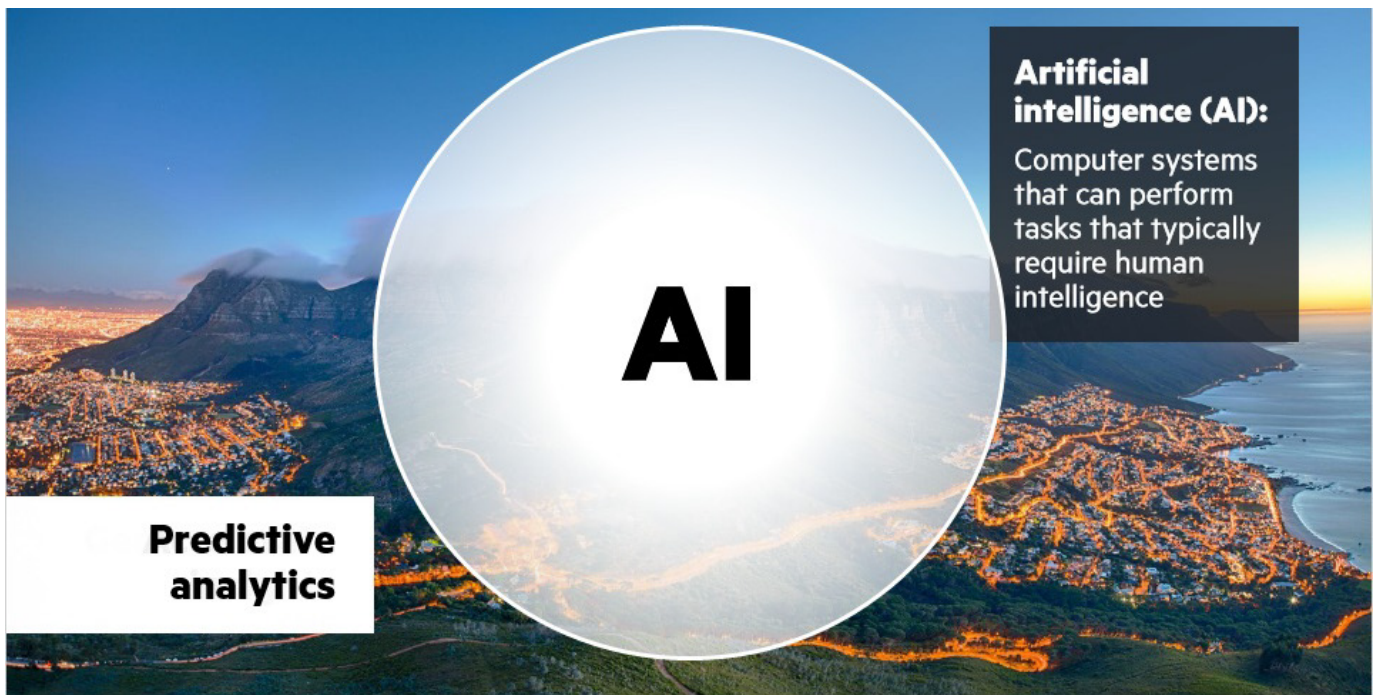
AI primer



AI is top of mind for most organizations' leaders, so you should be prepared to discuss it. If you need to review artificial intelligence (AI) foundational technologies and terms, read through the AI primer.

You can also skip forward to the "AI computing: Potential benefits" on page 31.

AI primer: What is AI?



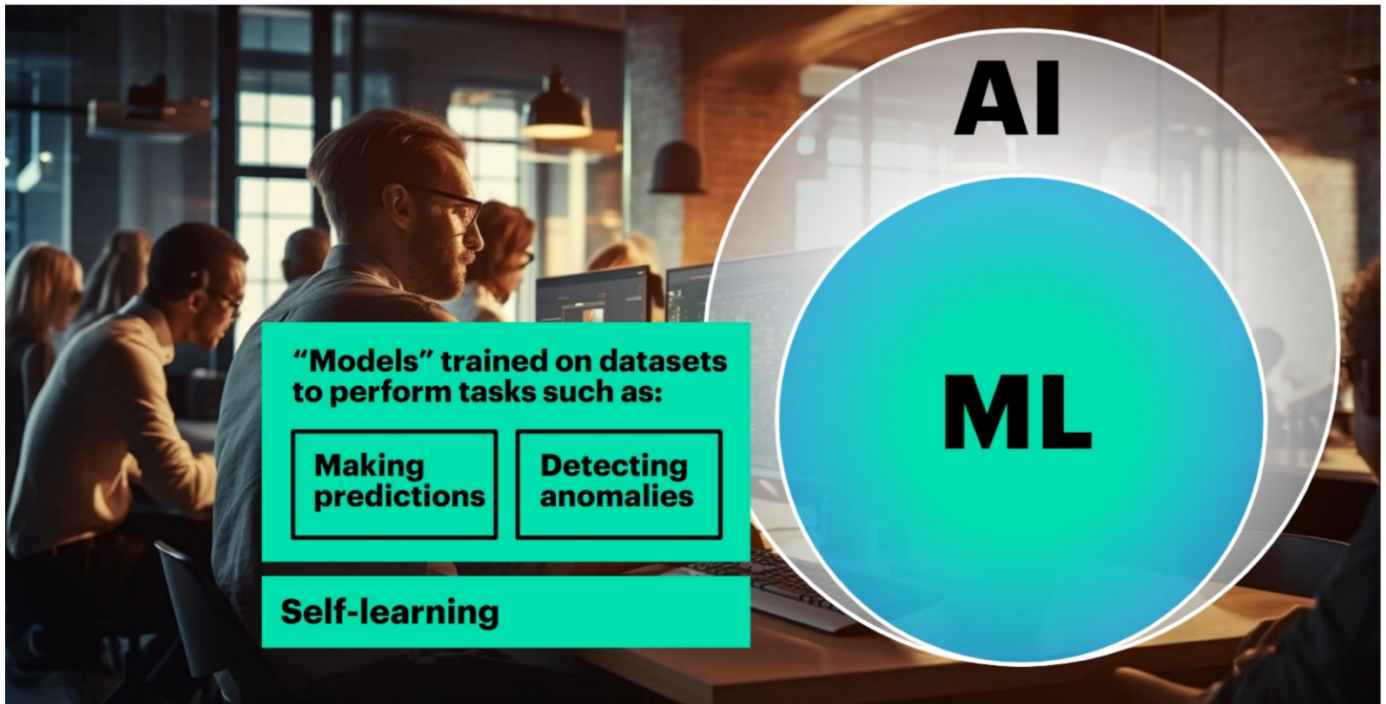
Artificial intelligence (AI) refers to computer systems that can perform tasks that typically require human intelligence to complete. For example, AI-trained systems can make sense of images, understand speech, and identify and analyze patterns of behavior in IT environments.

A common example of an AI application is ChatGPT, a generative AI (or GenAI) solution. Users enter questions for ChatGPT, and the application generates responses.

And AI has far more to offer than ChatGPT and other chatbots. In the business world, AI promises to accelerate insights based on enterprises' ever-growing data sets—and to do so at scale. AI will enable predictive analytics that improve productivity; it will help enterprises make better and faster decisions that open new business opportunities.

As HPE CEO Antonio Neri has said many times, AI will transform the way we live and work in unimaginable ways. Enterprises that judiciously and successfully incorporate AI will leap forward; those that do not will quickly lose their competitive footing.

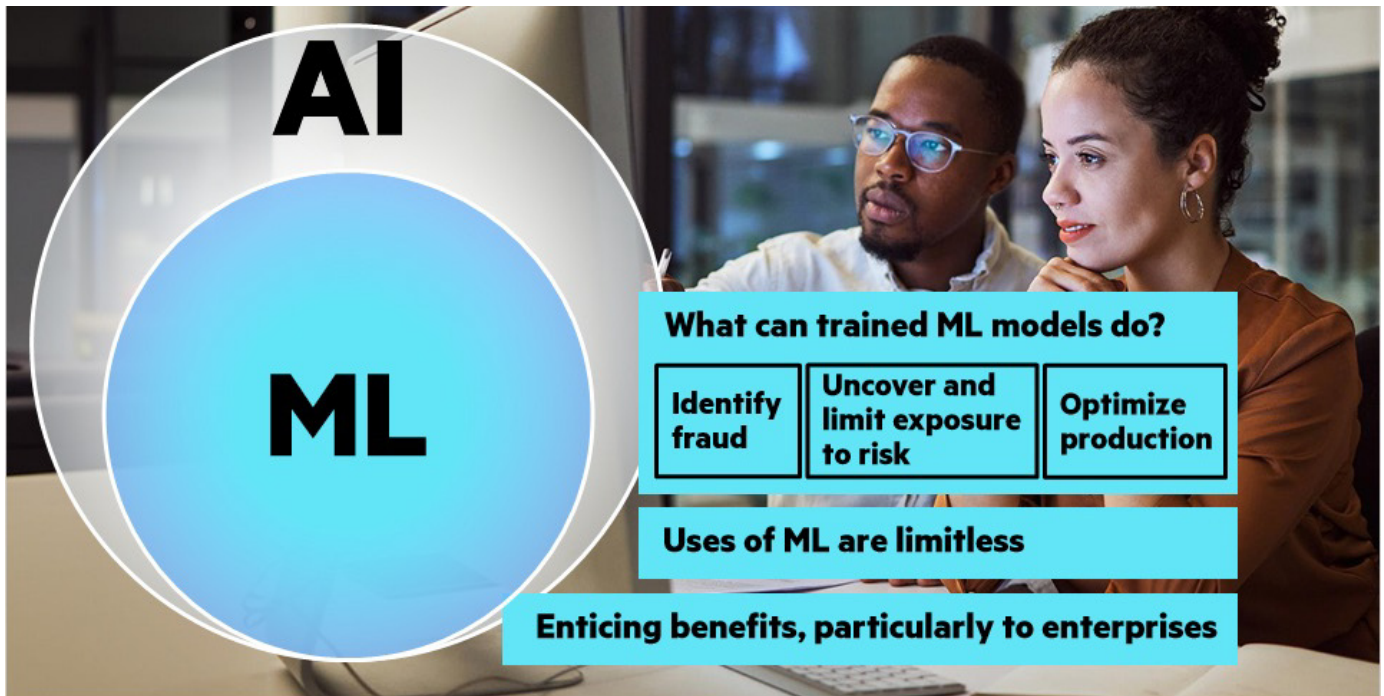
AI primer: What is ML?



Machine learning (ML) is a subset (or type) of AI. ML applications consist of "models" that are trained on datasets to perform tasks, typically based on analytics and pattern recognition. For example, ML models can make predictions and detect anomalies.

ML models are self-learning; that is, they learn to perform these tasks without explicit programming.

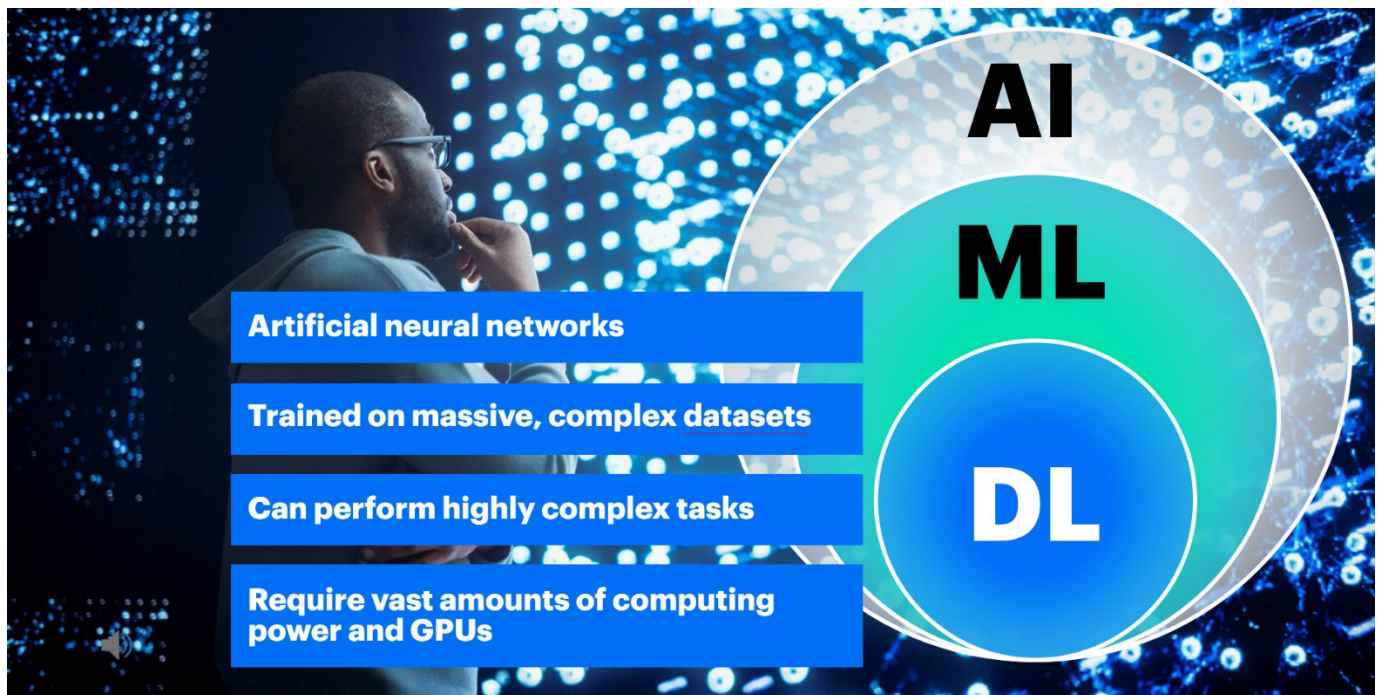
AI primer: What can ML models do?



ML models are trained using different datasets to learn different capabilities. For example, an ML model might be able to spot fraud in transaction logs. Banks use ML models to uncover and limit exposure to risk. Manufacturing plants use ML modeling to optimize production.

The uses of ML are limitless, and the benefits are enticing, particularly to enterprises. Integrating ML models into business applications and processes, and scaling them enterprise-wide, will give rise to unprecedented productivity, customer satisfaction, and business resilience, efficiency, and growth.

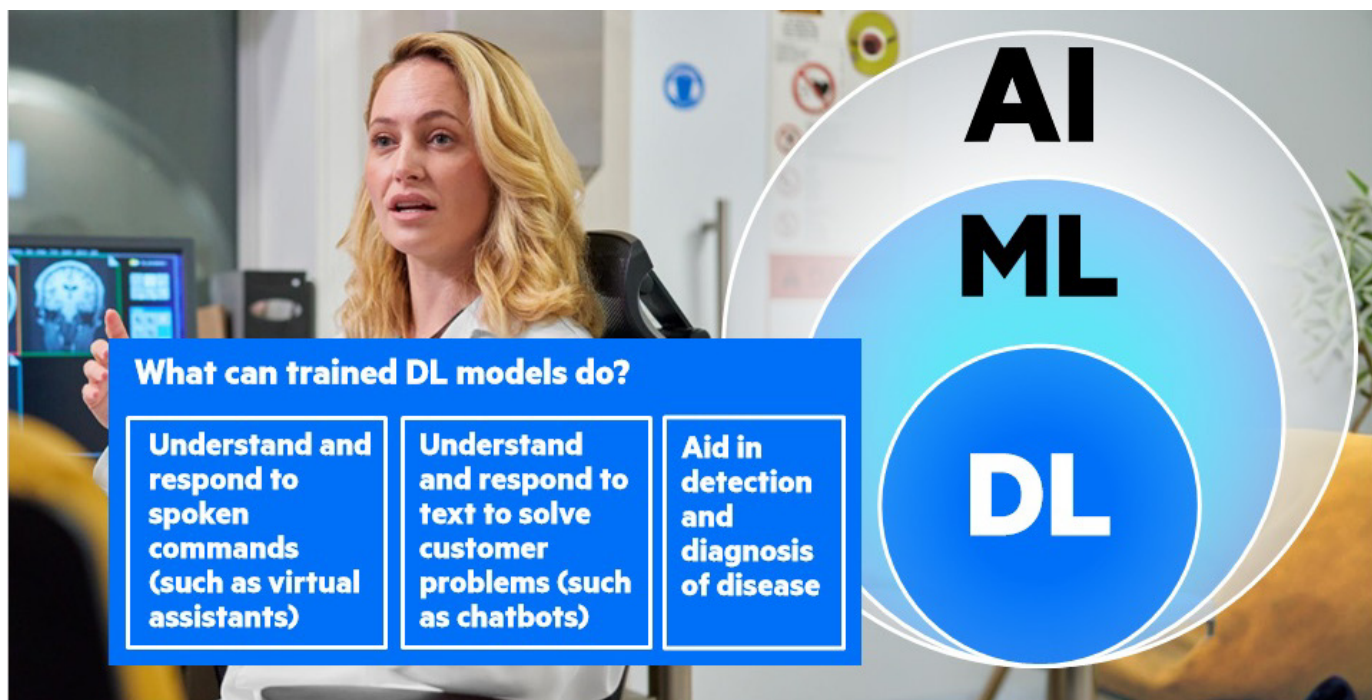
AI primer: What is DL?



Deep learning (DL) is one type of ML. DL models are “artificial neural networks” of interconnected nodes designed to mimic the human brain.

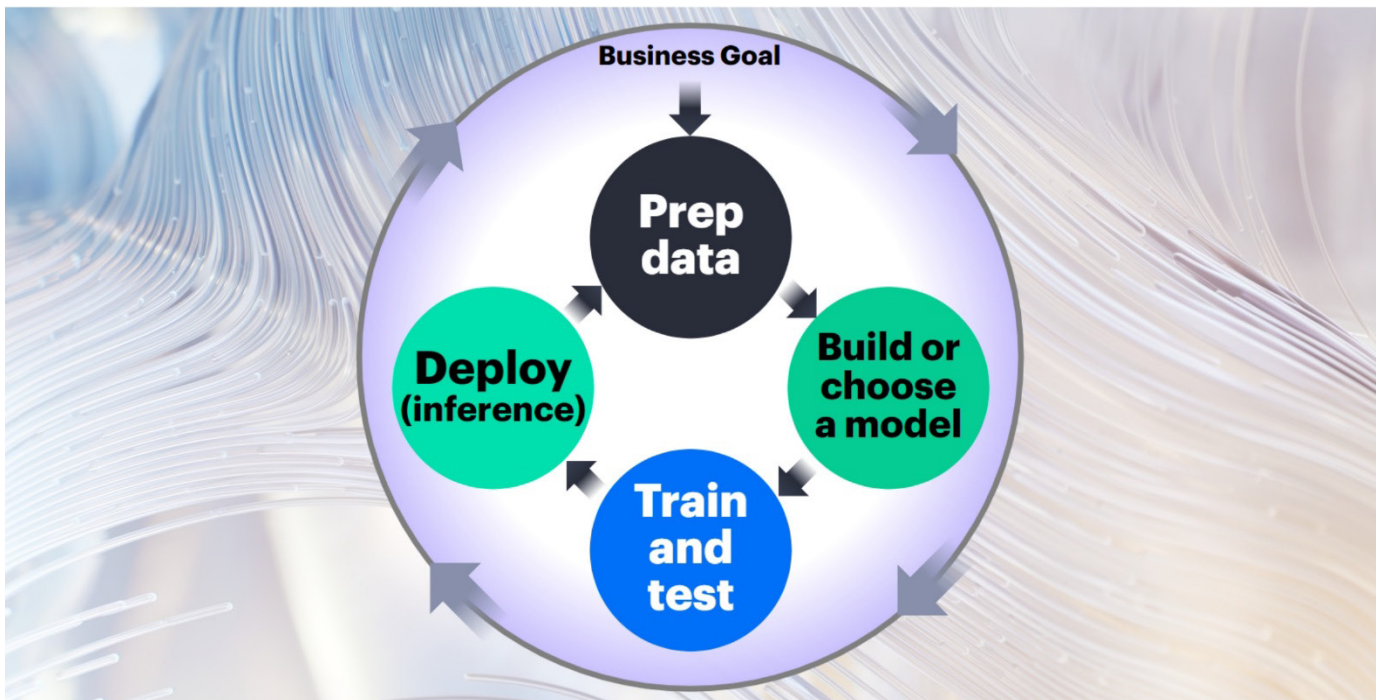
These models are trained on massive, complex datasets. Trained DL models can perform highly complex tasks, including image recognition, computer vision, speech recognition, and content generation. Due to their size and complexity, DL models require vast amounts of computing power and GPUs for the training process.

AI primer: What can trained DL models do?



DL models are trained to master different capabilities. For example, a DL model might be able to understand and respond to spoken commands (such as virtual assistants). Another DL model might be trained to understand and respond to text to solve customer problems (such as chatbots). Due to their ability to digest and analyze huge and complex data, DL models can also be trained to complete sophisticated tasks, such as aiding in the detection and diagnosis of disease. These are just some examples. Many others exist.

AI primer: The ML/DL lifecycle



The ML/DL lifecycle is a cyclic process comprised of iterative stages for training and deploying a trained AI system.

To kickstart this process, an enterprise needs a goal: What will this model accomplish? For example, a manufacturer might want to develop a model that can flag equipment issues.

The next step is data preparation. This step involves collecting a large quantity of high-quality data relevant to the application. To develop a model for flagging equipment issues, ML engineers might collect archived data from a broad array of manufacturing equipment. Preparing the data might also involve cleaning it (removing unwanted, missing, and duplicate values, for example).

Next, the ML engineers begin building the model. They might quickly define an untrained “neural network” using their DL framework of choice. Or they might start with a pretrained model that they want to refine for their own use case.

Next, the ML engineers train the model on the collected dataset. During this process, the model teaches itself to get better and better at performing its task. The model is also periodically validated to assess its performance. For example, given historical data from manufacturing equipment with known issues, can the model correctly predict those issues?

When the engineers are satisfied with these results, they can deploy the model in a production environment. This stage is sometimes called the inference stage. Engineers continue to assess the accuracy of a deployed model’s results, returning to the beginning of the process as necessary to refine the model.

AI primer: AI vocabulary refresh



Below are definitions of AI-related terms.

Exascale

Exascale refers to supercomputing capable of at least one “exaflop” (1,000,000,000,000,000 floating point operations per second).

HPC

High Performance Computing systems perform quadrillions of calculations per second. (Normative computers typically perform billions per second.)

LLM

Large language models are DL models that have been trained on massive datasets to enable systems to complete a variety of natural language processing (NLP) tasks.

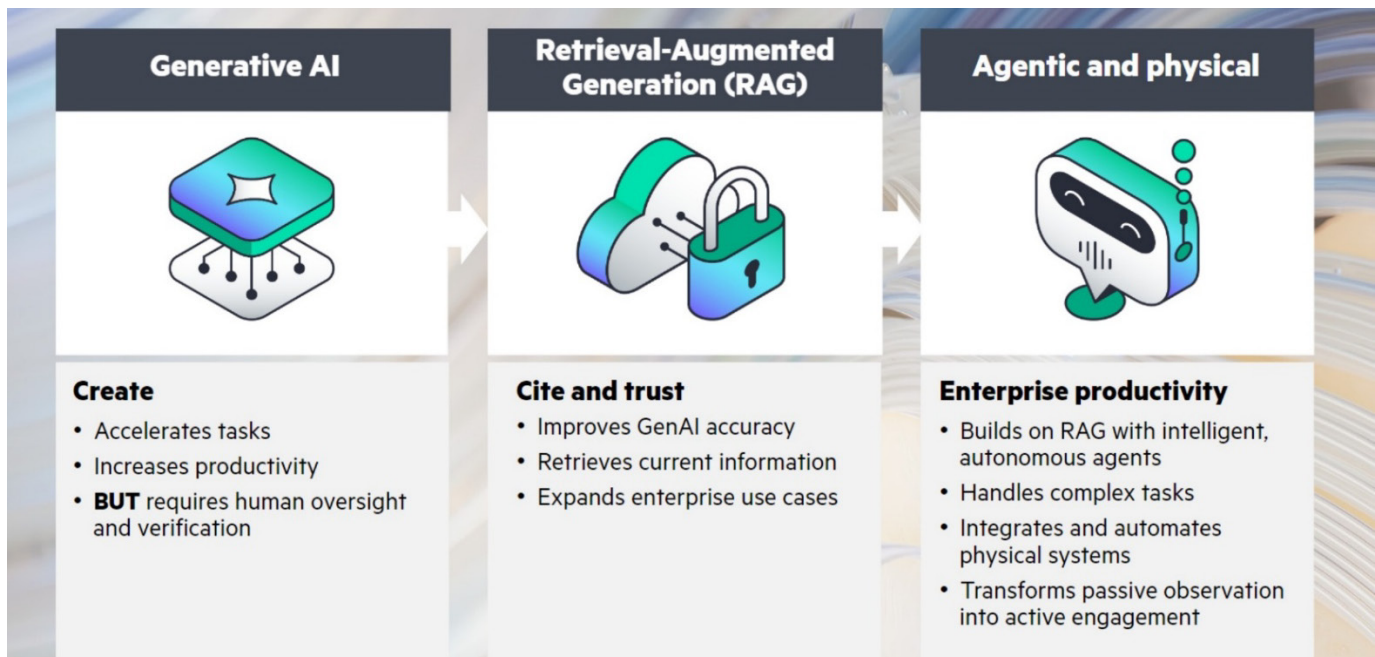
NLP

Natural language processing refers to ML-trained systems that can understand and interpret human language (whether written or spoken).

RAG

Retrieval-Augmented Generation helps large language models (LLMs) to generate more accurate and context-aware responses. To do so, RAG extracts information from an authoritative knowledge base and consolidates this external information with information from the training dataset.

AI primer: The continuing evolution of AI



AI has evolved from GenAI to Retrieval-Augmented Generation (RAG) to Agentic AI, marking its progression from content creation to source citation (for trust), to autonomous action.

GenAI creates content that can accelerate task completion, increasing productivity. However, GenAI creates responses based on internal, pre-trained knowledge, which can produce inaccurate results. Hence, it relies on human oversight and verification.

RAG improves GenAI accuracy by retrieving external data in real time, grounding GenAI responses in current (and sometimes enterprise-owned) information. RAG enables GenAI systems to cite sources, thereby building trust, and expanding use cases for enterprises.

Agentic AI builds on RAG by creating intelligent agents that act autonomously. These agents break down complex tasks, plan how to achieve them, and execute actions, with minimal human intervention. Agentic AI can integrate with and automate physical systems (like sensors), transforming those systems' passive observation into active engagement.

Learning check

This learning check is intended to assess whether you understand the concepts in the AI primer. If you do not answer the question correctly, consider reviewing the primer again.

Which correctly describes how ML/DL applications are produced?

- a. They are programmed using Python and other modern languages.
- b. They all begin with ChatGPT as the source and are tuned from there.
- c. They are programmed using DevOps.
- d. They are trained using very large datasets.

The answer to the Learning check is provided on the next page.

Answer to Learning check

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AI computing: Potential benefits



Benefits align to organizations' need for efficiency, insights, and innovation

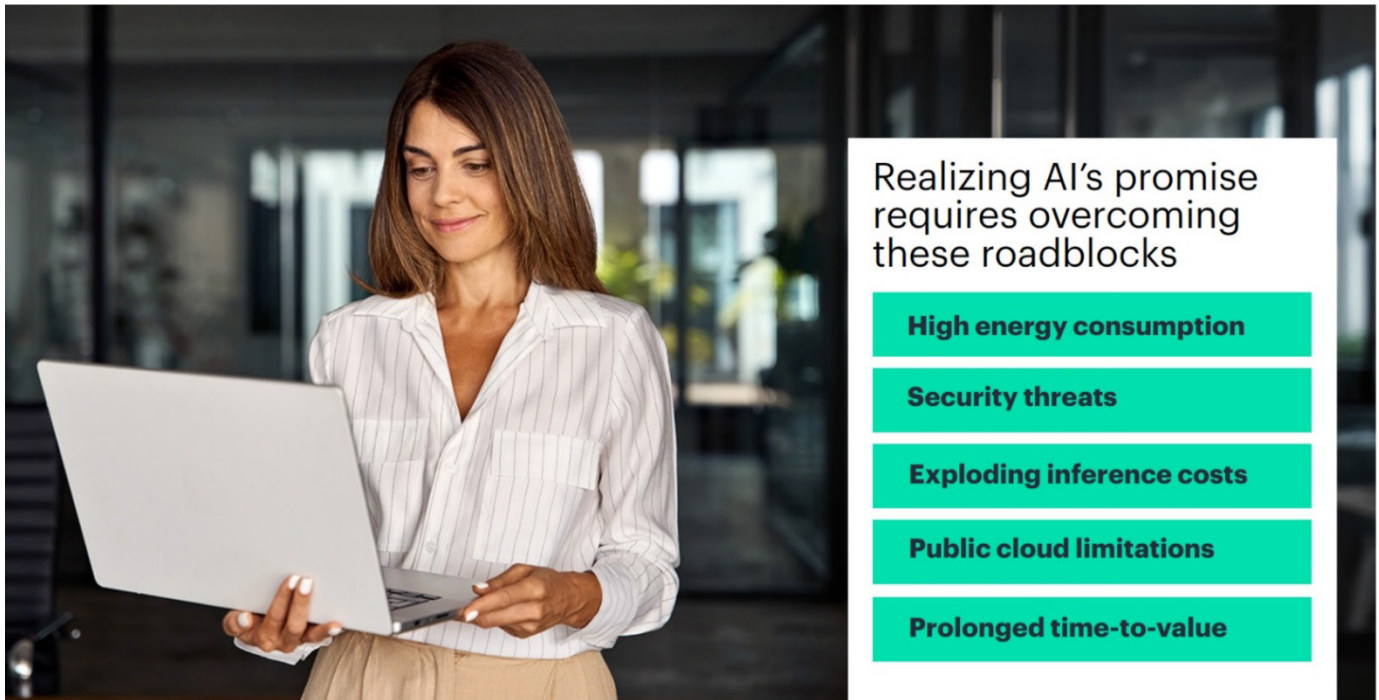
- Efficiency and automation**
- Enhanced decision making**
- Personalization**
- Accelerated innovation**

The AI trending initiative is directly related to the hybrid cloud and private cloud initiatives you have just considered. Only with an effective hybrid cloud strategy can organizations combine private and public cloud resources to balance the security and performance that AI demands while containing its associated costs.

But that only explains the environment organizations need to pursue AI. The larger question is why they are pursuing it in the first place? The answer is simple: The potential benefits of AI align to organizations' need for efficiency, insights, and innovation.

AI promises to significantly improve the efficiency of business and IT tasks, increasing productivity. It does so in part by automating repetitive and sometimes complex operations, reducing or even eliminating the need to complete those tasks manually. AI enhances decision making by delivering data-driven insights to inform decisions. And by automating what can be time-consuming tasks, AI allows organizations to focus on higher-level thinking and creativity, thereby accelerating innovation.

AI: The challenges of harnessing AI potential



IT teams worldwide are under intense pressure to operationalize AI, but many are stuck in pilot mode. To realize AI's promise, IT teams must overcome several roadblocks.

Continuously operating GPU-powered data centers for AI training and inference typically leads to high energy consumption, posing both financial and environmental challenges. AI also increases the security challenge, particularly when AI systems are based in public cloud, which complicates data sovereignty.

Furthermore, organizations fear exploding inference costs. Deploying advanced models that deliver more and larger outputs requires more computational power, driving up costs. In fact, an AI system in public cloud can be too costly to sustain because the more AI inputs and outputs, the greater and more unpredictable the cloud provider's costs.

Enterprises need affordable scalable infrastructure that, ideally, is optimized for AI. They need infrastructure that is inherently secure and that delivers optimal performance while consuming minimal power. And because moving AI from pilot to production is a complex venture that can prolong time to value, enterprises need advanced services to guide their choices and accelerate ROI.

Obstacles to successful storage initiatives in hybrid cloud environments



To achieve these storage objectives, organizations must overcome data and infrastructure complexity.

Organizations often grapple with traditional infrastructure that either limits flexibility and resiliency or is expensive and proprietary. What they need is the ability to scale out their storage infrastructure easily and cost effectively to keep pace with the demands of their traditional, modern, and consolidated workloads.

Infrastructure silos are another common challenge. Most organizations have multiple storage platforms and/or appliances, each with a unique hardware design and management tool that supports a specific data type, workload, or Service Level Agreement (SLA). At scale, these isolated storage resources can increase costs, operational challenges, and management complexity.

Furthermore, many on-prem storage offerings are difficult to manage and require specialized domain expertise for ongoing management and maintenance (commonly referred to as “Day 2 operations”). These solutions can bog down IT teams with routine tasks, leaving them little time to focus on higher-value initiatives.

Finally, IT teams too often face security threats and other disruptions that force them to react and pull them away from strategic initiatives.

Objectives for mission-critical storage in hybrid cloud environments



Collecting, processing, and analyzing vast amounts of data is essential to AI training and inference and fundamental to innovation, which in turn, spurs competitive advantage. Consequently, to organizations today, data is a strategic asset that many refer to as “the new oil.” But to release the value lurking within their data, organizations need to address a few challenges related to mission-critical storage in hybrid cloud environments.

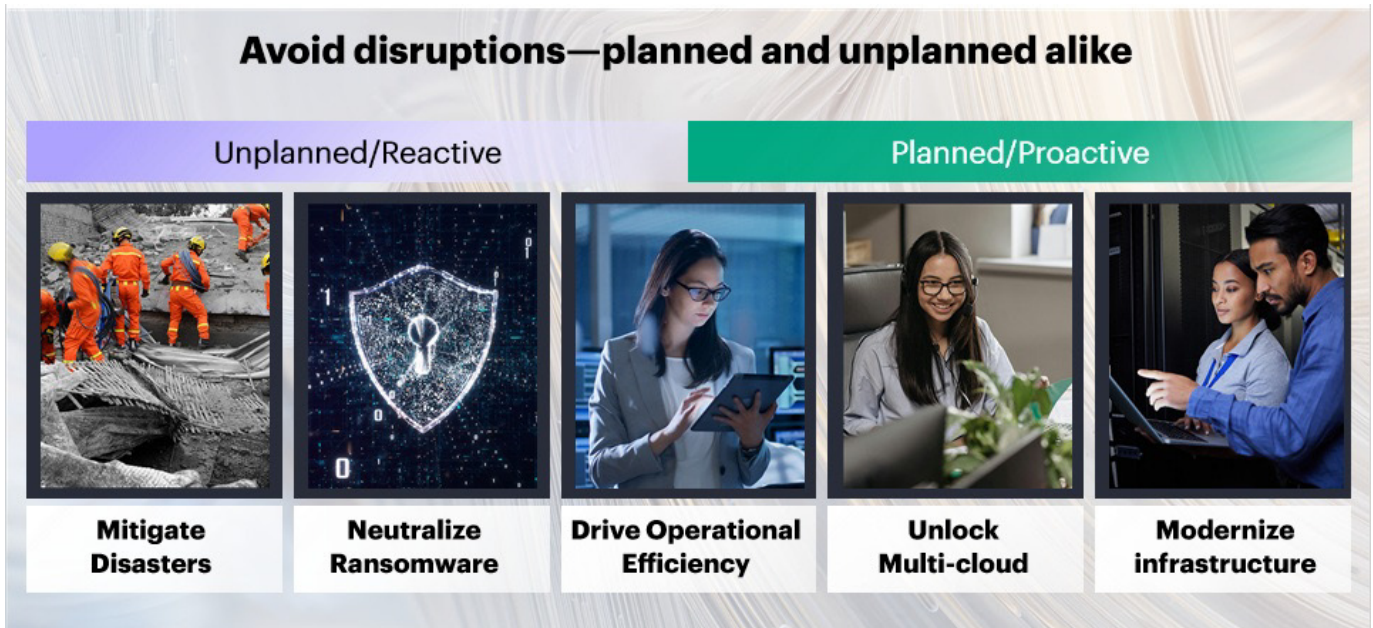
First, organizations must maximize infrastructure efficiency and cost savings at scale. To do so, they need a storage system that meets the capacity and performance requirements of their current workloads while allowing for future non-disruptive upgrades as necessary.

To increase agility and lower costs, organizations must run different workloads and data formats on the same storage infrastructure. Ideally, this infrastructure unifies management of these diverse resources.

To simplify and accelerate operations, organizations need the cloud experience everywhere. They need to deploy new applications and services as quickly and easily on-prem as they can in public cloud.

Finally, organizations need affordable, always-available storage infrastructure and simple, seamless data protection. They also need detection and protection strategies to mitigate ransomware attacks.

Goal for data protection in hybrid environments



Meanwhile, every organization shares a need to protect data in their hybrid environments to avoid disruptions.

Organizations strive to implement technologies and strategies to mitigate the aftermath of disasters, such as natural disasters, power outages, and hardware failures.

Similarly, they must implement technologies and strategies to neutralize the potential costs of ransomware, malware, and other cybersecurity threats.

To drive operational efficiency, organizations need data protection technology that will help reduce the risk of human error and unintentional file deletions. They also need technology that will help minimize downtime when testing patches or conducting audits to ensure compliance.

Organizations need solutions that ease migration; support cloud-native and traditional applications; and enable workloads to run as easily across two or more clouds as they can in one.

Finally, most organizations need to modernize their infrastructure to facilitate the integration of disparate IT systems. Doing so enables smoother data-center consolidations, upgrades, and refreshes.

Challenges to successfully protecting data in hybrid cloud environments



Protecting data in hybrid cloud environments can be challenging.

Existing backup infrastructure cannot always support the larger capacities and faster performance of primary storage systems.

Existing backup infrastructure may not be resilient to ransomware. Ransomware attackers often target backups directly to prevent recovery. If ransomware compromises backup systems, recovery may become impossible even if the backup data is intact.

Traditional backup infrastructure is often built for VMs, file shares, and databases but might not support modern workloads, such as containers, object storage, and hybrid cloud applications.

Organizations that upgrade to faster, higher-capacity storage systems may unintentionally increase the cost of their backup software depending on the licensing. When licenses are based on the amount of data or number of workloads per server, costs can soar.

Learning check

What is one challenge customers encounter in implementing AI projects?

- a. AI significantly increases energy consumption.
- b. High performance computing (HPC) is required for AI inference.
- c. All AI models require unstructured data, which is difficult to gather and analyze.
- d. AI workloads cannot run in the public cloud, making it more difficult to deploy them.

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Topic 2: Opportunities Arising from Trends



The hybrid cloud opportunity: What's in it for you?



Trending initiatives open the door to sales opportunities.

For example, the market for as-a-service solutions is rapidly growing, with one estimate suggesting the market will more than double within the decade, from US \$408 billion to a staggering US \$1,251 billion. The time to seize your share of the as-a-service market is now—and HPE cloud services delivered via HPE GreenLake cloud can help you do so.

Furthermore, you can increase the size of every HPE cloud service deal you secure by adding your own services to the baseline offering. This course will show you how you can use HPE GreenLake cloud to create or expand your own cloud service offerings by creating specialized solutions, bundling services, or offering managed services.

Seizing the hybrid cloud opportunity: How this course can help

This course invites you to learn more about . . .

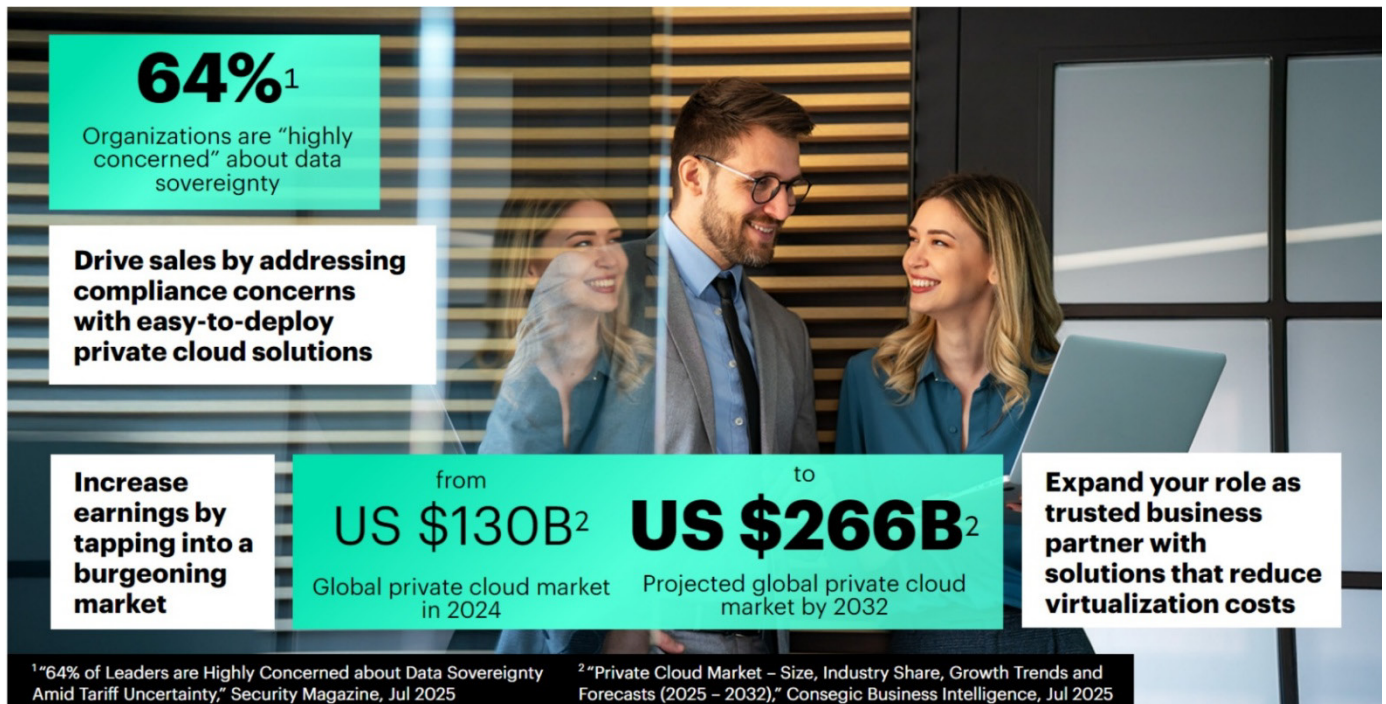
HPE hybrid cloud strategy, including HPE GreenLake cloud and HPE Hybrid Cloud Ops software solutions

HPE Morpheus Software and HPE OpsRamp Software



This course is designed to help you capitalize on the opportunities that arise from the trends you have explored in this module. To achieve that goal, Module 2 will help you better understand HPE's hybrid cloud strategy, including HPE GreenLake cloud and HPE Hybrid Cloud Ops software solutions. Specifically, you will learn how HPE Morpheus Software and HPE OpsRamp Software can help you unlock new revenue streams by solving customers' challenges with hybrid cloud complexity.

The private cloud opportunity: What's in it for you?



Sixty-four percent of organizations are "highly concerned" about data sovereignty. You may be able to leverage that concern to seize more private cloud deals.

The global private cloud market is projected to grow from US \$130 billion to US \$266 billion in only eight years. Tapping into this burgeoning market can help increase your earnings, a topic you will explore at length in Module 3. Module 3 also demonstrates how you can strengthen your position with customers by offering HPE solutions that may help reduce virtualization costs.

Seizing the private cloud opportunity: How this course can help



This course invites you to ...

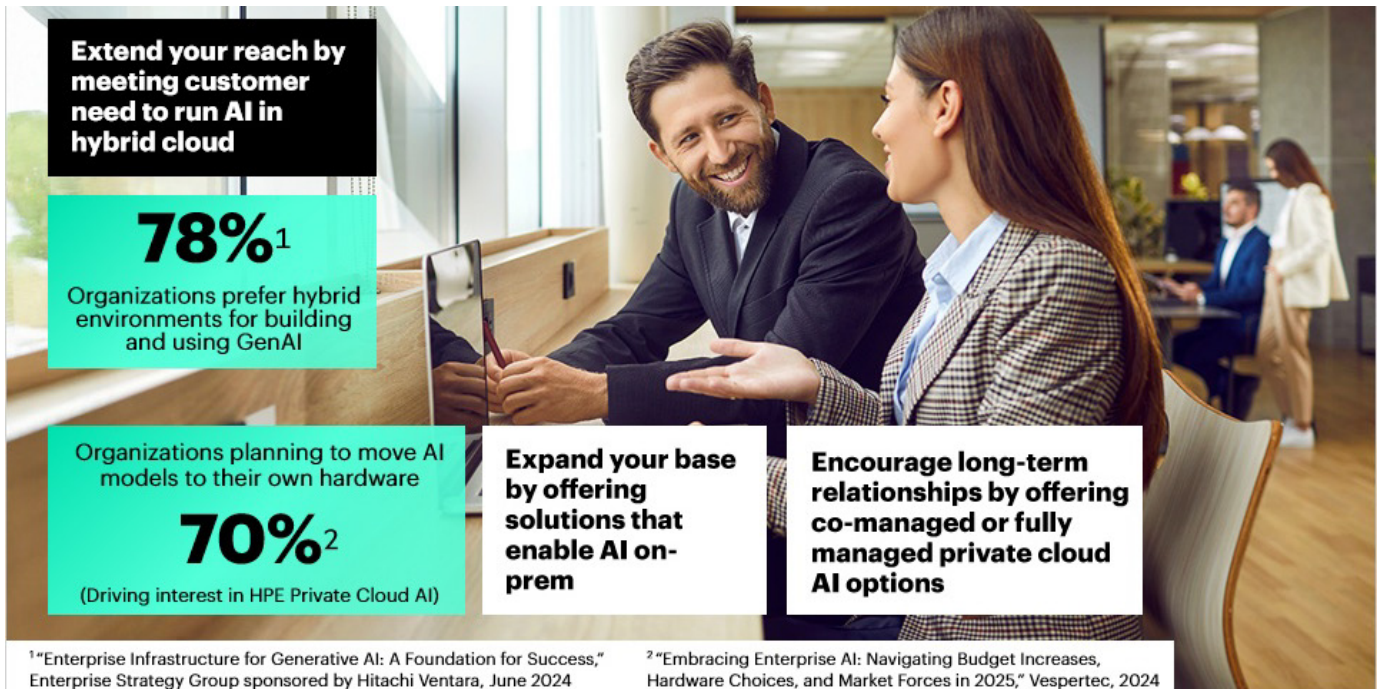
Examine HPE Private Cloud Business Edition and HPE GreenLake Flex Solutions

Recognize key differentiators for HPE Private Cloud Business Edition

Learn how to use HPE GreenLake Flex Solutions to meet customers' exact requirements

This course will help you recognize opportunities for selling private cloud solutions. Module 3 introduces HPE Private Cloud Business Edition and HPE GreenLake Flex Solutions. You will learn how to recognize key differentiators for HPE Private Cloud Business Edition, which gives you opportunities to increase recurring revenue and expand your service offerings. You will also learn how to use HPE GreenLake Flex Solutions to meet customers' exact requirements.

The AI solutions opportunity: What's in it for you?



Extend your reach by meeting customers' need to run AI in hybrid cloud. A recent report from the Enterprise Strategy Group notes that 78% of organizations prefer hybrid cloud environments for building and using generative AI.

Expand your base by offering solutions that enable AI on-prem. According to a recent survey, 70% of organizations are planning to move AI models to their own hardware, which is driving interest in private cloud AI platforms.

This course shows you how to use HPE Private Cloud AI to encourage long-term relationships with customers, offering to fully manage or co-manage it with customers.

Seizing the AI solutions opportunity: How this course can help



This course invites you to ...

Familiarize yourself with HPE AI solutions, focusing on HPE Private Cloud AI

Better understand customers' AI challenges and potential use cases

Learn how to identify and qualify HPE Private Cloud AI opportunities

You will learn about HPE's AI solutions in Module 4, which emphasizes HPE's turnkey private cloud AI solution, HPE Private Cloud AI. Module 4 will also help you better understand customers' AI challenges and potential use cases, which will help guide your sales conversations. Module 4 is also designed to help you learn how to identify and qualify HPE Private Cloud AI opportunities.

The data storage opportunity: What's in it for you?



Data fuels modern business, helping organizations gain competitive advantage by accelerating innovation, streamlining operations, making better business decisions, and leveraging AI operations. However, organizations need help turning data into competitive advantage, opening the door for you to deliver the data storage solutions they need.

Seizing the storage opportunity: How this course can help



This course invites you to ...	Examine HPE's unified storage portfolio for block, file, and object storage	Examine HPE primary data solutions for hybrid environments	Review strategies for selling HPE storage solutions, including how to sell against the competition
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HPE offers a unified storage portfolio for block, file, and object storage. In Module 5, you will learn how HPE storage solutions help customers store, optimize, and manage their data more easily and efficiently so they can innovate and go to market faster with differentiated solutions. You will also review strategies for selling HPE storage solutions, including how to selling these solutions against the competition.

Data protection opportunity: What's in it for you?



Ninety percent of organizations admit they need to either improve or upgrade their current backup infrastructure. That represents a sizeable opportunity. Find new opportunities among organizations that need to improve or upgrade their backup infrastructure. Increase the size of storage deals by simultaneously offering data protection.

A recent report found that nearly 70% of organizations experienced significant data loss over a 12-month period because they lacked adequate data protection. This represents an abundance of opportunities for you to sell modern data protection solutions. Module 6 in this course will help show you how.

Seizing the data protection opportunity: How this course can help



This course invites you to . . .	Familiarize yourself with today's data protection needs	Examine HPE's data protection solutions as well as HPE storage that integrates with ISV partner data protection software	Identify opportunities for selling HPE data protection solutions and learn when and how to position them
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Module 6 begins by inviting you to familiarize yourself with customers' data protection needs and the challenges that impede their ability to meet those needs.

In Module 6, you will also examine HPE's data protection solutions, such as HPE Zerto Software, as well as HPE storage that integrates with software from our ISV partners, such as Veeam, Commvault, and Cohesity. Module 6 will also give you the opportunity to practice identifying opportunities for HPE data protection solutions and to learn when and how to do so.

Additional resources

You can find more information about HPE solutions that help customers overcome challenges to their hybrid cloud objectives using the following links.

[HPE Hybrid Cloud Solutions for Partners briefcase](#) in Seismic

[HPE Private Cloud solutions briefcase](#) in Seismic

[HPE Private Cloud AI briefcase](#) in Seismic

Summary



Next Module:
HPE Hybrid Cloud Ops
Software Solutions

Seize opportunities
with HPE solutions that
help you:

Attract new customers
Differentiate yourself
Expand your base

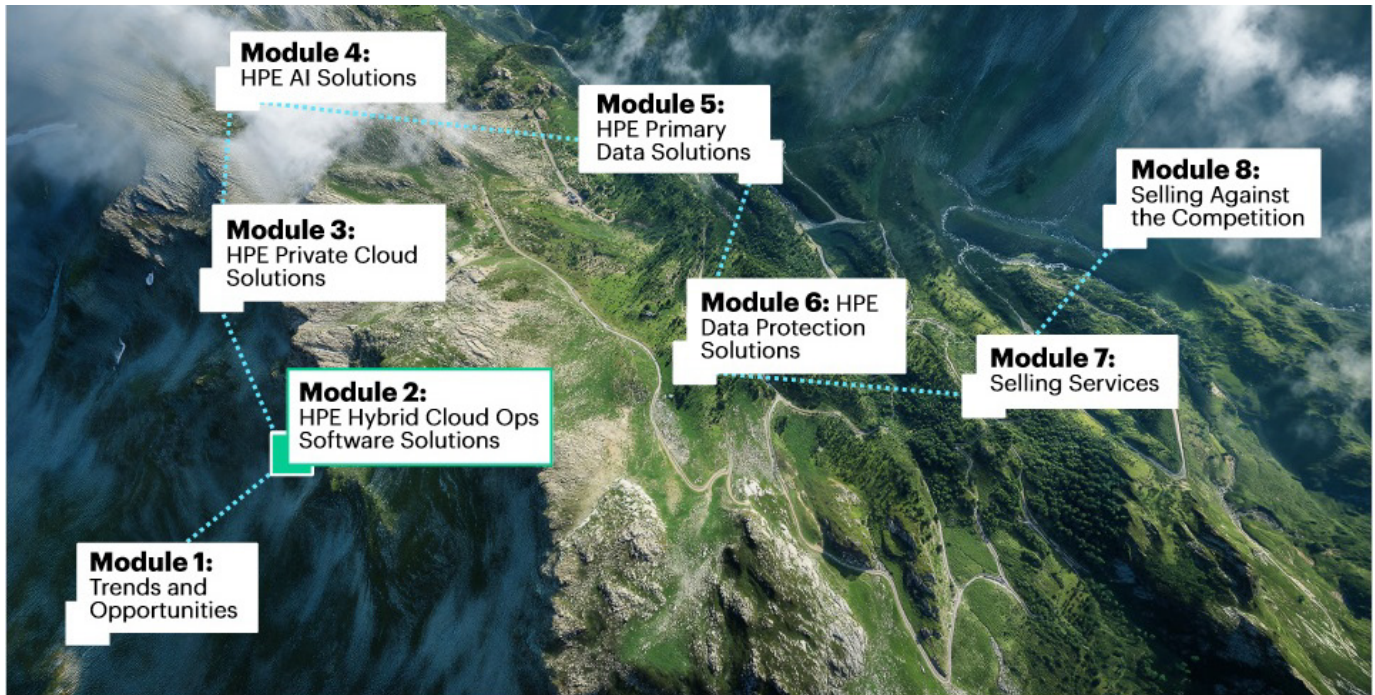
This module established the context for the rest of this course by explaining the benefits and challenges of trending IT and business initiatives, namely hybrid cloud, private cloud, AI, storage, and data protection. For each trending initiative, HPE offers advanced solutions that, as you will learn, can help you seize new opportunities. HPE has the solutions you need to attract new customers or strengthen relationships with existing ones; differentiate yourself in competitive markets; and expand or solidify your base to increase your earnings.

The next module introduces HPE Hybrid Cloud Ops software solutions.

Module 2: HPE Hybrid Cloud Ops Software Solutions



Course map



In this module, you will delve deeper into the challenges organizations face in managing their private and hybrid cloud environments. You will also explore how HPE hybrid cloud operations software empowers organizations to bring the cloud experience on-prem and achieve the full value of the cloud operating model.

Module overview



Topics

- 1 Rethink Hybrid Cloud with HPE
- 2 Virtualization and Hybrid Cloud Management Software
- 3 Autonomous IT Operations

This module is organized into three sections (called “topics” in this course).

The first topic describes the challenges inherent to hybrid cloud. The topic then discusses the stages in HPE’s intentional journey toward our unique solution to those challenges.

In the second topic, you will explore HPE virtualization and hybrid cloud management software. This topic will help you understand how to use our software to incrementally guide your customers toward unifying their hybrid cloud operations.

The final topic discusses HPE’s solution to the widespread problem of limited observability and automation across multi-vendor, multi-cloud, hybrid cloud environments.

Topic 1: Rethink Hybrid Cloud with HPE



What organizations really need from hybrid cloud



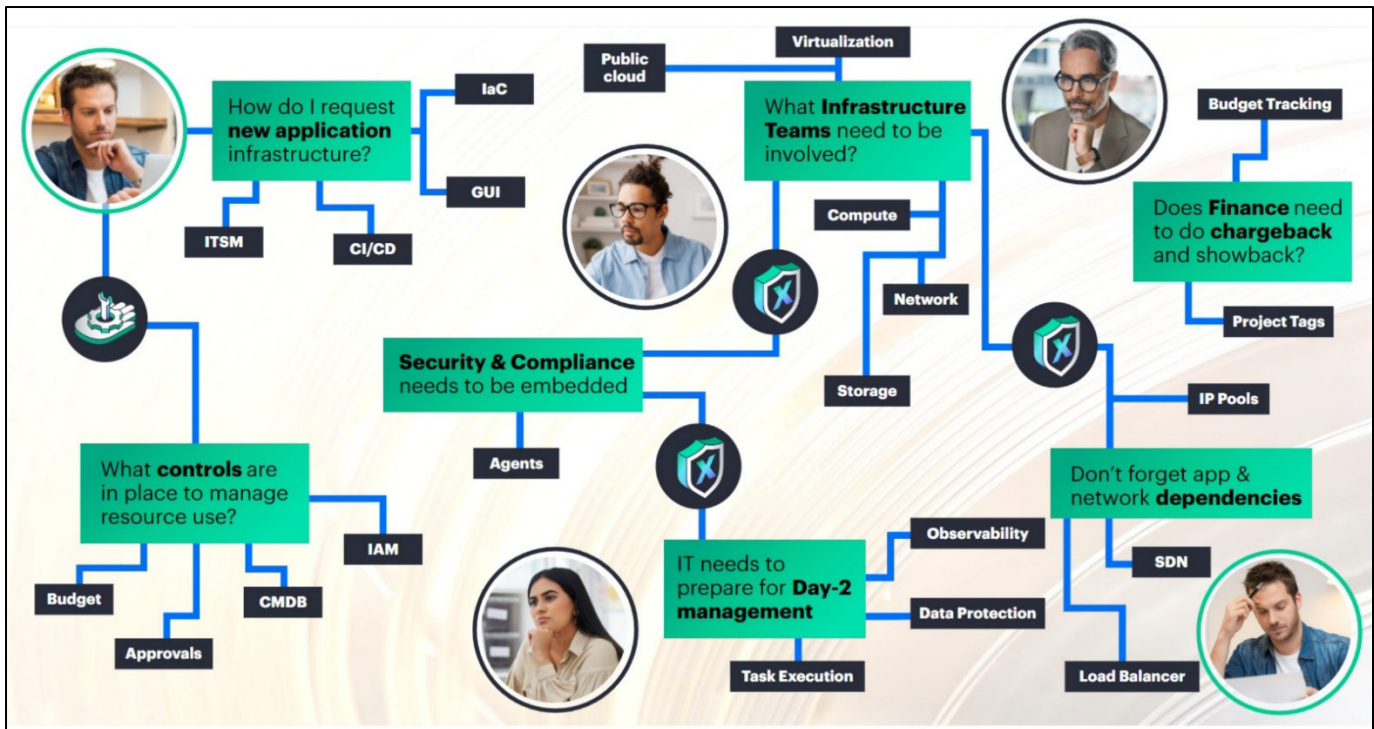
Most organizations today operate hybrid cloud, multi-cloud IT environments to capitalize on both on-prem and public-cloud benefits. To this end, organizations retain some workloads on-prem to meet demanding performance and security requirements. Meanwhile, they run other workloads in public cloud, where they enjoy pay-per-use consumption and self-service provisioning.

Unfortunately, most organizations did not build these heterogeneous hybrid environments based on a well-planned blueprint. Instead, they commonly find themselves grappling with unwieldy, distributed environments that they have achieved by default, a result we call "hybrid by accident."

Consequently, organizations continue to operate their on-prem and public-cloud environments as independent silos. Unfortunately, this fails to achieve what organizations want from those environments: They want their distributed IT environments to function as a unified whole under the cloud operating model.

They want their resources and services to be metered so they pay only for what they use. They want freedom to grow and shrink capacity as needed. They want resources running anywhere to be accessible to users working everywhere. And they want to empower users to provision resources on demand.

The challenges of getting to an effective hybrid cloud operating model



The complexity of these hybrid-by-accident environments stands in the way of maximizing the value of the modern workloads running in them.

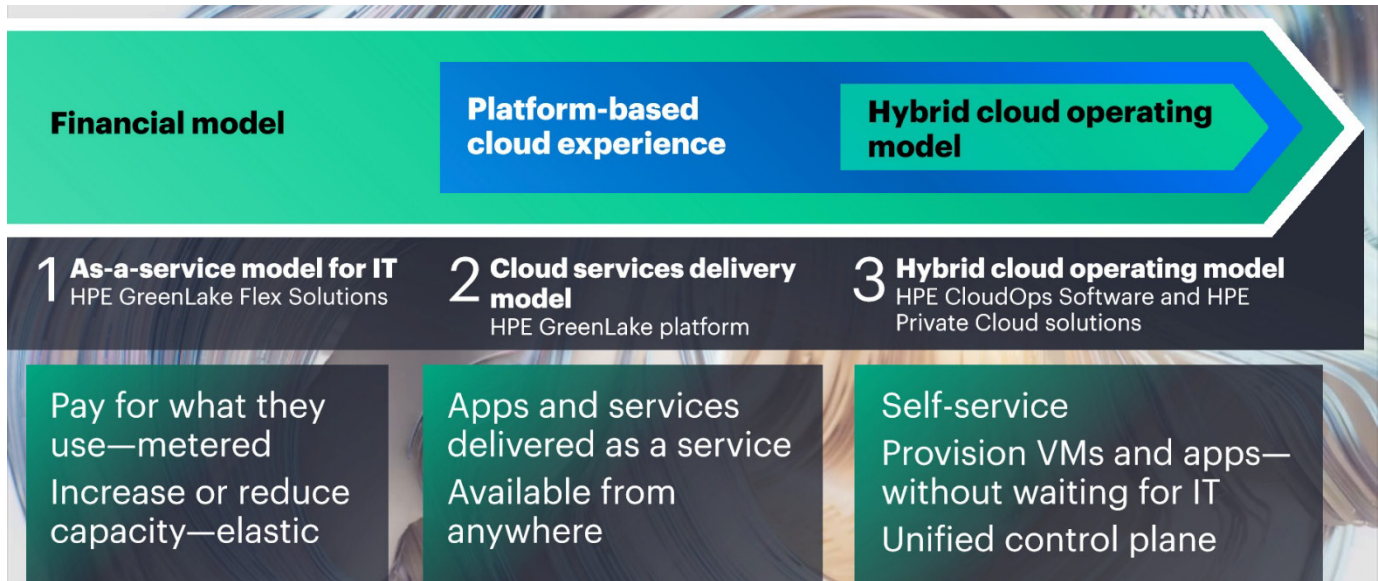
For example, consider the obstructions data scientists and applications developers face when provisioning the resources they need to innovate. Typically, they must wade through several tools and processes to make their requests, and then . . . they wait. Depending on what controls are in place to manage resource use, different teams will be called upon to approve the request, allocate the budget, and handle the IT configuration.

IT must determine where the workload supporting the development or production environment will run. Will that workload be virtualized or cloud native? How will security and compliance be handled? IT must prepare for “Day-2” (or “ongoing”) management. Will they have observability? How will they protect data? And don’t forget about the workload’s application and network dependencies. How fast can IT respond to alerts and remediate problems?

The Finance team must also be involved. Will Finance show departments the costs associated with the resources they use—or charge them directly?

As you can see, the situation is very messy. Customers need their hybrid environments to align to the cloud operating model to gain control over this chaos.

HPE has been systematically working toward a well-defined goal: Enable the hybrid cloud operating model



For nearly a decade, HPE has been systematically working toward actualizing the vision of an effective hybrid cloud operating model.

From the outset, HPE GreenLake has offered metering and elasticity features, which are foundational to a cloud operating model, through solutions now branded as HPE GreenLake Flex Solutions. GreenLake Flex Solutions enable customers to enjoy pay-per-use consumption for on-prem infrastructure, increasing or reducing capacity on the fly.

Since its second iteration, HPE GreenLake has also offered a platform-based cloud experience. With or without GreenLake Flex Solutions, customers can subscribe to software delivered as a service from the GreenLake platform. Enabling access to GreenLake-delivered services from anywhere fulfills another critical component of a true cloud operating model.

In the third phase, GreenLake meets the last key attribute of such a model: self-service provisioning. HPE's CloudOps Software suite—made up of HPE Morpheus Enterprise, HPE OpsRamp, and HPE Zerto Software—represents a unified control plane. This control plane enables customers to provision, observe, and protect applications, infrastructure, and data across multi-vendor, multi-cloud, heterogeneous hybrid cloud ecosystems. In addition, HPE Private Cloud solutions are engineered systems that enable customers to get to production faster when hosting both traditional and AI-centric workloads.

The sections below provide additional information about each evolutionary stage.

As-a-service model for IT

HPE GreenLake Flex Solutions:

- Pay per use
- Managed service
- Capacity on demand

Cloud services delivery model

HPE GreenLake platform:

- Integrated, engineered private cloud
- Persona-based tools for developers and IT
- API-driven self-service

Hybrid cloud operating model

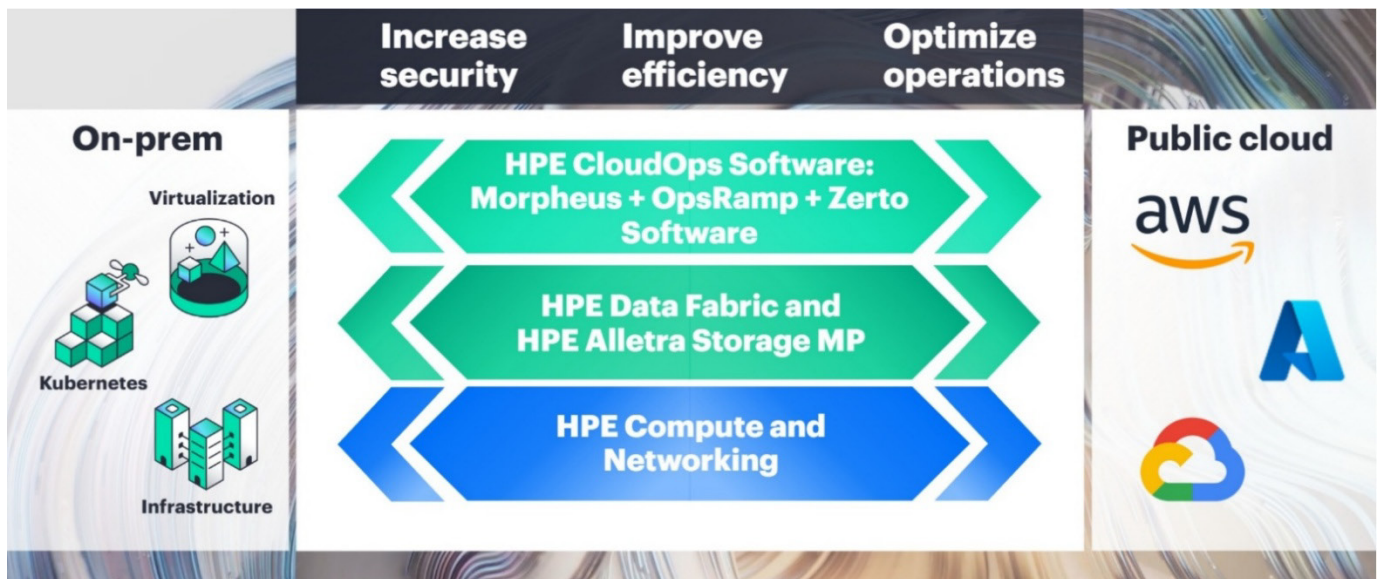
HPE CloudOps Software and HPE Private Cloud solutions

- Hybrid cloud management and orchestration



- Multi-vendor, multi-cloud AIOps observability
- Integrated data protection/disaster recovery
- Consolidated data, control, and reporting
- HPE native VM/Kubernetes or third-party runtimes

HPE enables a unified hybrid cloud operating model



HPE's strategy for achieving a unified hybrid cloud operating model is comprehensive, covering every layer of the IT ecosystem stack—from compute and networking to data storage and data management, to cloud operations. We strategically focus on seamlessly integrating on-prem and public cloud environments with multi-vendor virtualization and container platforms across multi-generational infrastructure. This integration between major cloud computing providers and traditional on-prem setups positions HPE as a leader in hybrid cloud solutions that caters to diverse business needs.

The sections below provide more information about the benefits of HPE's unified hybrid cloud operating model.

Increase security

- Multi-domain access
- Single sign-on
- Role-based access control (RBAC) policy engine

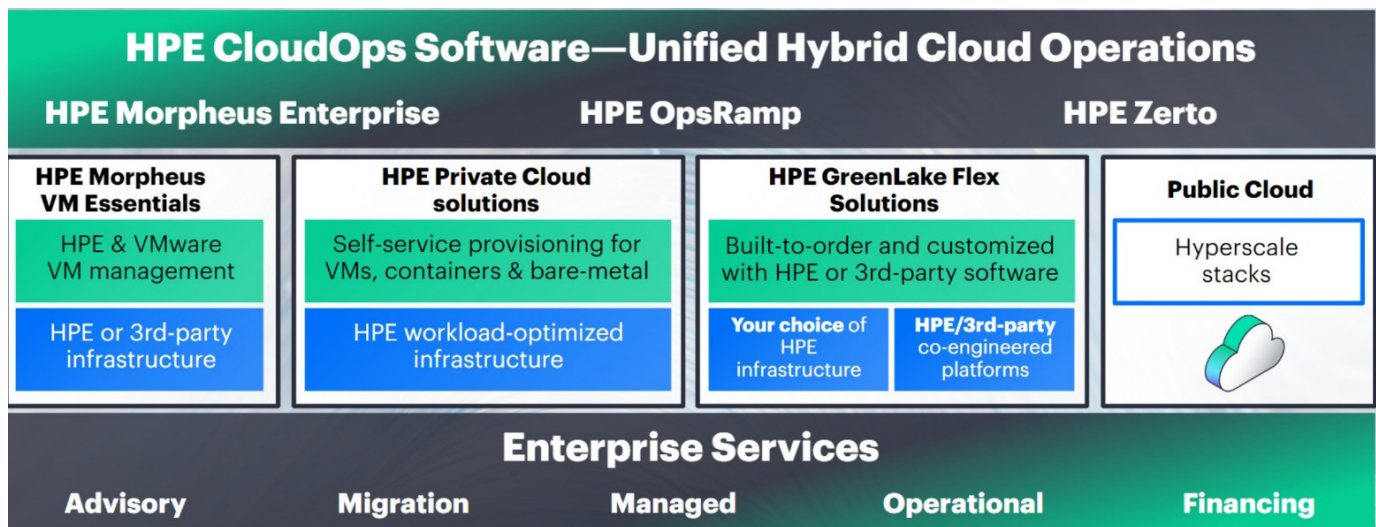
Improve efficiency

- Capacity planning
- Consumption analytics
- Sustainability metrics

Optimize operations

- Cloud cost optimization
- Centralized telemetry
- HPE GreenLake intelligence
- AI-driven IT operations framework
- Mesh of autonomous, agentic AI assistants that monitor, diagnose, and resolve issues across multi-vendor hybrid cloud ecosystems

Flexible options for every customer's journey



Our hybrid cloud operating model, represented here, functions as a menu of sorts for HPE hybrid cloud solutions, each of which contributes to our overall strategy.

For example, with HPE Morpheus VM Essentials, we offer our own platform for virtualization, a technological foundation of hybrid cloud. With Morpheus VM Essentials, customers reduce costs and avoid vendor lock-in by managing both VMware and HPE hypervisors in one place.

HPE Private Cloud solutions include HPE Morpheus VM Essentials as an embedded software ingredient, offering customers a clear upgrade path from virtualization only to full private cloud. With HPE Private Cloud solutions, customers gain the ability to self-provision not only VMs but also containers and bare-metal applications.

HPE GreenLake Flex Solutions are another way to achieve private cloud. These built-to-order configurations can be customized and combined with HPE and third-party software to meet any customer's unique needs.

When selling our HPE hybrid cloud solutions, add enterprise services—whether your organization's, HPE's, or a combination of both.

Also keep in mind that each of the HPE solutions represented here serves as a potential integration point with the HPE CloudOps Software suite, a critical component of our hybrid cloud strategy. HPE CloudOps Software creates a unified control plane for managing operations across a hybrid cloud environment, enabling customers to provision, observe, and protect every workload, across private and public clouds, for every stage of the application lifecycle.

The sections below provide more information about HPE hybrid cloud solutions.

HPE Morpheus VM Essentials

- Side-by-side management of VMware and HPE VMs
- Available standalone or embedded in
 - HPE Private Cloud Business Edition
 - HPE Morpheus Enterprise

HPE Private Cloud solutions

- Built on HPE workload-optimized infrastructure
- Self-service provisioning across hybrid cloud
 - VMs (HPE or 3rd-party)
 - Containers (HPE or 3rd-party)
 - Bare metal (HPE)

HPE GreenLake Flex Solutions

- Combine HPE infrastructure with HPE and/or 3rd-party software

HPE CloudOps Software

- HPE Morpheus Enterprise enables self-service provisioning of VMs, containers, and bare-metal assets across hybrid- and multi-cloud environments.
- HPE OpsRamp enables hybrid cloud observability.
- HPE Zerto enables data protection.

Learning check

Which role does HPE CloudOps play in the evolution of HPE GreenLake?

- a. Enabling the delivery of all HPE infrastructure solutions as a service
- b. Creating an on-demand consumption model with metering capabilities
- c. Establishing a hybrid cloud platform that enables delivery of SaaS solutions
- d. Enabling management, observability, and resilience for multi-vendor, multi-cloud, hybrid cloud environments

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Topic 2: Virtualization and Hybrid Cloud Management Software



Understanding HPE Morpheus Software solutions

Requirement	Description	HPE	VMware
Orchestration + hybrid cloud + virtualization	The advanced solution that adds orchestration, governance, & Finops, in addition to virtualization	HPE Morpheus Enterprise Software	VMware Cloud Foundation (VCF) with the Aria Suite of tools¹
Pure virtualization solution	The core solution that provides a platform for running VM workloads	HPE Morpheus VM Essentials Software	VMware vSphere Standard or Enterprise+

In addition to trying to handle all the complexities inherent in hybrid-by-accident environments, organizations have also been responding to Broadcom's licensing changes. Many organizations are adopting new virtualization strategies, which typically focus on migrating some VMs to alternative platforms while retaining others on VMware.

HPE Morpheus Software solutions can help organizations address these challenges.

HPE Morpheus VM Essentials is a pure virtualization solution that addresses the immediate need for an alternative to the VMware platform. It provides HVM hypervisors, which use an HPE virtualization technology based on the highly respected, open-source KVM hypervisor. In addition to replacing VMware vSphere Standard and Enterprise Plus, HPE Morpheus VM Essentials enables customers to run VMs in a dual-hypervisor environment and manage VMs on HVM and VMware ESXi hypervisors side by side.

Morpheus VM Essentials exposes a small subset of the features available in the HPE Morpheus Software stack. HPE Morpheus Enterprise, designed for larger enterprises and service providers, is a hybrid cloud orchestration solution that includes everything in VM Essentials plus a great deal more. It enables self-service provisioning of HPE and third-party virtualization and container runtimes as well as bare-metal infrastructure across hybrid, multi-cloud IT environments. Functionally, Morpheus Enterprise is comparable to the vSphere and Aria Automation components in VMware Cloud Foundation (VCF).

The rest of this topic delves deeper into these two HPE Morpheus Software solutions, beginning with Morpheus VM Essentials.

HPE Morpheus VM Essentials unifies HPE and VMware hypervisors

- Reduces costs with HVM hypervisor**
- Simplifies management**
- Combines Morpheus Software DNA with KVM technology**
- Lowers risk with global support**
- Future-proofs IT with clear upgrade path**



By unifying HPE and VMware virtualization environments, HPE Morpheus VM Essentials provides a number of benefits.

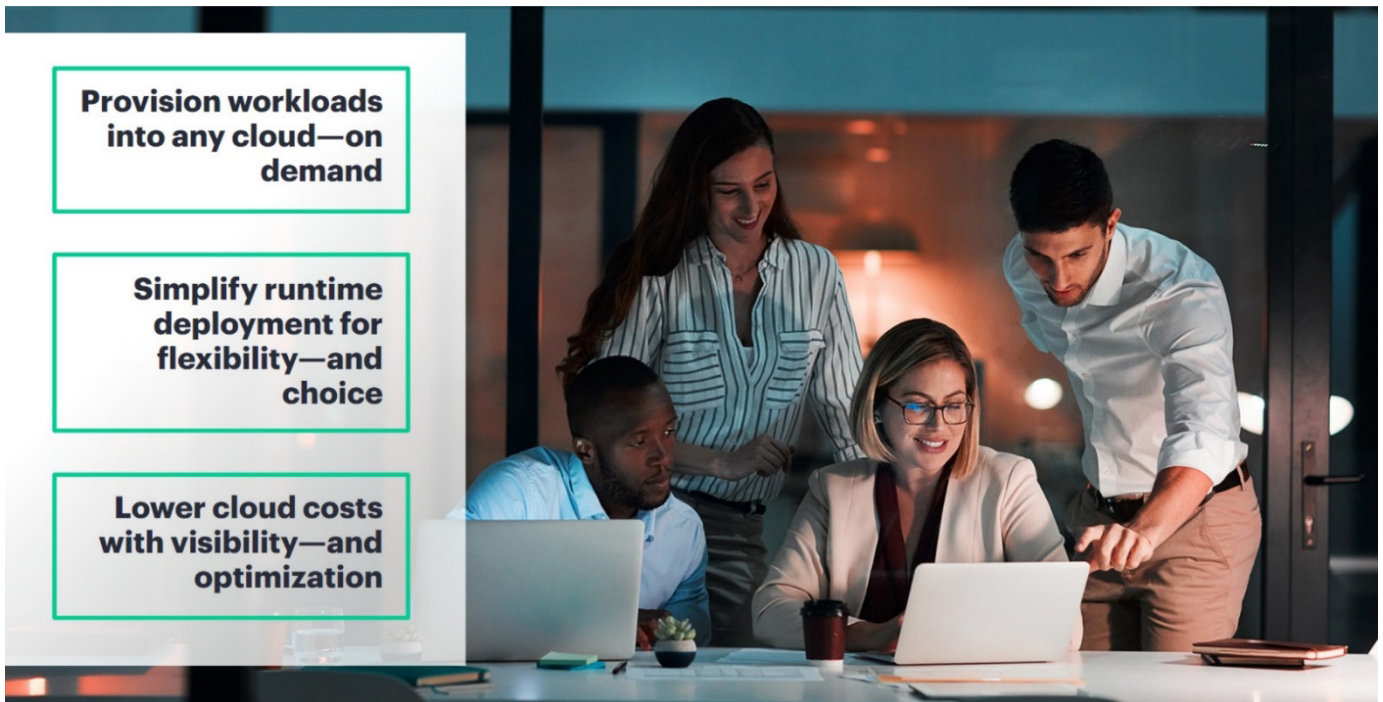
First, Morpheus VM Essentials significantly reduces costs. It does so by enabling customers to migrate some or all their virtualized workloads to HVM, which is based on cost-effective per-socket licensing rather than VMware's per-core licensing.

Second, Morpheus VM Essentials simplifies management, enabling customers to manage both VMware VMs and HPE VMs side by side from one simple interface. It also allows VM vending.

Third, Morpheus VM Essentials combines the best-in-class Morpheus Software DNA with proven, open-source KVM technology. It also includes HPE's enterprise-grade global support.

Finally, and arguably most important, Morpheus VM Essentials—unlike many other competing virtualization platforms—avoids vendor lock-in and is not a dead end. Instead, with our virtualization platform, customers can future proof their IT with a clear upgrade path to HPE Morpheus Enterprise.

HPE Morpheus Enterprise helps IT become internal service providers



HPE Morpheus Enterprise includes the virtualization capabilities of HPE Morpheus VM Essentials but, as a hybrid cloud orchestration solution, offers much more.

For example, Morpheus Enterprise enables IT departments to provision any workload into any cloud on demand. It orchestrates the tools, dependencies, and guardrails for VMs, containers, app services, multi-tier app stacks, and cloud services. This allows authorized users such as developers to move quickly while enabling IT to enforce policies from end to end.

We simplify runtime deployment. Morpheus Enterprise enables push-button creation and management of HVM and Kubernetes clusters and public-cloud platforms like EKS, AKS, or GKE. Morpheus Enterprise can also connect to existing brownfield Kubernetes clusters running options like OpenShift and Rancher. This flexibility to easily deploy whatever runtime customers' applications require enables them to consolidate runtime management and standardize the provisioning experience.

Lastly, we lower cloud costs by providing single-interface visibility into spending, governing how teams utilize resources, and automating resource optimization. Morpheus Enterprise discovers on-prem and public-cloud resources, optimizes use by applying analytics and rightsizing guidance, synchronizes invoices from multiple clouds, enforces budget policies, and centralizes reporting. This FinOps framework gives IT, finance, and business leaders the accountability and insights they are looking for.

By enabling IT teams to deliver services effectively and efficiently, HPE Morpheus Enterprise empowers them to transition into internal service providers (SPs).

Recognize the opportunities for selling HPE Morpheus Software



The HPE Morpheus Software family has broad appeal, with target markets ranging from mid-sized enterprises to large-scale service providers.

With mid-sized enterprises, the best starting point is HPE Morpheus VM Essentials.

For enterprises, the best starting point is probably HPE Morpheus Enterprise, particularly if they have a mix of multiple hypervisors and some public cloud. However the opportunity might start with HPE Morpheus VM Essentials if the enterprise just needs basic virtualization, which you could use as an entry point to expand later to a larger HPE Morpheus Enterprise opportunity.

For service providers, the right solution is most likely HPE Morpheus Enterprise from the outset.

You will start by considering the HPE Morpheus VM Essentials opportunity for mid-sized enterprises.

Good candidates for HPE Morpheus VM Essentials



Organizations that:

**Need to mitigate
virtualization costs**

**Use vSphere Standard or
Enterprise Plus**

**Want to explore
alternative platforms**

Good candidates for HPE Morpheus VM Essentials are mid-sized organizations who need to mitigate costs by re-platforming a portion of their virtualized workloads while simplifying management of VMware. Ideal candidates are using VMware vSphere Standard or Enterprise Plus and open to exploring alternative platforms to lower costs.

Use discovery questions to understand customer requirements



- “How much have VMware costs increased for your organization and how are you handling that increase?”
- “Are you looking into other virtualization platforms and, if so, which ones?”
- “How concerned are you about mitigating risk or skill gaps with new VM options?”
- “Are you thinking beyond virtualization, looking into Kubernetes, for example, and possibly hybrid cloud? If so, what are your plans on that front?”

As with all sales conversations, qualify a customer for HPE Morpheus VM Essentials by being curious. Ask as many questions as necessary to learn all you can about the customer's current virtualization environment, their challenges with that environment, and their goals.

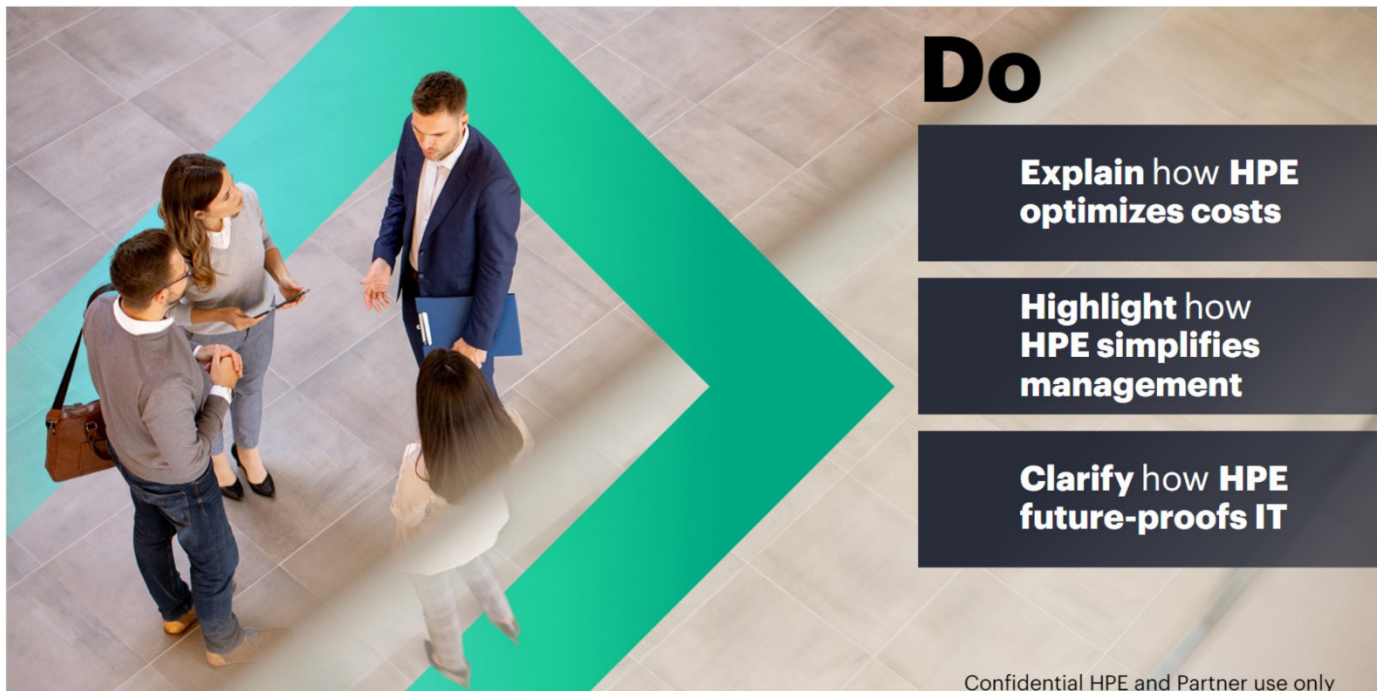
For example, you might ask what version of VMware they are using and follow that question by asking, “How much have VMware costs increased for your organization and how are you handling that increase?”

Ask whether the customer is looking into other virtualization platforms. If they are, follow up by asking which ones.

To discover their concerns about changing virtualization platforms, you might ask, “How concerned are you about mitigating risk or skill gaps with new VM options?”

Also ask questions that will help you determine when (or if) you might follow up with a discussion about HPE Morpheus Enterprise. For example, you might ask, “Are you thinking beyond virtualization, looking into Kubernetes, for example, and possibly into hybrid cloud? If so, what are your plans on that front?”

Winning against the competition



HPE Morpheus VM Essentials is a viable alternative to VMware vSphere Standard and Enterprise Plus. You might run into accounts that are also evaluating Nutanix and Microsoft as alternatives to VMware. In all of these cases, when selling Morpheus VM Essentials, do not get trapped in a feature-by-feature comparison of hypervisors. That is not the approach that will win this sale.

Instead, focus on how HPE optimizes virtualization costs with socket-based licensing. Highlight how we simplify VMware management while also shifting workloads to HVM. And to win a sale, clarify how HPE avoids vendor lock-in while future-proofing customers' IT with the Morpheus Enterprise upgrade path.

The sections below provide examples of how to position HPE Morpheus VM Essentials by focusing on these three key differentiators.

Focus on how HPE optimizes costs

- VMware costs have increased by 3-5 times.
- VMware often includes unnecessary features in product suites and requires unnecessary licenses, bloating the price.
- VMware leads with vSAN and NSX and charges for those features—even when they're not needed.
- HPE Morpheus VM Essentials offers the core capabilities customers need with simple, competitively-priced licenses.
- With the help of HPE CloudPhysics, customers can realize 25-50% savings by reducing sprawl.

Emphasize how HPE simplifies management

- VMware's large code base and interoperability matrix can add complexity and delays to bug fixes and security patches.
- VMware tools in the Aria suite (moving to VCF) only work with VMware.
- HPE Morpheus VM Essentials is easy to use and enables customers to manage both HPE and VMware VMs, side by side in our simple interface.
- Customers can easily evolve to a full hybrid cloud based on HPE Morpheus Enterprise for a comprehensive hybrid cloud operations solutions.

Clarify how HPE future-proofs IT

- VMware locks customers into their platform.

- VMware's new packaging may require customers to purchase packages with features that go beyond their immediate needs just to gain one or two features they consider essential.
- HPE Morpheus VM Essentials lowers costs by allowing customers to migrate VMs to our own hypervisor while enabling them to retain some workloads on VMware.
- HPE Morpheus VM Essentials offers a clear upgrade path to HPE Morpheus Enterprise, a 100% vendor-agnostic hybrid-cloud, multi-cloud solution.

Learning check

Which two customer characteristics indicate a good opportunity for HPE Morpheus VM Essentials? (Select two.)

- a. Looking for ways to improve performance for AI workloads
- b. Need more insight into their hybrid cloud environment
- c. Worried about rising virtualization costs
- d. Using vSphere Enterprise Plus
- e. Moving workloads from VMs to containers

The answers to the Learning check are provided on the next page.

Answers to Learning check

Which two customer characteristics indicate a good opportunity for HPE Morpheus VM Essentials? (Select two.)

- a. Looking for ways to improve performance for AI workloads
- b. Need more insight into their hybrid cloud environment

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d. Using vSphere Enterprise Plus

- e. Moving workloads from VMs to containers

Selling HPE Morpheus Software solutions to enterprise customers



Mid-sized enterprises
(HPE Morpheus VM Essentials)

Enterprise
(HPE Morpheus VM Essentials or HPE Morpheus Enterprise)

Service providers
(HPE Morpheus Enterprise)

Now consider HPE Morpheus Software opportunities for enterprises.

HPE Morpheus Enterprise is typically the best solution for more complex and heterogeneous enterprise environments, but you may find that Morpheus VM Essentials is better suited to some of your enterprise customers' goals if they are large but not that complex.

You will also run into opportunities where a portion of a customer environment needs Morpheus Enterprise, while their less complex VM workloads might run on Morpheus VM Essentials. These mixed environments are surprisingly common and are fully supported.

Recognize customer characteristics for HPE Morpheus Enterprise



In HPE Morpheus sales conversations with enterprise customers, you will need to determine whether to lead with HPE Morpheus VM Essentials or HPE Morpheus Enterprise. How will you decide?

As you have learned, Morpheus VM Essentials is a good fit for enterprises focused on mitigating virtualization costs and simplifying management while ensuring ease of VM vending and eliminating lock-in. Good enterprise candidates may be using VMware vSphere Standard or Enterprise Plus and are typically deploying fewer than 250 VMs per cluster.

HPE Morpheus Enterprise is a good fit for enterprise customers using VMware Virtual Foundation (VVF) or VMware Cloud Foundation (VCF). These customers may express frustration with the Aria Automation suite included in those platforms. These customers might also express a need to move beyond VMware to other hypervisors, Kubernetes services, as well as public cloud.

Enterprises that need multi-tenancy, governance policy, advanced automation, and FinOps are also good Morpheus Enterprise customers. That said, the core use case always starts with the need to orchestrate and automate the provisioning of application services. Some enterprises have tried to automate provisioning with tools like Ansible or Terraform but are finding that those tools alone do not enable end-to-end hybrid cloud management.

Keep in mind that customers of HPE GreenLake Flex Solutions present a compelling opportunity. These customers chose GreenLake Flex for its consumption-based billing and elastic capacity and may be pairing it with VMware, Nutanix, or other virtualized stacks. They may be trying to create an environment that functions like a private cloud. HPE Morpheus Enterprise has the features they need to achieve that end, and it can be added with a simple GreenLake Change Order.

Use discovery questions to understand customers' requirements



Start an HPE Morpheus sales conversation with discovery questions. For enterprise customers, their answers are critical to determine whether to position HPE Morpheus VM Essentials or Morpheus Enterprise.

The sections below provide example discovery questions for each opportunity.

Discovery questions for HPE Morpheus VM Essentials candidates

- What are the top 2 to 3 priorities for IT (your department) over the next 3 quarters? What are the business drivers behind those?
- Are you paying for software you don't use with VMware VCF? Have you widely deployed Aria Automation?
- How much visibility do you have into resource use and costs across your virtualization and cloud environments?

Discovery questions for HPE Morpheus Enterprise candidates

- Are you using an HPE GreenLake Flex Solution paired with VMware, Nutanix, or another virtualized stack? If so, what challenges are you facing? What are your goals for this environment?
- How are your IT, security, and finance teams collaborating to ensure seamless application deployment without conflicts?
- How are you addressing the needs of platform engineering teams for consistent, on-demand access to environments?

Understand the engagement model for HPE Morpheus Enterprise



Engage Morpheus Specialist sellers

Morpheus Specialists will present, demo, set up PoC, and everything else—from prospect to PO

Why partner with Morpheus Specialists?

3 Close the deal— Enterprise software deals can be long and complex but don't have to be. We know the pitfalls and can work to shrink sales cycles to land initial footprint.

When you recognize an opportunity for HPE Morpheus Enterprise, always engage with HPE Hybrid Cloud Ops Software specialist sellers.

Why reach out? First, because our team is highly experienced in selling HPE Morpheus Enterprise. We can help you avoid the pitfalls that can impede your ability to win an HPE Morpheus Enterprise sale. We can guide you toward the green zone, help you meet your customer's budget, and ensure you avoid wasting time on PoC projects that lead nowhere.

Second, we know that our software shows better than it tells. To that end, our team can demo the platform and get qualified opportunities into a free tightly managed 30-day PoC with our Sales Engineers to prove value. We can present, demo, set up the PoC, and manage everything else in the sales cycle—from landing a prospect to delivering the purchase order.

Third, our specialists will help you close the deal. Enterprise software deals can be long and complex—but they don't have to be. We know the common problems that lead to protracted and complex sales processes, and we can shrink that sales cycle to help you land an initial footprint as quickly and painlessly as possible.

We are also building out a network of enterprise partners and can connect you with training, certification, Not for Resell (NFR) software, technical specialists, and other resources to grow your practice.

Competitive snapshot for HPE Morpheus Enterprise



On-Prem Vendor Tooling

Example: VMware Aria Automation (vRA) with CloudHealth or Nutanix Cloud Manager (Calm and Beam)

Public Cloud to Ground

Example: AWS Outpost, Google Anthos, or Azure Local with Azure Arc Management

Script Heavy DIY or Internal Developer Portal (IDP)

Example: 100s of Terraform and Ansible Scripts as a home-grown Cloud Management Platform (CMP) toolkit

Example: Spotify Backstage (a dev-centric open-source IDP project)

Confidential HPE and Partner use only

HPE Morpheus Enterprise enables hybrid cloud operations that few organizations have managed to obtain.

Many customers use on-prem tools like VMware Aria Automation. For financial management, they may use VMware CloudHealth or IBM Apptio. If a Nutanix shop, they might use Nutanix Cloud Manager for applications lifecycle management and cloud cost governance, respectively. With Morpheus Enterprise, customers can eliminate hypervisor-specific standalone tools. They can instead use our centralized platform to standardize and simplify provisioning, manage costs, and govern the application lifecycle across VMware, Nutanix, Microsoft, Kubernetes, and other on-prem stacks including the built-in HVM and Kubernetes runtimes.

Some hyperscale-centric customers use AWS Outpost, Google Anthos, and Azure Local with Azure Arc Management. With Morpheus Enterprise, they gain a single pane of glass for managing these public clouds while still using traditional on-prem private clouds, eliminating the hassle of managing each one independently.

Other customers try to facilitate hybrid cloud operations with do-it-yourself scripts and an Internal Developer Portal (IDP). They may use Terraform and Ansible Scripts to automate some provisioning. They might use an open-source framework like Spotify Backstage for building an IDP. Morpheus Enterprise integrates with existing automation scripts but adds a robust policy and governance framework and is much less brittle and less expensive to maintain than pure script-based open-source approaches.

The sections below summarize how these hybrid cloud solutions fail to meet customers' goals.

On-prem vendor tooling

Example: VMware Aria Automation (vRA) with CloudHealth or Nutanix Cloud Manager (Calm and Beam)

- Hypervisor-specific orchestration falls short in heterogeneous environments
- Designed around VMs and vendor tech stack vs. application services and 3rd party tools
- Reinforces the lock-in problem for those who are not 100% committed to a single vendor

Public cloud to ground

Example: AWS Outpost, Google Anthos, or Azure Local with Azure Arc Management

- Limited on-prem functionality for those with most workloads in one public cloud
- Less likely to have deep integration into other on-prem tooling such as Backup, ITSM, IPAM, Networks, etc.
- Limited to no functionality for on-prem bare metal servers or virtualized applications

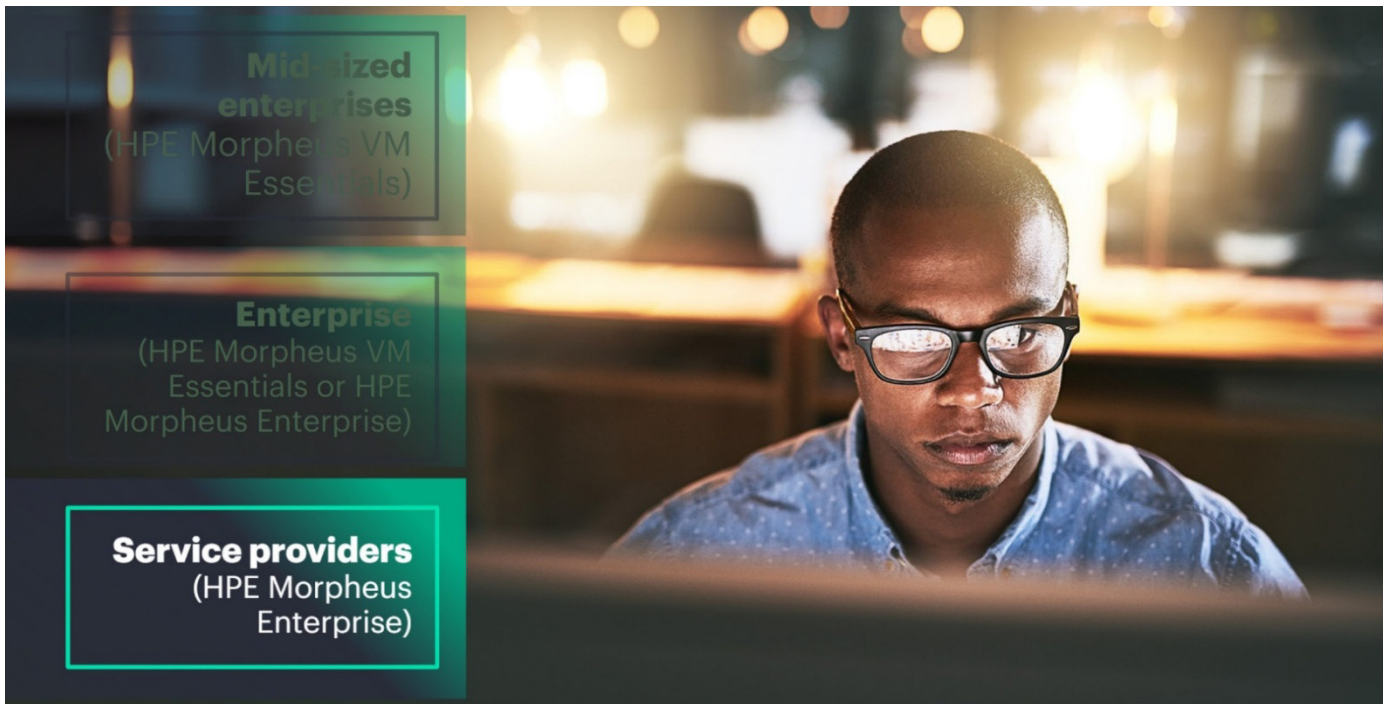
Script heavy DIY or internal developer portal (IDP)

Example: Terraform and Ansible Scripts as a home-grown Cloud Management Platform toolkit

Example: Spotify Backstage (a dev-centric open-source IDP project)

- Significant investment to develop and maintain complex scripts with limited functionality
- Can't easily respond to changes or depth in underlying tooling, hypervisors, and clouds
- Limited governance and FinOps features

HPE Morpheus Enterprise opportunity for service providers



Service Providers (SPs) represent another sales opportunity for HPE Morpheus Enterprise. In fact, more than one-third of Morpheus Enterprise customers are Managed Service Providers (MSPs), who use our software to create a customized portal that enables their clients to provision resources on demand into managed infrastructure. With multi-tenancy and role-based access control (RBAC) plus a metering engine, Morpheus Enterprise enables SPs to deliver new services more quickly at a higher margin.

Strategy for selling HPE Morpheus Enterprise to SPs



When engaging SPs in HPE Morpheus Enterprise sales conversations, highlight how it will help make their business easier to run and more lucrative.

For example, explain that Morpheus Enterprise accelerates server builds, reduces errors, and shortens delivery for faster revenue realization and improved customer satisfaction.

You should also demonstrate how they can customize our self-service interface, rebranding and white labeling the portal as their own. From this portal, they can offer secure, on-demand provisioning with multi-tenancy and RBAC across private and public clouds.

With SPs, position Morpheus Enterprise as a tool for simplifying operations. Explain that Morpheus Enterprise will reduce their reliance on specialized staff while lowering service delivery costs via built-in automation and metering.

Finally, help MSPs expand their offerings by explaining how they can use Morpheus Enterprise to easily manage clients' hybrid clouds, orchestrate their containerized workloads, manage their on-prem environments, and offer FinOps services. MSPs can use new offerings to differentiate themselves, attract new clients, and boost their margins.

Learning check

Which two are good opportunities for HPE Morpheus Enterprise? (Select two.)

- a. Customers using HPE GreenLake Flex Solutions
- b. Customers who are concerned about cyber resilience
- c. Customers who express frustration with Aria Automation
- d. Customers who are looking for the lowest cost virtualization solution
- e. Any customer using vSphere Enterprise

The answers to the Learning check are provided on the next page.

Answers to Learning check

Which two are good opportunities for HPE Morpheus Enterprise? (Select two.)

a. Customers using HPE GreenLake Flex Solutions

b. Customers who are concerned about cyber resilience

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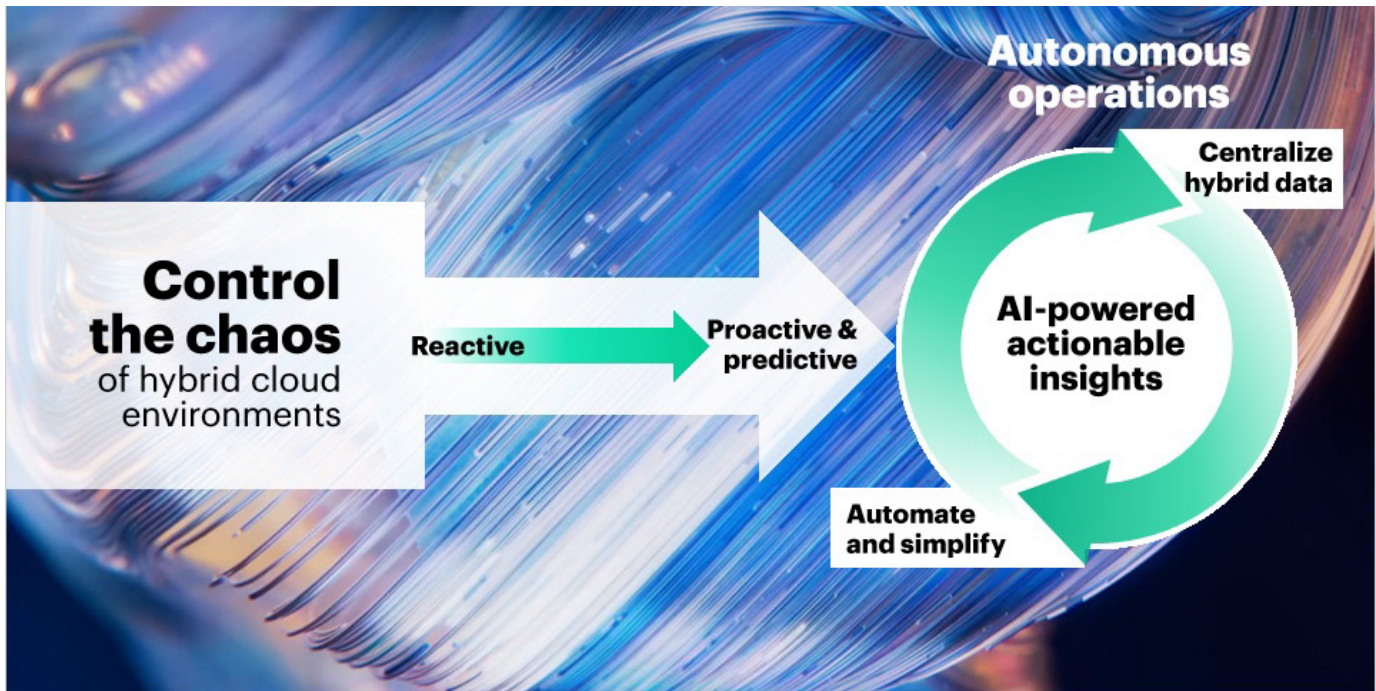
d. Customers who are looking for the lowest cost virtualization solution

e. Any customer using vSphere Enterprise

Topic 3: Autonomous IT Operations



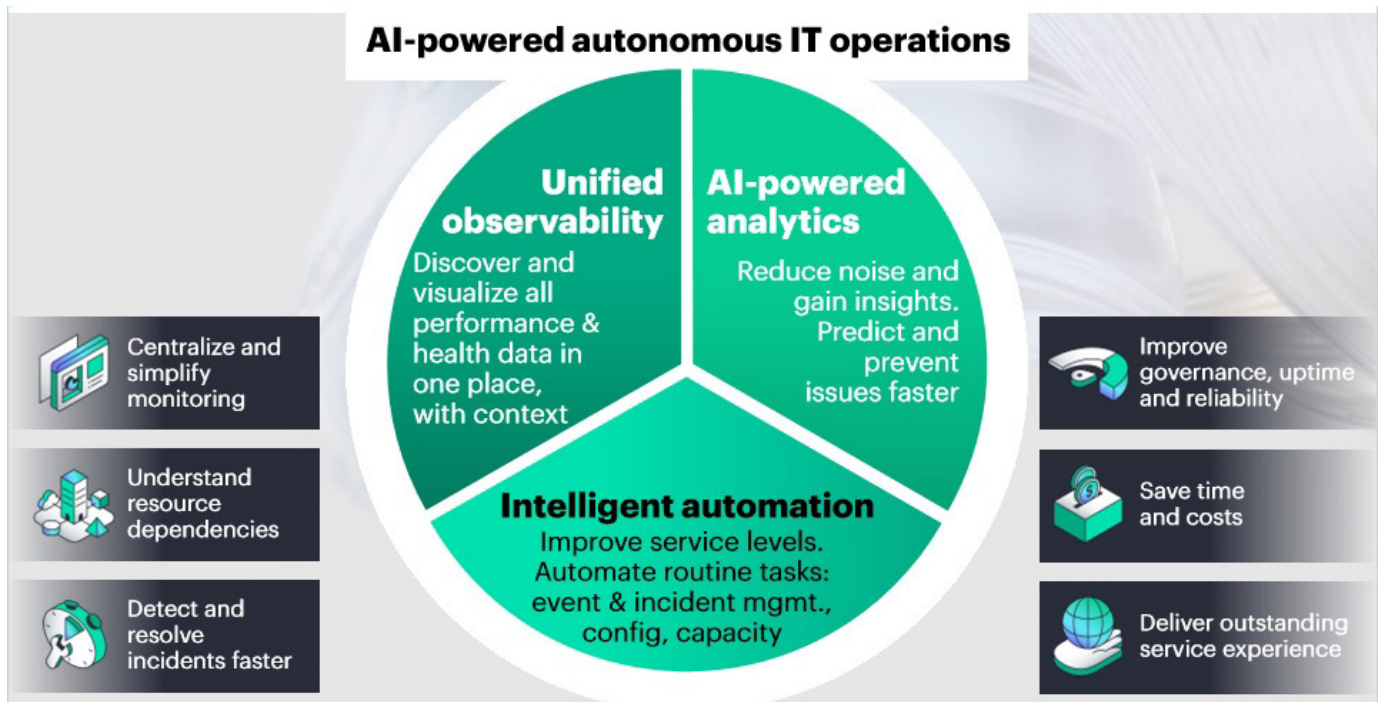
Customers need autonomous IT operations



As organizations look for ways to control the chaos of their hybrid cloud environments, they also need to evaluate their IT operations. All too often IT teams are reactive, constantly putting out fires, with no real insight into their complex hybrid, multi-cloud environments. To make IT operations more proactive and predictive, these teams not only need insights into their environment but also the ability to act on those insights, automatically.

HPE OpsRamp provides end-to-end, full-stack observability of compute, storage, network components, applications, databases, and more, regardless of where those systems run. OpsRamp actively unifies the disparate telemetry data from these diverse and distributed systems. It monitors, correlates, and analyzes this data to deliver actionable insights. These AI-powered actionable insights automate and simplify routine tasks, enabling autonomous IT operations.

HPE OpsRamp enables customers to observe, analyze, and act on data



HPE OpsRamp helps transform customers' IT teams into business-enabling, internal service partners through three core features.

Through unified observability, IT teams can discover and visualize contextualized performance and health data of all their infrastructure resources in one place. Unified observability is possible in part through OpsRamp's integrations with more than 3000 third-party solutions, such as application, network, virtualization, and single sign-on solutions.

Through AI-powered analytics, IT teams can fully leverage telemetry data across all their diverse systems and environments. Through these analytics, OpsRamp helps teams reduce alert noise, gain insights, and predict and prevent issues faster than ever.

Through intelligent automation, IT teams can automate processes more effectively, thereby realizing greater efficiency and performance. For example, intelligent automation enables IT teams to automate routine tasks, remediate incidents, optimize performance, and manage capacity.

Through these features, OpsRamp offers several benefits. It centralizes and simplifies monitoring. It empowers teams to understand resource dependencies and to detect and resolve incidents faster than ever. It improves governance, uptime, and reliability. It saves teams time and money. Ultimately, with OpsRamp, IT teams can deliver an outstanding service experience to the customers and/or business units they serve.

Use discovery questions to uncover customer requirements



Start an HPE OpsRamp sales conversation with discovery questions tailored to meet the primary concerns held by the stakeholders with whom you meet.

The sections below provide sample discovery questions for these personas.

CIO and Infrastructure and Operations (I&O) Manager

- Does your team operate as a central organization servicing the needs of all business units?
- How would you rate the efficiency of your infrastructure monitoring and event management practice today?
- Is your team able to easily discover and map resource dependencies?
- Is your team able to quickly identify the root cause of incidents and resolve incidents before they impact the business?
- What is the anticipated mean time to resolution (MTTR) for critical incidents, and how might that MTTR impact business?

Practitioner SME / Admin

- What does your distributed/hybrid environment consist of today?
- Are you using a single, centralized platform today to monitor and manage events across your hybrid environment?
- What tools do you use to monitor and manage events?
- How long does it take for your organization to find and fix issues?
- Would you say the data across your tools are adequately integrated?
- Do you find yourself having to jump between different tools to identify and resolve a single incident? How does that impact your day-to-day?

Targeting the right opportunities



The market for IT operations management platforms like HPE OpsRamp is expanding. Corresponding to the market's expansion, opportunities for selling HPE OpsRamp are growing.

Customers with complex distributed environments are good opportunities for OpsRamp sales. You should also look for customers with dozens or more of unintegrated point tools, which are software solutions designed to address specific issues. Relying heavily on point tools creates siloed environments and fragments visibility.

Customers who complain of struggling with floods of alarms also signal good opportunities. HPE OpsRamp can help such customers; it can correlate the alarms triggered by the same root cause, create a ticket for the incident, and escalate the ticket to the appropriate team for resolution.

The sections below provide more information about ideal candidates and customers who are not a good fit.

Ideal candidates

Customers who have:

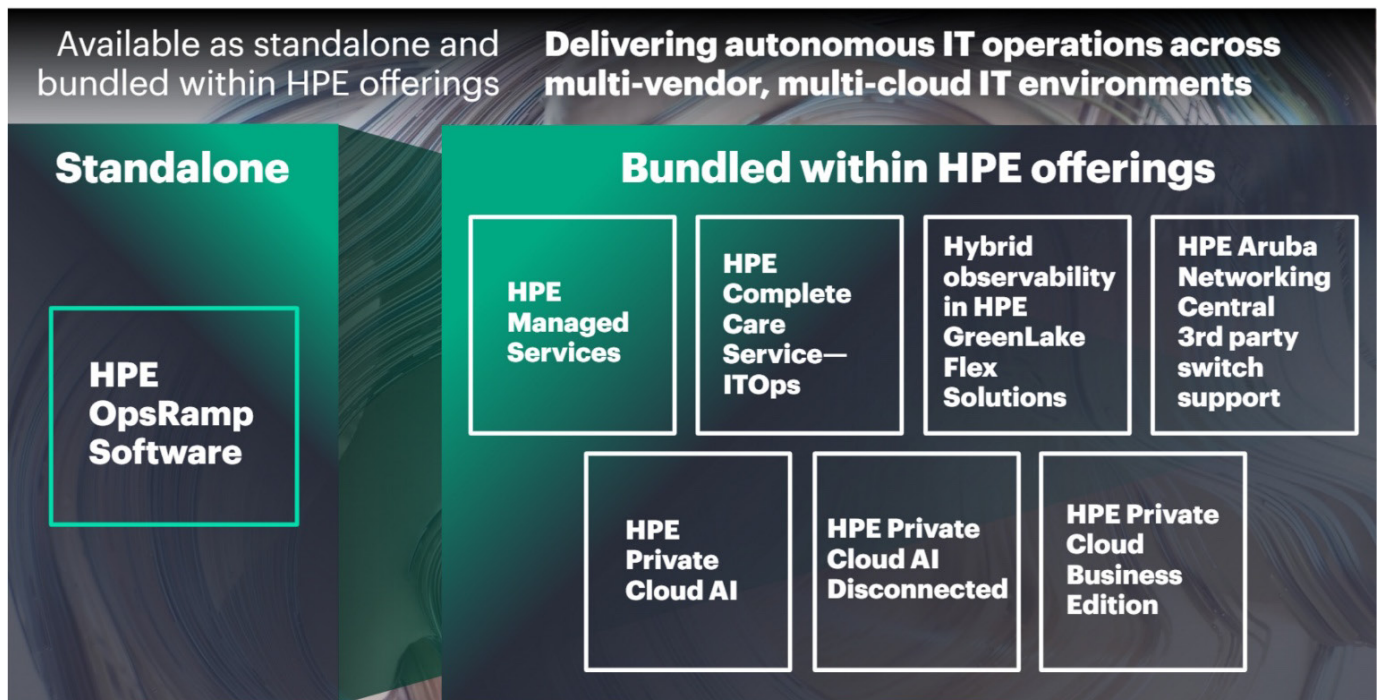
- Long list of point tools (tools that are designed to solve a specific set of problems) with no integration
- Legacy platforms
- Strong internal alignment (DevOps, ITOps, Network, Cloud, SecOps, ITSM, and so on)
- Support for central platform
- Need for multitenancy to separately monitor and report on multiple BUs / customers

Customers who are not a good fit

Customers with the following characteristics are not good fits for HPE OpsRamp:

- Looking to solve a single problem or looking for a deep point tool
- Weak CIO support and poor internal alignment among groups (DevOps, IT Ops, Network, SecOps, ITSM owner)
- Recently invested in a stitched-together framework

HPE OpsRamp: Adding value to other HPE solutions



In addition to offering HPE OpsRamp Software as a standalone solution, HPE is integrating key capabilities across our products and services to further enhance and differentiate the value of HPE offerings.

As of this course's release, HPE OpsRamp Software has been integrated with HPE Managed Services and HPE Complete Care Service—I/Ops. OpsRamp provides the IT operations engine for these services.

Key capabilities of OpsRamp are also included with HPE GreenLake Flex Solutions. With the hybrid observability provided by OpsRamp, customers gain visibility, tooling, and better performance for HPE GreenLake Flex Solutions.

OpsRamp capabilities are also integrated with HPE Aruba Networking Central, enabling third-party switch support.

We have also integrated OpsRamp capabilities with our private cloud solutions, including HPE Private Cloud AI, HPE Private Cloud AI Disconnected, and HPE Private Cloud Business Edition. Additionally and as you have learned, OpsRamp is a core component of HPE CloudOps, the unified control plane for HPE GreenLake cloud.

Additional resources

You can find more information about HPE hybrid cloud solutions using these links.

[HPE Morpheus Software briefcase on Seismic](#)

[HPE Hybrid Cloud Solutions for Partners briefcase on Seismic](#)

[HPE Demo Portal](#)

Summary



**Next Module:
HPE Private Cloud
Solutions**

**Help customers realize
the full value of their
hybrid, multi-cloud
environments**

**HPE Morpheus VM
Essentials**

HPE Morpheus Enterprise

HPE OpsRamp Software

In this module, you learned that HPE hybrid cloud software solutions help customers realize the value of their hybrid, multi-cloud environments.

You learned that HPE Morpheus VM Essentials addresses today's most pressing virtualization challenges by reducing costs and facilitating management of VMs running on VMware and HPE hypervisors.

You learned that HPE Morpheus Enterprise is a unified, multi-cloud, hybrid cloud orchestration platform. Specifically, Morpheus Enterprise enables IT teams to orchestrate virtualized, containerized, bare-metal, and cloud applications and workloads.

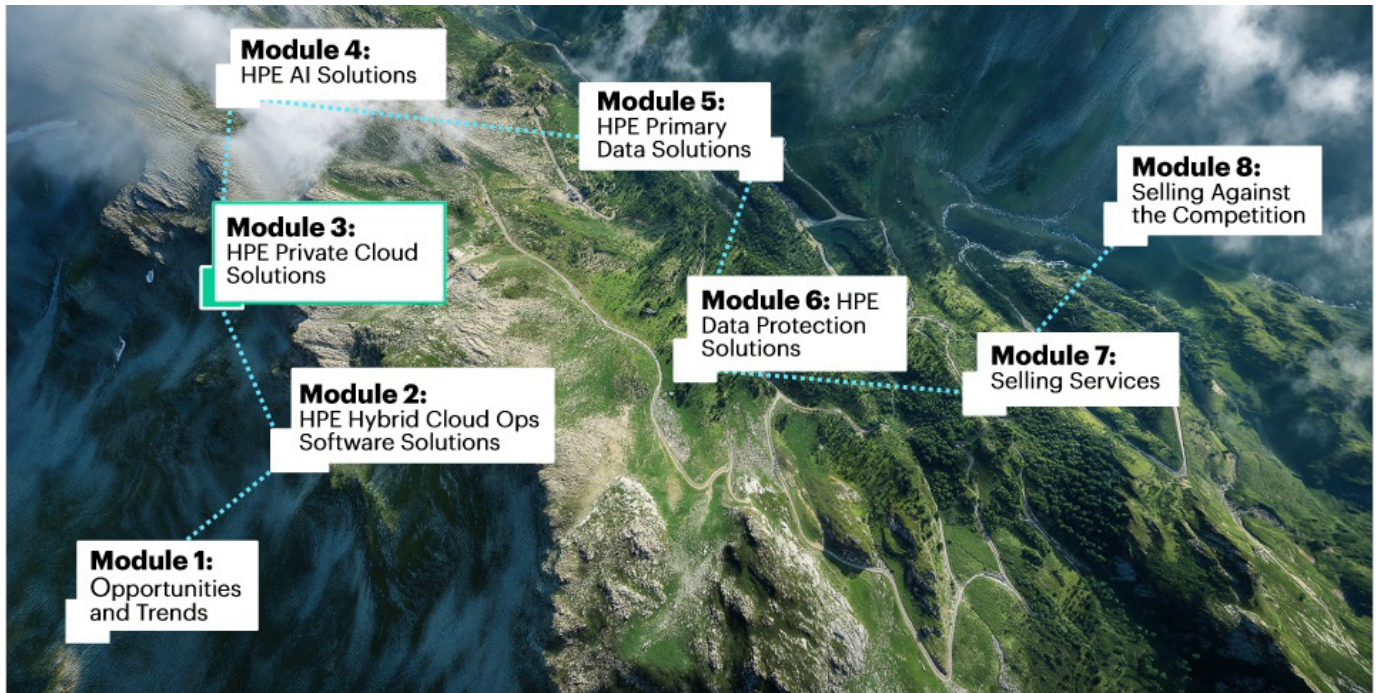
Finally, you learned that HPE OpsRamp enables autonomous IT operations. Through its core capabilities, namely unified observability, AI-powered analytics, and intelligent automation, OpsRamp reduces manual processes, accelerates incident remediation, and lowers costs.

In the next module, you will turn your attention to HPE Private Cloud solutions.

Module 3: HPE Private Cloud Solutions



Course map



As you've learned, most organizations today are hybrid cloud by necessity. These aren't static environments either: Organizations may move workloads on-prem, while shifting others to the cloud. This only increases the complexity, management challenges, and cost.

In this module you'll learn to position and sell HPE Private Cloud Solutions to help your customers modernize and simplify their hybrid cloud environments.

Module overview



This module includes two topics. Topic 1 focuses on HPE's private cloud engineered systems, which give customers pre-configured, fully integrated software and hardware solutions. Managed through HPE GreenLake cloud, these solutions speed time to value, allowing customers to get to production faster.

Topic 2 covers HPE GreenLake Flex Solutions, which empower you to sell any HPE infrastructure solutions with a pay-per-use model. These built-to-order configurations can be customized and combined with HPE and third-party software to meet any customer's unique needs.

Topic 1: Private Cloud Engineered Systems



Today's workloads require a new data platform



To help bring order to hybrid cloud chaos, our customers tell us they need a true cloud operating experience on-prem. They want the speed and simplicity they expect from the public cloud—including on-demand access, automation, and AI-driven intelligence—to make managing workloads in their own environment far easier.

Their workloads also require enterprise-grade infrastructure designed for performance and resiliency. This infrastructure must run critical applications reliably and scale efficiently as business demands grow.

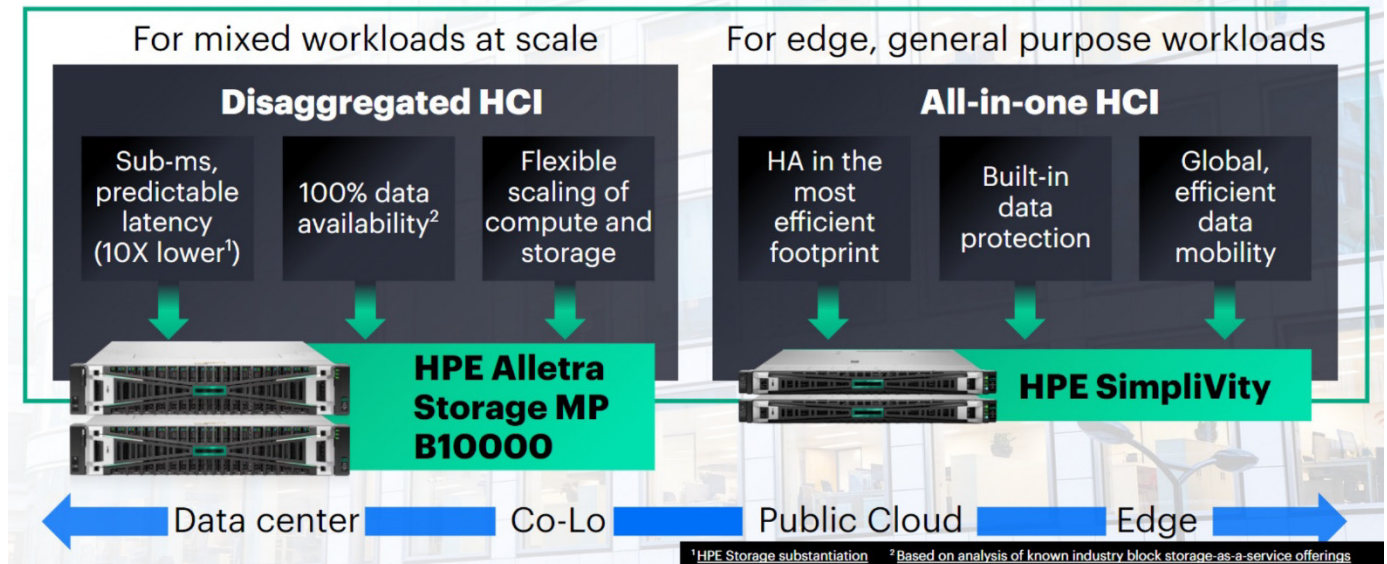
And customers require consistent, seamless management and protection from anywhere. They need their data secured, governed, and easily moved across core, edge, and cloud, as needed.

HPE Private Cloud Business Edition

Turnkey, self-service private cloud

Performance, scale, resiliency, protection

Self-managed, partner managed, or HPE managed



HPE Private Cloud Business Edition gives your customers the cloud experience they want on-prem, with the freedom to run workloads wherever it makes the most sense. This turnkey, self-service private cloud makes it simple to provision, run, and protect virtual machines (VMs) across core, edge, and co-location facilities, with AI-managed automations accelerating deployments and upgrades. Managed from HPE GreenLake cloud, HPE Private Cloud Business Edition offers unified VM provisioning across the private cloud and supported public clouds.

To meet the requirements of a wide range of customers, HPE Private Cloud Business Edition is available on different hardware. For mixed workloads at scale, HPE Private Cloud Business Edition leverages HPE Alletra Storage MP B10000, delivering disaggregated hyperconverged infrastructure (HCI) with sub-millisecond latency and 100% data availability. Compute and storage scale independently, making it ideal for mission-critical applications.

For edge or general-purpose workloads, HPE SimpliVity provides an all-in-one HCI solution with high availability in a compact footprint, built-in protection, and efficient data mobility across sites.

HPE also offers flexible management models. Customers can manage HPE GreenLake for Private Cloud Business Edition themselves or have an HPE partner manage it for them. When the solution uses HPE Alletra Storage MP B10000, HPE can manage the solution if you and the customer prefer.

You will learn more about HPE Alletra Storage MP B10000 and HPE SimpliVity in Module 5.

Proven value with HPE Private Cloud Business Edition



With HPE Private Cloud Business Edition, your customers also get this enterprise-grade performance and resiliency without paying a premium. Enterprise Strategy Group (ESG) found that HPE Private Cloud Business Edition with HPE Alletra Storage MP B10000 delivers up to 2.5x lower TCO for core workloads compared to other HCI solutions. HPE Private Cloud Business Edition with HPE SimpliVity provides up to 45% lower TCO at the edge.

From hardware efficiency to software flexibility

HPE Morpheus VM Essentials now comes fully integrated

HPE Private Cloud Business Edition

VM Essentials Manager

HVM hypervisor **VMware hypervisor**

Choice of hardware:
HPE Alletra Storage MP B10000
HPE SimpliVity

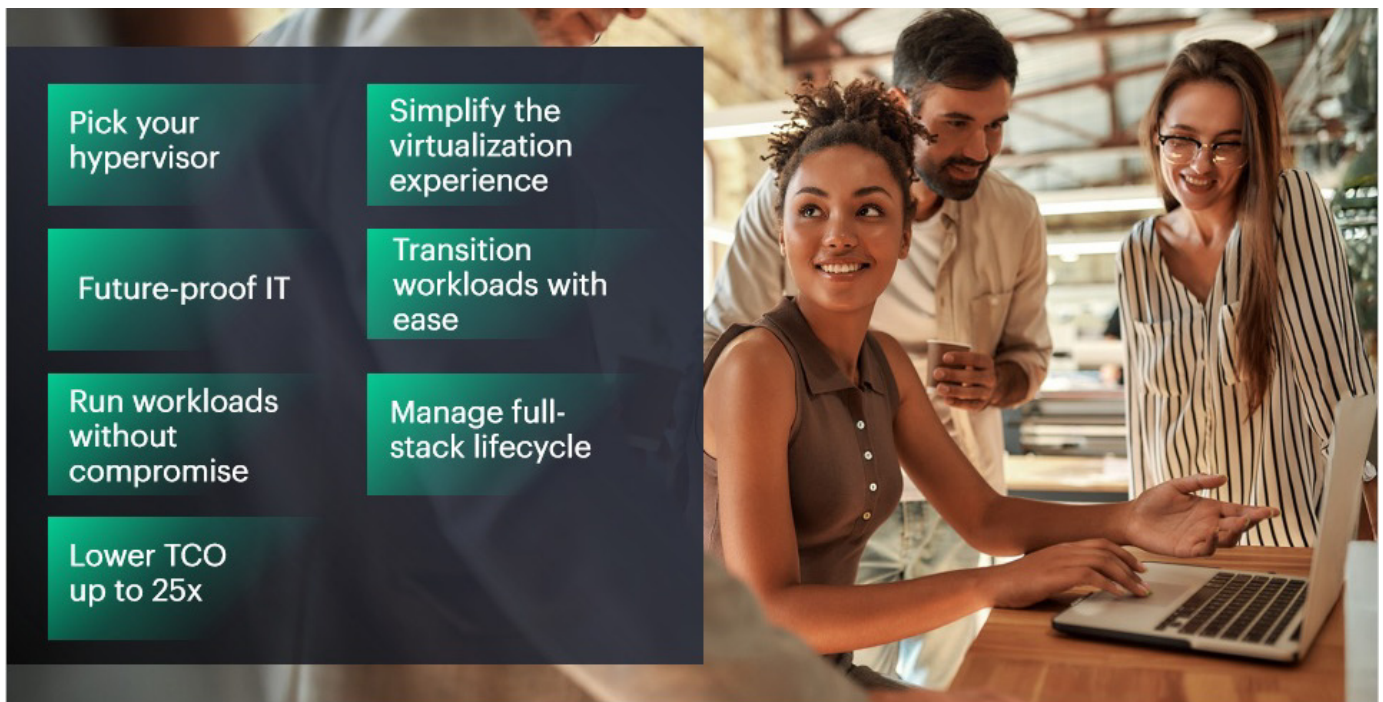
90% lower licensing costs with KVM-based hypervisor¹

¹Based on internal analysis of the cost of HPE Morpheus VM Essentials licensing versus available market data on cost of existing virtualization licensing.

Total cost of ownership is always top of mind for customers—especially as many search for alternatives to traditional virtualization stacks.

HPE Morpheus VM Essentials is fully integrated in HPE Private Cloud Business Edition, giving customers a true cloud operating experience without lock-in to a single hypervisor. Customers can choose VMware if it makes sense, or lower licensing costs up to 90% with the HVM hypervisor in HPE Morpheus VM Essentials. (The HVM hypervisor uses an HPE virtualization technology based on the highly respected, open-source KVM hypervisor.) As you learned in the last module, customers can manage this dual-hypervisor environment with HPE Morpheus VM Essentials.

Articulate the value of HPE Private Cloud Business Edition



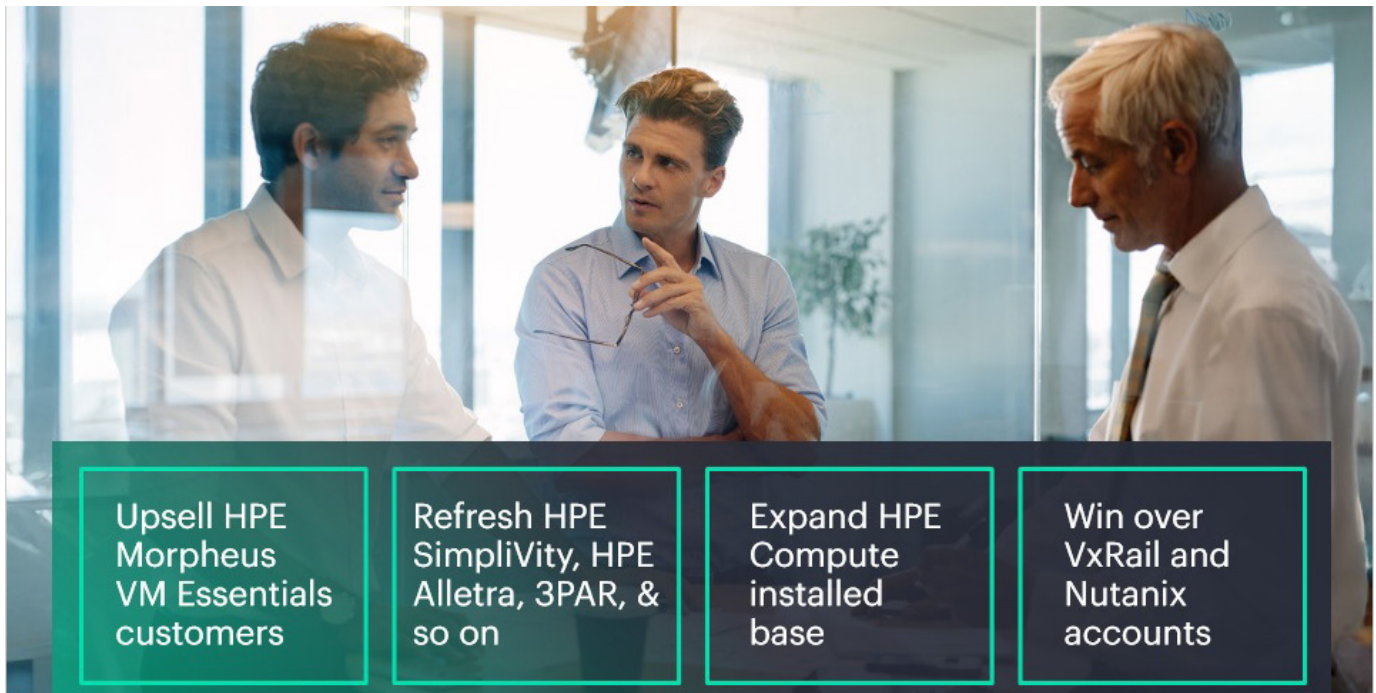
When positioning HPE Private Cloud Business Edition with HPE Morpheus VM Essentials, highlight the flexibility it gives customers to pick the hypervisor that makes sense for them. Customers can run VMware or HPE Morpheus VM Essentials virtualization on the HPE infrastructure. In either case, they benefit from the same simplified virtualization experience. This future-proof solution also enables customers to transition workloads with ease using built-in tools for VM image conversion.

Wherever applications run, they do so without compromise. HPE Private Cloud Business Edition benefits from all the features of the underlying infrastructure, such as HPE Alletra Storage MP B10000's snapshots, replication, and 100% data availability guarantee or HPE SimpliVity's efficient, integrated backups.

Admins can focus on high-value initiatives because HPE Private Cloud Business Edition automates deployment, and its full-stack lifecycle management keeps everything running smoothly.

The result is a flexible, cost-efficient platform that's four to 25 times cheaper than alternatives.

Recognize opportunities for HPE Private Cloud Business Edition



You will now focus on some key sales opportunities for HPE Private Cloud Business Edition.

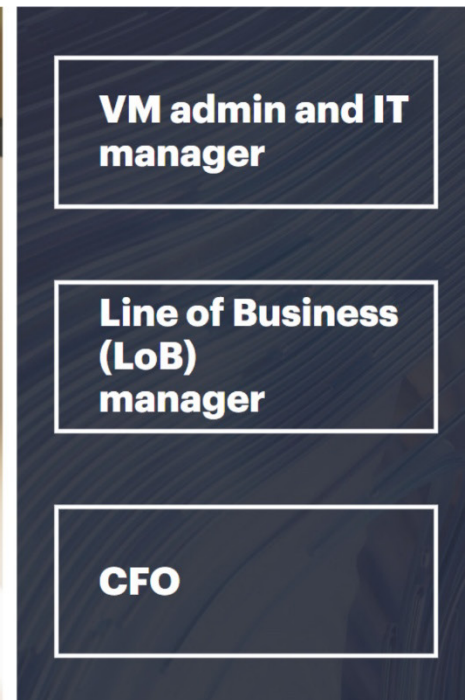
For example, you can upsell customers already using HPE Morpheus VM Essentials to HPE Private Cloud Business Edition. Look for customers who want to simplify workload management, gain self-service agility, and reduce the complexity of their hybrid cloud environment. Good opportunities also include customers who need flexible payment plans for both software and hardware, including pay-as-you-go with predictable monthly payments.

You should also consider customers who are running HPE SimpliVity, Alletra, or 3PAR. These customers may be facing end-of-service deadlines, high capacity use, or performance constraints. By guiding these customers to refresh with HPE Private Cloud Business Edition, you'll deliver better performance, easier lifecycle management, and future-ready expansion.

Many of your existing HPE Compute customers may be ready for an infrastructure refresh or be under pressure to move workloads to the cloud. HPE Private Cloud Business Edition can lower TCO, improve efficiency, and provide flexible virtualization choices. It also delivers the cloud experience while giving customers the security of keeping workloads on-prem.

VxRail and Nutanix accounts are open to change due to VMware licensing shifts. You can position HPE Private Cloud Business Edition as a cost-effective alternative that diversifies organizations' hypervisor strategy, supports business-critical workloads, and reduces TCO.

Use discovery questions to understand customers' requirements



When you enter into discovery with these customers, you'll of course want to uncover the issues HPE Private Cloud Business Edition can address for each stakeholder. Below are sample discovery questions for each key decision-maker.

Discovery questions for VM admins and IT managers

- Are you facing virtualization cost increases? What options are you considering to address these increases?
- Have you had resiliency issues with your private cloud and/or hybrid cloud clusters?
- How much time do you spend dealing with complex IT management silos across your infrastructure, VMs, and hybrid cloud?

Discovery questions for Line of Business (LoB) managers

- How are you ensuring that confidential data is compliant with regulations governing your industry?
- What are your new application, cloud, and edge initiatives?
- What requirements have not been met by your current vendors (including your hypervisor vendor) over the last 12 months?

Discovery questions for CFOs

- How much are you spending on your VM estate?
- How much would downtime from an outage or ransomware attack cost your organization?
- How are you managing visibility, control, and data egress charges with cloud?

Overcome objections

“Our IT staff is already using our IT resources efficiently.”

Ask them to explain:

- How they plan and scale infrastructure needs
- How they address VM resiliency and security
- How they ensure visibility across the organization
- How they control overprovisioning



You will also need to handle any objections you might hear from customers and delve deeper to uncover the opportunity.

The sections below provide guidance on how best to respond to common objections.

How they plan and scale infrastructure needs

- With Private Cloud Business Edition, they get a cloud-like operational model that scales on demand across data center, cloud, and edge.
- It reduces planning complexity by allowing predictable capacity growth and pay-per-use consumption, so IT can focus on strategic initiatives rather than constantly resizing VMs or worrying about infrastructure limits.

How they address VM resiliency and security

- Private Cloud Business Edition provides six-nines data availability and integrated VM-level protections, including snapshots, replication, and ransomware mitigation.
- Security and compliance are built-in, keeping workloads onsite where required, so IT staff spend less time manually safeguarding VMs while ensuring business continuity.

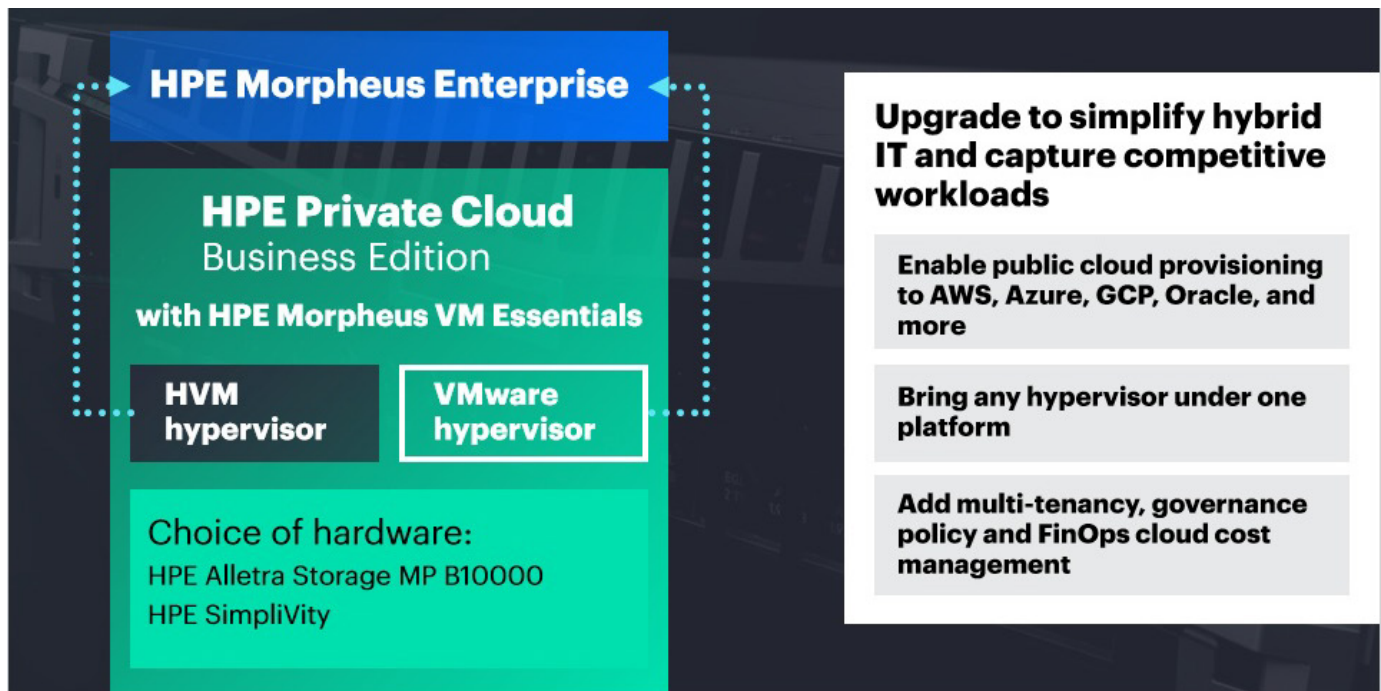
How they ensure visibility across the organization

- Private Cloud Business Edition provides a single-pane-of-glass view across all VMs and infrastructure, combining management of VMware and HPE Morpheus VM Essentials environments.
- Their team can monitor performance, utilization, and compliance centrally, which reduces operational overhead and helps prevent surprises in hybrid environments.

How they control overprovisioning

- With HPE GreenLake's flexible consumption model, they can provision only what they need while maintaining room for growth.
- Private Cloud Business Edition provides analytics and VM resource visibility that prevent unnecessary overprovisioning, lowering costs while keeping performance predictable.

Look for additional opportunities



To deliver faster time to value while strengthening your competitive footprint, upgrade your customers from HPE Morpheus VM Essentials to HPE Morpheus Enterprise. Helping customers reduce risk and accelerate innovation, HPE Morpheus Enterprise works seamlessly on top of HPE Private Cloud Business Edition managed through HPE GreenLake cloud.

It adds workload automation features that can extend across private and public clouds. With HPE Morpheus Enterprise, customers can deploy applications faster, streamline application lifecycle automation, and enforce governance and compliance policies.

As you have learned, HPE Morpheus VM Essentials allows you to manage both VMware and HPE hypervisors. HPE Morpheus Enterprise can bring any existing hypervisor under one platform, including the hypervisors running in HPE Private Cloud Business Edition and those running in other solutions.

Finally, highlight multi-tenancy, governance policies, and FinOps cost management to show customers they can control budgets, enforce compliance, and manage multiple business units efficiently.

Sell HPE Private Cloud Business Edition against the competition

Key reasons why HPE wins

Demonstrated momentum (HPE GreenLake cloud)

Common operational experience across hybrid cloud

VMs and data remain securely on-prem or at the edge

Flexibility to choose the hardware platform that meets their unique requirements

Lower TCO

Find more information in the
[HPE Private Cloud solutions briefcase](#)

Confidential HPE and Partner use only

When you talk to customers about HPE Private Cloud Business Edition, highlight why it wins against competitors like Nutanix, Dell, and the major public cloud providers.

Start with HPE GreenLake cloud: Our proven momentum shows customers trust us to deliver flexible, cloud-like experiences on-prem and at the edge. While talking about HPE GreenLake cloud, point out that customers receive a common operational experience across hybrid cloud environments, which simplifies management and drives efficiency.

Next, emphasize that HPE Private Cloud Business Edition gives customers virtualization choice while VMs and data remain securely on-prem or at the edge. And because HPE Morpheus VM Essentials is included with Private Cloud Business Edition, customers can manage both VMware and HVM hypervisors from a single interface.

Also, highlight that HPE Private Cloud Business Edition offers customers the flexibility to choose the hardware platform that best meets their unique requirements. HPE Alletra Storage MP B10000 gives them 100% data availability and sub-milliseconds latency for mission-critical workloads that require the highest performance levels. HPE SimpliVity, on the other hand, offers an energy-efficient HCI solution with 10:1 data efficiency guaranteed across VM storage and backups combined.

HPE Private Cloud Business Edition also wins due to its lower TCO. Refer customers to the Enterprise Strategy Group (ESG) reports highlighted earlier in this topic.

You can find more competitive information in the [HPE Private Cloud solutions briefcase](#) on Seismic.

Learning check

What is one benefit of HPE Private Cloud Business Edition?

- a. It is always managed by HPE, freeing up the customers' IT staff.
- b. It can run on any validated hardware, including third-party hardware.
- c. It provides provisioning for containers, bare metal, and VMs.
- d. It provides simple self-service for VMs while reducing the cost of IT operations.

The answer to the Learning check is provided on the next page.

Answer to Learning check

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Topic 2: HPE GreenLake Flex Solutions



HPE GreenLake Flex Solutions simplify business transformation



On-prem, private cloud, and hybrid cloud solutions

Support for diverse workloads and performance requirements

Flexible deployment options—in data center, at the edge, or in colocation

Available as pay-as-you-go¹ integrated solutions or service subscriptions

Solutions built for use cases, such as AI/ML, databases, VDI

¹ May be subject to minimums or reserve capacity may apply

HPE GreenLake Flex Solutions enable you to deliver HPE infrastructure solutions as a service, giving customers the on-prem, private cloud, and hybrid cloud solutions they need. These built-to-order solutions can be configured to support diverse workloads and meet any performance requirements. HPE also offers flexible deployment options: customers can choose to deploy the solution in their own data center, at the edge, or in a colocation facility. At the same time, they receive the flexibility of pay-as-you-go integrated solutions or service subscription.

HPE has also assembled multiple HPE GreenLake Flex Solutions that are built for particular use cases, such as AI/ML/analytics, database, virtual desktop infrastructure (VDI), and more. In addition to containing workload-optimized HPE infrastructure, these solutions can integrate HPE software as well as software from industry-leading partners, such as Cloudbian, SAP, Citrix, and others.

HPE GreenLake Flex Solutions create business agility



HPE GreenLake Flex Solutions give customers the business agility they need to succeed.

First, HPE GreenLake Flex Solutions reduce the cost of ownership. The solutions are right-sized, giving customers the capacity they need and eliminating costly overprovisioning. This efficiency does not come at the cost of scalability. On-demand capacity allows customers to scale the solution as needed to meet changing business requirements.

Second, HPE GreenLake Flex Solutions shorten time to value. Customers are not burdened with designing their own infrastructure. HPE designs and deploys the solutions, freeing up IT resources.

Finally, HPE GreenLake cloud simplifies operations, reducing the overhead of complex operations. Customers can refocus IT teams on innovation, driving their business forward.

Enhanced operating experience for HPE GreenLake Flex Solutions

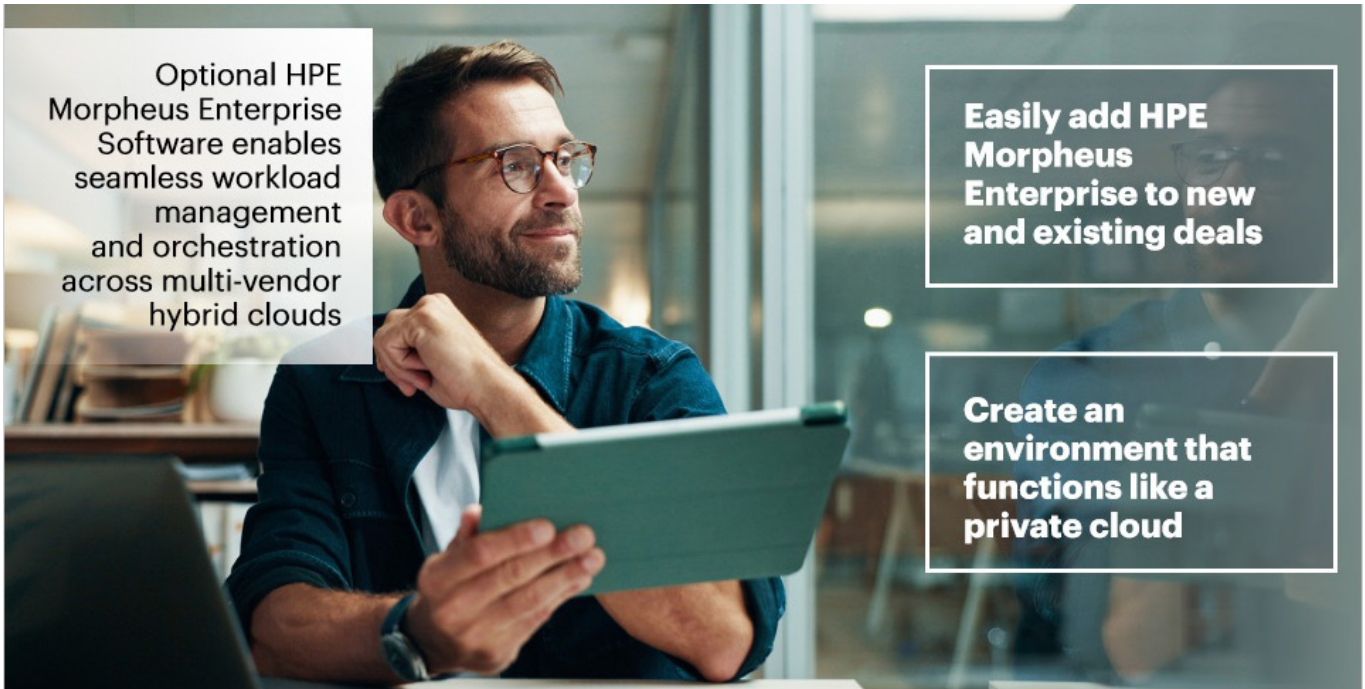


HPE offers several value-add services in HPE GreenLake cloud to all our HPE GreenLake Flex Solutions customers. For example, HPE GreenLake Flex Solutions include consumption analytics, which helps customers monitor resource utilization. Consumption analytics also helps customers predict and control costs and use their resources more efficiently.

Customers can also take advantage of the HPE Sustainability Insight Center, which helps customers lower their carbon footprint. Customers get insights into their energy usage, costs, and emissions.

As you learned in Module 2, HPE GreenLake Flex Solutions offers hybrid observability, which is powered by HPE OpsRamp Software. Hybrid observability discovers the infrastructure resources for HPE GreenLake Flex Solutions, collects metrics and logs from those resources, and alerts admins to issues. AI reduces alert noise and automates remediation for some issues.

Enhance HPE GreenLake Flex Solution with HPE Morpheus Enterprise



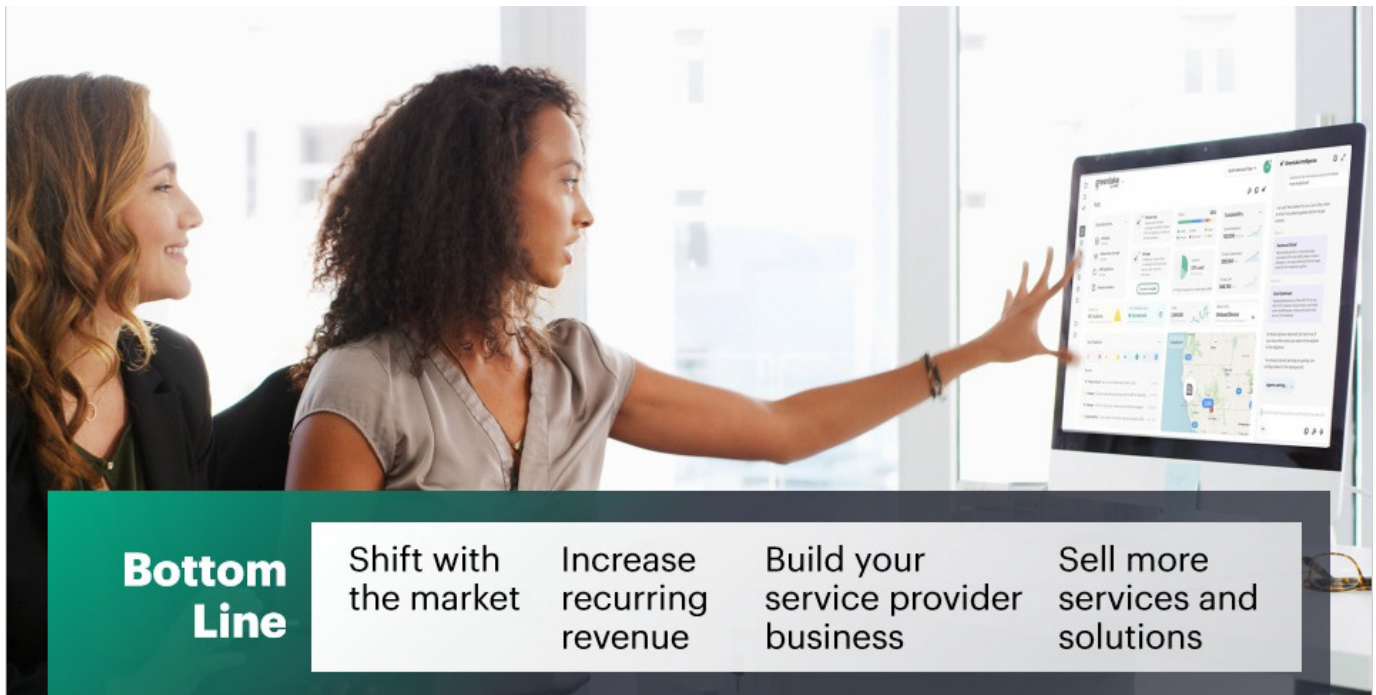
In Module 2, you learned how HPE Morpheus Enterprise provides seamless workload management and orchestration across multi-vendor hybrid clouds. You can easily add HPE Morpheus Enterprise to any HPE GreenLake Flex Solution, creating an environment that functions like a private cloud. If you have an existing HPE GreenLake Flex Solution, you can add HPE Morpheus Enterprise with a simple change order.

Give customers a fully managed solution



You can also offer customers a fully managed as-a-service experience by adding your own managed services or HPE Managed Services. With HPE Managed Services, we provide customers with full-stack expertise, giving them a full cloud experience across the core to the edge and to the cloud. With the AI intelligence of HPE GreenLake cloud, we provide holistic monitoring, remediation (if issues are detected), and comprehensive insights into the customer's environment. We also secure the customer's environment, ensuring they comply with industry mandates.

How selling HPE GreenLake Flex Solutions benefits you



Why should you sell HPE GreenLake Flex Solutions?

The IT market is shifting toward as-a-service solutions. To thrive, you need to shift with the market. HPE GreenLake Flex Solutions round out your partner organization's as-a-service offerings, enabling you to deliver pay-per-use solutions to meet nearly any use case or business requirement.

The solutions' pay-per-use consumption model increases your recurring revenue streams. In addition to revenue from the base HPE GreenLake Flex Solution, you can gain further recurring revenue by adding your organization's services or HPE Services, such as HPE Managed Services, to the sale.

Partner organizations can also purchase their own HPE GreenLake Flex Solutions to help build their service provider business.

The bottom line is that HPE GreenLake Flex Solutions pave the way to selling more of your organization's services and solutions.

Learn more about HPE GreenLake Flex Solutions



To help you deliver HPE GreenLake Flex Solutions, HPE provides Mapbook for HPE GreenLake. This interactive guide helps you to find the right HPE GreenLake solutions for your customers' needs and to begin the sales conversation.

In Mapbook, you will find all HPE GreenLake solutions currently available. You can click the link provided for each listed solution to access its factsheet, which encapsulates virtually everything you need to know about that solution. These factsheets and Mapbook itself also include links to additional content and sales resources. In this way, you gain easy access to all the information you need to position the most relevant HPE GreenLake solution based on your customer's requirements.

Mapbook is a living document that HPE continually updates. This means that with Mapbook for HPE GreenLake, you always have rich, up-to-date content at your fingertips.

Click [here](#) to access Mapbook for HPE GreenLake.

Learning check

What is one way HPE GreenLake Flex Solutions reduce the cost of ownership?

- a. Guaranteeing the lowest cost per unit for all infrastructure
- b. Requiring customers to pay for the solution upfront
- c. Eliminating overprovisioning
- d. Requiring HPE Managed Services in every deal to reduce management costs

The answer to the Learning check is provided on the next page.

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Additional resources

For more information about the HPE solutions covered in this module, use the links shown below.

[HPE Private Cloud solutions briefcase](#) on Seismic

[Mapbook for HPE GreenLake](#)

[HPE GreenLake Flex Solutions sales tools and processes](#) on Seismic

[HPE GreenLake briefcase](#) on Seismic

Summary



In this module, you explored HPE Private Cloud Business Edition, which gives customers a turnkey, self-service private cloud. You learned that this solution includes HPE Morpheus VM Essentials, opening up opportunities to upgrade existing Morpheus VM Essentials customers. You also examined other opportunities such as refreshing HPE SimpliVity, Alletra, or 3PAR customers; expanding HPE Compute installed base; or winning over customers using competing solutions.

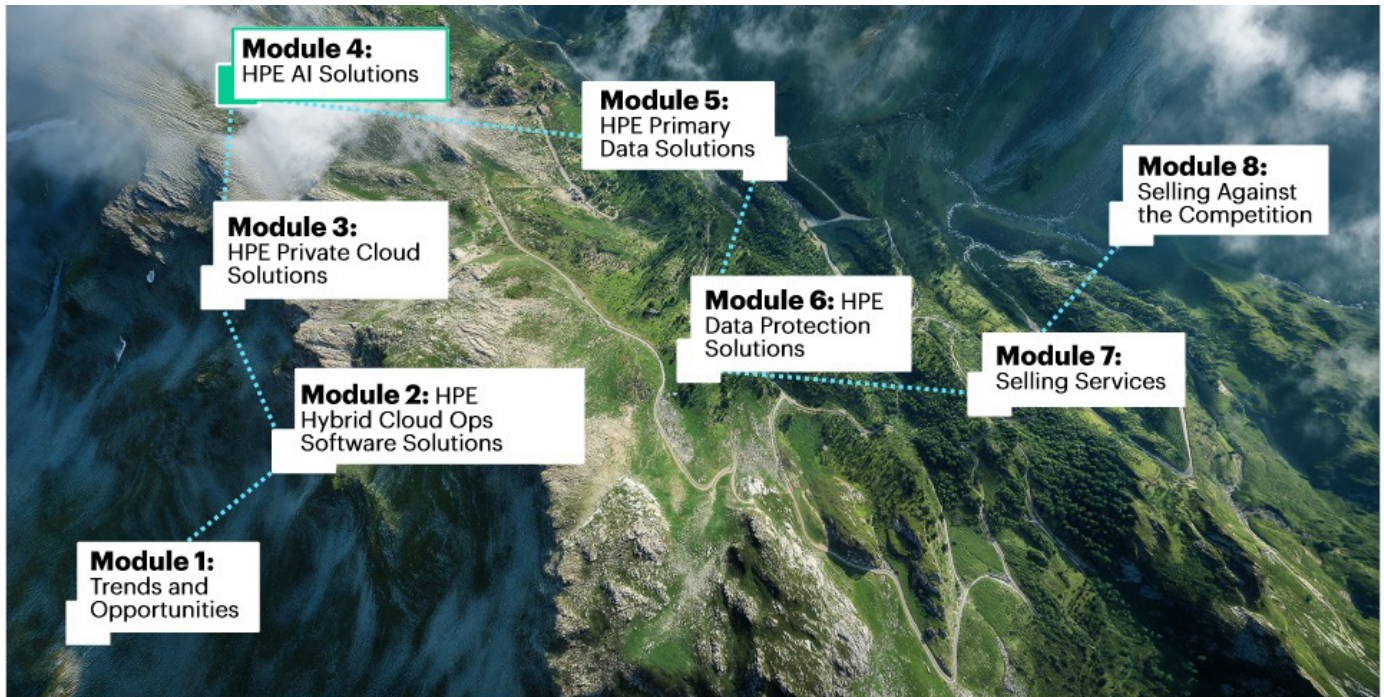
You also learned that HPE GreenLake Flex Solutions allow you to deliver the widest range of HPE infrastructure solutions as a service. With these solutions' unlimited flexibility, you can create purpose-built solutions to meet any workload or business requirement. Customers of HPE GreenLake Flex Solutions receive insight into their environment through HPE GreenLake cloud, giving them an enhanced operating experience.

In the next module you will focus on HPE AI solutions.

Module 4: HPE AI Solutions



Course map



In this module, you will learn about the HPE AI solutions helping organizations transform their AI ambitions into successful business outcomes.

Module overview



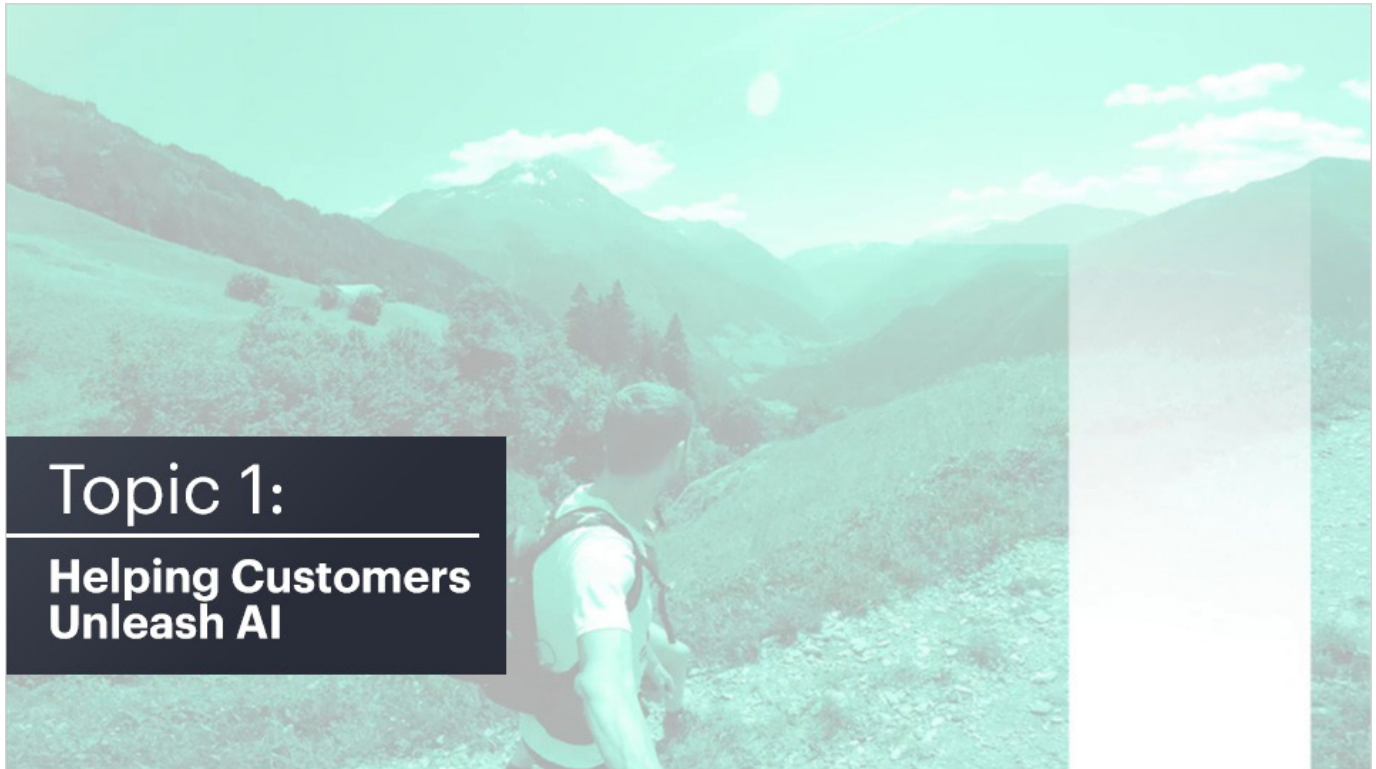
Topics

1 Helping
Customers
Unleash AI

2 Selling
HPE Private
Cloud AI

Generative AI and agentic AI stand at the cusp of making transformative impact, but unfortunately organizations struggle to achieve production-grade AI systems. Topic 1 will explore this challenge as well as HPE's express lane to success: HPE Private Cloud AI. Topic 2 provides tips and best practices for selling HPE Private Cloud AI to your customers.

Topic 1: Helping Customers Unleash AI



Topic 1:

Helping Customers
Unleash AI

Organizations are stalled on the path to mature AI

Harness the power of AI to drive productivity, innovation, and competitive advantage

Only
1%
believe their organizations have achieved deployment maturity²

Nearly
90%
of organizations won't move into production any time soon¹

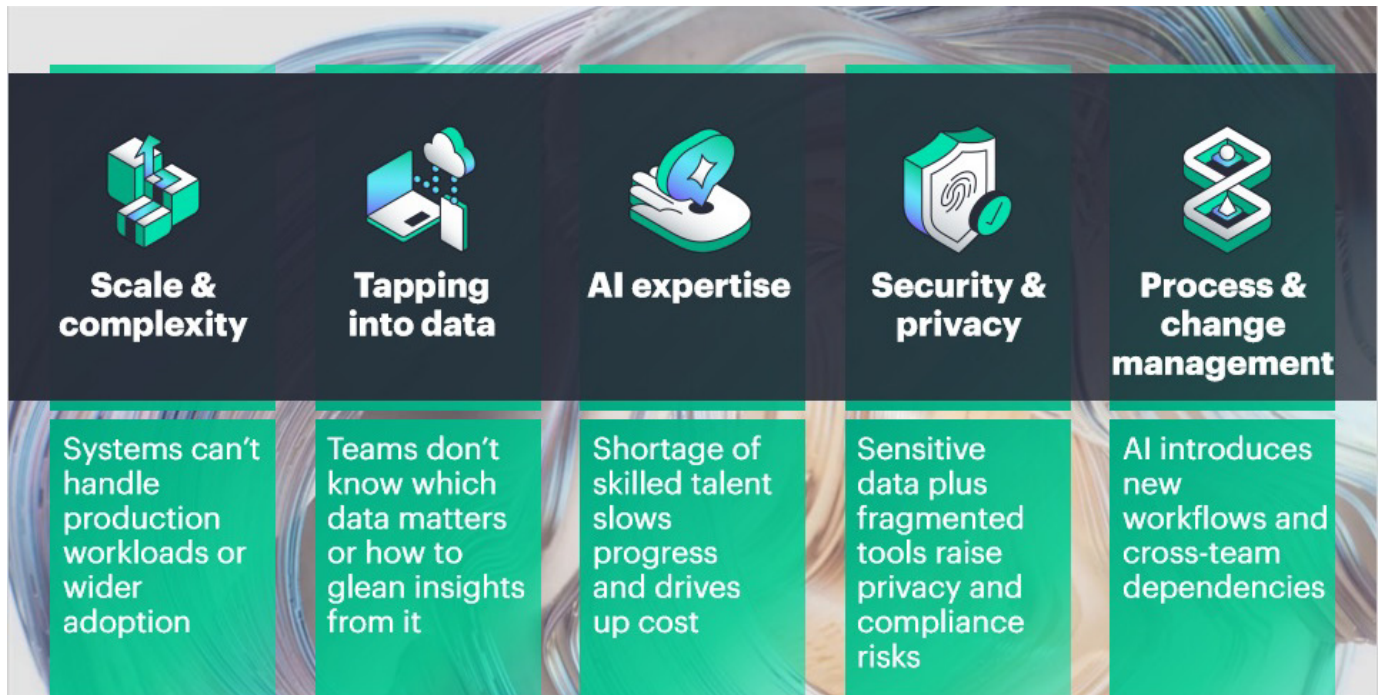


¹Forbes, "Reasons Why Generative AI Pilots Fail to Move into Production," Jan. 2024

²McKinsey & Company, "Superagency in the workplace: Empowering people to unlock AI's full potential," Jan. 2025

Organizations are hungry to harness the power of AI to drive productivity, innovation, and competitive advantage. Although they've initiated numerous AI pilots, nearly 90% of those pilots won't move into production any time soon, with some likely never to do so. In fact, only 1% of executives investing in AI believe their organizations have achieved deployment maturity.

What's holding organizations back?



So, what's holding organizations back?

Many organizations launch promising proofs of concept, but their current infrastructure can't handle production workloads, wider user adoption, or expansion to broader use cases.

Data discovery and insight can be another major stumbling block. Teams may not know which data sources matter most, how to combine them, or how to transform raw information into actionable understanding. Many organizations struggle to build useful data pipelines, leaving their data trapped in silos.

A shortage of experienced AI professionals compounds other challenges, slowing progress and increasing risk.

Privacy and security concerns loom large, especially when sensitive data or intellectual property is involved. Fragmented tools make it harder to govern sensitive data across an end-to-end AI ecosystem.

As projects move beyond pilots, process complexity also rises. AI introduces new workflows and cross-team dependencies, making change management essential, yet many teams lack a clear plan to bring everyone along.

A key strategic decision: where AI infrastructure resides





Private Cloud

Pros: Security, compliance, governance, & visibility
Predictable costs

Benefits are driving many to consider private cloud

Cons: Slower to deploy
Managing infrastructure requires specialized skills

Where organizations deploy AI initiatives also impacts business outcomes.

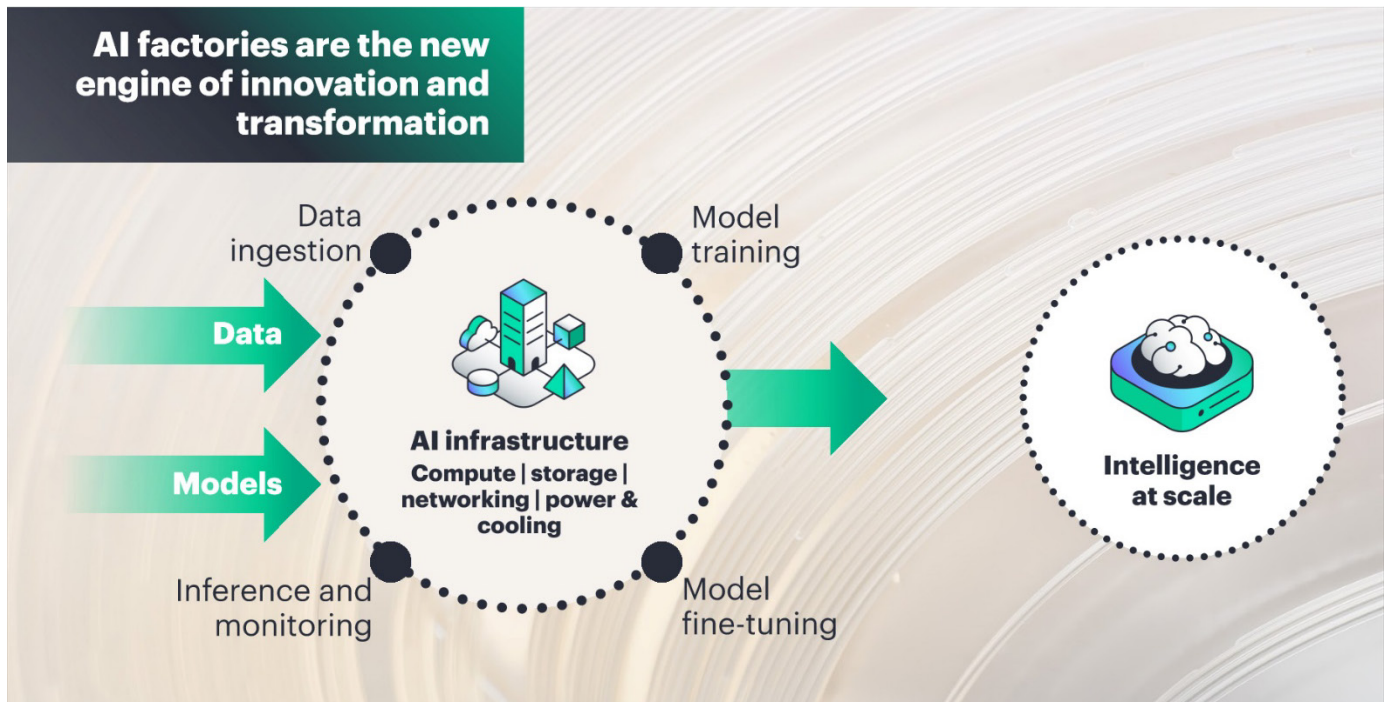
Public cloud services make it easy to get AI pilots off the ground and scale quickly, for example, but they come with trade-offs. Vendor lock-in, unpredictable—often rising—compute costs, and less visibility into the underlying environment can all erode the business case. Security, governance, and data sovereignty concerns grow even sharper when sensitive data or intellectual property is involved.

Generative AI and agentic AI amplify these issues because they call for large amounts of specialized compute resources. Public cloud pricing for these specialized resources can climb rapidly and unpredictably, threatening to wipe out ROI.

Private cloud offers a different path: it keeps data and workloads in a controlled environment, delivering stronger security and compliance, tighter governance, and full visibility into infrastructure and costs. These factors help organizations maintain predictable budgets and avoid the vendor lock-in or surprise fees that can plague public-cloud AI projects—realities driving many to consider private cloud for AI workloads.

But private cloud isn't without its hurdles. Deployments can take longer, integration with diverse AI tools can be difficult, and managing the infrastructure often requires specialized skills.

A key to success: AI factories



While it has clear advantages, even a well-built private cloud must evolve to handle AI at scale. Traditional data centers were designed for general-purpose, CPU-based workloads, not the massive parallel processing and real-time data movement modern AI demands. They lack the dense power, advanced cooling, and specialized infrastructure to run AI efficiently.

That's why IT and AI leaders are embracing the concept of an AI factory, the new engine of innovation and transformation.

AI factories provide infrastructure purpose-built for AI: They unite GPU-accelerated compute and high-performance storage with end-to-end management of the AI lifecycle: data ingestion, model training and fine-tuning, and inference and monitoring. Bringing these elements together in one coordinated platform, AI factories remove the integration gaps and data silos that slow projects and limit scale. Teams can experiment, iterate, and deploy models that are tuned for their business faster and more predictably.

In short, AI factories streamline the journey from raw data and pretrained models to intelligence at scale—and intelligence to real business results.

Expanded AI factory portfolio from HPE



HPE embraces the shift to AI factories, bringing together everything from power-dense, liquid-cooled systems to software that automates and orchestrates every stage of the AI lifecycle. Our AI factory portfolio is designed to meet the needs of any organization, turning AI investments into measurable business value quickly, predictably, and at scale.

HPE Private Cloud AI is our on-prem, turnkey AI factory designed for general organizations focused on generative AI and agentic AI. It provides a simple, scalable path to production-grade AI, while helping ensure data compliance and performance needs are met.

Our AI factory at scale is specifically designed for model-building enterprises and service providers who need multi-tenancy and the ability to scale their AI to many use cases or lines of business.

And our sovereign AI factory brings access to AI technologies, infrastructure, orchestration, and expertise to entities that require air-gapped operations in locations that cannot connect to the internet. Such entities include military and defense, public healthcare, smart cities, and more. This solution helps ensure economic competitiveness, data independence, and national security while maintaining compliance with regulatory requirements.

The sections below provide more information about the HPE AI factory portfolio.

Turnkey AI factory

- Rapid ROI
- Integrated HPE and NVIDIA software
- Inference and tuning
- Air-cooled
- Up to 64 GPUs (check [Seismic](#) for current GPU models and sizing info)

AI factory at scale

- Internal / external multi-tenancy at scale
- Integrate with existing technology
- Model dev, training, & inference
- Direct liquid & air-cooled
- 100s-10,000s GPUs (check [Seismic](#) for current GPU models)

Sovereign AI factory

- Air-gapped deployment
- Strict data sovereignty
- Model dev, training, & inference
- Direct liquid & air-cooled
- 100s-10,000s GPUs (check Seismic for current GPU models)

HPE Private Cloud AI



First solution in the NVIDIA AI Computing by HPE portfolio

Removes technical risks and performance bottlenecks

Simplifies management of AI infrastructure

Empowers expert AI talent and data scientists

Supports the best tools for every use case

Building successful AI factories like these requires the right technology and the right partnerships. That's why HPE and NVIDIA have joined forces to create NVIDIA AI Computing by HPE. HPE Private Cloud AI is the first solution to arise from this partnership.

HPE Private Cloud AI provides a fully validated infrastructure and technology stack, which helps get your customers fully operational in one day or less, removing technical risk and performance bottlenecks. Customers can focus on building and deploying AI organization-wide instead of setting up hardware. HPE Private Cloud AI gives expert AI talent and data scientists the powerful tools they need to focus on strategic, high-ROI projects—without requiring them to be coding experts. Employees across departments can create AI solutions and accelerate innovation.

Because AI isn't one-size-fits-all, HPE Private Cloud AI supports the best tools for every use case. Organizations can use tools that they already know and trust, including NVIDIA AI Blueprints, open-source frameworks, and custom applications. Every component automatically inherits the platform's robust security and governance, keeping compliance simple and reliable.

HPE ProLiant: accelerated compute for powering AI everywhere

Data center			Edge
HPE ProLiant DL380a Gen11  Up to four NVIDIA L40S, H100 NVL	HPE ProLiant Compute DL384 Gen12  NVIDIA GH200 NVL2	HPE ProLiant Compute DL380a Gen12  Up to ten NVIDIA RTX PRO 6000, NVIDIA H200 NVL HPE ProLiant Compute DL385 Gen11  Up to two NVIDIA RTX PRO 6000	HPE ProLiant DL145 Gen11  Up to three NVIDIA L4 or one L40S

Reference configuration for validated ISV offering or customer-defined solution

The power of HPE Private Cloud AI starts at its foundation: AI-optimized HPE ProLiant servers, such as HPE ProLiant DL380a Gen11 and HPE ProLiant Compute DL380a Gen12. The “a” in these models’ names stands for “accelerator optimized,” and these servers live up to their name by delivering superior performance for a high density of powerful NVIDIA GPUs—as many as 10 in the DL380a Gen12.

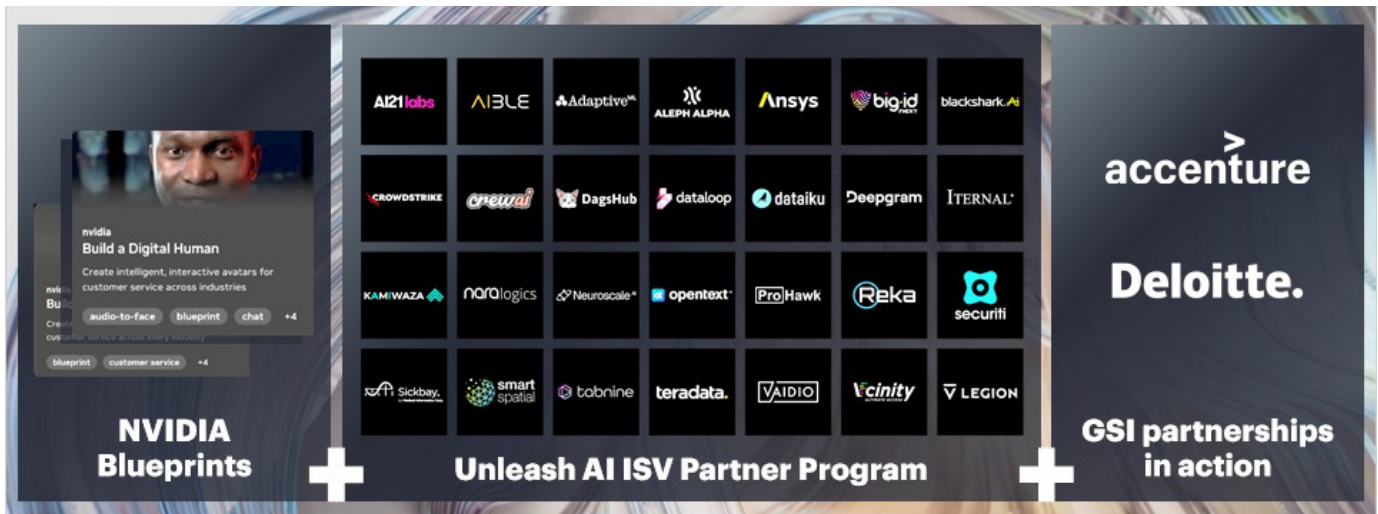
Customers seeking to accelerate inferencing and fine-tuning for generative AI can also find another ideal solution in the HPE ProLiant Compute DL384 Gen12. HPE ProLiant Compute DL385 Gen11 also offers excellent compute performance.

The HPE ProLiant DL145 Gen11 is ideal for running mid-range AI inference at the edge in space-constrained, dusty, or vibration-prone environments like retail, factory floors, clinics, and remote offices.

In short, HPE gives customers the freedom to run AI wherever it creates the most value. For customers not ready for HPE Private Cloud AI, you can find reference configurations for validated ISV offerings or deliver a customer-defined solution, configured for their unique requirements.

Here you see examples of the GPUs supported by each model. Look in the latest QuickSpecs for up-to-date information about all supported GPUs.

An ecosystem of AI workloads drives real customer outcomes



As you learned, HPE Private Cloud AI gives customers the flexibility to integrate NVIDIA Blueprints to swiftly scale AI projects. These ready-to-use AI workflows support applications like virtual assistants, enterprise knowledge engines, and digital twins—virtual models of real-world systems that help simulate, monitor, and optimize operations—allowing organizations to start innovating immediately. Key blueprints are pre-validated on our platform, providing confidence and removing the need for extensive testing.

Your customers also benefit from our vibrant ecosystem of ISVs and Global System Integrators focused on enabling high-value generative AI and agentic AI use cases, as well as use cases for physical AI, which is rapidly gaining traction. Using proven, production-ready solutions reduces risk and avoids the trial-and-error that often slows AI adoption, accelerating business outcomes.

As a partner, this ecosystem is a force multiplier. You can tap a growing catalog of validated solutions, co-sell with trusted ISVs and integrators, and enter new industries without building everything yourself. That means faster deal cycles, richer service opportunities, and the ability to position yourself not just as a hardware provider, but as a strategic guide, delivering repeatable, outcome-driven AI deployments.

Learning check

Which is true of HPE Private Cloud AI?

- a. It's the first solution that makes vendor lock-in a choice customers will want to make.
- b. It is validated with solutions from top-tier ISVs.
- c. It supports AI inferencing, but customers must configure the stack themselves.
- d. It offers an alternative approach to AI factories.

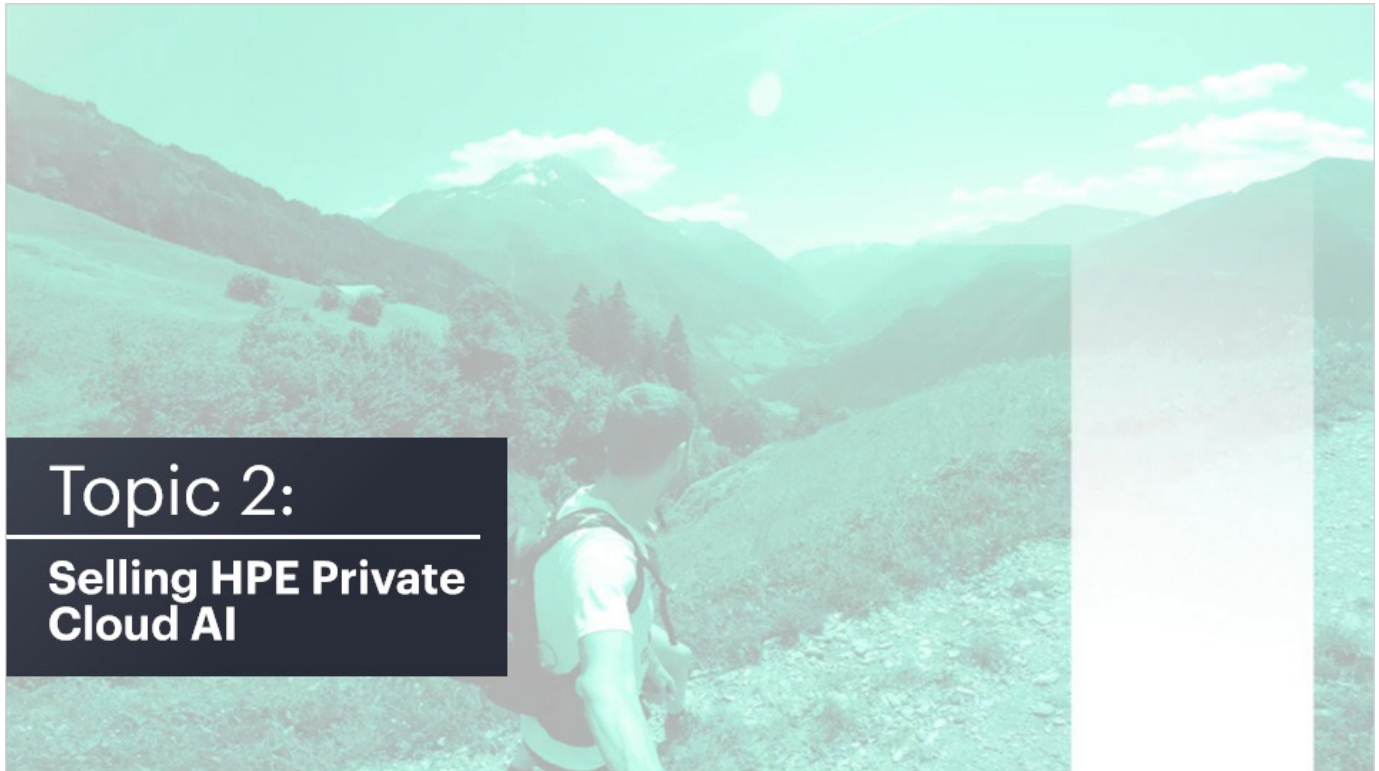
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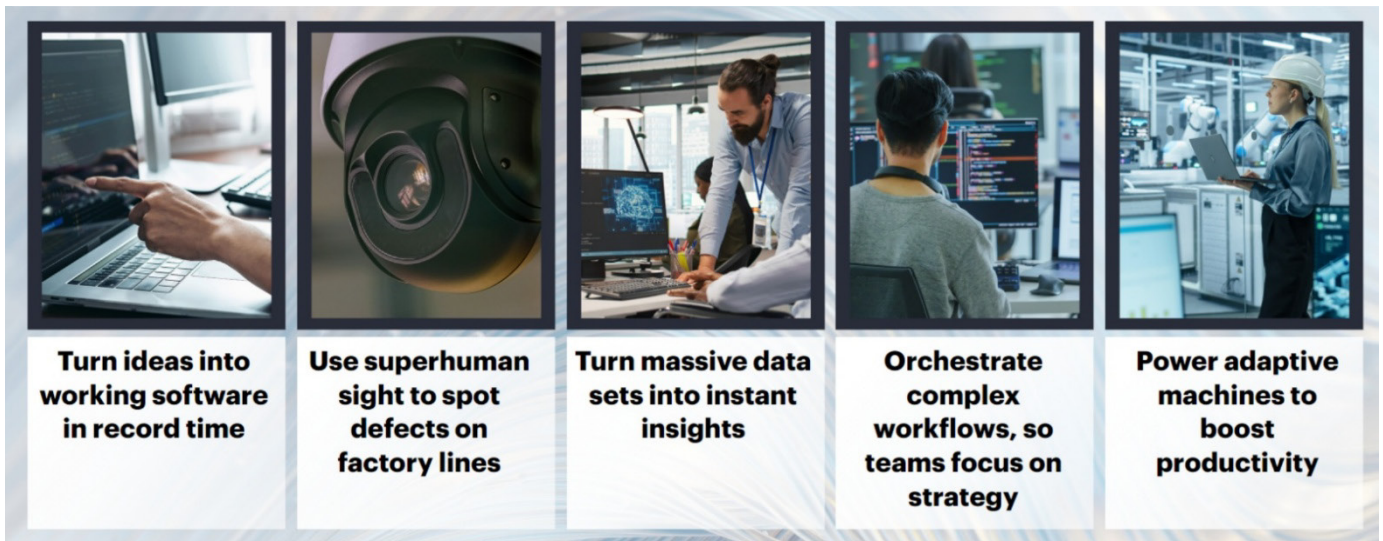
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Topic 2: Selling HPE Private Cloud AI



Identify AI use cases



AI is redefining what's possible.

It can help engineers write, debug, and optimize code faster, turning ideas into working software in record time. It can give machines superhuman sight, catching defects on factory lines, tracking inventory, and even analyzing customer behavior in real time. And it can make knowledge instantly actionable, pulling the right information from massive data sets so teams can make smarter decisions. Imagine a doctor asking about a complex case and getting an answer drawn from thousands of medical studies and secure clinical data—in seconds.

At the leading edge, agentic AI can manage and orchestrate complex workflows—scheduling, analyzing data, and generating reports—giving humans more time to focus on strategy. And physical AI powers robots and smart devices that sense, act, and adapt, boosting productivity in dynamic environments from automated warehouses to advanced manufacturing.

The sections below provide more information about AI use cases.

Top use cases across industries

- Deliver customer service 24x7 with automated responses and self-help tools.
- Gain real-time customer insights to personalize marketing.
- Predict maintenance issues or prevent fraud before it occurs.
- Analyze logistics data to streamline supply chains, or analyze historical data to guide financial planning.
- Monitor data streams for threat detection and response.
- Turn data-driven insights into better business decisions.

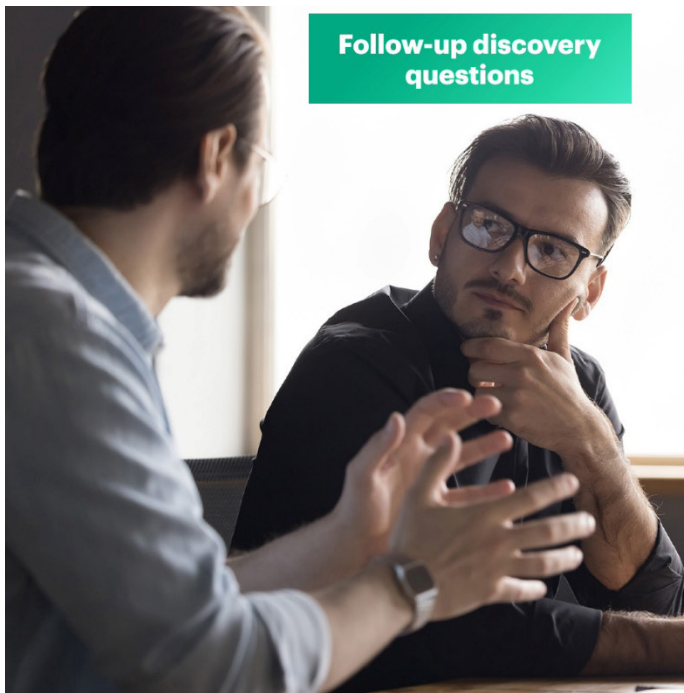
Industry-specific use cases

- Financial services
 - Algorithmic trading
 - Credit scoring / risk assessment
- Healthcare
 - Personalized treatment plans
 - Drug discovery & development
- Manufacturing
 - Quality control
 - Robotic process automation
- Retail



- In-store analytics
- Demand forecasting

Open the door with discovery questions



“Where do you see the biggest gaps between the experience you want to deliver and what your customers actually get?”

“What kinds of projects or goals are you considering that might benefit from AI?”

When trying to discover how AI can benefit your customers, start with questions that invite them to share their priorities and challenges. For example, “What’s top of mind for you right now?” is a modern take on “What keeps you up at night?”

“What problems do you think AI could help you solve?” opens the door to possibilities without assuming customers already have a plan. On the other hand, questions such as “What AI use cases are you considering?” and “What kinds of projects or goals are you considering that might benefit from AI?” offer insight into any plans customers do have.

To help you understand how customers define value, ask, “How do you measure success for innovation projects: What KPIs or outcomes matter most?” And a question that often reveals hidden opportunities is “Where do you see the biggest gaps between the experience you want to deliver and what your customers actually get?”

Below are follow-up discovery questions you can ask as conversations progress across the organization.

Follow-up discovery questions

- “How confident are you that your team can deploy new GenAI applications? What is your plan for handling infrastructure complexities?”
- “What are the most time-consuming aspects of building and deploying your AI solutions?”
- “Could you describe the effort and resources dedicated to getting your AI infrastructure and software to work together effectively?”
- “What level of visibility and control over your AI environment is critical for your business?”
- “Who is currently responsible for ensuring seamless orchestration and compatibility across all your hardware, software, and AI frameworks?”

Engage with key personas for AI projects

Show them how HPE can help start, strengthen, and accelerate their AI journey.

IT admin	Chief Data Officer	Line-of-business owner
- Control projects broadly - Maintain IT standards - Accelerate deployment - Minimize downtime	- Support digital and business transformation - Answer to the Board	- Streamline budgets - Deliver swift results - Simplify solutions for non-technical teams

Understanding your customers' AI objectives and concerns will mean engaging with multiple decision makers. Only by uncovering both their future vision and the full reality of their current situation can you ensure you deliver what they need.

For IT admins, the challenges are clear: They need to maintain control of AI projects across the organization, keep infrastructure standards consistent, deploy solutions quickly, and minimize downtime. But AI is no longer just a tech conversation: It's a boardroom one. The question has shifted from "Why AI?" to "Why not AI?"—and Chief Data Officers are tasked with supporting the digital and business transformation to make the most of AI ventures.

Line-of-business owners are facing their own pressures. Budgets are tight, integrations are complex, and they need infrastructure that can deliver results immediately and be useful to non-technical teams.

The sections below highlight the AI challenges key personas experience.

Cloud admin AI challenges

- Meeting AI needs of each LOB
- Management, observability, and usage predictions
- Controlling AI costs
- Demonstrable ROI from AI investments
- Data security

AI admin challenges

- Installing, managing, updating, moving, and scaling tools and connecting them to other tools and data is time-consuming
- Managing who can access what is difficult
- GPUs are scarce, and a spreadsheet is not how they should be managed

Developer AI challenges

- Too much time spent managing applications and infrastructure and deploying new tools, and too little spent building out the organization's AI future
- Too many tools to switch between building a data pipeline requires a coding environment, a pipeline-managing application, and a data storage manager

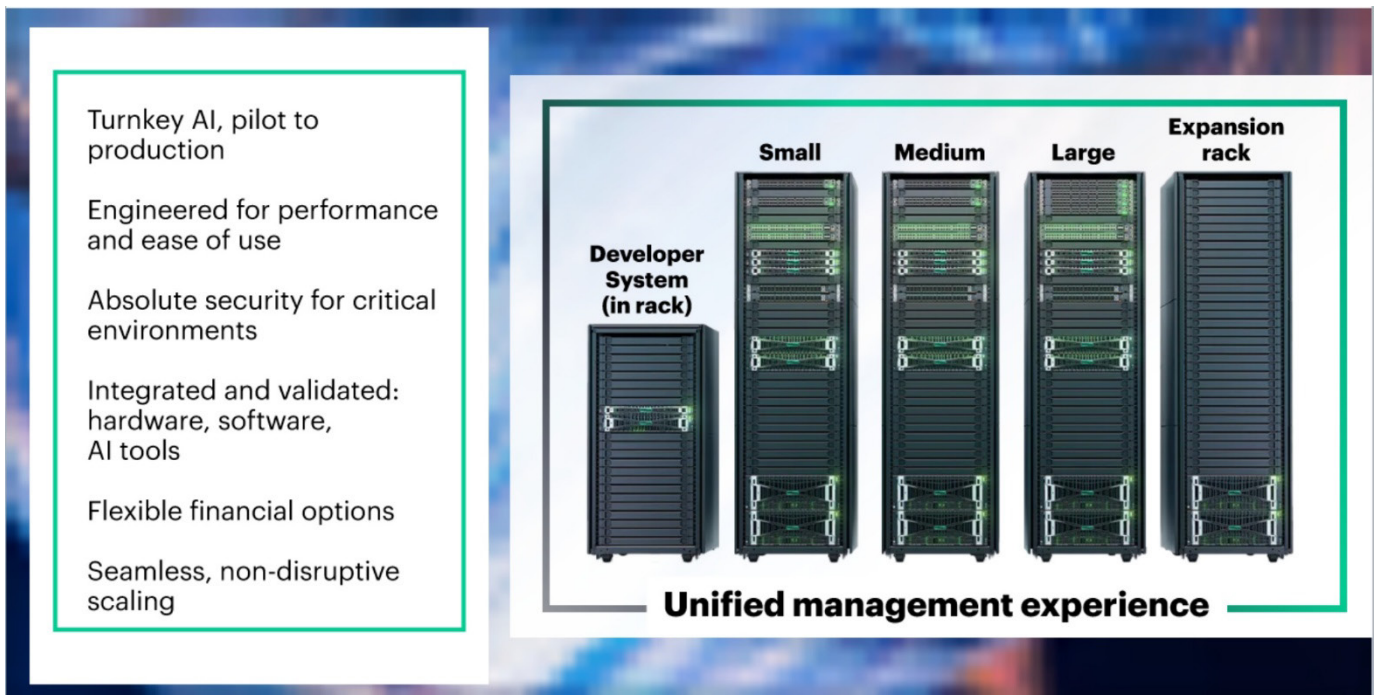
Target customers for HPE Private Cloud AI



Organizations early in their generative AI or agentic AI journey, with a strong commitment to data-driven strategies, and potentially without a dedicated AI team or well-established AI Center of Excellence, are ideal candidates for HPE Private Cloud AI. An example would be organizations currently leveraging or considering public cloud for AI but facing challenges with unbounded costs, data sovereignty, and data gravity—challenges certainly at odds with their priorities. They want a low-risk, low-friction entry to the AI landscape, to conduct proofs of concept and have a clear upgrade path when ready to move to production and to scale projects.

You'll find these customers in industries with large volumes of data and complex AI workloads, such as healthcare, finance, manufacturing, and retail.

Explain the advantages of HPE Private Cloud AI



When you talk with customers about HPE Private Cloud AI, emphasize how it simplifies their entire AI journey from first pilot to full-scale production.

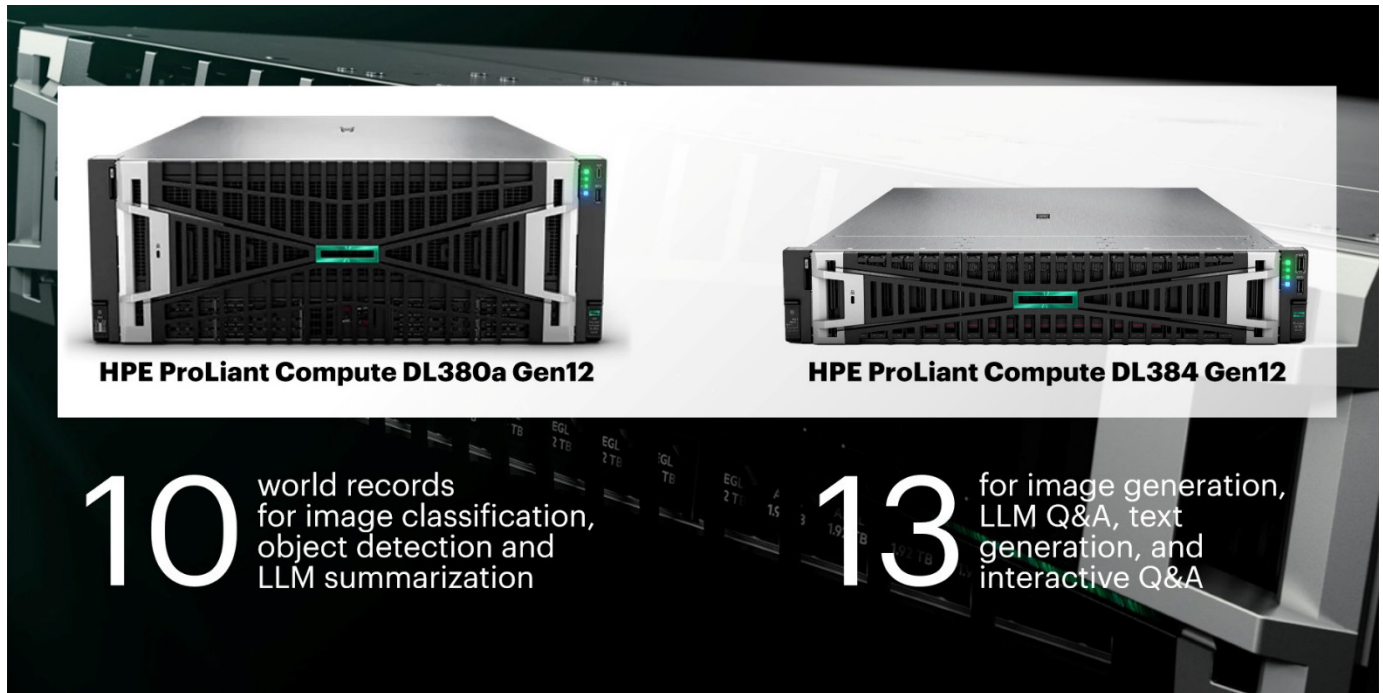
Explain that HPE Private Cloud AI is a complete, integrated stack (including hardware, software, and curated AI tools), engineered and validated to work with top ISV solutions. It helps customers avoid the headaches of piecing together and certifying components on their own.

Organizations can also start exactly where they are in their AI journey—with a compact Developer System for proofs of concept, or small, medium, and large configurations for heavier workloads. For all sizes except the Developer System, HPE handles the solution implementation and deployment, delivering customers a fully operational environment that is ready to run their AI workloads. Integrated management and automation tools keep operations smooth, while built-in, enterprise-grade security and compliance protect customers' data and workloads from day one.

Our flexible financial options will likely also be a draw: If organizations choose the consumption-based model, they can pay a periodic bill for what they use while scaling easily as AI demands grow.

Scaling is effortless: Just add an expansion rack, including one that supports a newer GPU architecture. In this way, customers protect their investments while evolving seamlessly to support their latest workloads, including the latest validated NVIDIA AI Blueprints and other ISV applications.

Emphasize that ProLiant AI-optimized servers power HPE Private Cloud AI



HPE ProLiant Compute DL380a Gen12

10 world records
for image classification,
object detection and
LLM summarization

HPE ProLiant Compute DL384 Gen12

13 for image generation,
LLM Q&A, text
generation, and
interactive Q&A

As you learned, HPE Private Cloud AI is backed by AI-optimized ProLiant Compute Gen12 servers, which are sold separately as well. HPE ProLiant Compute DL380a Gen12 holds ten world records in image classification, object detection, and LLM summarization. Those results validate its capacity to ingest massive data, run complex models, and scale smoothly, making it ideal for diverse, high-volume AI tasks like enterprise analytics, healthcare imaging, and manufacturing quality control.

You can also tell customers about HPE ProLiant Compute DL384 Gen12, which holds 13 world records for image and text generation as well as LLM and interactive Q&A. This server is designed for your customers pushing the outer limits of large-scale generative and agentic AI.

Describe the advantages of HPE AI Essentials

**HPE Private Cloud AI
includes HPE AI Essentials Software**

HPE AI Essentials

Data Analytics Services	ML Lifecycle Services
Platform Services	Security Services

- **Constructs AI pipelines and workloads quickly**
- **Integrates open-source frameworks**
- **Makes AI initiatives easily repeatable**
- **Provides governance and protection**
- **Accelerates AI adoption**

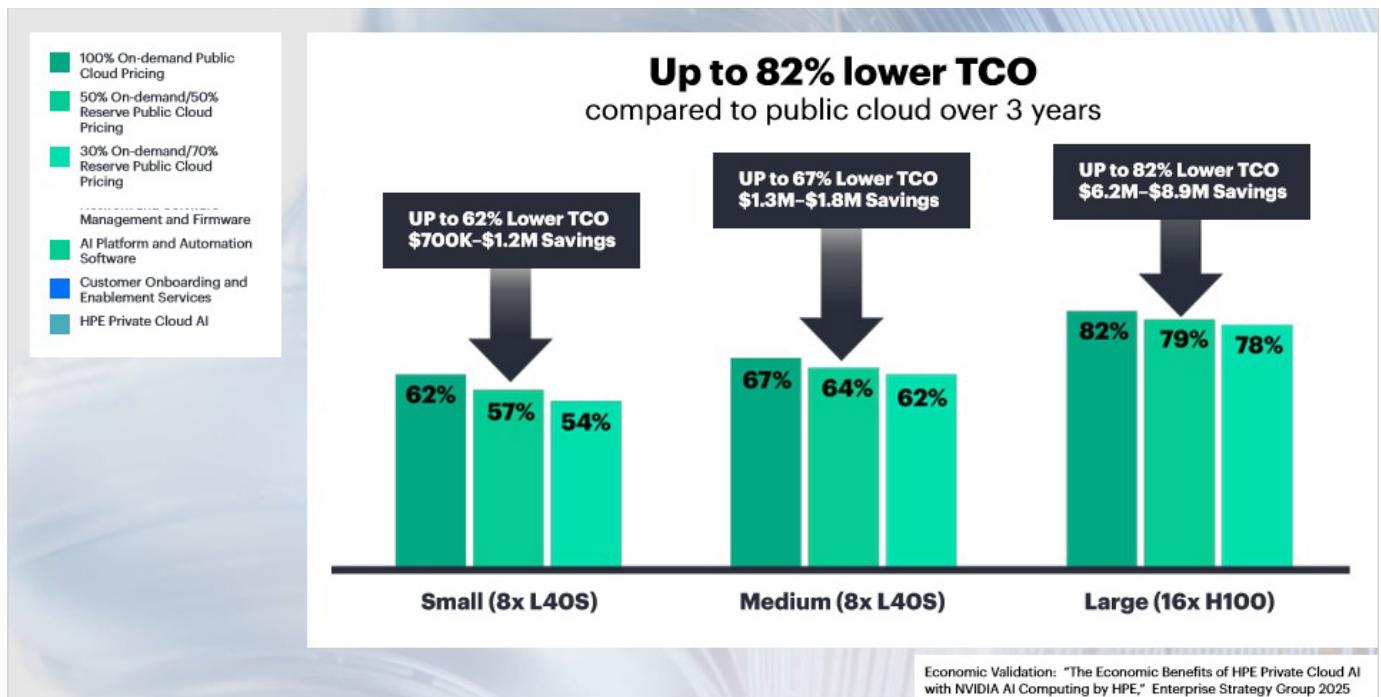


In your conversations you'll want to highlight HPE AI Essentials, which is included with HPE Private Cloud AI. HPE AI Essentials is the software layer that turns powerful infrastructure into a ready-to-use AI workplace. Data scientists, analysts, engineers, and even business users can construct AI pipelines and workloads quickly to turn data into predictive models, automated insights, and measurable business outcomes.

A key point to make is that AI Essentials integrates trusted open-source frameworks like Airflow, Kubeflow, MLflow, Ray, and Spark into a single, pre-configured environment. Customers don't need to worry about setup or integration: Teams can ingest and process data, train models, and deploy applications quickly. They can also track experiments, build on each other's work, iterate faster, and make their AI initiatives easily repeatable.

As a key differentiator, remind your customers that built-in orchestration, monitoring, security, and compliance provide governance and protection from day one, so teams across the organization can confidently and safely adopt AI and focus only on their work.

Tout the proven value of HPE Private Cloud AI



You should also explain that HPE Private Cloud AI delivers measurable savings. Over three years Private Cloud AI delivers up to 50% lower TCO compared to DIY solutions. And compared to public cloud options, your customers can expect up to 82% lower TCO over that same time frame.

So, how do they get there? With Private Cloud AI they avoid the hidden costs of integrating hardware and software, compatibility testing, and ongoing maintenance that pile up with DIY approaches. Compared to public cloud, Private Cloud AI delivers greater predictability and control over compute and storage costs: There'll be no surprise bills or escalating usage fees.

The bottom line is that customers can invest more of their budget into innovation—into AI use cases, model fine-tuning, and business logic—rather than patching infrastructure or managing runaway cloud spend.

Explain how HPE accelerates AI with curated solutions



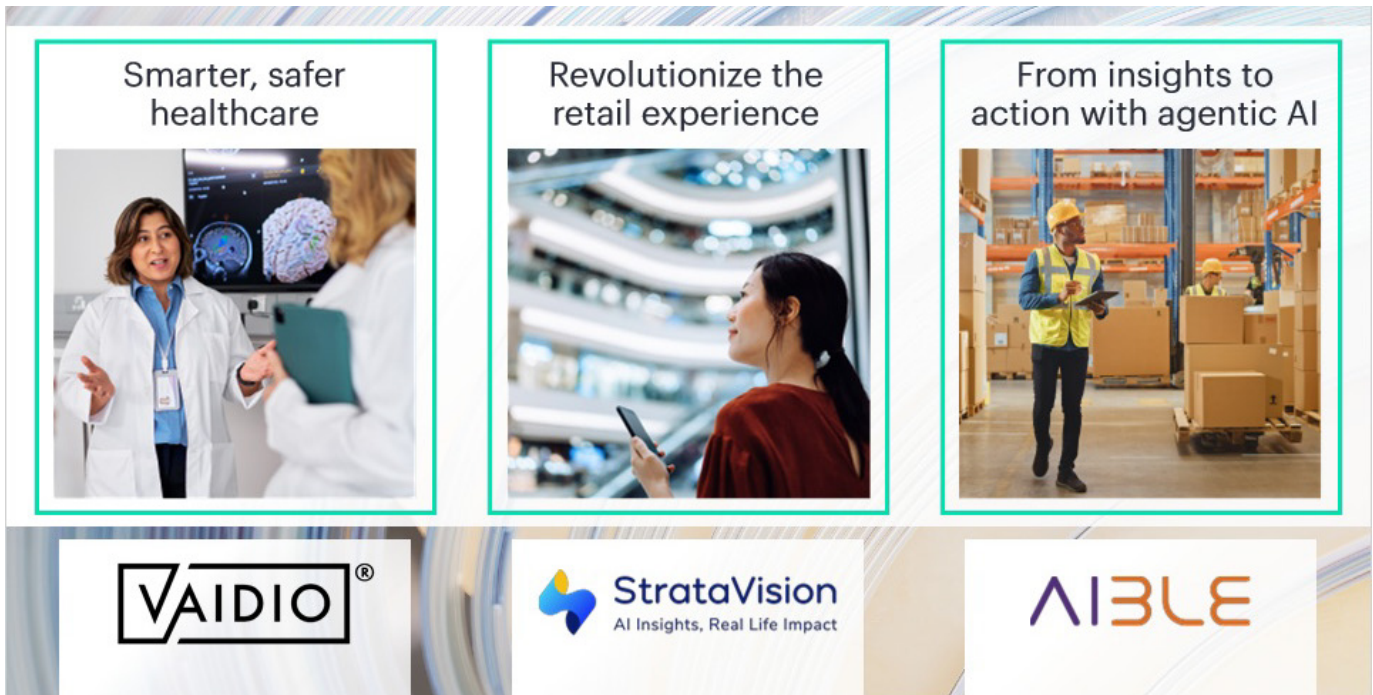
Production ready
Joint tools and use cases
Simplified IT support
Faster time to outcomes

Another important talking point is that HPE Private Cloud AI supports a curated ecosystem of solutions, including enterprise-grade software from trusted, top-tier ISVs across industries. Your customers get proven, pre-tested technology from an extensive partner network they can rely on from day one.

Customers can seamlessly integrate the pre-validated technologies in their Private Cloud AI environment, making rollout faster and far less risky. Customers don't have to spend months testing compatibility or troubleshooting upgrades.

You should also stress that these curated solutions are production ready. Jointly developed tools and tested use cases shorten the path from pilot to full deployment. And because the stack is integrated and managed end-to-end, IT support is simplified, and users across the organization achieve results faster with predictable outcomes.

Leverage our validated ISV offerings



Let's take a quick look at some of the validated ISV solutions you can discuss with your customers to demonstrate the power of our AI ecosystem.

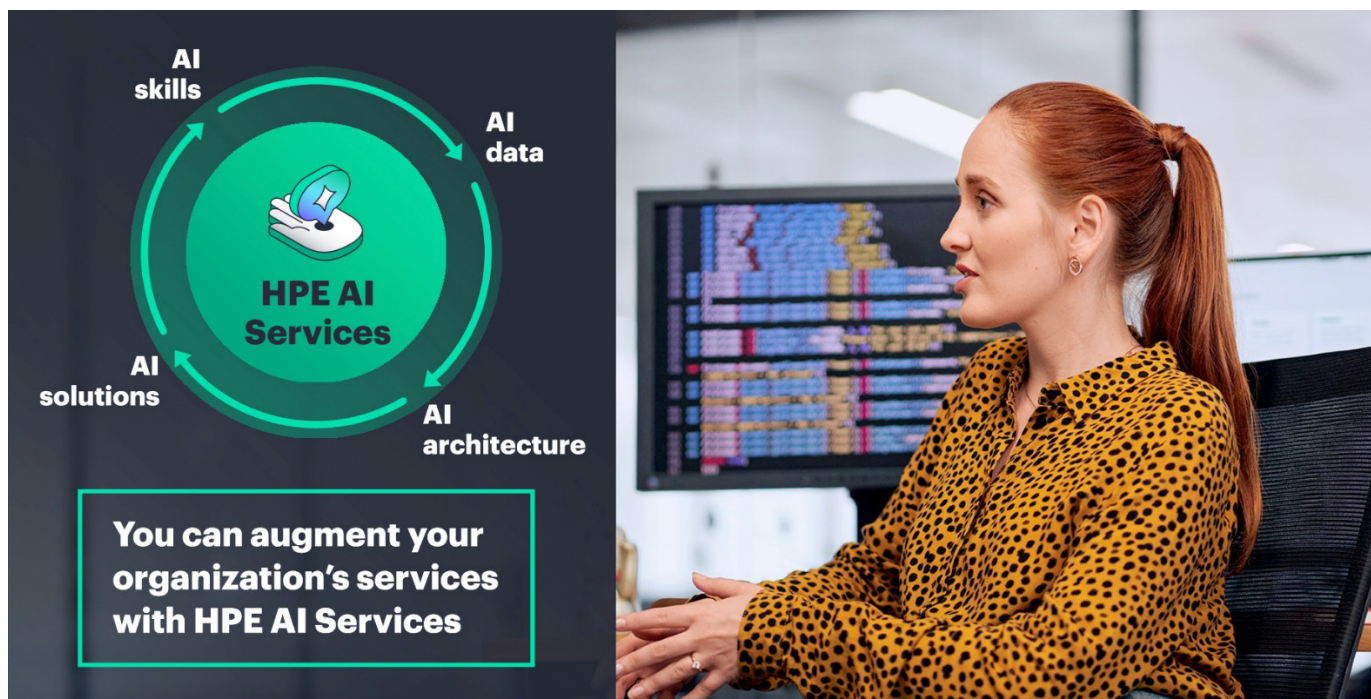
Vaidio's AI vision platform helps healthcare organizations deliver smarter and safer patient outcomes. It analyzes live video feeds to detect patient movement and safety risks, support proactive care, and improve operational efficiency across hospitals and clinics.

StrataVision is revolutionizing the retail experience with an AI-powered computer vision platform that provides continuous monitoring and instant theft-prevention alerts. It helps retailers reduce shrink, while also freeing employees to focus on helping their customers.

Across a range of industries Aible delivers agentic AI that uses real-time data to make recommendations and trigger next steps automatically, adjusting pricing, rerouting supply chains, and reallocating resources. Organizations move from insights to action instantly.

These and our many other ISV partnerships extend the reach of HPE Private Cloud AI, addressing a wealth of industry use cases and maximizing your customers' return on investment.

Add services to accelerate your customers' AI journey



HPE AI Services are another differentiator. Built from decades of leadership, experience, and learnings in AI and IT, our services capabilities are unmatched. The use cases we have enabled for our customers span industries and a spectrum of needs, from improving productivity to increasing production.

To help your customers accelerate their own AI journey, you can leverage this expertise to augment your organization's services offerings. We're here to help you guide your customers confidently through their AI journey, from pilot projects to full-scale production.

Overcoming objections



Of course, you will need to handle customers' objections. For example, customers sometimes ask, "Why not just use a Spark workstation?" The answer is that Dell DGX Spark can be useful for experimentation or small-scale prototyping, but HPE Private Cloud AI is built to scale, secure, and accelerate AI for production workloads. HPE Private Cloud AI is designed to handle large datasets, meet the needs of teams across the organization, and satisfy rigorous compliance needs, so customers can move from pilot to full-scale deployment without concerns or compromise.

Customers may also ask you whether HPE Private Cloud AI is only for large enterprises. You can reassure your customers it offers flexible options for organizations of all sizes. The Private Cloud AI Developer System gives researchers, AI labs, and small AI teams a way to experiment and develop AI use cases, while small, medium, and large configurations support growing workloads and enterprise-level performance for organizations of all sizes.

Winning against other vendors

Dell AI Factory

Nutanix GPT-
in-a-Box 2.0

Supermicro
Enterprise AI



You will now focus on how to position HPE Private Cloud AI against solutions from Dell, Nutanix, and Supermicro.

You should begin by emphasizing that HPE Private Cloud AI is a turnkey solution, architected as a full and curated stack, so customers get a ready-to-run AI environment without piecing together components themselves. You should also tout that HPE Private Cloud AI is co-developed by HPE and NVIDIA, providing customers with a solution that is optimized for production-level AI.

The sections that follow provide more information about each vendor's weaknesses as compared to HPE Private Cloud AI.

Dell AI Factory

- Does not provide seamless access to AI tools
 - HPE Private Cloud AI includes self-service access to essential AI tools.
- Only integrates hardware and NVIDIA, while other solution components remain islands
 - HPE Private Cloud AI is a complete turnkey solution, deployed and ready to use in a day.
- Provides an on-prem solution, not a private cloud
 - HPE Private Cloud AI delivers a unique, cloud-based experience to accelerate innovation without sacrificing control or security.

Nutanix GPT-in-a-Box 2.0

- Does not provide a full turnkey solution at the infrastructure level
 - HPE Private Cloud AI is a complete turnkey solution, deployed and ready to use in a day.
- Includes software stack of Nutanix software plus other ML tools
 - HPE Private Cloud AI includes HPE AI Essentials, which offers more extensive capabilities.
- Uses software stack to address AI but is not co-developed with NVIDIA
 - HPE Private Cloud AI is co-developed by HPE and NVIDIA, providing a fully integrated solution.

Supermicro Enterprise AI

- Does not provide a cloud management experience
 - HPE Private Cloud AI delivers a unique cloud-based experience to accelerate innovation.

- Repackages NVIDIA software elements. Customers must figure out how to integrate AI tools
 - HPE Private Cloud AI is a complete turnkey solution, which can be deployed and ready for use in a day.
- Works with NVIDIA to provide reference architectures but does not co-develop solutions with them
 - HPE Private Cloud AI is co-developed by HPE and NVIDIA, providing a fully integrated solution.

Selling against public cloud providers



Public cloud	HPE Private Cloud AI
Scalable but with risk of increased costs when adding compute, GPUs, and storage resources	Different configuration sizes and easy scalability by adding expansion racks Predictable costs while providing public cloud experience
Issues with data sovereignty	Complete control over data and IP Comprehensive multi-layered security

You may also need to position HPE Private Cloud AI against public cloud.

In this case, you can exploit the known weaknesses of public cloud, such as issues with data sovereignty. Emphasize that with HPE Private Cloud AI, customers have complete control over their data and intellectual property (IP). Comprehensive, multi-layered security ensures that only authorized users have access.

Running AI workloads in the public cloud can compromise performance due to latency issues. HPE Private Cloud AI, on the other hand, enhances data accessibility while minimizing latency. Customers can deploy HPE Private Cloud AI where it makes the most sense to run their workloads, whether that is on-prem, in colocations, or at the edge. This solution also tears down data silos, providing seamless access to all different types of data.

Public cloud providers may claim that public cloud is more cost effective because customers can start small and grow as needed. But public cloud costs can quickly add up as more compute, GPU, and other resources are added. As you now know, HPE Private Cloud AI is available in different configuration sizes to meet the needs of virtually any customer. As customers add AI workloads and require additional capacity, they can easily scale the solution by adding expansion racks. You should also point out that HPE Private Cloud AI delivers predictable costs while still providing the public cloud experience.

Learning check

Which is a target customer for HPE Private Cloud AI?

- a. Organizations focused on experimentation or small-scale prototyping only.
- b. AI innovators who need to train models on hundreds of GPUs.
- c. Model builders who need to scale to support many projects.
- d. Organizations early in their GenAI or agentic AI journey.

The answer to the Learning check is provided on the next page.

Answer to Learning check

Which is a target customer for HPE Private Cloud AI?

- a. Organizations focused on experimentation or small-scale prototyping only.
- b. AI innovators who need to train models on hundreds of GPUs.
- c. Model builders who need to scale to support many projects.
- d. Organizations early in their GenAI or agentic AI journey.**

Additional resources

For more information about the HPE AI solutions covered in this module, use the links shown here.

[HPE Solutions with NVIDIA briefcase on Seismic](#)

[HPE Private Cloud AI briefcase on Seismic](#)

[HPE Services briefcase on Seismic](#)

Summary



**Next Module:
HPE Primary
Data Solutions**

**AI's transformative power
remains just out of reach
for most organizations.**

**HPE Private Cloud AI
delivers a secure, hybrid
AI platform with full-stack
control, scalability, and
predictable costs to move
swiftly from AI pilot to
production.**

In this module you explored reasons AI's transformative power remains just out of reach for most organizations. As you learned, HPE Private Cloud AI delivers a secure, hybrid AI platform with full-stack control, scalability, and predictable costs to move swiftly from AI pilot to production.

In the next module you will be introduced to HPE primary data solutions.

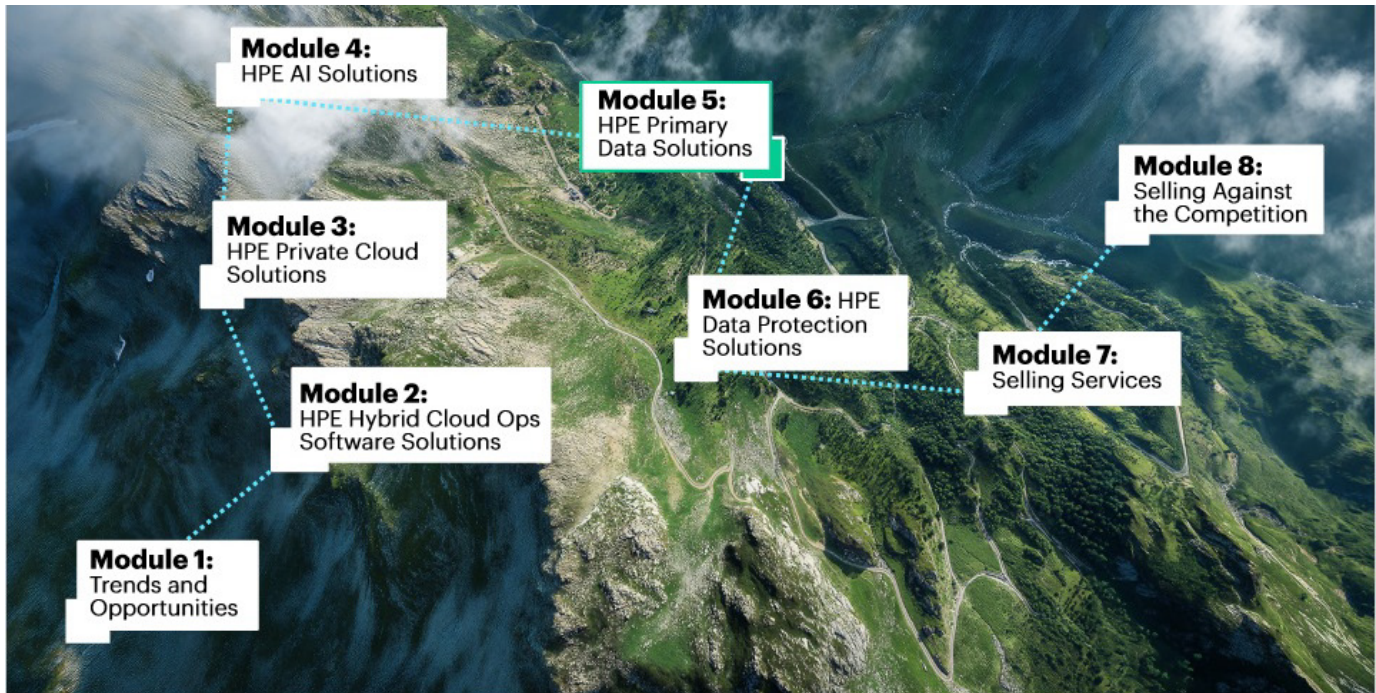
Module 5: HPE Primary Data Solutions



MODULE 5

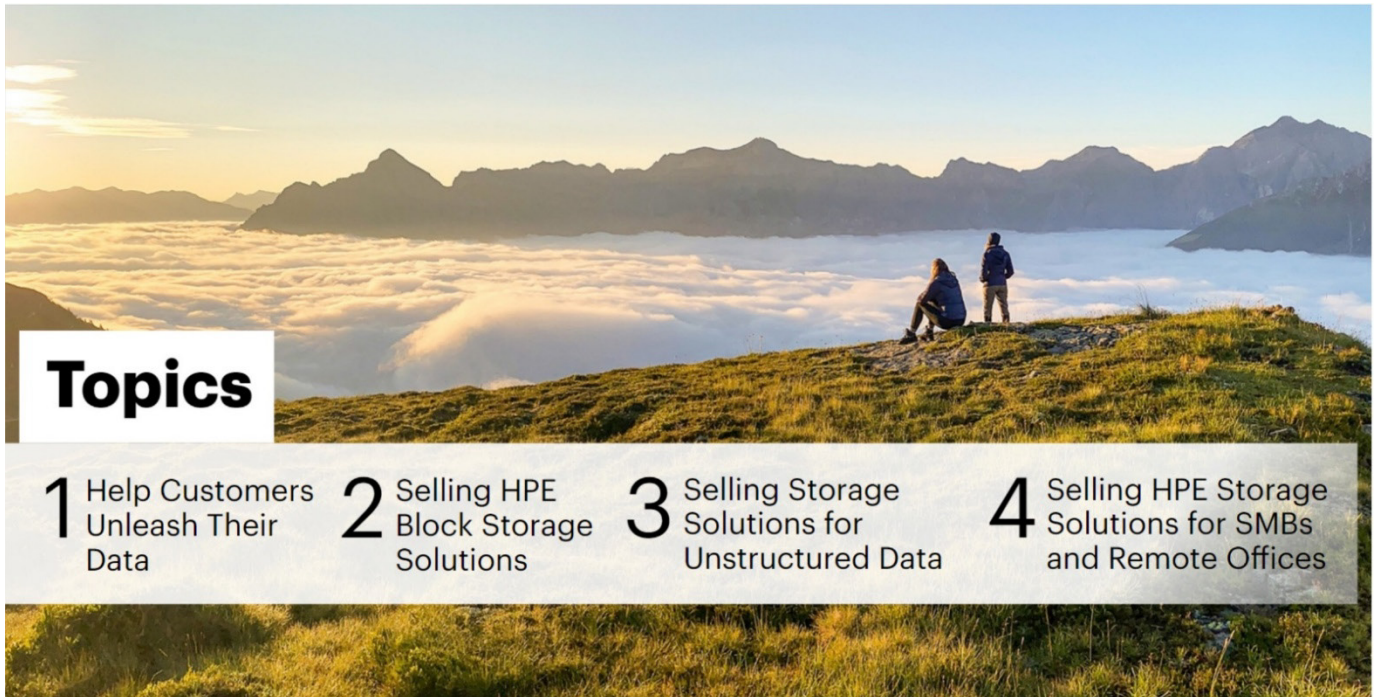
HPE Primary Data Solutions

Course map



In the last module you focused on the many unique features that differentiate HPE AI solutions from the competition. For customers to get the most out of these solutions, it's important they know that the performance and efficacy of data-hungry AI workloads are tied directly to how the data is stored, accessed, and managed. You will now turn your attention to HPE primary data solutions, concentrating on what distinguishes these storage solutions in the marketplace and makes them a perfect fit for your customers' AI and data needs.

Module overview



Topics

- 1** Help Customers Unleash Their Data
- 2** Selling HPE Block Storage Solutions
- 3** Selling Storage Solutions for Unstructured Data
- 4** Selling HPE Storage Solutions for SMBs and Remote Offices

This module is organized into four topics. Topic 1 introduces HPE's approach to modern storage solutions, explaining how HPE helps customers store, optimize, and manage their data more easily and efficiently so they can innovate and go to market faster with differentiated solutions.

The next three topics then help you select and position the right HPE primary data solutions to meet customers' diverse needs. Topic 2 covers selling HPE block storage solutions, Topic 3 selling storage solutions for unstructured data, and Topic 4 selling storage solutions for small to medium businesses (SMBs) and remote offices.

Topic 1: Help Customers Unleash Their Data



Data fuels modern business



**Deliver more
innovation**



**Streamline
operations**



**Make better
decisions**

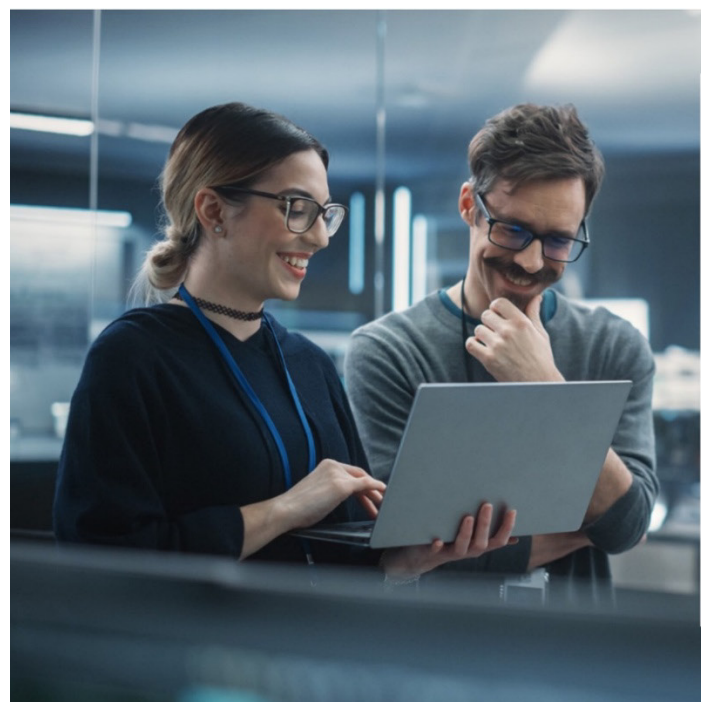


**Leverage AI
effectively**

Today, organizations set themselves apart by how quickly and intelligently they turn data into competitive advantage. Data helps deliver innovation, transforming what organizations know about customer needs and market opportunities into products and services that move industries forward. Data helps streamline operations by predicting equipment failure before it happens, optimizing supply chains, and reducing waste to drive efficiency and resilience. With the right insights organizations can also make better business decisions, ensuring facts instead of guesswork drive strategy and execution. And, critically, AI is only as good as the data it draws upon: Data is the engine, and AI the accelerator that transforms it into predictions, insights, and customer experiences that weren't possible before.

In short, data is the fuel powering every part of modern business.

Structured versus unstructured data



More than 80% of data is unstructured.¹

Unstructured data is file- or object-based and can exist in many different formats:

AI/ML training data	Video and image files
Sensor data and machine logs	Office documents and PDFs
Emails and chat transcripts	Genomic and scientific datasets

To be successful today, your customers need storage infrastructure that supports both structured and unstructured data.

Structured data, which is stored in tables and often used for databases, ERP systems, and transactional apps, uses block-based storage. Blocks can be read and updated quickly, ensuring the speed, accuracy, and consistency that transactional systems demand.

As organizations look to convert the wealth of data today into meaningful insights, though, they must address data of all types. More than 80% of their data is unstructured. Best suited for file- or object-based storage, unstructured data exists outside of organized databases and comes in many formats. Including everything from AI and ML training data, video and image files, and sensor data and machine logs to Office documents and PDFs, emails and chat transcripts, and genomic and scientific datasets, it's often where the richest insights lie.

Organizations must find better ways to store, manage, and protect their data of all types. Only then can they use this data to unleash business benefits and competitive advantage.

To review the definitions of block, object, and file storage, read the sections below.

Block storage

- Block storage stores data in small fixed-length blocks.
- IT admins can create volumes on block storage, which remote servers can then access and use much like local drives. This approach offers a great deal of flexibility and is optimized for fast access and high performance.
- Block storage is used primarily for structured data, such as databases or Excel spreadsheets, and for virtual machine (VM) volumes.

Object storage

- With object storage, data is stored as objects rather than files or blocks.
- Objects include the data itself, metadata (information about the information), and a globally unique identifier.
- Object storage is typically used for unstructured data.

File storage

- File storage organizes data into files within folders, using a hierarchical structure.
- File storage is typically used to store unstructured data such as documents, images, and presentations.

Three strategic imperatives to unleash data

		
1	2	3
Optimize resources for better TCO	Simplify operations to do more with less	Accelerate data for a faster business

Whether data is structured or unstructured, to unleash its full value organizations must focus on three strategic imperatives:

First, organizations need to optimize resources for the best data experience, which also delivers better total cost of ownership (TCO).

Second, organizations need to simplify operations to do more with less and give IT and data teams more time to focus on business goals.

And third, organizations need to accelerate access to all types of data for faster business outcomes.

Together, these three imperatives unlock value, working together to best support all data consumers and deliver greater speed to insights, more collaboration, more innovation, and ultimately decreased time to market.

Modern storage makes a data-first strategy possible



It's time for a different approach to storage
for faster time to outcomes

Simplify with an intuitive **cloud operational experience**

- Unlock data value with **integrated data intelligence**
- Execute your AI vision with **transformative performance**
- Access unstructured data efficiently **at massive scale**

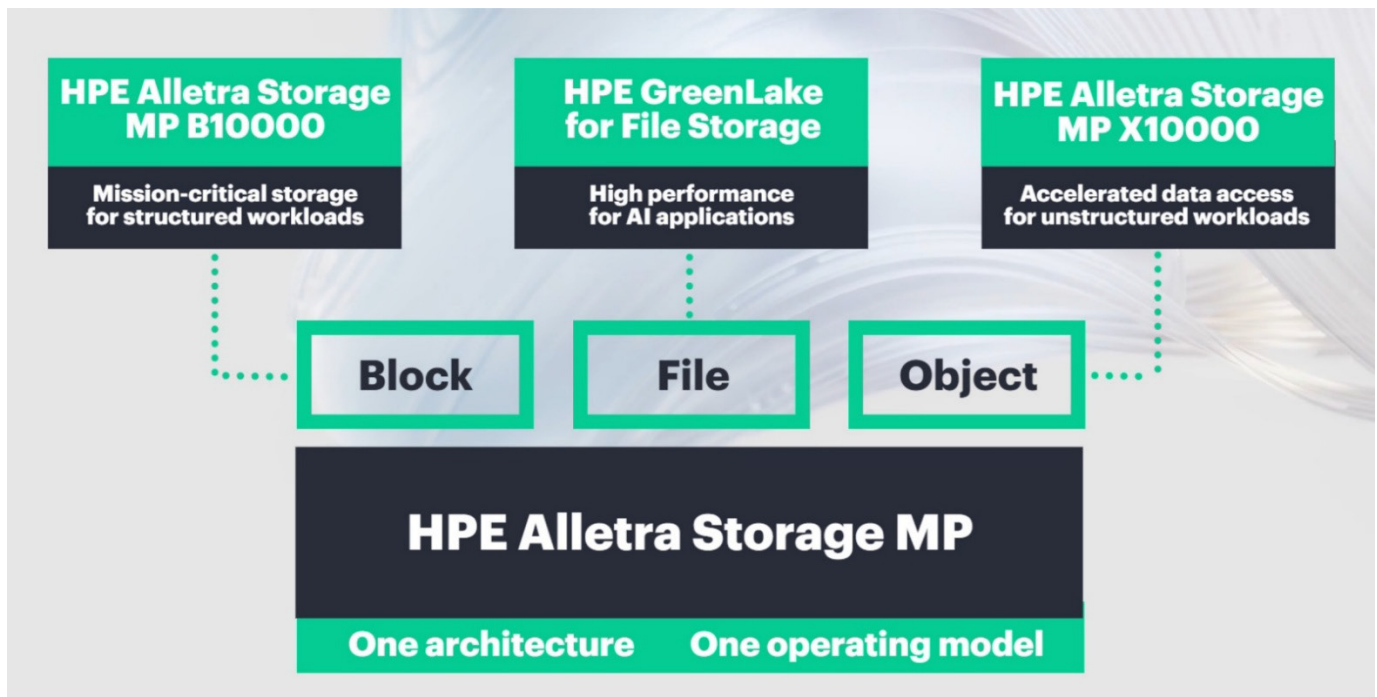
The question is: How do modern storage solutions deliver on these strategic imperatives?

Customers want faster insights from their data, but the old approach of moving data into separate tools for processing just doesn't scale. At petabytes and beyond, it's slow, complex, and risky. That's why modern storage has to be AI-ready, with built-in intelligence that processes data and extracts value from it—no matter where it lives.

To execute on their AI vision, organizations also need storage that provides transformative performance for their most data-intensive workloads. And with the rapid increase in unstructured data, they need highly scalable storage as well.

And, finally, to deploy new apps and services quickly and easily, not just in the public cloud but on-premises and across all storage types, organizations need to simplify operations and move faster with one cloud operational experience available everywhere.

HPE offers a unified portfolio for block, file, and object storage



Addressing all three strategic imperatives, HPE Alletra Storage MP gives your customers a modern, unified storage architecture for structured and unstructured data.

With complete disaggregation at its core, HPE Alletra Storage MP lets organizations scale performance and capacity independently, optimizing resources for better TCO. (You will learn more about the benefits of disaggregation on the next frame.) HPE Alletra Storage MP also simplifies operations through an AI-driven cloud experience everywhere. One architecture and operating model across block, file, and object storage with automation built in frees IT teams to do more with less and focus on innovation instead of management.

For customers who need storage for mission-critical structured workloads like databases and ERP, the HPE Alletra Storage MP B10000 delivers uncompromising performance and availability, accelerating access to data while scaling efficiently to keep costs in check.

For customers needing storage for AI and other data-intensive applications, HPE GreenLake for File Storage provides low-latency, high-throughput access to shared file data. It keeps GPUs and analytics pipelines running smoothly so organizations move from data to insights faster.

And for other unstructured workloads, HPE Alletra Storage MP X10000 delivers accelerated data access at scale. Your customers can keep their massive data lakes fluid, unlocking new value for innovation and faster time to market.

Why disaggregated storage?

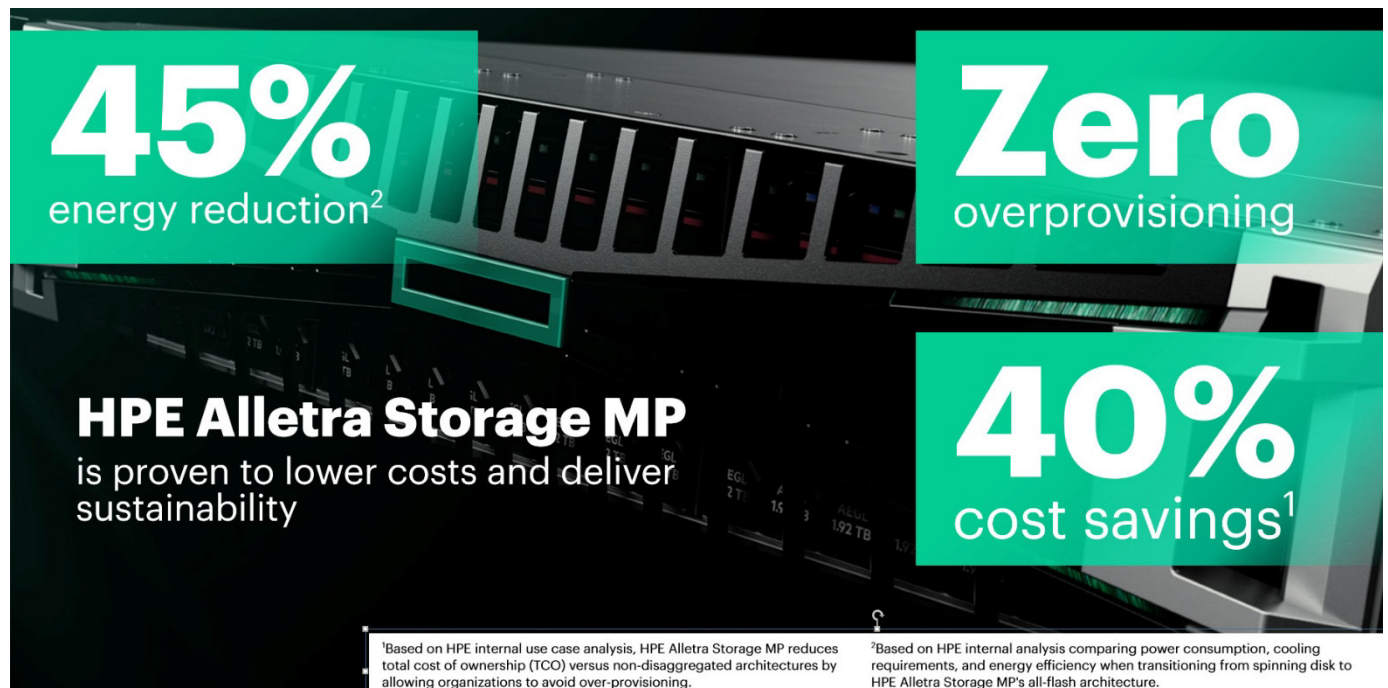


You may be asking yourself: What exactly is disaggregated storage, and why is it a differentiator for your customers?

As you know, every workload has different performance and storage requirements. With HPE Alletra Storage MP, customers have the flexibility to scale a storage array's controllers and capacity independently, so they always have the right mix of performance and capacity for their particular workloads. For example, if they need greater performance for certain workloads, they can swiftly add a controller without having to add more storage capacity.

Disaggregation addresses all three strategic imperatives, optimizing resources for better TCO, simplifying operations to do more with less, and improving agility to accelerate access to data for a faster business.

Delivering value with HPE's industry-leading disaggregated architecture



45%
energy reduction²

Zero
overprovisioning

40%
cost savings¹

HPE Alletra Storage MP
is proven to lower costs and deliver sustainability

¹Based on HPE internal use case analysis, HPE Alletra Storage MP reduces total cost of ownership (TCO) versus non-disaggregated architectures by allowing organizations to avoid over-provisioning.

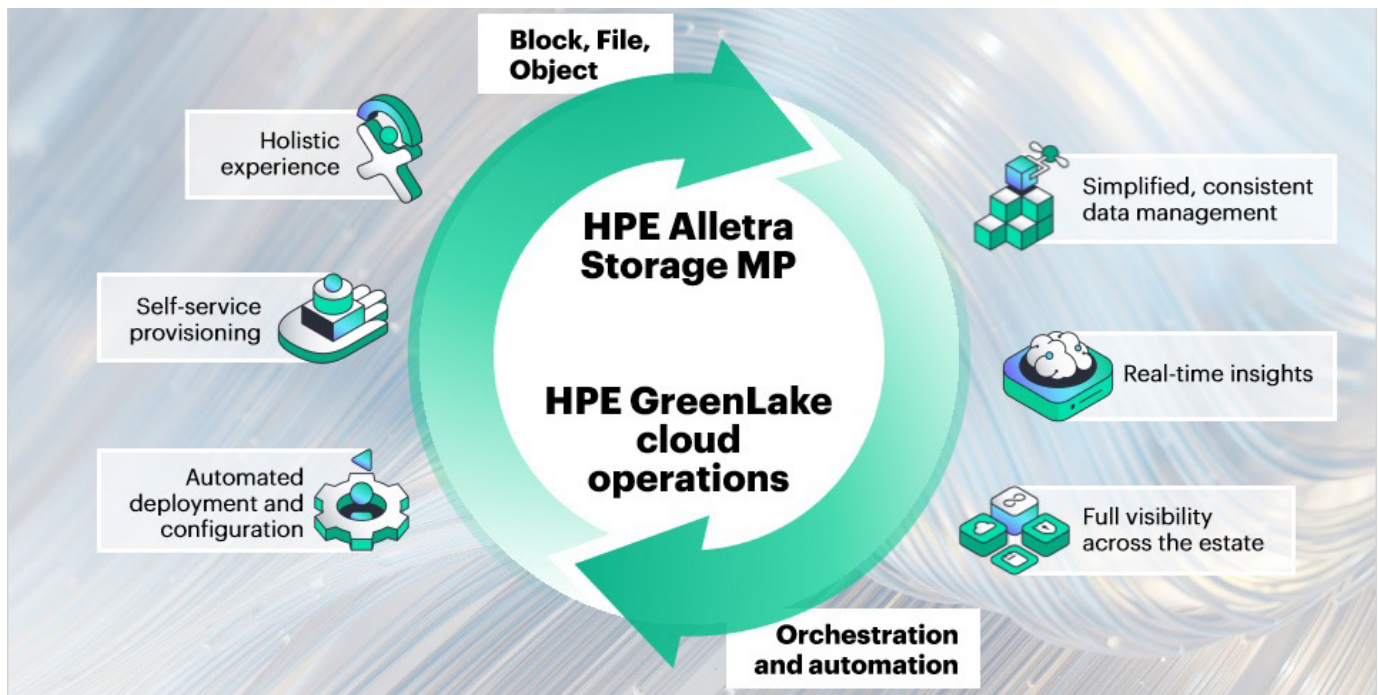
²Based on HPE internal analysis comparing power consumption, cooling requirements, and energy efficiency when transitioning from spinning disk to HPE Alletra Storage MP's all-flash architecture.

The complete disaggregation that HPE Alletra Storage MP delivers drives both economic value and environmental sustainability for your customers. We've conducted testing across many use cases, and two key data points stand out.

First, zero overprovisioning helps organizations realize a 40% reduction in costs.

Second, optimizing resources delivers a reduction in carbon emissions of up to 45%. These energy savings are compounded when you consider that the solution is all flash, taking up a fraction of the data center space and power of traditional solutions.

One architecture, one AI-driven operating model

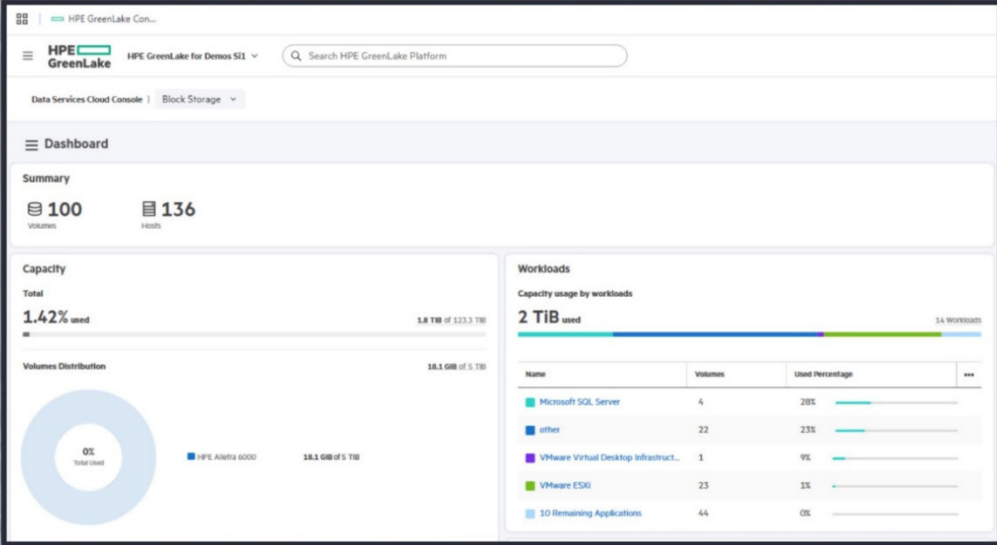


You'll now take a closer look at the benefits of our unified architecture and AI-driven operating model, so you can share these benefits with customers.

With HPE Alletra Storage MP integrated into HPE GreenLake cloud, customers get the same seamless cloud experience and ability to provision on demand no matter what type of data they're working with. Self-service provisioning, automated deployment and configuration, and self-healing capabilities help IT teams move faster and focus on business priorities like accelerating AI initiatives, modernizing applications, and decreasing time to market. Day-to-day data management is further simplified with a consistent approach and tools, real-time insights, and full visibility across the estate.

Ultimately, it's a simple story with big impact: one architecture that adapts to any workload, one operating model that does the hard work for customers, and clear customer outcomes like lower costs, reduced complexity, and faster innovation.

Demo



The screenshot shows the HPE GreenLake dashboard with the following data:

- Summary:** 100 Volumes, 136 Hosts
- Capacity:** Total 1.42% used (1.8 TiB of 123.3 TiB)
- Volumes Distribution:** 18.1 GiB of 5 TiB (OS, HPE Alletra 6000)
- Workloads:** Capacity usage by workloads (2 TiB used, 34 Workloads)

Name	Volumes	Used Percentage
Microsoft SQL Server	4	28%
other	22	23%
VMware Virtual Desktop Infrastruct...	1	9%
VMware ESXi	23	1%
10 Remaining Applications	44	0%

Nothing is more convincing than actually seeing what it can do

Demos designed specifically for sales or presales

Easy-to-follow instructions

HPE Demo Portal
<https://hpedemoportal.ext.hpe.com/>

HPE Hybrid Cloud Sales Training Tool
<https://salesdemos.ext.hpe.com/>

No matter how well you describe the benefits of HPE Alletra Storage MP, with one architecture and one operating model, nothing is more convincing than actually seeing what it can do. The HPE Demo Portal offers demos designed specifically for sales or presales, allowing you or your presales engineer to easily demo HPE Alletra Storage MP for customers. The site provides easy-to-follow instructions, walking you through the process of locating and launching the sales demo that best meets your needs.

HPE also offers the HPE Hybrid Cloud Sales Training Tool, which is designed to help you discover more about HPE products and practice showing demos to your customers.

Click the links below to access these sites and bookmark them.

[HPE Demo Portal](https://hpedemoportal.ext.hpe.com/)

[HPE Hybrid Cloud Sales Training Tool](https://salesdemos.ext.hpe.com/)

Learning check

What is one benefit of the HPE Alletra Storage MP disaggregated architecture?

- a. It delivers a cloud experience to your customers.
- b. It converges additional functions such as backup and recovery.
- c. It enables customers to scale performance and capacity separately.
- d. It unlocks data value with integrated data intelligence.

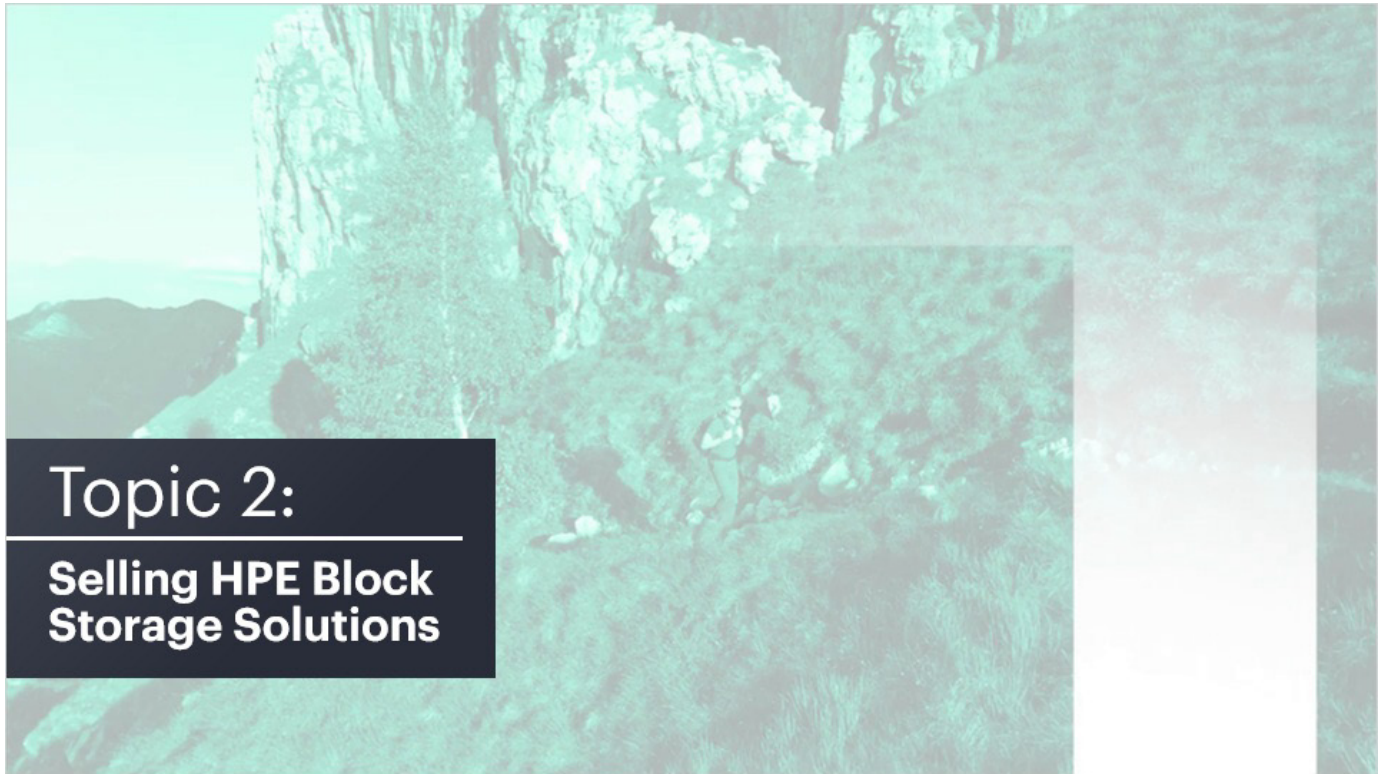
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Answer to Learning check

What is one benefit of the HPE Alletra Storage MP disaggregated architecture?

- a. It delivers a cloud experience to your customers.
- b. It converges additional functions such as backup and recovery.
- c. It enables customers to scale performance and capacity separately.**
- d. It unlocks data value with integrated data intelligence.

Topic 2: Selling HPE Block Storage Solutions



Identifying block storage use cases



Across any vertical

Performance-sensitive or mission-critical workloads

HPE Alletra Storage MP B10000

Database such as Oracle, SQL Server, SAP Hana	Virtualization	Workload consolidation	Workloads that need unified block and file (SAP Hana)
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Across any vertical, customers with performance-sensitive or mission-critical workloads are a match for HPE Alletra Storage MP B10000.

Databases like Oracle, Microsoft SQL Server, and SAP HANA are a great use case for this modern block storage solution. Every millisecond matters for these workloads because slow performance or downtime can mean lost revenue, failed transactions, or disruptions to the business.

Virtualization and workload consolidation are also solid use cases, as your customers are running many applications on fewer systems and need predictable performance as they scale. In Virtual Desktop Infrastructure (VDI) environments, for example, where hundreds or thousands of users may be logged in at once, HPE Alletra Storage MP B10000 ensures responsiveness at scale so the user experience stays smooth.

Consider as well your customers with workloads that need unified block and file storage. SAP HANA is a good example: It relies on block storage for the speed and reliability of the database itself, and file for shared access to logs, backups, and configurations. With HPE Alletra Storage MP B10000, customers get both on the same platform, delivered seamlessly.

Opportunities for selling block storage

Opportunities for selling block storage



Modernize data center with sustainability and lower TCO
Upgrade HPE installed base (HPE 3PAR, Primera, or Nimble)

\$2.7 billion
total addressable market opportunity

There is a significant selling opportunity in the growing need for organizations to modernize their data centers to reduce TCO and achieve sustainability goals. Within the HPE installed base, for example, the 3PAR, Primera, and Nimble Storage customers available for transition in 2025 represent a market opportunity of US \$2.7 billion.

Additional opportunities for selling block storage



New logos present another opportunity to sell HPE Alletra Storage MP B10000.

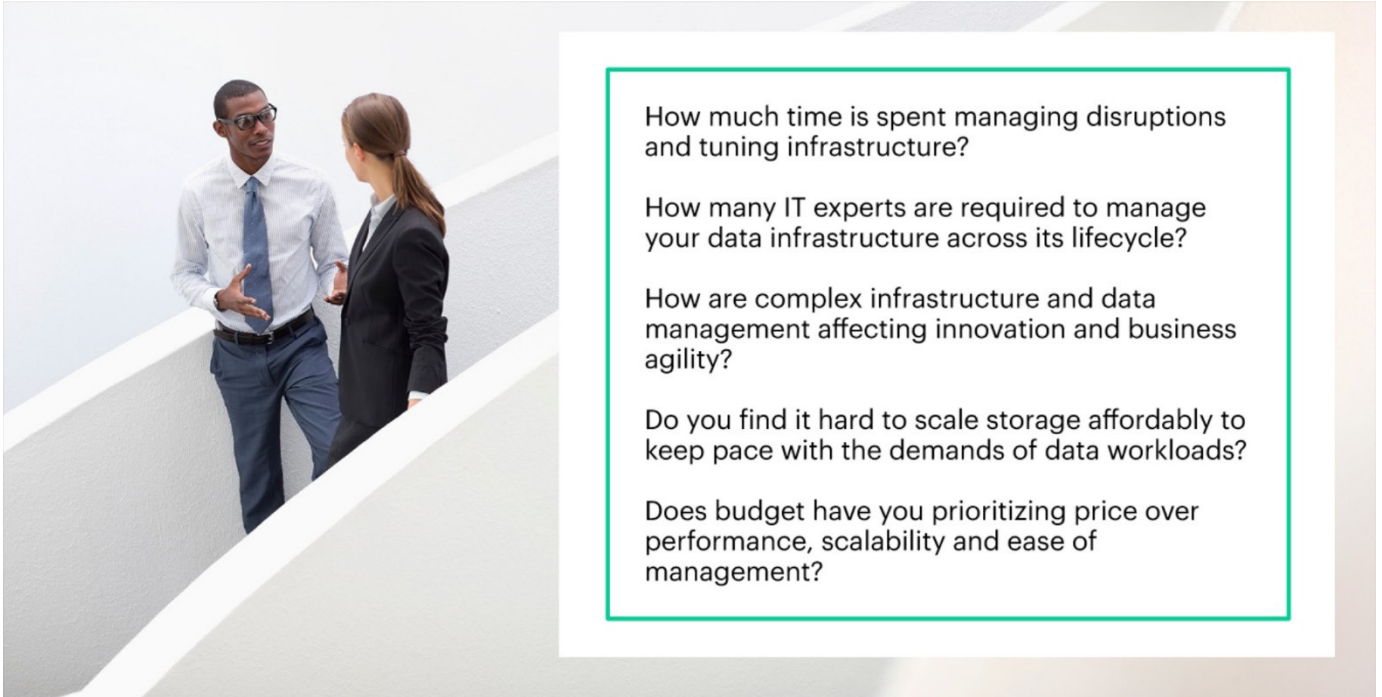
For example, Dell has a range of legacy storage products on the market—siloe software, hardware, and management platforms that are often over allocated. Customers may be struggling with their complex setup, upgrade challenges, support issues, and high maintenance costs.

Pure Storage is another vulnerable competitor with customer concerns including inconsistent support experiences and complex, costly upgrades. There is a great opportunity here to reach out to Dell and Pure customers and propose HPE Alletra Storage MP B10000 for simpler operations and scalability to accelerate innovation and lower TCO.

Alongside Dell, Pure, and other new logo opportunities, consider the HPE ProLiant compute installed base as well where the opportunity exists to replace competitors' storage.

You will take a closer look at selling against Dell and Pure later in this topic.

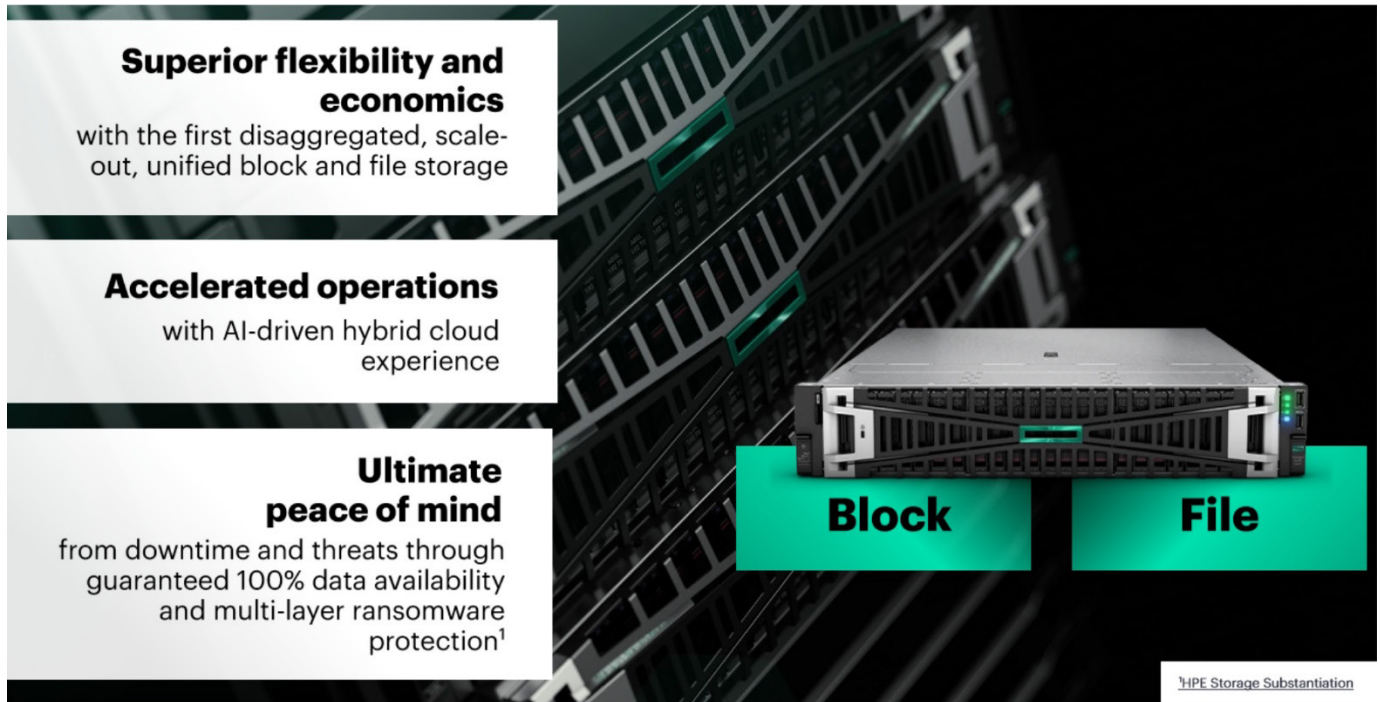
Discovery questions



Now that you know which customers to focus on, good discovery questions will help you begin to zero in on customers' specific block storage needs.

As mentioned earlier, for example, organizations may find competitors' storage solutions complex. To get a better sense of the challenges these customers face, you could ask them how much time they spend managing disruptions and tuning solutions, and how many IT experts it takes to keep things up and running. Are these complexities affecting innovation and business agility? Is it hard to keep pace with demands for data? And do budget constraints make it challenging to meet evolving storage needs?

Explain the advantages of HPE Alletra Storage MP B10000



Superior flexibility and economics
with the first disaggregated, scale-out, unified block and file storage

Accelerated operations
with AI-driven hybrid cloud experience

Ultimate peace of mind
from downtime and threats through guaranteed 100% data availability and multi-layer ransomware protection¹

Block **File**

HPE Storage Substantiation

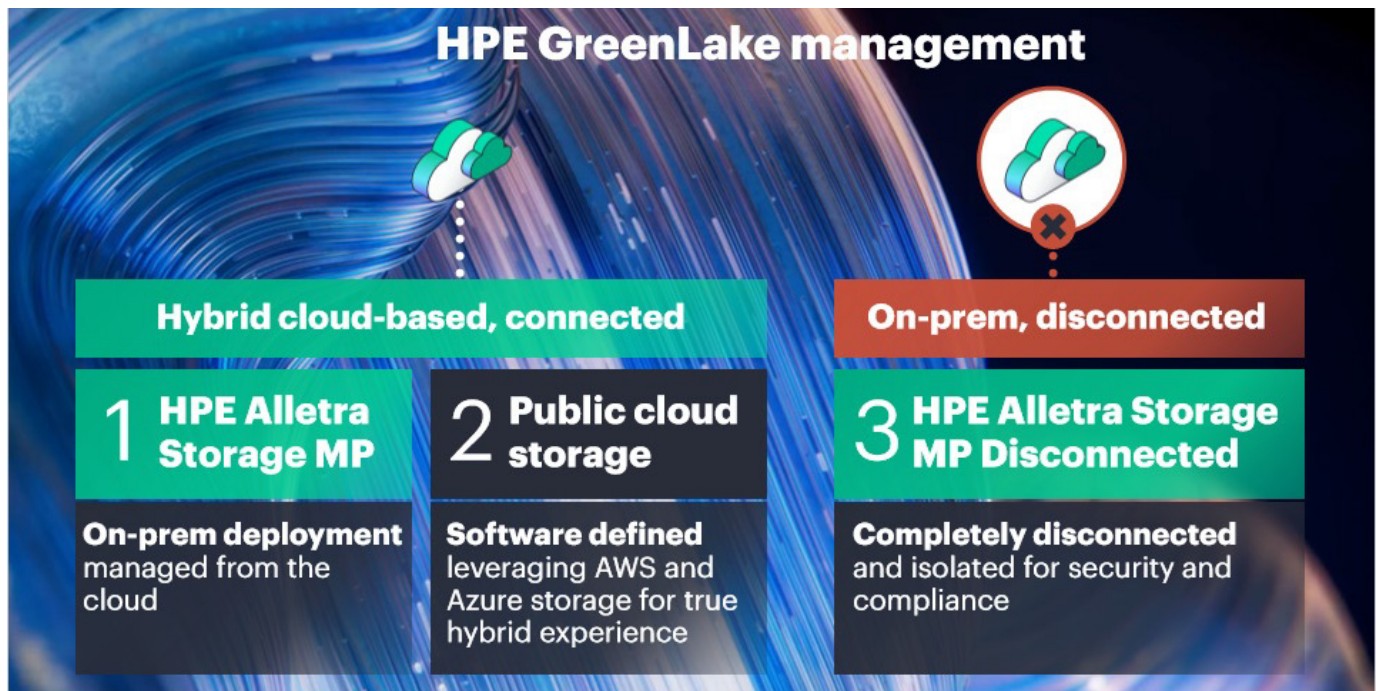
Now you'll take a closer look at HPE Alletra Storage MP B10000 and how to position it with your customers.

For customers needing superior flexibility and cost to value, explain that HPE Alletra Storage MP B10000 is the industry's first disaggregated, scale-out, unified block and file storage. Customers can run mission-critical databases, cloud-native apps, and consolidated workloads on one system, instead of juggling silos, and scale without disruptions as workloads increase.

If customers need to simplify management, talk to them about accelerating operations with an AI-driven hybrid cloud experience delivered through HPE GreenLake cloud. Customers will gain simple, consistent, self-service management, automation, and visibility across their environment.

If customers are seeking peace of mind that their storage solution protects them from downtime and threats, they'll want to know that HPE Alletra Storage MP B10000 delivers guaranteed 100% data availability and multi-layered ransomware protection, including native ransomware detection and rapid recovery. Neither security nor resiliency are compromised as data volumes scale.

Highlight multiple deployment options to meet every requirement



When you're talking to customers about the HPE Alletra Storage MP B10000, it's important to suggest the right deployment option. This is about choice: helping customers select the right deployment option for their specific needs.

For most customers, hybrid cloud-based, connected is the sweet spot. For example, with HPE Alletra Storage MP B10000 deployed on-prem but managed from HPE GreenLake cloud, customers can keep mission-critical data on-prem for performance and compliance while still enjoying the agility of cloud management. And for customers already invested in Amazon Web Service (AWS) or Azure storage, you can position HPE Alletra Storage MP B10000 as complementary: HPE GreenLake cloud allows them to manage on-prem data with their public cloud storage, giving them a true hybrid experience while avoiding lock-in.

For highly regulated or security-conscious organizations—think government, defense, or healthcare—HPE Alletra Storage MP Disconnected is the right choice. In this deployment option HPE Alletra Storage MP B10000 Disconnected is completely isolated from the internet, delivering the same high performance and availability but in an air-gapped environment that meets strict compliance or data sovereignty needs.

Transform your storage ownership experience with guaranteed IT outcomes



You can offer customers investment protection with the HPE Storage Future-Ready program.

As mentioned previously, HPE Alletra Storage MP B10000 includes a 100% Data Availability Guarantee, illustrating HPE's complete confidence in this solution.

Your customers also get the HPE StoreMore Guarantee, which ensures savings of at least 4:1, calculated as a ratio of effective to usable capacity, in aggregate, across all reducible data. HPE Alletra Storage MP B10000 helps customers store more data, reducing physical storage costs, saving energy, and decreasing their data center footprint.

The timeless controller refresh protects customers' investment and keeps their storage continuously up to date with a free, nondisruptive upgrade within 3 years.

You can also reassure your customers that they're making the right choice by giving them 30 days to try HPE Alletra Storage MP B10000 at no risk. If they are not completely satisfied, HPE will work with them to make things right. And customers can keep their storage always modern with our all-inclusive software subscription. They get access to all operating system features and enhancements, including AI-driven cloud operations.

Expansions to this program include new guarantees focused on downtime and data loss, cyber resiliency, and energy consumption.

Zero Recovery Time Objective (RTO)/Recovery Point Objective (RPO) Guarantee

- HPE will keep your customers' business running without disruption: No downtime, no data loss, guaranteed—even when disaster strikes.
- Synchronous replication and transparent failover across active sites maintains continuous data availability in the event of site-wide or natural disasters.

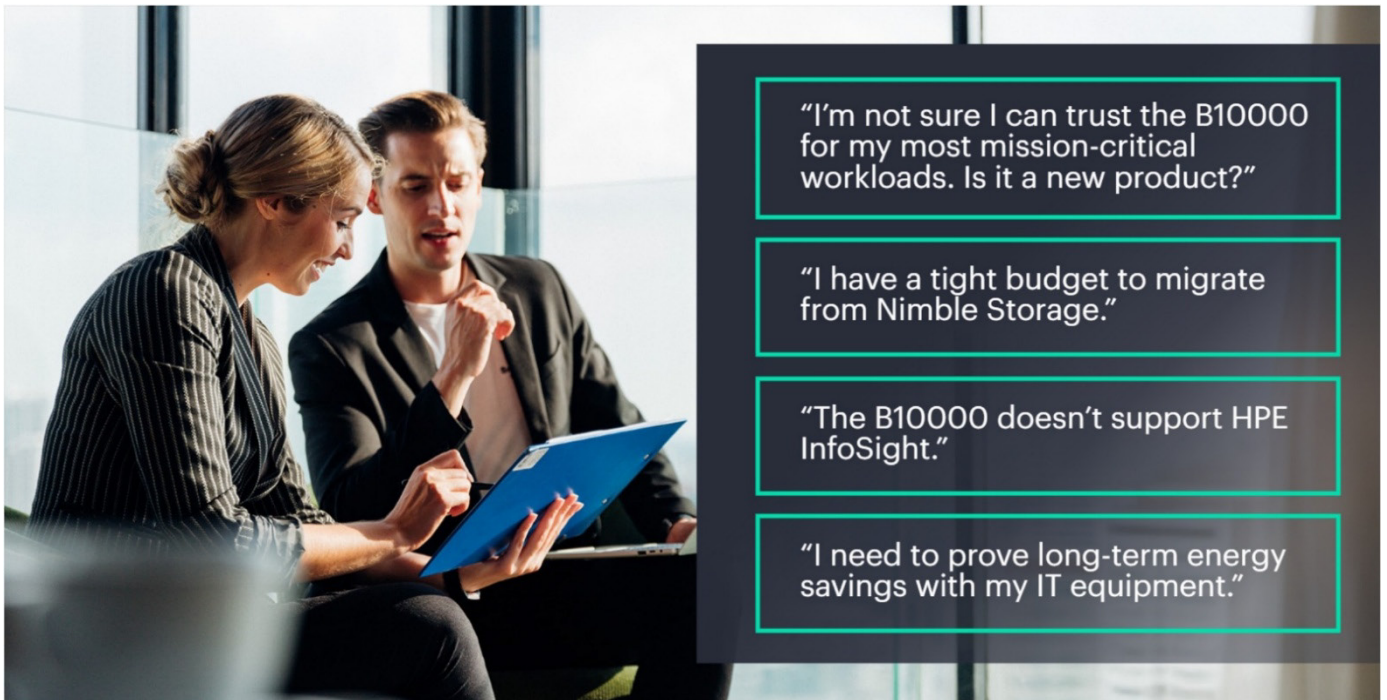
Cyber Resiliency Guarantee

- Assure your customers they can stay confident even in the event of ransomware attacks with immutable snapshots and timely access to outage recovery experts.
- Customers can access HPE experts within 30 minutes of reporting a ransomware attack.

Energy Consumption Guarantee

- HPE guarantees that power consumption won't exceed a set threshold (determined based on individual deployment).
- Your customers can plan for and count on a maximum power budget with an agreed monthly energy consumption target.

Overcome objections



When talking to customers about HPE Alletra Storage MP B10000, you should be prepared to handle their objections. The sections below provide examples of how to respond to each customer concern.

"I'm not sure I can trust the B10000 for my most mission-critical workloads. Is it a new product?"

- HPE Alletra Storage MP B10000 has the DNA of the HPE 3PAR, HPE Primera and HPE Alletra 9000 and comes with the same 100% data availability guarantee.
- You've trusted HPE block storage to keep your mission-critical applications running fast and reliably.
- Now let's evolve your solution into one that simplifies operations and upgrades, and provides greater agility and future-ready performance and scale.

"I have a tight budget to migrate from Nimble Storage."

- HPE stands behind the powerful data efficiency technology of HPE Alletra Storage MP B10000 with a total savings guarantee of at least 4:1 (calculated as a ratio of effective to usable capacity, in aggregate, across all reducible data).
- If a customer's Alletra Storage MP B10000 array fails to deliver on this guarantee, we will make it right.

"The B10000 doesn't support HPE InfoSight."

- HPE Alletra Storage MP B10000 does have the benefits of HPE InfoSight.
- The automation, AI-based performance reporting, analytics, and recommendations of HPE InfoSight are now incorporated—and augmented—in HPE GreenLake cloud.

"I need to prove long-term energy savings with my IT equipment."

Not to worry:

- The predictive support automation and AI-based performance reporting, analytics, and recommendations that HPE InfoSight provides have been incorporated and augmented in HPE Alletra Storage MP B10000.
- These capabilities are part of the overall AI-driven cloud operational experience that HPE GreenLake cloud delivers.

Winning business from Dell-EMC and Pure Storage

The experience with HPE Alletra Storage MP B10000

Simplify management with an AI-driven hybrid cloud

The experience with Dell PowerMax/PowerStore or Pure Storage

Spend more time and achieve less with:

- Dell's traditional management
- Pure's need for expertise
- Limited analytics

Confidential HPE and Partner use only

You'll now take a closer look at winning business from Dell and Pure Storage.

When you position HPE Alletra Storage MP B10000 against these competitors, it's all about showing customers the experience difference.

First, explain that with HPE Alletra Storage MP B10000, customers will achieve efficiency and economics through modern, scalable storage. Contrast that with Dell or Pure where customers spend more as they need to scale. With Pure they may even have to rip and replace a mid-sized array with an enterprise one.

Second, make sure customers know that with HPE Alletra Storage MP B10000, they can run any application without compromise. HPE Alletra Storage MP B10000 delivers peace of mind with guaranteed 100% data availability and built-in ransomware detection and recovery. Customers to which the HPE Cyber Resiliency Guarantee applies even receive access to an outage specialist in less than 30 minutes. By contrast, Dell and Pure leave customers exposed to the risk of costly downtime and uncertain recovery if attacked.

Third, always bring it back to how HPE simplifies management with an AI-driven hybrid cloud. Make sure customers know that Dell continues to lean on traditional management, Pure requires specialized storage expertise, and both provide limited analytics.

The bottom line is that with HPE Alletra Storage MP B10000, customers get efficiency, resiliency, and simplicity in one platform—while Dell and Pure ask them to spend more, accept risk, and work harder to get less.

Overcome competitive FUD



Confidential HPE and Partner use only

FUD

“HPE Alletra Storage MP B10000 lacks the maturity and functionality you need.”

Responses

HPE Alletra Storage MP B10000
A mature product with thousands of systems deployed in production worldwide
Features and functionality that rival the competition

You will now consider how to overcome competitive FUD (which stands for fear, uncertainty, and doubt).

For example, if your customers tell you they’ve heard that HPE is end-of-lifing all their HPE Alletra Storage products or losing market share, assure them that HPE isn’t stepping back. We’re continuing our investment in HPE Alletra Storage MP to build a platform for the future. The foundation of this platform, HPE Alletra Storage MP B10000 is designed to give customers the flexibility, performance, and protection they’ll need for years to come.

Another claim you may hear is that HPE Alletra Storage MP B10000 is new and lacks maturity and thus the functionality customers need. The reality is very different. HPE Alletra Storage MP B10000 is a mature product with thousands of systems deployed in production worldwide, across all industries. Currently on its fifth release, HPE Alletra Storage MP B10000 offers features and functionality that rival the competition—from scale-out performance to robust ransomware protection to 100% data availability guaranteed and much more.

Learning check

What is one unique differentiator of HPE Alletra Storage MP B10000?

- a. It delivers guaranteed 100% data availability.
- b. It enables customers to store both block and object storage.
- c. It simplifies management by scaling compute and storage uniformly.
- d. It converges compute and storage, giving customers a hyperconverged solution.

The answer to the Learning check is provided on the next page.

Answer to Learning check

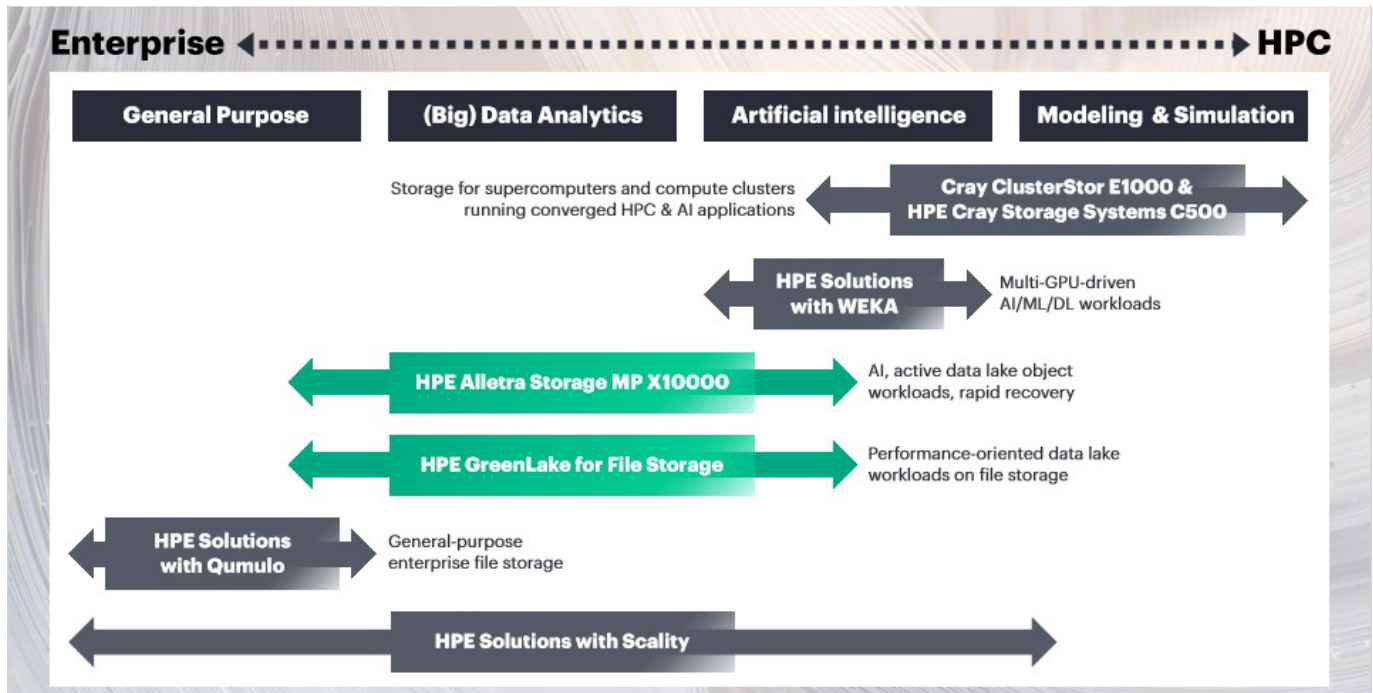
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- b. It enables customers to store both block and object storage.
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- d. It converges compute and storage, giving customers a hyperconverged solution.

Topic 3: Selling Storage Solutions for Unstructured Data



Identifying use cases and positioning HPE object and file storage solutions



You'll now focus on selling HPE storage solutions for unstructured workloads.

HPE offers a range of object and file storage solutions—as shown here. In this course, you will focus on two: HPE Alletra Storage MP X10000 and HPE GreenLake for File Storage. They are the most relevant to the fast-growing opportunities you'll be focusing on.

HPE Alletra Storage MP X10000 is object storage built for unstructured data at scale. Think AI, active data lakes, and analytics workloads where customers need massive capacity plus lightning-fast access and recovery. It keeps data lakes fluid, helping customers unlock new value and accelerate innovation.

HPE GreenLake for File Storage is about performance-oriented workloads using file storage. It's designed to keep GPUs and analytics pipelines fully fed with low-latency access to shared files, so organizations can move quickly from raw data to insights.

Together, these solutions give customers the scalability, performance, and simplicity they need to power AI and big data analytics without adding complexity.

For more information about the other solutions shown here, please visit [Seismic](#).

Extend your reach into the account



When you're positioning HPE Alletra Storage MP X10000 and HPE GreenLake for File Storage, remember: You're not just talking to the storage team. These solutions solve challenges across the organization, giving you an opportunity to position yourself as a strategic partner for innovation.

For example, data scientists and AI researchers need high-performance, low-latency access to data for training and experimentation. The scalability of HPE storage lets them handle diverse data types without bottlenecks.

Line-of-business and project managers care about ROI. They're looking for storage that grows with their data, reduces time-to-insight, and ultimately accelerates business outcomes.

Infrastructure specialists and architects want reliability, security, and easy integration with their broader infrastructure and AI frameworks. HPE delivers this through cloud-based management, automation, and built-in resiliency.

And for the chief data officer, these HPE storage solutions support long-term AI strategies with enterprise-class security, governance, and flexible, on-prem and cloud deployment options.

Prepare discovery questions to guide the conversation

What is your infrastructure strategy to support AI initiatives?

Do you often purchase more infrastructure to keep pace with data workloads?

Are you challenged with complex management of data-intensive environments?



When starting a conversation about storage for unstructured workloads, focusing on the business impact of challenges like AI adoption, data growth and access, and management complexity can help you identify where HPE Alletra Storage MP X10000 and HPE GreenLake for File Storage can make a real difference.

For example, ask your customer: What is your infrastructure strategy to support AI initiatives? Do you often find yourselves purchasing more infrastructure just to keep pace with data workloads? Are you struggling with the complexity of managing data-intensive environments?

More discovery questions are listed below.

More discovery questions

- How does the business view your storage environment?
- Are you looking for a cloud operational experience?
- How could you benefit from being able to scale nodes for performance and capacity independently?
- How much time is IT spending managing your file data infrastructure?
- How well does your current file storage solution perform as file data capacity increases?
- How many data management tools do you use? How are you managing file storage silos?
- What kinds of issues are reducing the ROI of your compute or storage hardware resources?

Recognize target customers for HPE Alletra Storage MP X10000

HPE block or file storage customers who like the HPE GreenLake cloud management experience and HPE-led support

Customers with massive unstructured active data lakes and digital repositories

Customers who want metadata to enhance the speed, quality, and relevance of their data

Customers who want to use the native S3 support to point cloud apps at HPE Alletra Storage MP X10000*

*Amazon Simple Storage Service (S3) is a widely used cloud object storage service.

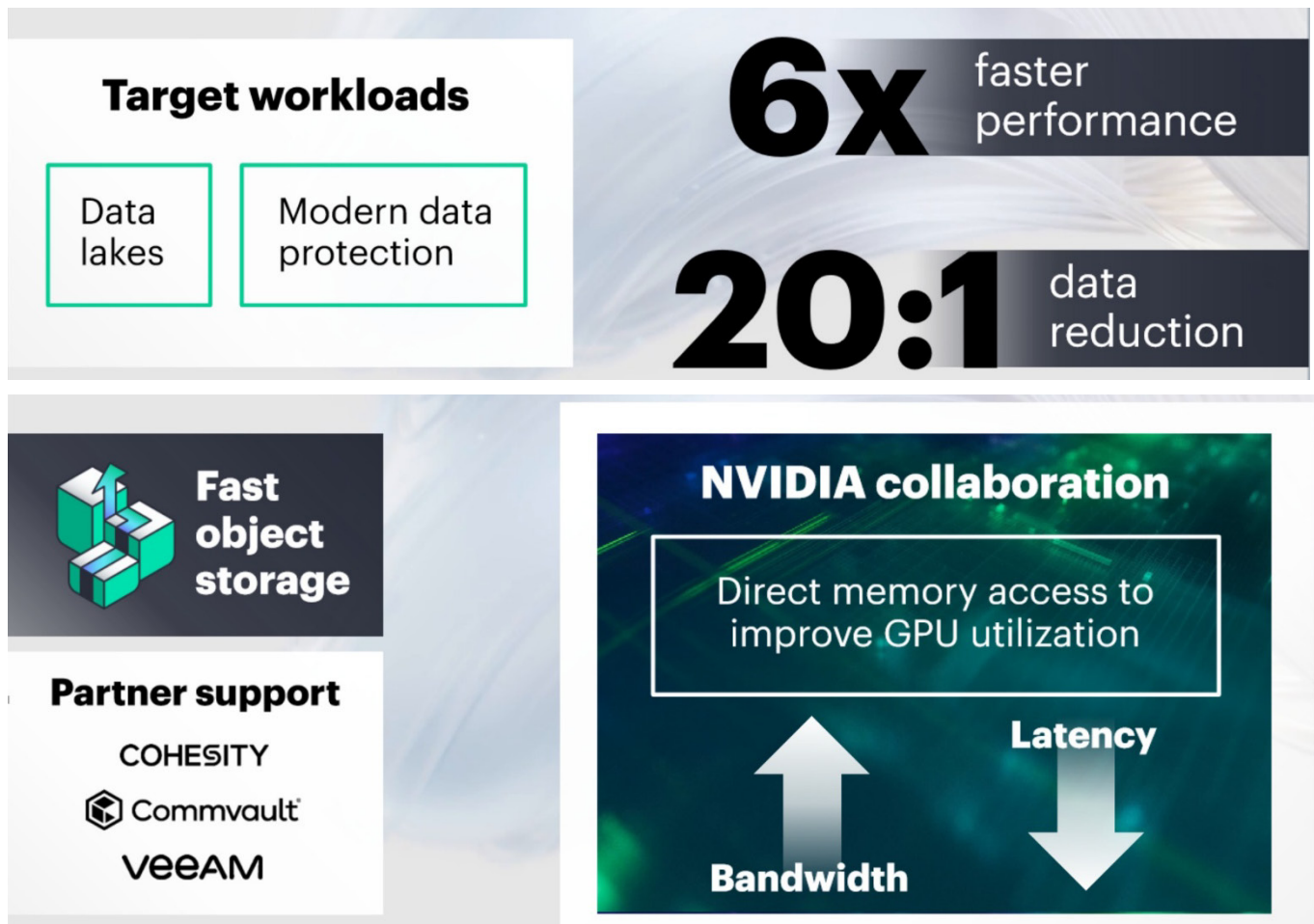


Target customers for HPE Alletra Storage MP X10000 include organizations already using HPE block or file storage solutions. These customers are likely to be predisposed to use other HPE storage solutions that offer the familiar HPE GreenLake cloud management experience they already rely on. Likewise, they will want the same HPE-led support.

You should also look for customers with performance-oriented, massive unstructured active data lakes and digital repositories. These customers could benefit from a modern, high-performance storage architecture. And an opportunity exists as well with customers who want to enhance the speed, quality, and relevance of data for Large Language Models (LLMs), Retrieval-Augmented Generation (RAG), and analytics. These customers could benefit from HPE Alletra Storage MP X10000's inline data intelligence to add custom metadata to objects.

Finally, customers who can take advantage of native S3 support are also good candidates for this solution. These customers do not need to rewrite their cloud apps: They can simply point applications at HPE Alletra Storage MP X10000 to use it as their storage solution.

Explain the advantages of HPE Alletra Storage MP X10000



When you're positioning HPE Alletra Storage MP X10000 to your customers, you can focus on a number of competitive differentiators.

Start with performance and efficiency: Explain that HPE Alletra Storage MP X10000 is engineered for data-intensive object storage environments and requirements such as data lakes and modern data protection. Highlight that it delivers six times the performance of competitive solutions and can reduce the volume of data up to 20:1 with advanced data reduction technologies, helping your customers handle more data while lowering costs.

You can also address integration and protection: Explain that HPE Alletra Storage MP X10000 integrates seamlessly with trusted data protection platforms like Veeam, Commvault, and Cohesity. Customers can modernize storage without rethinking their protection strategy.

HPE Alletra Storage MP X10000 is also future-ready for AI: For customers exploring or scaling AI, you can position the NVIDIA partnership as a real differentiator. Direct memory access optimizes GPU utilization, increasing bandwidth and reducing latency so data pipelines run faster.

You can close by reminding all customers that HPE Alletra Storage MP X10000 gives them performance, scalability, and protection in one platform, helping them to move faster, fuel innovation, and keep infrastructure costs under control.

Reasons to buy HPE Alletra Storage MP X10000



These five reasons to buy can enrich your block-storage conversations and help you close the deal for HPE Alletra Storage MP X10000.

Simplify storage with the speed and agility of a single cloud experience across the lifecycle

For customers struggling to manage their data, HPE GreenLake cloud simplifies storage management with the speed and agility of a single cloud experience across the complete lifecycle. As you learned, HPE GreenLake cloud spans unstructured and structured data storage needs, making it a strategic enabler for modernization across the organization—and setting you up as a trusted advisor to meet those evolving storage needs.

Unlock peak performance from flash storage

- The “6x performance” advantage comes from a key-value store design that organizes data for faster, more efficient reads and writes on flash storage.
- What that means for your customers is more bandwidth, less waiting around for data, and better GPU efficiency—so their AI and data-heavy workloads run smoother and faster than ever.

Start small and scale big

- The unique disaggregated architecture lets your customers independently scale capacity and compute resources to right-size with ease.
- You can assure your customers that they can start small and grow dynamically without disruption or costly infrastructure overhauls.

Infuse data with intelligence

- HPE Alletra Storage MP X10000 makes unstructured data more usable, searchable, and valuable, automatically tagging it with metadata, indexing its contents, and organizing it in ways that make it easier to feed into AI pipelines.
- This kind of intelligence is critical for workloads like Retrieval-Augmented Generation (RAG) and large language models (LLMs) where systems need to quickly sift through massive volumes of data to pull out the most relevant insights.

Store more for less

- HPE Alletra Storage MP X10000 maximizes every bit of capacity.
 - It compresses and deduplicates data as that data is being written, saving space, keeping performance high, and making it easier to retrieve and process large datasets.

- Data is also broken into fragments and spread across the system with smart redundancy, so your customers get the same level of protection as traditional replication but with much less storage overhead.

— What does that add up to?

- Lower costs because customers are not buying excess capacity.
- Less energy use, because fewer drives are doing more.
- A smaller environmental footprint without compromising on scale or speed.

Explain the advantages of HPE GreenLake for File Storage



Unlock the power of data

- 2x** performance density¹
- 4x** capacity density¹
- 50%** power reduction¹

Proven, AI-optimized reference architecture

NVIDIA collaboration

- DGX BasePOD certified
- OVX storage validated

¹These improvements are based on comparisons to the most recent shipping product featuring the two-node, 2U controller boxes and 550TB 2U storage shelves using 30.72TB NVMe SSDs.

You'll now take a look at HPE GreenLake for File Storage, which is designed for customers who need file storage that can keep up with today's AI and data-intensive workloads.

The latest generation of HPE GreenLake for File Storage delivers twice the performance and four times the capacity density, all while using 50% less power. That means customers can process and manage far more data with less infrastructure and a smaller energy footprint, a crucial advantage as AI workloads continue to grow.

HPE's deep collaboration with NVIDIA is also a differentiator. Your customers can be confident of seamless integration with their GPU environments. HPE GreenLake for File Storage is certified with NVIDIA DGX BasePOD and validated with OVX systems, ensuring their GPUs are fully utilized, eliminating bottlenecks, and accelerating time-to-value for AI and GenAI initiatives.

And because HPE GreenLake for File Storage is based on a proven, AI-optimized reference architecture, you can assure your customers they're getting a solution that's been tested for real-world performance. The result is storage that's efficient, sustainable, and ready to support the future of AI. With HPE GreenLake for File Storage, you can help customers unlock the full potential of AI while strengthening their long-term ROI.

Learning check

Which is true of both HPE Alletra Storage MP X10000 and HPE GreenLake for File Storage?

- a. They both provide modern object storage.
- b. They both provide a seamless cloud experience.
- c. They both provide modern block storage.
- d. They both guarantee data reductions of at least 20:1.

The answer to the Learning check is provided on the next page.

Answer to Learning check

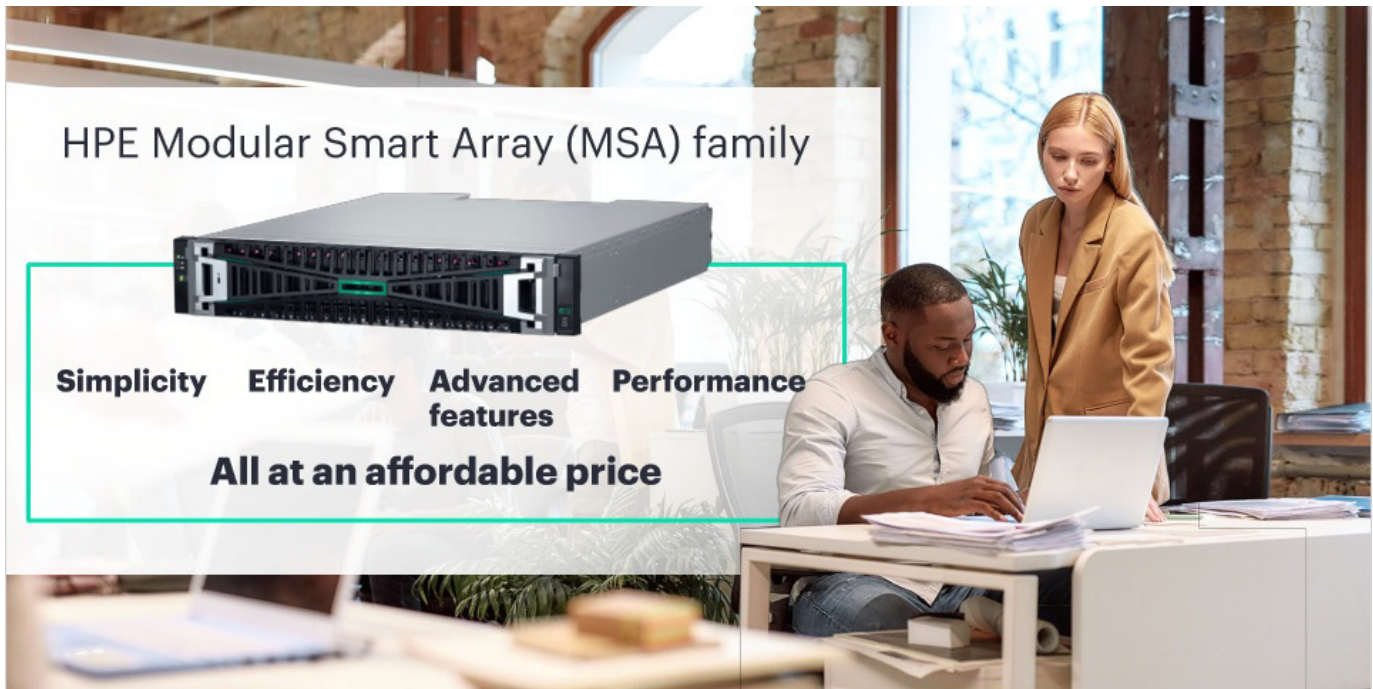
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Topic 4: Selling HPE Storage Solutions for SMBs and Remote Offices



HPE MSA: Entry-level block storage for SMBs or remote offices



Both SMBs and organizations with remote offices need simple, efficient, and affordable storage, but they don't want to give up on performance or the enterprise features larger organizations rely on. In fact, a lot of these customers have increasingly complex environments but not enough IT staff—and sometimes they have no storage specialists at all.

That's exactly where the HPE Modular Smart Array, or MSA, comes in. HPE MSA delivers the speed and efficiency of flash storage alongside enterprise-class features like automated performance tiering and high availability. And with HPE MSA Gen7, the latest generation of our entry-level array, you can provide your SMB and remote office customers with even greater performance and scalability—all in a solution that stays simple and affordable. HPE MSA is designed so that even IT generalists, with little or no storage expertise, can deploy and manage it with confidence.

HPE MSA: How simple is it?



Dashboard designed to optimize repetitive tasks

Guided workflows to eliminate errors and save time and effort

At-a-glance views

Simple setup for performance tiering

HPE MSA Gen7 is easy from the start. The dashboard is designed to optimize repetitive tasks, with guided workflows that eliminate errors and save time. At-a-glance views make it simple to keep an eye on system health with alerts, utilization, and performance data, and performance tiering can be set up with just a few clicks. That means your customers can spend less time managing storage, and more time focusing on business priorities: The tiering engine automatically moves the most-used data to the fastest media in real time.

Offer HPE SimpliVity for remote offices



**Collapse
silos**

**No specialists
required**

**Lowers
overall cost**

**2-node high
availability**

**Built-in data
protection**

**Hyper
efficiency**

HPE MSA is ideal for remote offices where your customers are still using a traditional infrastructure model. HPE SimpliVity becomes the better choice when your customers with remote offices want to collapse that model into a single platform: compute, storage, and backup all in one.

These customers have many of the same challenges that MSA customers face: A stretched-thin IT staff is under pressure to reduce infrastructure costs without compromising services. With HPE SimpliVity you can position a solution that collapses silos into a single, hyperconverged platform. That means there's no need for separate systems or specialized staff: It's designed so that general IT teams can manage it with ease, lowering costs.

HPE SimpliVity is also built for reliability. Even in a small footprint HPE SimpliVity delivers two-node high availability to keep applications online. Data protection is built in, so backups and disaster recovery are automatic and efficient. And with its hyper-efficient architecture, customers get more performance out of less hardware, making HPE SimpliVity a perfect fit for remote sites that need enterprise-class resilience without the enterprise-level overhead.

Additional resources

For more information about the HPE storage solutions covered in this module, use the links shown here.

[HPE Alletra Storage MP B10000 briefcase on Seismic](#)

[HPE Alletra Storage MP X10000 briefcase on Seismic](#)

[HPE GreenLake for File Storage briefcase on Seismic](#)

[HPE Storage Portfolio Guide](#)

Summary



**Next Module:
HPE Data Protection
Solutions**

Organizations need modern storage that keeps pace with their data-first strategy

HPE has the data solutions that precisely meet your customers' requirements

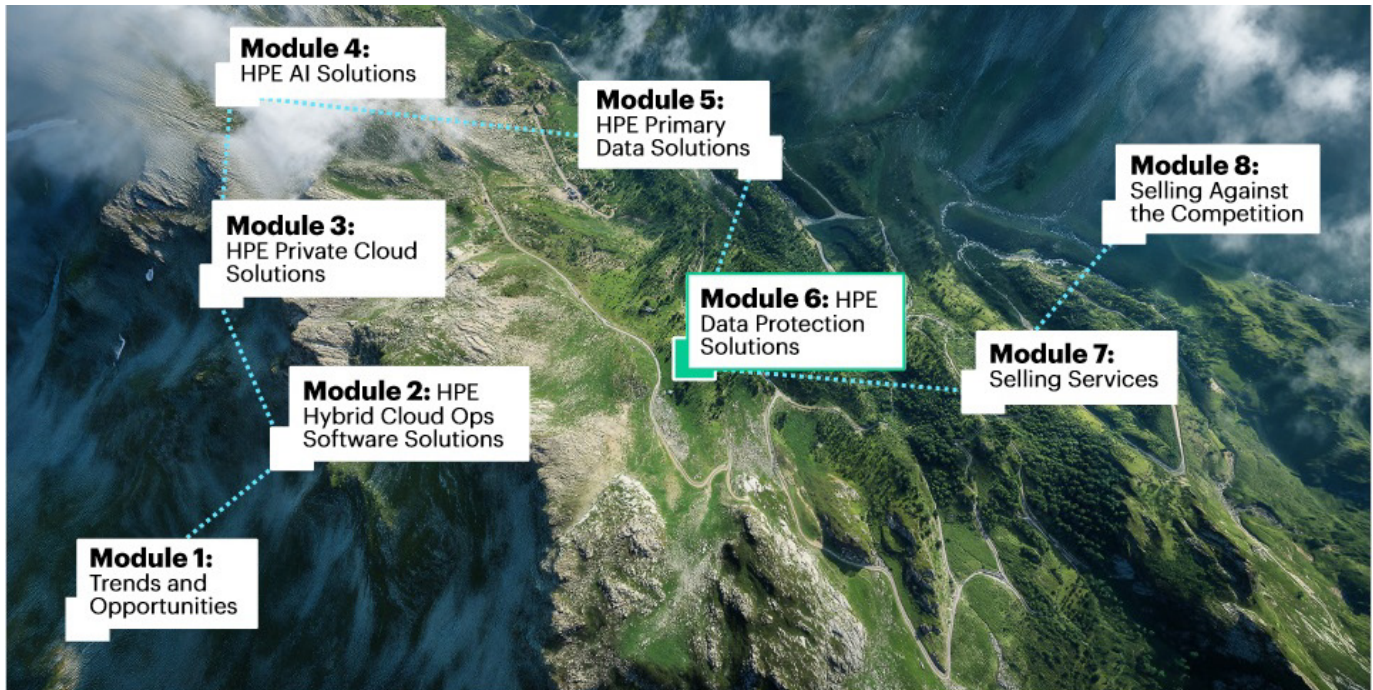
In this module you learned that organizations need modern storage that keeps pace with a data-first strategy that's driving business outcomes. As you can see, HPE has the storage solutions that precisely meet your customers' requirements no matter the workload or size of the organization.

In the next module you will be introduced to HPE data protection solutions.

Module 6: HPE Data Protection Solutions



Course map



In Module 5 you learned how data is driving business but also that data is increasingly at risk. Organizations make every effort to safeguard their data and keep mission-critical applications available, but they continue to face downtime that threatens competitive advantage.

In this module you will learn how you can build resilience for your customers with the HPE unified data protection portfolio. You will learn how to sell industry-leading solutions that provide a layered defense, protecting and recovering data for all workloads with the efficacy and efficiency required and ensuring data availability for the most critical operations.

Module overview



Topics

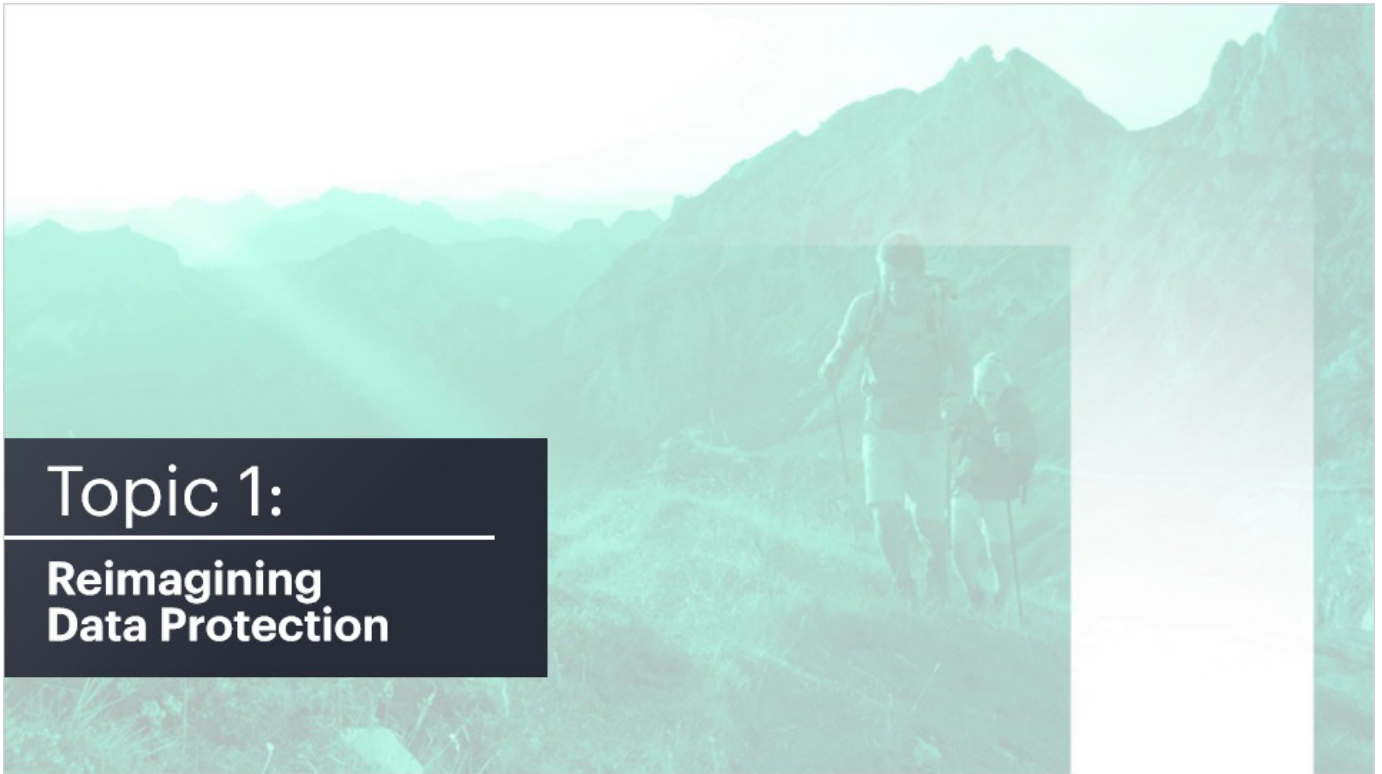
1 Reimagining
Data Protection

2 Identifying Sales
Opportunities

3 Selling Data
Protection
Solutions

This module is organized into three topics. In Topic 1 you'll learn about HPE's comprehensive, multi-layer approach that ensures customers close security gaps while simplifying operations and protecting infrastructure investments. Topic 2 will help you identify data protection sales opportunities, and Topic 3 will help you position HPE and partner solutions.

Topic 1: Reimagining Data Protection



Staying secure and compliant is challenging



Data loss can occur for many reasons, including cyberattacks like ransomware but also human error, software corruption, natural disasters, hardware failures, and infrastructure complexity. A few hours of critical data lost during a peak time can be devastating, and organizations might not be able to rely on their backups.

The sections below highlight modern data protection challenges.

Unplanned disruptions

- Natural disasters such as earthquakes, floods, and hurricanes can cause significant physical damage to data centers and IT infrastructure.
- Even minor incidents such as file corruption can disrupt operations and lead to data loss if not swiftly addressed.

Increasing cyber threats

- Ransomware as a service makes it easier and cheaper to launch ransomware attacks, which are on the rise. Every ransom paid helps fund and fuel the development of next-gen malware.
- Between 2024 and 2025 49% of victims paid the ransom to get their data back. It's the second highest ransom payment rate in six years.¹
- According to an IDC survey, 94% of victims said attackers targeted their backups. Of those attacks, 57% of backup compromise attempts were successful.²
- Attackers are even finding ways to bypass immutable recovery data copies by artificially expiring the immutability timers.

¹Sophos, The State of Ransomware, 2025

²IDC, The State of Disaster Recovery and Cyber-Recovery, 2024–2025: Factoring in AI

Cloud complexity

- IT environments typically span multiple clouds, on-premises data centers, and edge sites while also incorporating cloud-based SaaS applications.
- When multiple and diverse data protection solutions are deployed across different platforms, they require more expertise and management interfaces, not to mention more support numbers to call when an incident occurs.

Customers must secure every application with comprehensive data protection

Any workload, any location, any SLA



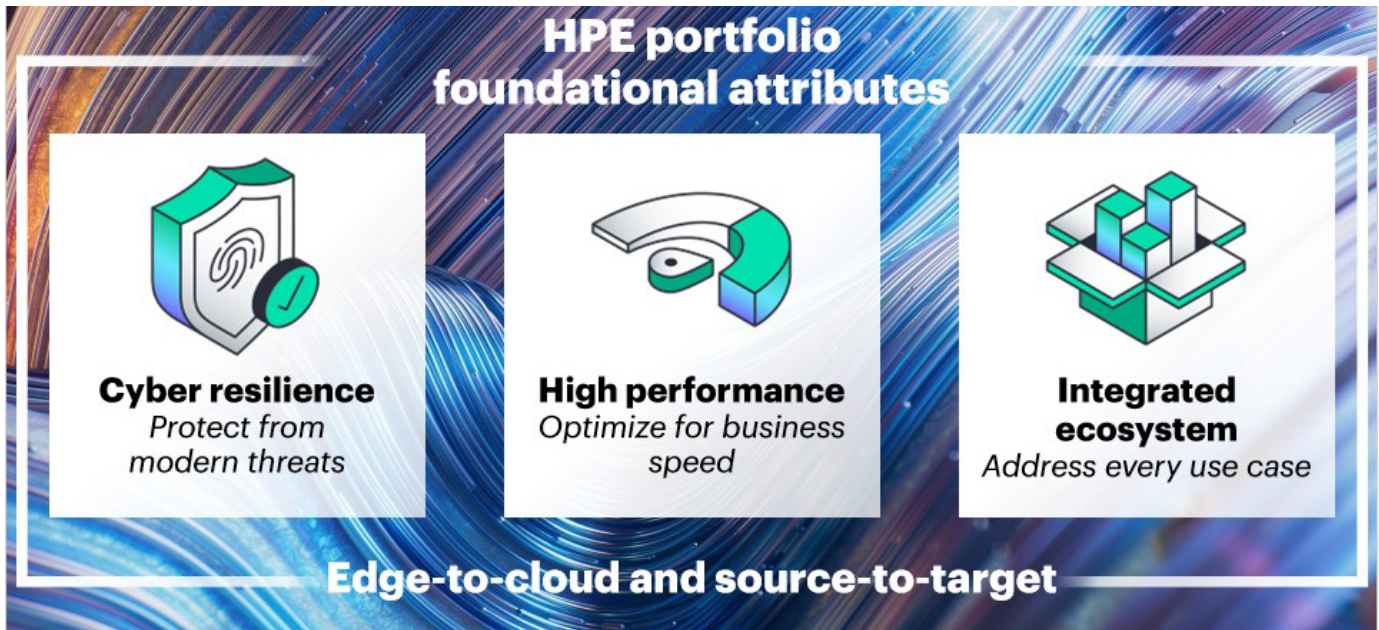
Plan for bad actors and disasters simultaneously

To succeed in a world where data is increasingly the key to differentiation and business success, organizations need a new mindset for data protection. They can't afford to think of data protection as requiring a single product or a simple backup task. It has to be a comprehensive strategy supporting any workload, in any location, under any service level agreement (SLA).

That means safeguarding production workloads, data, and infrastructure across the customer's entire environment, from the edge to the data center to the cloud. It also means ensuring that protected data remains secure, resilient, and recoverable across hybrid and multi-cloud environments.

A modern approach must do more than recover data after the fact. It must anticipate both cyber threats and natural disasters, automate protection to reduce human error, and mitigate infrastructure failures of all types. It must also balance performance with cost so that protection aligns with the business, not against it.

Modern data protection requires a multi-layer, zero trust approach



HPE's comprehensive data protection strategy focuses on three core attributes that are directly driven by what HPE hears from customers.

The first of these is cyber resilience. Bolting data protection on after the fact and trying to address it with a point product can leave gaps in coverage, in speed of recovery, and in integration with the rest of the environment. At HPE we believe customers need protection that is built in from the ground up with multiple layers of defense and a zero trust security model that assumes no user, workload, or location is automatically safe.

The second attribute is high performance. Protection products that are slow to back up or restore become a business risk. Customers expect data protection to keep pace with the speed of their operations.

The third attribute is an integrated ecosystem. Our holistic approach brings together best-in-class data protection technologies from HPE and strategic software partners to address every use case—solutions that can be tailored to any customer's specific needs. Customers benefit from technologies that work together seamlessly, edge to cloud and source to target.

Learning check

Which is one foundational attribute of HPE's data protection strategy?

- a. Protection based solely on HPE solutions
- b. Protection that includes an integrated partner ecosystem
- c. Protection for tier 1 applications only
- d. Comprehensive protection provided by one product

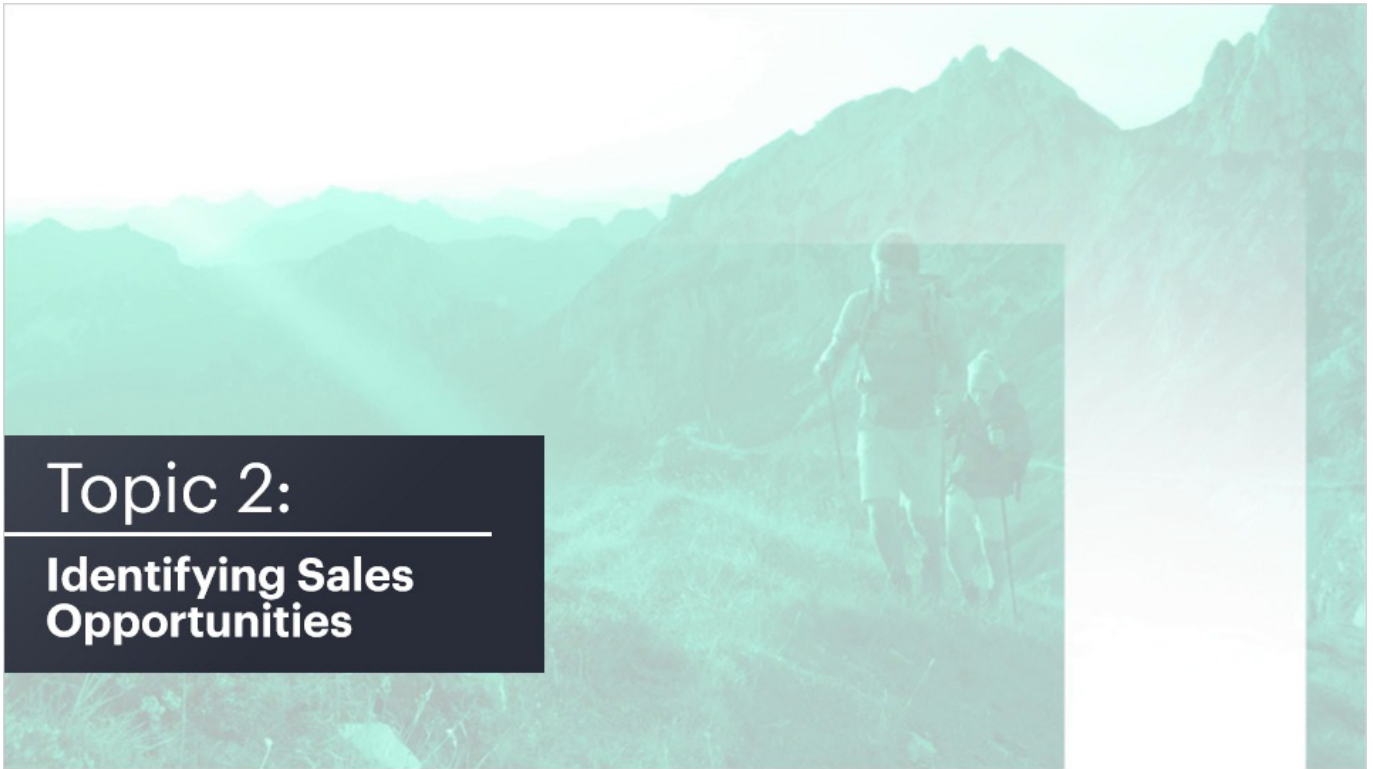
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Topic 2: Identifying Sales Opportunities



Identify data protection use cases



Disaster recovery, cyber recovery, and multi-cloud mobility

Rapid air-gapped recovery after even the worst cyber attacks

Fast and efficient backups and recovery at speed

Scalable, cost-effective, offline protection

As you learned in Topic 1, modern data protection requires a unified strategy that gives customers confidence no matter what comes their way. That strategy needs to address four key use cases.

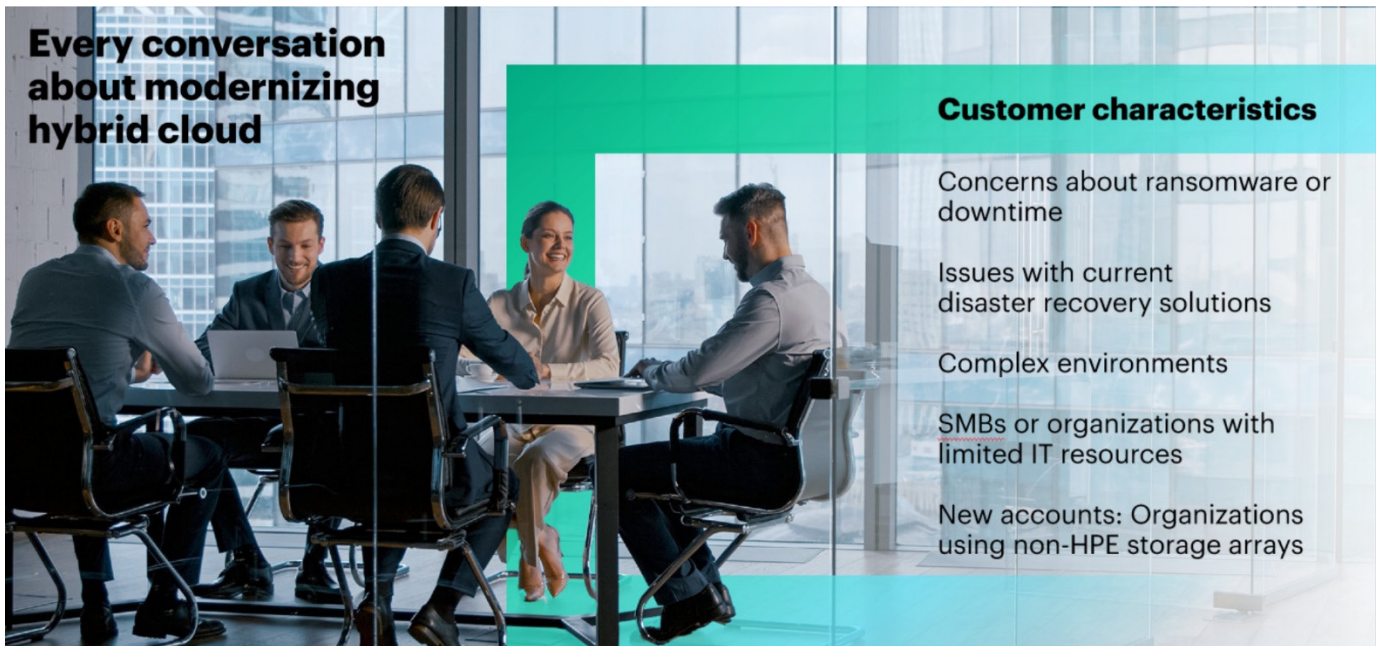
First, customers need the ability to minimize downtime and data loss for mission-critical applications. Disaster recovery solutions help them recover quickly and fully from disruptive events like outages or natural disasters, while cyber recovery is about bouncing back from attacks like ransomware. And increasingly, customers also want the agility to move these workloads seamlessly across clouds.

Second, customers need assurance that even in the face of the worst cyber attacks, they can recover rapidly. An isolated, air-gapped copy of their data ensures they're never forced to choose between paying the ransom or losing critical information. Think of it as customers' last line of defense.

Third, not every workload needs continuous replication for recovery down to the last transaction. The priority here is ensuring backup and recovery is fast, reliable, and efficient so customers can safeguard large volumes of data.

And finally, customers need scalable and cost-effective ways to protect data long term. Offline options play a crucial role in compliance, retention, and safeguarding against evolving threats.

Look for opportunities in every conversation



So, where are the opportunities to address these use cases?

Your customers are undergoing massive modernization efforts for hybrid cloud. Every time you have a conversation with them about transforming their application workloads, help them define how they are going to protect the data and applications that support their business processes.

Concerns about ransomware or downtime as well as any issues with customers' current disaster recovery solutions open the door to discussing data protection investments that can meet their uptime and recovery objectives. Many customers have complex environments with workloads spread over data center, cloud, and edge, as well as protected by different backup vendors. Such customers could be facing scalability, management, and over-provisioning concerns when protecting data. Similarly, SMBs or other organizations with limited IT resources could be spending too much time managing data protection infrastructure and struggling with the complexities of protecting data.

You can also open up conversations in new accounts, such as organizations using non-HPE storage arrays like those from Dell, Pure, Rubrik, and others. Organizations with workloads deployed on non-HPE storage arrays can lead to opportunities to attach HPE data protection solutions, which are hardware agnostic.

Prepare discovery questions



“Are you following the 3-2-1-1 rule, storing at least three copies on two different types of storage, one of which is offsite and the other offline?”

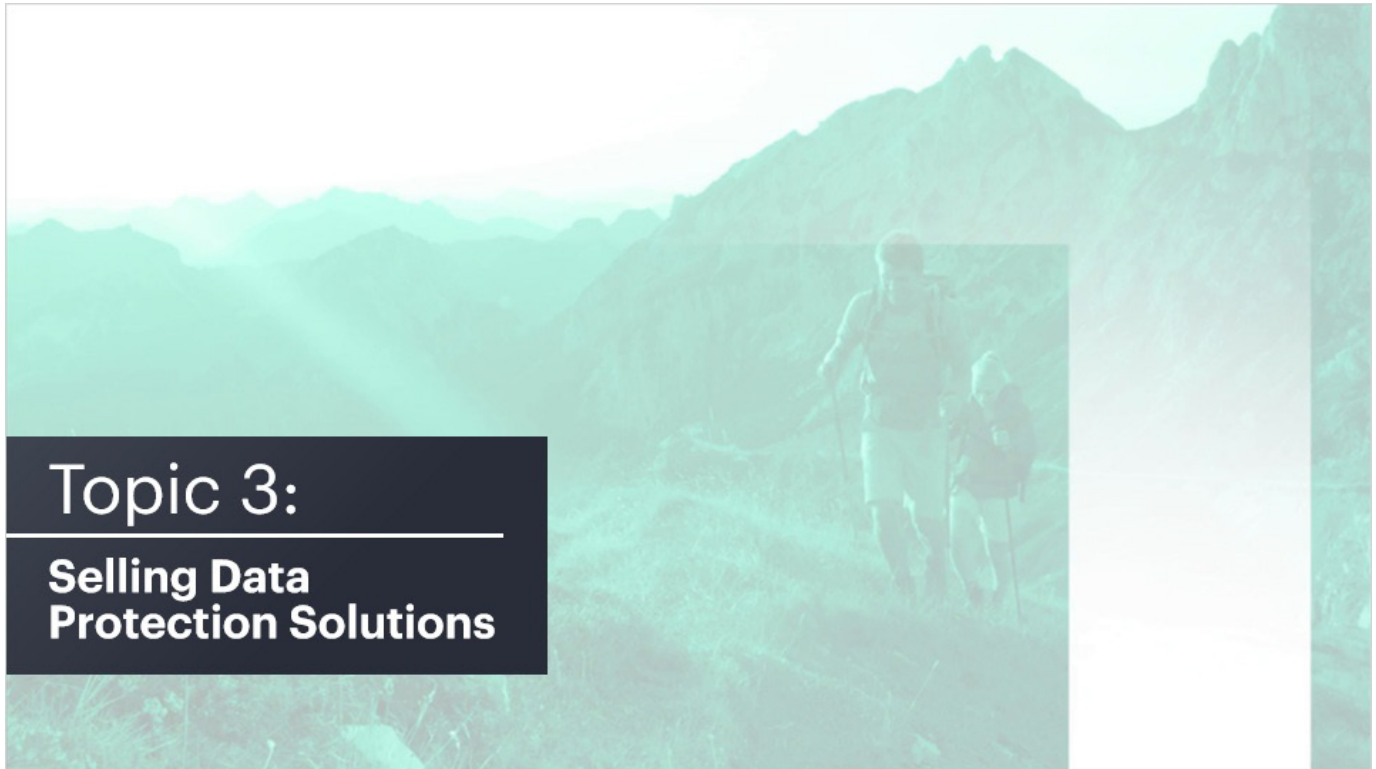
For data protection, good discovery questions include those that explore your customer’s recent experiences with cyber attacks. For example, ask customers if they have faced ransomware or malware attacks in the past year and how effective their defenses and recovery efforts were. Or invite customers to explain how their organization prioritizes stopping, preventing, and recovering from attacks. Such questions quickly reveal both their level of concern and the maturity of their current approach.

From there, you can delve into their current capabilities. A good question is: How quickly can your data protection software detect ransomware? This question could uncover gaps between perception and reality.

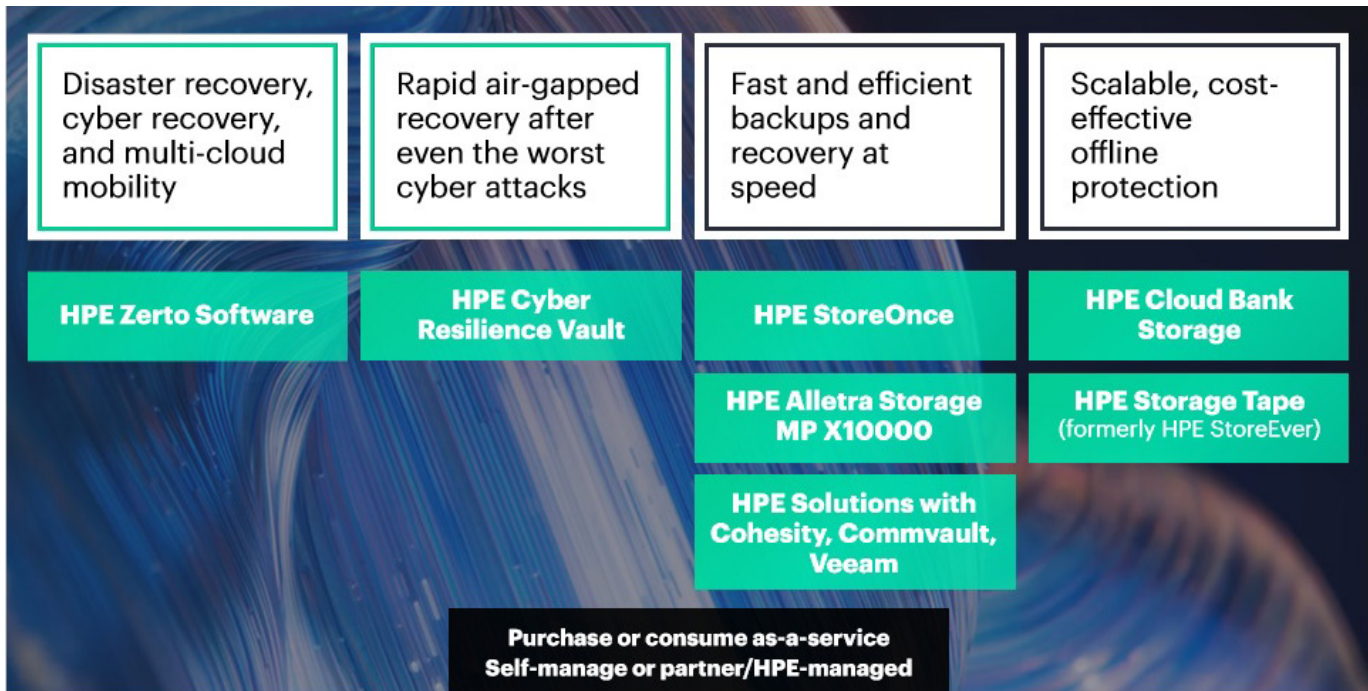
Operational challenges also open doors. Ask about the hurdles IT faces managing backups across on-premises and cloud environments, for example.

Finally, you could test customers’ strategy against best practices like the 3-2-1-1 rule, which ensures that three copies of data are stored on two different types of storage media, with one copy stored offsite and one copy stored offline or air-gapped. If organizations can’t meet this standard, that’s an opportunity to show how modern solutions can close the gaps.

Topic 3: Selling Data Protection Solutions



HPE provides solutions for every data protection use case



In this topic you'll learn to position and sell HPE solutions designed to meet every data protection use case.

For disaster recovery, cyber recovery, and multi-cloud mobility, HPE Zerto Software delivers continuous data protection with near-zero downtime and data loss. For the fastest recovery from even the most severe cyber attacks, the HPE Cyber Resilience Vault provides secure, air-gapped protection.

When customers need rapid, large-scale backup and recovery, HPE StoreOnce delivers high-performance, cost-efficient data protection; and HPE Alletra Storage MP X10000 provides flash-accelerated object storage for modern, data-intensive environments. HPE also partners with leading software providers such as Commvault, Veeam, and Cohesity, so you can build a backup and recovery strategy that fits customers' architecture, risk profile, compliance needs, and infrastructure investments.

Finally, for long-term retention and cost-optimized protection, HPE Cloud Bank Storage and HPE Storage Tape are ideal choices. HPE Cloud Bank Storage extends HPE StoreOnce into public or private clouds for flexible hybrid retention, while HPE Storage Tape provides secure, offline archives at the lowest cost per terabyte.

You will now take a closer look at the HPE solutions that address the first two use cases: HPE Zerto Software and HPE Cyber Resilience Vault.

Explain the advantages of HPE Zerto Software

Disaster recovery
Radically reduce data loss and downtime with lowest RTOs and RPOs

Ransomware resilience
Real-time detection, protection, and cyber recovery

Multi-cloud mobility
Freedom to move and protect across clouds

Continuous data protection

When positioning HPE Zerto Software, lead with its foundation: continuous data protection. Explain to your customers that it tracks every change to data and applications in near real time, so recovery point objectives—RPOs, the maximum amount of data loss permitted—are measured in seconds, and recovery time objectives, or RTOs, in just minutes. The key message here is near-zero data loss and downtime.

Use ransomware as a concrete example. It's the scenario customers worry about most. Explain that Zerto spots abnormal changes like suspicious encryption activity as they occur, so IT teams can respond faster. And if an attack slips through, Zerto enables cyber recovery by rolling back to a clean copy from seconds before the incident. Customers can be confident recovery will be fast and complete.

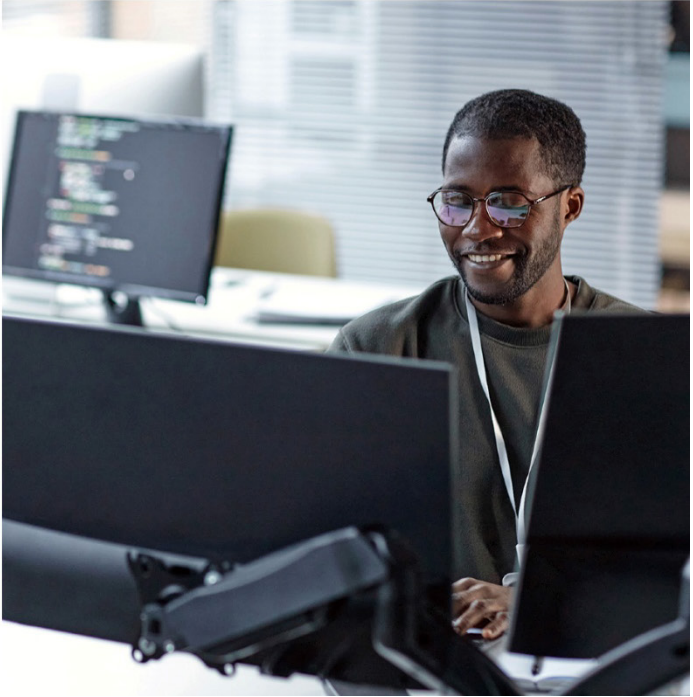
Multi-cloud mobility can be another solid talking point. Customers want flexibility, so position Zerto as giving them freedom to move and protect workloads across private, hybrid, or public clouds without being locked in. This is especially compelling for customers modernizing or planning cloud migrations.

For you as an HPE partner, Zerto is an easy recommendation. It's hardware-agnostic, integrates seamlessly into virtualized and cloud environments, and brings proven leadership in continuous data protection.

Tout HPE Zerto Software success stories

Second ransomware attack:
after Zerto

Protection strategy:	CDP
Data loss:	10 seconds of data
Recovery time:	10 minutes



Real-world success stories are one of the most effective ways to show your customers the value of HPE Zerto Software. Here's one you can use in your conversations.

TenCate Protective Fabrics, a multinational textiles technology company, faced two CryptoLocker ransomware attacks: one before implementing HPE Zerto Software and one after. At the time of the first attack, their only option was to restore from disk. With complex IT infrastructure across multiple sites, recovery took weeks—and resulted in significant data loss.

After implementing Zerto, TenCate experienced a dramatic difference. During the second attack, data loss dropped from 12 hours to just 10 seconds, and recovery time fell from two weeks to under 10 minutes.

As Senior Systems Engineer Jayme Williams recalled, with Zerto recovery was surprisingly simple, giving the team confidence and peace of mind during a high-pressure situation.

When sharing this story with customers, emphasize the measurable outcomes: near-zero downtime, minimal data loss, and rapid recovery. It's a concrete example of how Zerto protects business continuity, strengthens ransomware resilience, and delivers the kind of assurance every customer wants for their critical workloads.

Selling HPE Zerto Software against the competition



Key reasons why HPE wins

- Hardware- and cloud-agnostic solution (no lock-in)
- Robust orchestration and simplicity at scale
- Real-time detection and protection

Competitors

- AWS Elastic DR
- Azure Site Recovery
- Dell RecoverPoint
- Rubrik
- VMware Live Recovery

Confidential HPE and Partner use only

When positioning HPE Zerto Software against the competition, focus on the areas where it delivers clear, tangible advantages. Competitors include AWS Elastic DR, Azure Site Recovery, Dell RecoverPoint, Rubrik, and VMware Live Recovery.

HPE Zerto Software stands out first and foremost because it is hardware- and cloud-agnostic. Customers aren't locked into a single vendor or platform: They can protect workloads on-premises, in the cloud, or across hybrid and multi-cloud environments, maintaining freedom to innovate.

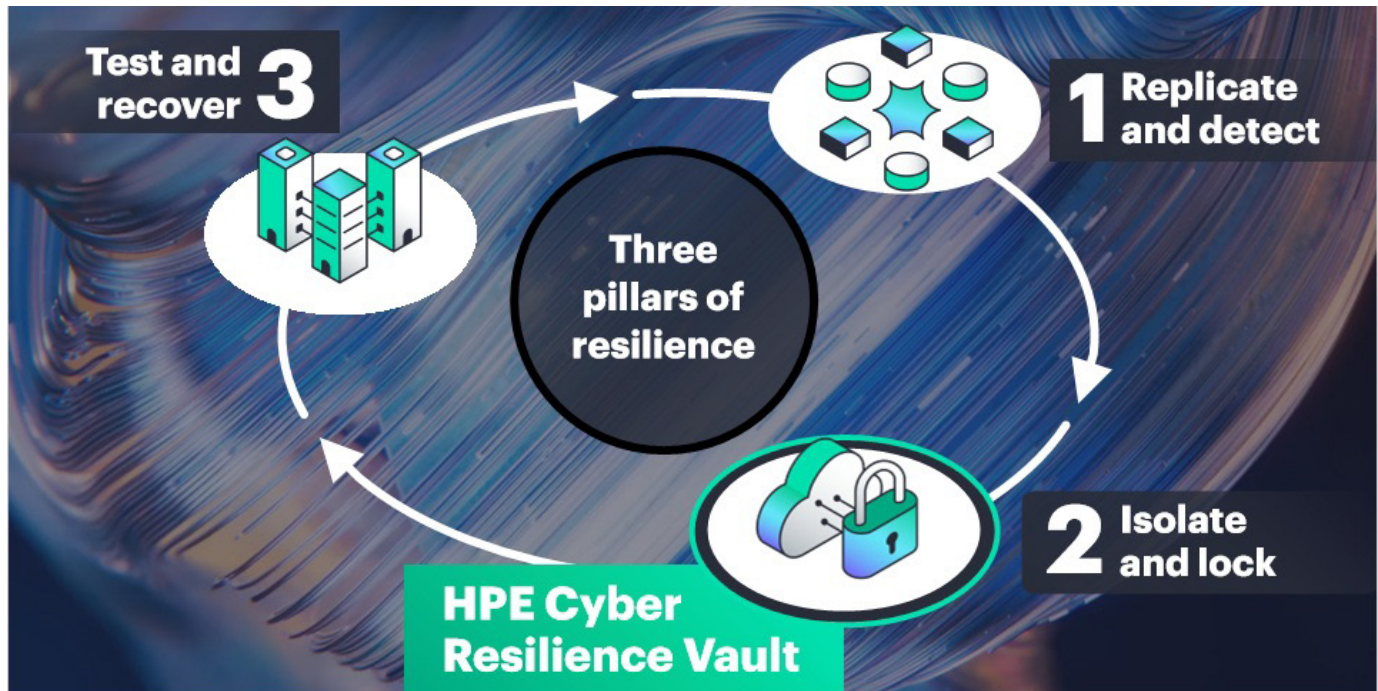
Next, Zerto provides robust orchestration and simplicity at scale. Large, complex environments with hundreds or thousands of virtual machines can be managed efficiently, with automated workflows that reduce risk and simplify recovery planning.

Finally, Zerto offers real-time detection and protection through continuous data protection. It identifies abnormal changes in data and applications as they occur, helping IT teams contain ransomware quickly and rewind to a safe, clearly defined checkpoint. This reduces the blast radius of attacks and avoids the delays associated with post-event backup scans, giving customers near-zero RPOs and fast recovery.

Refer to the HPE Zerto Software Briefcase on Seismic for more competitive information.

[HPE Zerto Software Briefcase](#)

Emphasize the three pillars of HPE cyber resilience



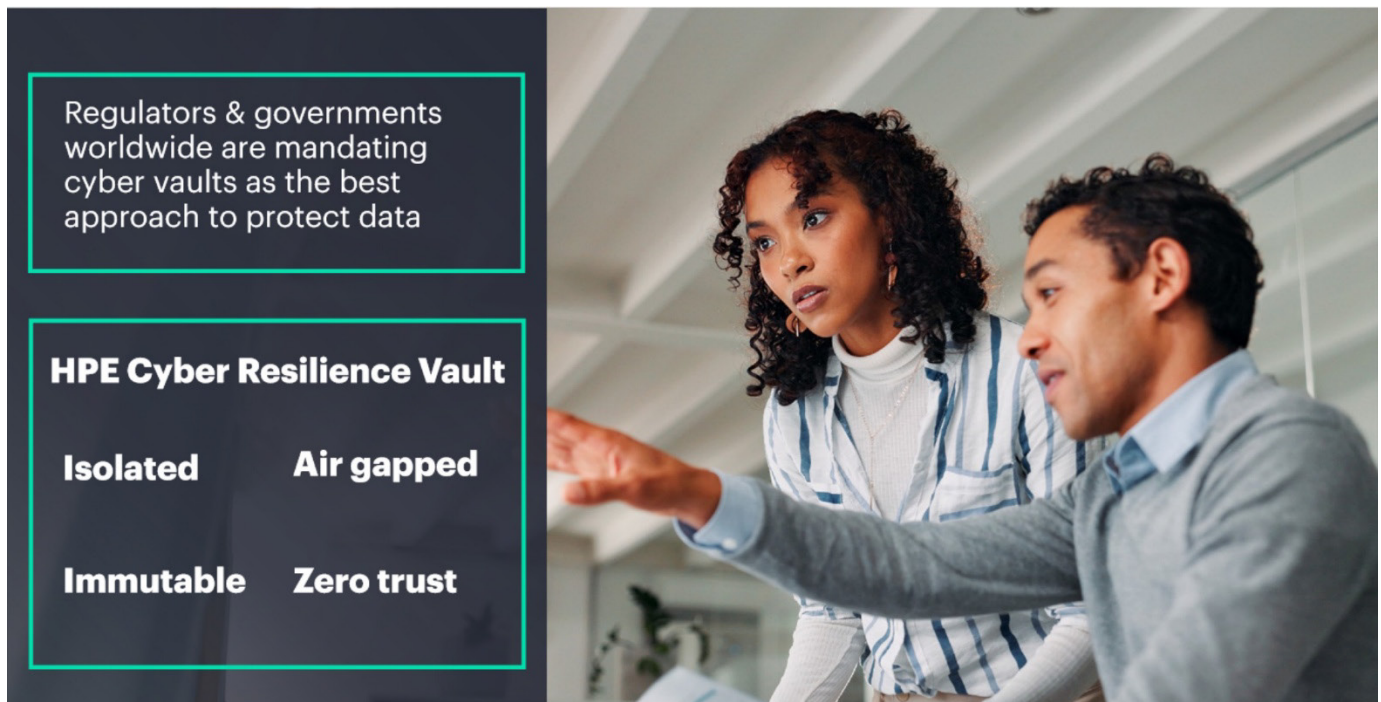
Now you'll learn how HPE Zerto Software works with the HPE Cyber Resilience Vault to give customers a complete cyber recovery solution. When you initiate this conversation with customers, it could be helpful to walk them through the three pillars of the HPE cyber resilience strategy.

The first pillar is Replicate and Detect: As you've learned, HPE Zerto Software continuously replicates production workloads in near real time and identifies anomalies as they happen, minimizing data loss and downtime.

The second pillar is Isolate and Lock. This is where HPE Cyber Resilience Vault shines. Cyber Resilience Vault stores fully air-gapped, immutable copies on secure, high-performance, FIPS-validated hardware. It creates a completely isolated environment so even a successful cyber attack cannot compromise these copies. Automated controls and strict access policies help contain threats and prevent unauthorized access.

The third pillar is Test and Recover. Zerto orchestrates recovery from the Vault, making it easy to test and verify clean recovery points before restoring entire applications with cross-VM consistency. Customers can run drills, simulate incidents, and confirm that recovery works as expected.

Explain the advantages of HPE Cyber Resilience Vault



Now let's dig deeper into HPE Cyber Resilience Vault. In today's world of advanced ransomware and strict compliance mandates, it plays a pivotal role. You'll want to be able to explain the advantages in this context.

Start with isolation. Help customers see that Cyber Resilience Vault is completely separate from their production systems—air-gapped. Even if attackers break into customers' production systems, they can't reach the protected copies.

Next, talk about immutability. Unlike standard backups, Cyber Resilience Vault copies are locked and cannot be altered, overwritten, or deleted, even by an administrator with high-level access. This means if ransomware encrypts production data, customers always have a clean, untouched version to restore from.

Then highlight zero trust. Explain that Cyber Resilience Vault is built with no exposed management ports, no central control plane, and no single point of failure. Each layer of access is tightly controlled and segmented, making it extremely difficult for attackers to exploit.

Finally, with governments and regulators increasingly requiring cyber vaults, you can position HPE Cyber Resilience Vault as not only a security advantage but a way to stay audit ready and ahead of mandates.

Selling HPE Cyber Resilience Vault against the competition

Competitors

- Dell PowerProtect Cyber Recovery
- VMware Live Cyber Recovery
- Others

Key reasons why HPE wins

- Rapid recovery
- True air-gapped isolation
- Decentralized architecture
- Real-time protection

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When positioning HPE Cyber Resilience Vault against Dell, VMware, and other competitors, focus on the areas where it delivers clear, practical advantages.

Rapid recovery is a good place to start. Competitor solutions can be slow to restore data. Emphasize that HPE combines an isolated vault with HPE Zerto Software's automated orchestration, so customers can identify clean checkpoints and bring entire applications back online quickly.

You can also stress HPE Cyber Resilience Vault's true air-gapped isolation. Some competitor solutions rely on logical or software-defined isolation, which can still be compromised. HPE Cyber Resilience Vault uses physical, fully air-gapped copies that attackers simply can't reach no matter how deep the breach.

Decentralized architecture is another differentiator. Unlike solutions with a central control plane or exposed management ports, HPE Cyber Resilience Vault has no single point of compromise. That makes it significantly harder for attackers to penetrate.

Finally, you can highlight real-time protection. By pairing HPE Cyber Resilience Vault with HPE Zerto Software's continuous data protection and anomaly detection, customers aren't waiting for nightly backups to find problems: They're protected in real time.

Refer to the HPE Cyber Resilience Briefcase on Seismic for more competitive information.

[HPE Cyber Resilience Vault Briefcase](#)

Bottom line: HPE Cyber Resilience Vault leads the competition

	Leading Backup-Based Cyber Vault ¹	HPE Cyber Resilience Vault	Benefits of HPE Cyber Resilience Vault
Last good copy (RPO)	2 Days	4 hours or less	>87% reduction
Time to restore (RTO)	22 Days	2 hours	>99% reduction
Total ransomware impact	3-5 weeks	6 hours or less	>99% reduction
Journal-based recovery	NO	YES	Only journal-based solution for cyber recovery

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¹Example based on customer protecting 300 VMs and 300 TBs

When you're talking with customers, one of the strongest ways to highlight HPE Cyber Resilience Vault's value is with real-world outcomes like faster recovery, less disruption, and a stronger return on investment than any competing solution can deliver.

For example, in a customer environment protecting 300 VMs and 300 terabytes of data, we saw a staggering reduction in data loss, in the time it took to restore the data, and in the total ransomware impact. HPE Cyber Resilience Vault reduced the total impact from the weeks of downtime experienced using a competitor's cyber vault to less than six hours.

The ROI HPE Cyber Resilience Vault delivered is truly unparalleled. Ask your customers to think about what weeks of downtime would cost them in lost revenue, reputation, and compliance risk. Then compare that to the cost of being down only a few hours.

Learning check

What is one competitive advantage of HPE Zerto Software?

- a. It eliminates vendor lock-in because it is hardware and cloud agnostic.
- b. It supports RPOs of mere minutes, exceeding what other vendors offer.
- c. It provides a cyber vault with true air-gapped isolation.
- d. It is designed to provide scalable, cost-effective, offline protection.

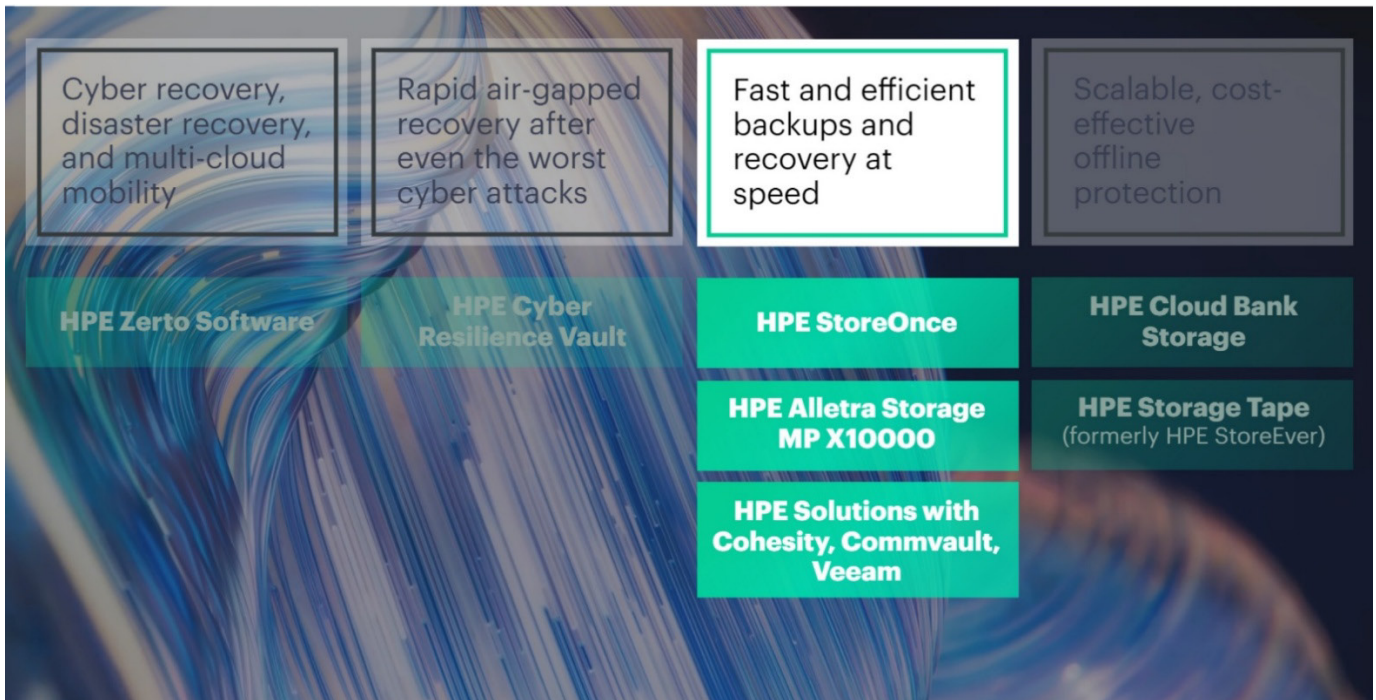
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Solutions for fast and efficient backups and recovery at speed



You'll now take a closer look at our solutions for fast and efficient backups and recovery at speed, starting with HPE StoreOnce.

Explain the advantages of HPE StoreOnce



Encryption

All data, at rest and in flight

Immutability (ISV controlled)

Data copies that cannot be changed by anyone

Dual-authorization

Destructive operations require escalation and approval

Air-gap

Physical separation between production environment and backup copy

3-2-1-1 backup rule

Extension of 3-2-1, with one copy online and offsite and one copy offline and offsite

When speaking with your customers, focus on how HPE StoreOnce keeps on-premises backups secure while enabling fast recovery when they need it.

Explain that all data is encrypted both at rest and in transit, protecting data from unauthorized access. Highlight immutability: StoreOnce creates backup copies no one can alter, ensuring a clean version is always immediately available. You can note as well that dual-authorization adds another layer of protection: Any destructive operation, like deleting backup data, requires a second person's approval, reducing risk.

StoreOnce also supports air-gapped copies physically or logically isolated from production systems, which could lead into a discussion of the 3-2-1-1 backup best practice: three copies of data are stored on two types of media, with one copy stored offsite and one copy stored offline or air-gapped. Your customers gain multiple layers of protection, ensuring rapid recovery and business continuity even in worst-case scenarios.

Finally, you could position HPE Cloud Bank Storage alongside StoreOnce, to extend backups to the cloud efficiently for long-term retention and regulatory compliance. HPE Cloud Bank Storage replicates only deduplicated backup data to external object storage in the public or private cloud, reducing network usage and storage consumption.

You'll learn more about HPE Cloud Bank Storage later in this module.

Explain the advantages of HPE Alletra Storage MP X10000



High-performance protection for object storage

All-flash architecture with data protection accelerator nodes

Fast backup and recovery

For large databases & workloads with rapid, frequent, or fragmented updates

Built-in protection

Native encryption, immutability, & versioning for cyber resilience and compliance

Scale protection with confidence

Efficient backup and recovery as capacity grows

When customers need high-performance backup and recovery for modern, data-intensive workloads, HPE Alletra Storage MP X10000 is an ideal choice. Its all-flash, scale-out object storage, combined with data protection accelerator nodes, delivers low-latency access and high throughput. It's well-suited for multi-terabyte databases or environments where fast recovery is critical.

Position HPE Alletra Storage MP X10000 as well for workloads with rapid, frequent, or fragmented updates: For example, it is well suited for software development environments with continuous builds, media studios working with large video files, financial services capturing millions of transaction logs, or healthcare and research teams managing constantly updated imaging or genomic data. Its parallel architecture and flash-accelerated object storage handle random I/O efficiently, keeping backup and restore jobs moving quickly.

From a protection standpoint, HPE Alletra Storage MP X10000 provides native encryption, immutability, and versioning, securing data against tampering or deletion while keeping it instantly accessible. Its scale-out design ensures backup and recovery operations continue smoothly as capacity and performance grow, giving customers both speed and peace of mind.

HPE integrated ecosystem for backup and recovery



HPE also offers an integrated ecosystem for backup and recovery that can help your customers protect their data in the way that makes the most sense for their environment. Our partnerships with software leaders like Cohesity, Commvault, and Veeam provide flexible options for software-defined protection, traditional backup, and cloud-friendly workflows. You can tailor your customers' solutions to their risk profile, governance requirements, and even IT expertise, and help them make the most of current infrastructure investments.

These aren't the only partners in the HPE ecosystem, but they're among the most deployed. All three integrate with HPE StoreOnce to accelerate backups, reduce storage usage, and simplify recovery. They can also target the HPE Alletra Storage MP X10000 for fast, object-based backup and archive, providing flexibility for modern, data-intensive workloads.

The sections below provide more information about these solutions.

Veeam use cases

- Simple, fast recovery non-specialists can manage
- Protects Tier 2 workloads: snapshots, backups, and restores for virtualized and physical environments
- Provides enhanced ransomware protection with support for immutable snapshots on HPE Alletra Storage MP

Commvault use cases

- Traditional backup and recovery for legacy to modern workloads with granular recovery and compliance features
- Offers AI-powered threat detection and analytics for proactive cyber resilience
- Provides enhanced ransomware protection with support for immutable snapshots on HPE Alletra Storage MP

Cohesity use cases

- Software-defined protection consolidating backups, archives, file shares, object stores, data for dev/test and analytics
- Unifies management of all secondary data types from multiple vendors and clouds
- Delivers AI-driven insights from backup data, including GenAI-powered conversational search and analytics
- Enhances cyber resilience with immutable snapshots for ransomware protection

Solutions for scalable, cost-effective offline protection



Finally, you will focus on HPE solutions for scalable, cost-effective offline protection: HPE Cloud Bank Storage and HPE Storage Tape.

Explain the advantages of HPE Cloud Bank Storage



Native cloud integration
Seamlessly cloud-enable your storage and apps

Optimize your cloud investment
20X reduction in cloud storage costs with efficient deduplicated data transfer

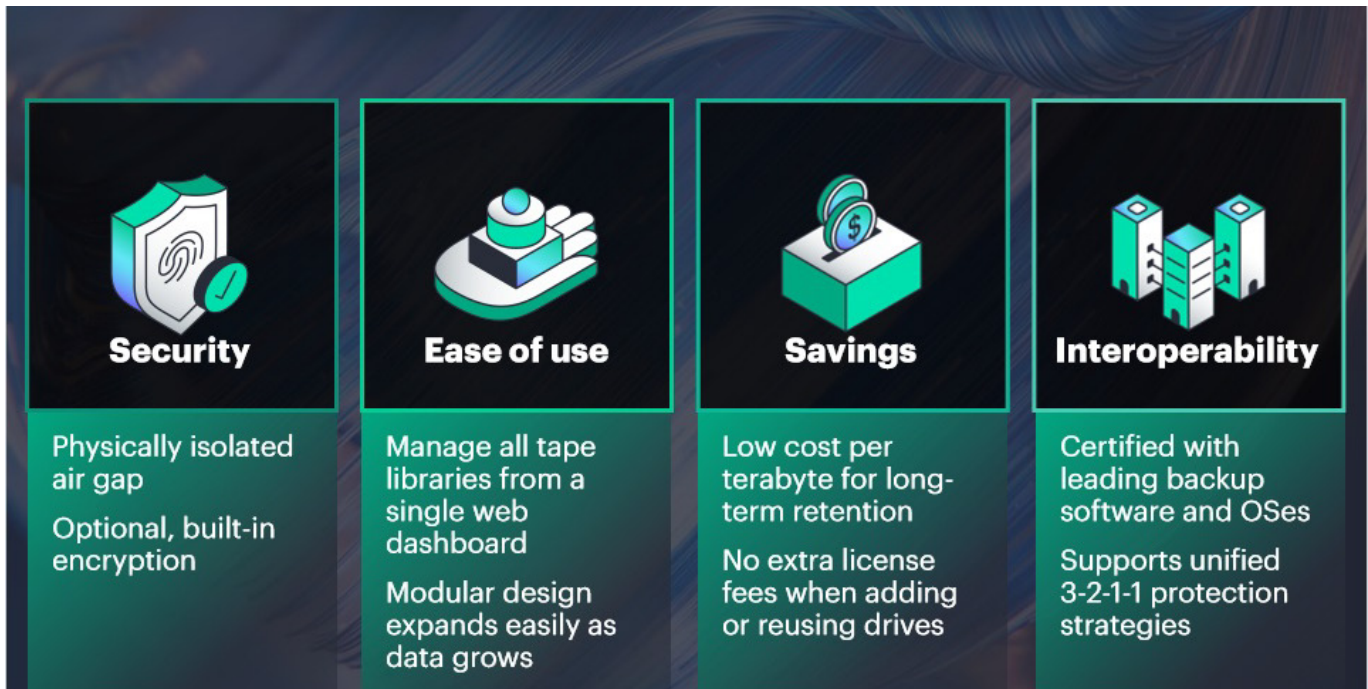
Secure cloud backup
Encrypted, self-describing backup data in the cloud

As you learned earlier, customers can deploy HPE Cloud Bank Storage alongside HPE StoreOnce to extend data backups to the cloud efficiently for long-term retention. It seamlessly enables cloud protection without requiring a separate gateway or virtual appliance. It can also complement HPE Alletra Storage MP X10000, letting modern object-based workloads take advantage of cloud storage for backup or archive. HPE Cloud Bank Storage also integrates with partner backup solutions, giving customers flexibility even if they aren't using HPE storage platforms.

When explaining its advantages to your customers, emphasize its efficiency and potential 20X cost savings because only unique, deduplicated data is transferred. Long-term data can be archived to even more cost-efficient object storage.

You should also highlight the security and reliability of HPE Cloud Bank Storage. Data is encrypted in transit and at rest. Each backup contains the information needed to restore data anywhere, whether locally or in the cloud, making data recovery simpler and management more straightforward.

Explain the advantages of HPE Storage Tape



HPE Storage Tape delivers a physically isolated air gap for maximum protection against ransomware and natural disasters, while keeping management simple and costs low for long-term retention. You will learn how to position its advantages.

When you're discussing security features, you should note that the optional MSL Encryption Kit provides built-in encryption for compliance. It's a simple, self-contained solution that requires no additional software, PCs, or servers.

You should also highlight ease of use. HPE Command View for Tape Libraries provides a single, web-based dashboard for monitoring performance, receiving alerts, and diagnosing issues across all tape libraries. This will help your customers' IT teams stay proactive and efficient. In addition, the modular design of HPE MSL libraries expands easily as data grows.

HPE Storage Tape also provides a low cost per terabyte for long-term retention. Unlike many competitors, HPE charges no additional license fees when drives are added or reused, making upgrades straightforward and cost-effective.

As you know, our integrated ecosystem is a foundational attribute of the HPE modern data protection portfolio. You can assure your customers that HPE Storage Tape is certified to work with leading backup software and operating systems, ensuring broad compatibility within a unified 3-2-1-1 protection strategy.

Learning check

For which use case would you recommend HPE StoreOnce?

- a. Your customer needs a primary data solution for unstructured data.
- b. Your customer needs to establish a cyber resilience vault.
- c. Your customer needs storage hardware for their Cohesity backup software.
- d. Your customer needs disaster recovery for mission-critical workloads.

The answer to the Learning check is provided on the next page.

Answer to Learning check

For which use case would you recommend HPE StoreOnce?

- a. Your customer needs a primary data solution for unstructured data.
- b. Your customer needs to establish a cyber resilience vault.
- c. Your customer needs storage hardware for their Cohesity backup software.**
- d. Your customer needs disaster recovery for mission-critical workloads.

Additional resources

For more information about the HPE data protection solutions covered in this module, use the links shown below.

[HPE Zerto Software briefcase in Seismic](#)

[HPE Cyber Resilience Vault briefcase in Seismic](#)

[HPE StoreOnce briefcase in Seismic](#)

[HPE Storage Tape briefcase in Seismic](#)

[HPE Storage Portfolio Guide](#)

Summary



Next Module: Selling Services

Staying secure and compliant is more challenging than ever

From fast backup and immutable storage to disaster recovery and cyber resilience, HPE has solutions for customers' data protection needs

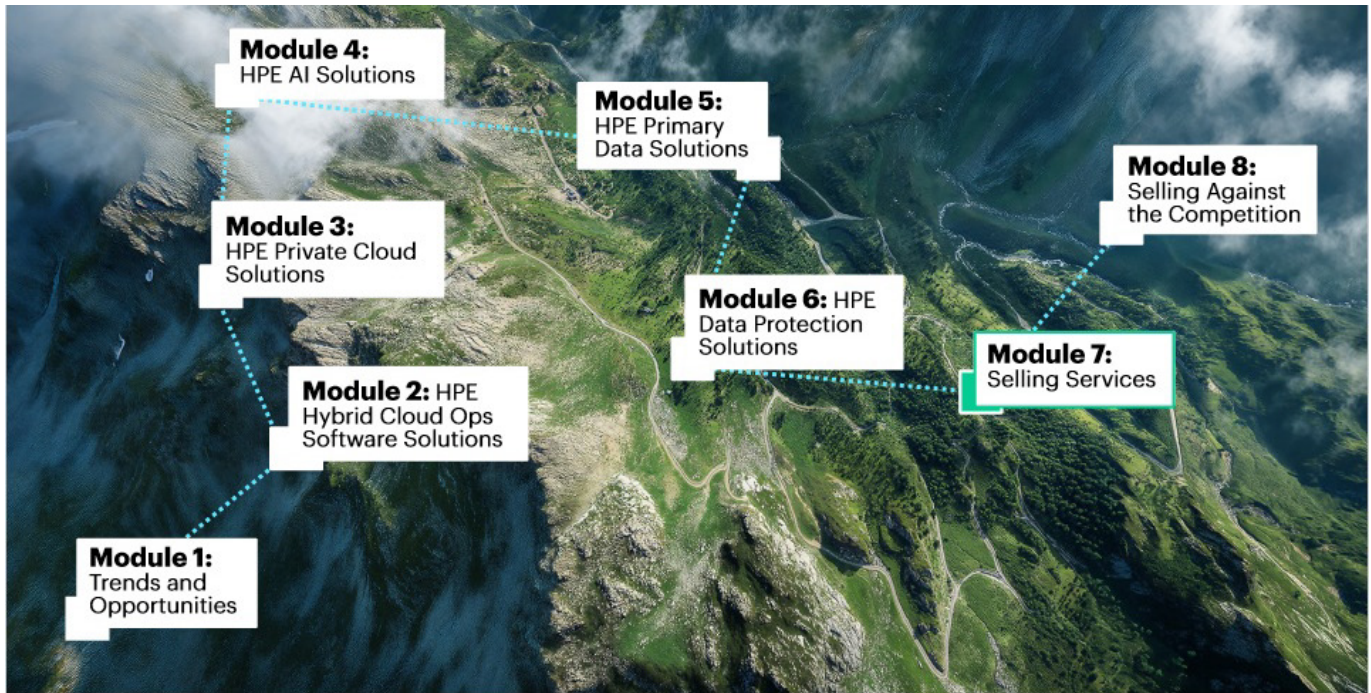
Staying secure and compliant is more challenging than ever. In this module you learned how HPE helps customers meet these evolving challenges, addressing all data protection use cases with a portfolio built on cyber resilience, high performance, and the power of an integrated ecosystem. From fast backups and immutable storage to disaster and cyber recovery, HPE has solutions for customers' every data protection need.

In the next module you will learn about selling services to your customers.

Module 7: Selling Services

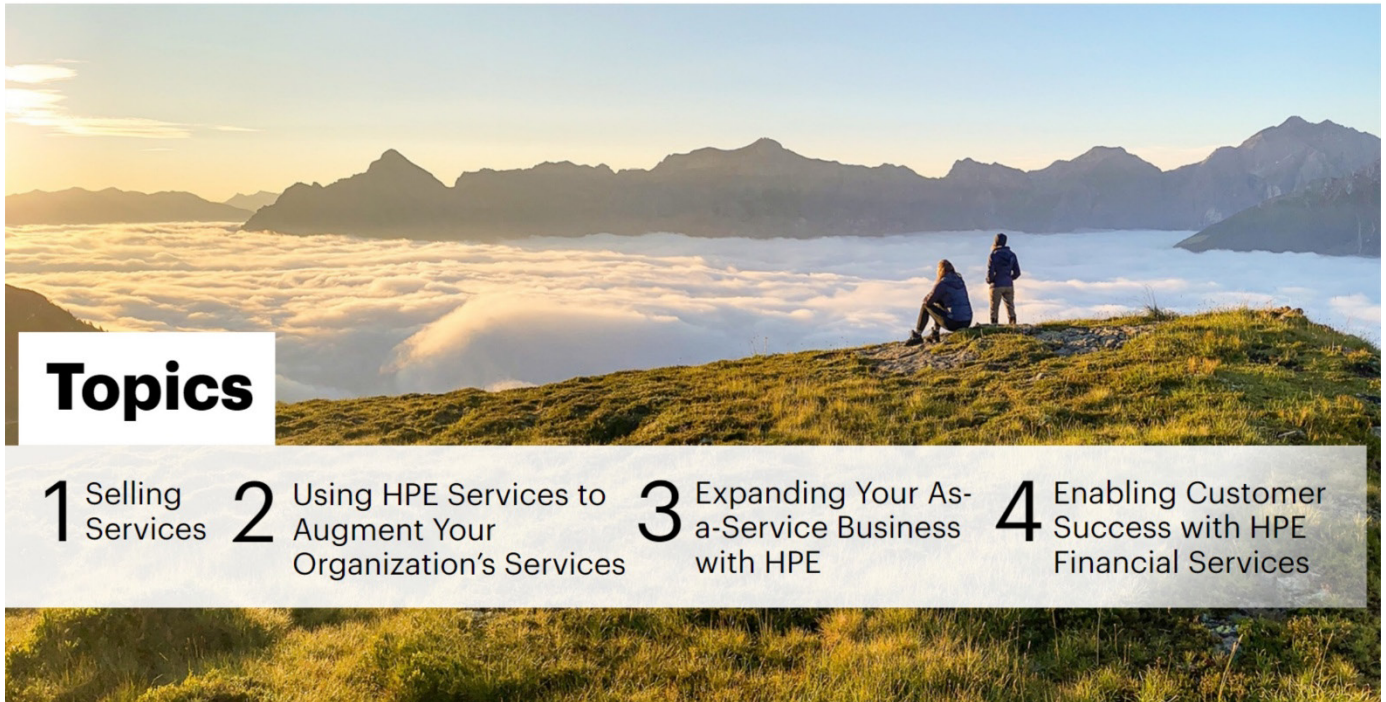


Course map



In this module, you will consider how selling services benefits both customers and partners like you.

Module overview



This module is organized into four topics. In the first topic, you will review customer challenges and consider how services helps solve them while helping you increase your bottom line. In Topic 2, you will learn more about when and why you would sell HPE Services. In Topic 3, you will consider how HPE can help your organization initiate or expand its as-a-service business, focusing on the benefits of HPE GreenLake portfolio, partner program, and platform. The last topic overviews HPE Financial Services, emphasizing how it helps customers achieve their economic, innovation, and sustainability goals.

Topic 1: Selling Services



Solutions include technology and services

Deliver services that
help customers

**build, deploy,
operate, and
manage**

their software
and systems

**Services can be
yours, ours, or both**

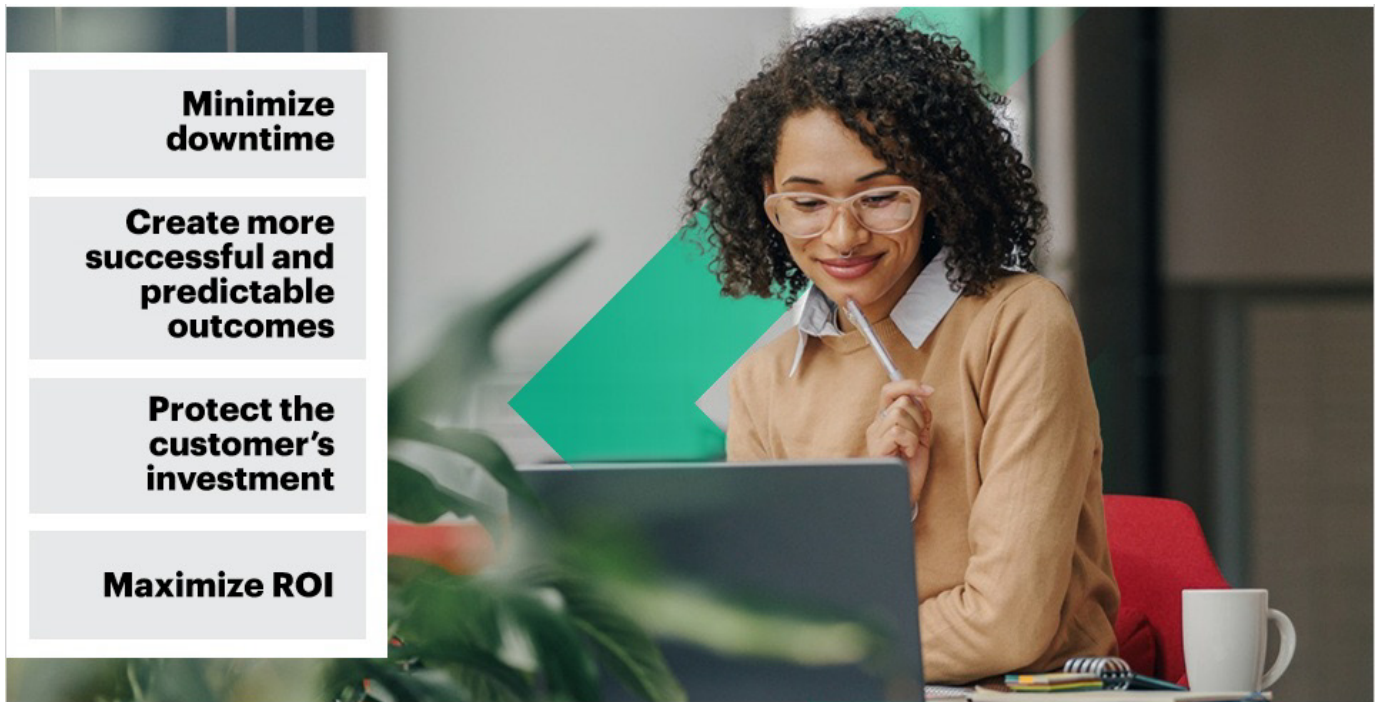
Use HPE Services to fill
gaps and offer more



In IT sales transactions, customers and even sales professionals tend to focus only on the software and systems, but doing so is a mistake. Instead, sell comprehensive solutions with both technology and services to help customers conquer challenges, reach their goals, and maximize the value of their IT purchases.

Deliver services that help customers build, deploy, operate, and manage their IT purchases. Those services can be yours, ours, or a combination of both; any mix is transparent to customers. Use HPE Services to fill the gaps in your organization's service offerings and to deliver services to more customers than your organization can handle on its own.

How can services enhance the customer experience?



By delivering comprehensive solutions that combine technology and services, you enhance your customers' experience in many ways.

High-quality technical services can help customers minimize downtime through prioritized access to certified product specialists along with AI-driven insights for identifying and addressing issues before they escalate.

High-quality operational services offer customers the assurance that their systems are not only properly set up and maintained but also optimized for their specific needs. Such optimization services ensure that the customers' core technology is performing at peak efficiency, enhancing speed, responsiveness, and overall productivity to create more successful and predictable outcomes.

High-quality support services protect your customers' IT investments by overseeing regular maintenance, enabling preventative measures, and offering onsite component replacements. Such measures can extend the life of the IT solution while reducing repair and replacement costs and maximizing the customer's return on investment (ROI).

How can services help IT address their challenges?



By augmenting your services with HPE Services, you can help solve the full range of customer challenges.

For example, if your organization is not equipped to manage your customers' IT resources, you can partner with HPE Services to do so. Customers to whom you sell HPE Managed Services gain a dedicated team of experts, who continuously monitor and maintain the customer's solution, based on agreed upon SLAs, which frees up IT to spend more time innovating.

HPE Services can also help customers' IT teams increase productivity by simplifying and optimizing IT management with AI-powered self-solve technology, automated case creation and resolution, a unified platform for case management, and more.

HPE Services can help customers improve collaboration between disparate business units by helping them to create cross-functional teams comprised of representatives from these units. For example, HPE Services could help a customer create an AI team with IT professionals, data scientists, LOB managers, and whomever else is required. HPE Services could be part of that team, as necessary.

HPE Educational Services helps IT professionals master new technologies to gain the most from their investments in HPE solutions and maximize ROI.

What's in it for you?



Services help ensure customers' long-term success, but how does selling services help you? The short answer is that support services are integral to improving customer relationships, growing your business, predicting income streams, and improving margin.

The sections below highlight what you can gain by selling services.

Improve customer relationships

- Gain greater insights into the customer account
- Gain incremental sales opportunities
- Increase your chance of having a return customer

Grow your business

- Improve your topline without large investments
- Increase your organization's margin up to 3x (based on HPE Internal data)

Predict income streams

- Provide an annuity revenue stream over the technology lifecycle

Improve margin

- Increase profits with margin-rich services
- Leverage Partner Ready rebates for HPE Services to enhance your bottom line

Learning check

What are two reasons your organization should offer complete solutions with both technology and support services?

- a. To better address the spectrum of customer challenges and goals
- b. To reduce the cost per unit
- c. To eliminate the need for a product warranty
- d. To increase the margin of a deal

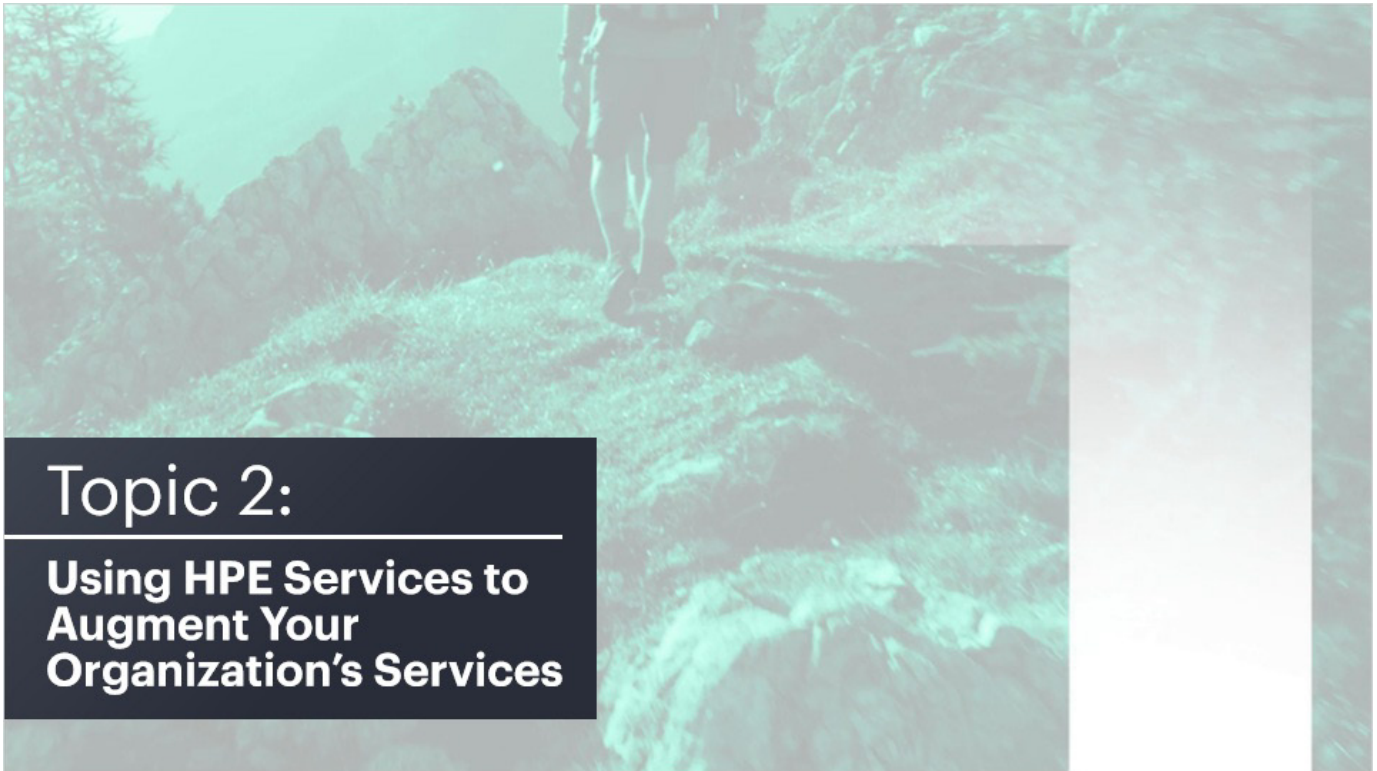
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Answers to Learning check

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Topic 2: Using HPE Services to Augment Your Organization's Services



Topic 2:

Using HPE Services to Augment Your Organization's Services

Fill in customers' gaps with your services or HPE Services



HPE knows that our partners offer their own services—and that you lead with those. But your organization might lack the full range of services that help customers build, deploy, operate, and manage their technology. Here is where HPE Services can help: Your role is to be your customers' valued business partner whom they can trust to fill their organizations' gaps in time or expertise. HPE Services fills your organization's gaps.

HPE Services to meet every customer requirement



HPE provides services to meet every customer requirement—from HPE Advisory and Professional Services, which are designed to help customers plan and integrate their solutions, to HPE Education Services, which are designed to train customers how to use their solutions.

The sections below provide more information about HPE Advisory and Professional Services, HPE Managed Services, and HPE Education Services.

HPE Advisory & Professional Services

- Expert advice and implementation support to help customers with their digital transformation journey, focusing on areas such as AI, hybrid cloud, and networking services.
- Services include strategic planning, technical expertise, and project management to accelerate business outcomes and optimize IT investments.

HPE Managed Services

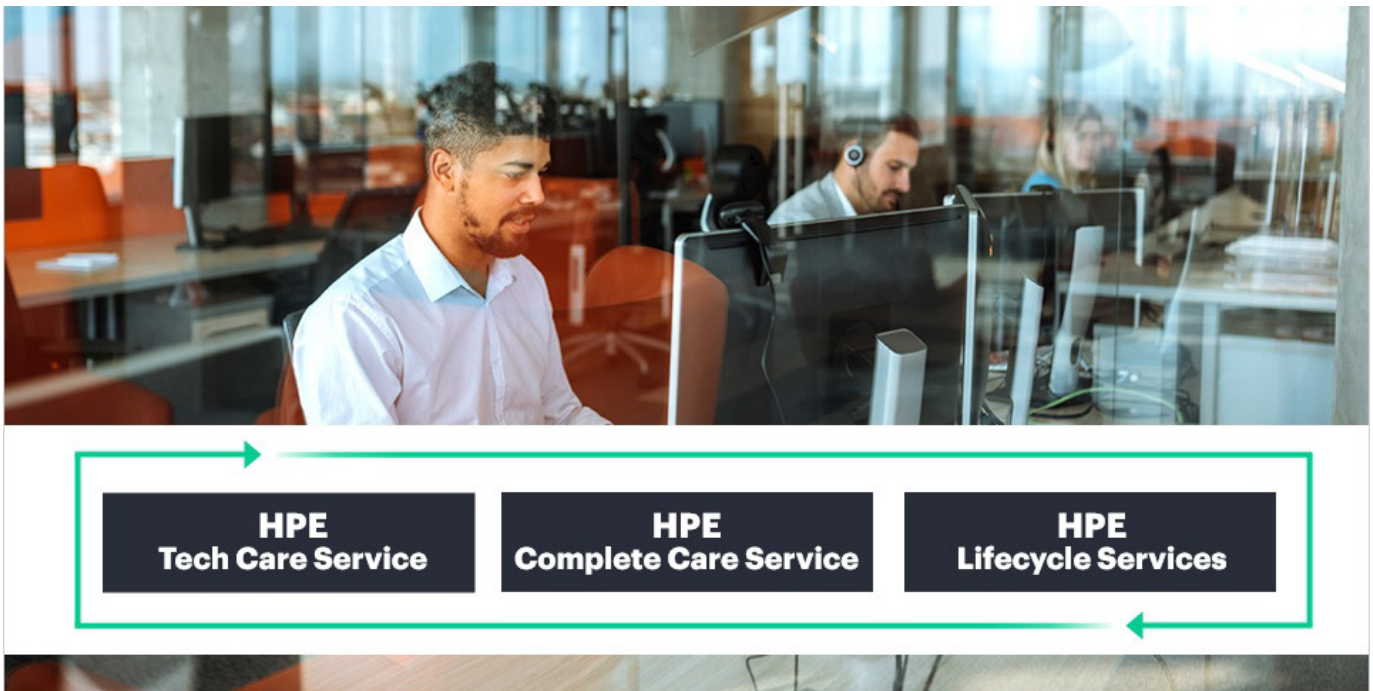
- Services for monitoring, operating, and optimizing customers' infrastructure and applications.
- Services delivered consistently and globally to give customers' unified control and let them focus on innovation.

HPE Education Services

- Training and certification programs on HPE and industry technologies as well as IT skills.
- Services for employees and organizations help customers build expertise in deploying, managing, and optimizing HPE products and solutions; they also help better understand broader initiatives like cloud computing, cybersecurity, and IT service management.

You will learn more about HPE operational services throughout the rest of this topic.

HPE operational services



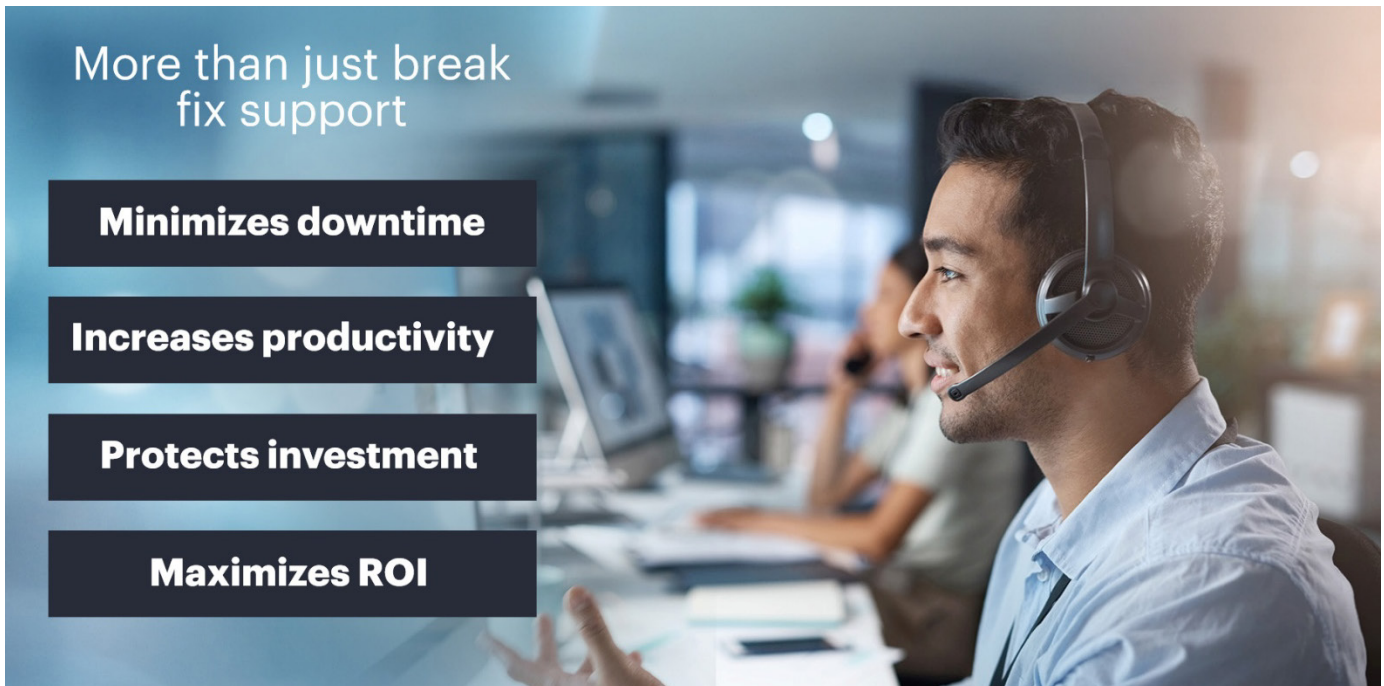
The HPE operational services portfolio delivers a personalized, customer-centric experience.

By combining HPE expertise with leading-edge technology, HPE Tech Care helps customers maximize their investments in HPE hardware and software through AI-powered and digitally enabled services backed by product-specific experts and general technical guidance.

HPE Complete Care Service delivers comprehensive services essential to complex, distributed environments. It assigns customers a team of experts for personalized and modular support that spans their environments. Through end-to-end ITOps Observability, HPE Complete Care customers will understand why a problem is occurring rather than learning only that the problem exists.

Complementing HPE Tech Care and Complete Care services, HPE Lifecycle Services offers customized services across all stages of the IT lifecycle—including design, transformation, integration, operations, and retirement.

HPE Tech Care Service



HPE Tech Care Service is more than just a break-fix service. This self-serve, self-solve service combines HPE expertise with leading-edge technology, helping customers with strong IT teams gain the most from their IT investments to thrive in the digital age.

When speed and reliability matter, the experts with HPE Tech Care Service deliver fast and accurate results, minimizing customers' downtime. Leveraging HPE Support Center, HPE Tech Care customers can simplify and optimize IT management, increasing the productivity of their IT teams. Customers can protect their IT investment with HPE Tech Care Service, which helps safeguard systems from potential threats and business risks. Tech Care delivers tangible business results through personalized support that helps customers maximize their ROI.

The sections that follow summarize the benefits of HPE Tech Care Service.

Minimizes downtime

- Direct access to certified product specialists
- Right-sized service levels
- Hardware and software support
 - Committed Repair Time:
Critical Direct—6-hour hardware repair
 - Committed Response Time:
Essential—4-hour onsite response;
Basic—NBD onsite response
- Genuine HPE parts
- Outage Management
- Expert Chat
- Digital Dashboards with data-driven insights
- HPE Support Center

Increases productivity

- Access to HPE Support Center
- AI/ML-powered self-solve technology
- Automated case creation and resolution

- Unified platform for case management
- Customized Contract and Warranty views
- Shared groups for easy collaboration
- Intelligent search

Protects investments

- Proactive and personalized product alerts
- Time-sensitive security notifications
- Software and firmware update downloads
- Case history and incident trends
- Product specific technical resources
- HPE TechTips videos

Maximizes ROI

- Technical guidance on product usage
- Self-serve HPE Knowledge Library
- Cost-effective data privacy solutions
- AI-enabled insights and predictive analytics
- Multi-vendor support
- HPE Community Forums

HPE Complete Care Service



Comprehensive IT environment support

Personalizes experience

Optimizes outcomes

Transforms IT

Discovers, observes, and optimizes IT environments

HPE Complete Care is best suited for customers who want a personalized, end-to-end support experience for their entire HPE IT environment, from edge to cloud. For Complete Care, HPE assumes full management of customers' IT environments. With our experts managing and optimizing their environments, HPE Complete Care customers free their IT teams to focus on delivering an exceptional experience to their own clientele.

HPE Complete Care customers are assigned an HPE team singularly focused on achieving business outcomes. Each team member becomes an expert on the customer's IT environment. HPE Complete Care helps customers do more with less by optimizing not only their technology but also their decision-making processes. It transforms customers' IT environment, decreasing incidents and achieving measurable success. Complete Care customers gain full visibility of their multivendor IT environment, so they can discover, observe, and optimize it to proactively reduce downtime.

The sections that follow summarize the benefits of HPE Complete Care Service.

Personalizes experience

- Account support planning
- Environment profile and support plan
- Regular activity reviews
- “Know me” guidance
- Inventory management
- Operational and technical advice

Optimizes outcomes

- Complete IT environment coverage from edge to cloud
- Additional outcome-specific modular solution blocks designed to meet needs, including IT sustainability
- Superior digital experience
- HPE experts providing best practice advice and guidance
- Curated eLearning for training and certification needs

Transforms IT

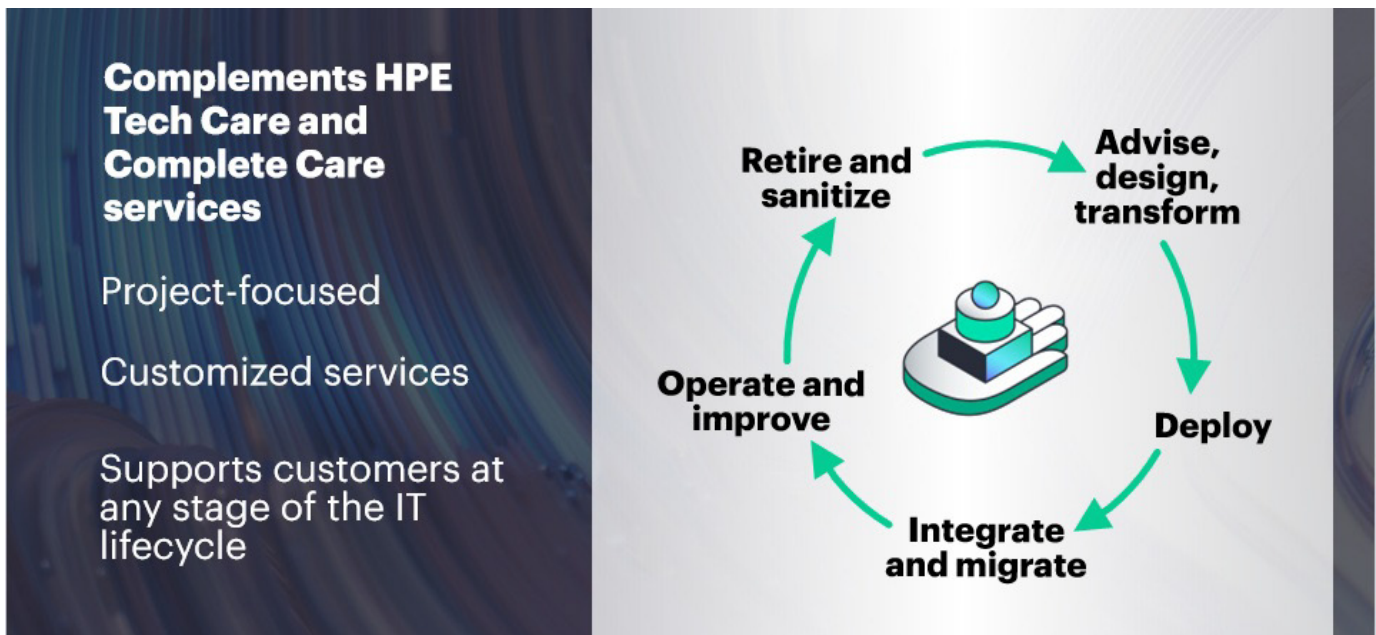
- Assigned customer engineer focuses on your reactive activity and proactively works to reduce cases
- Enhanced incident management

- Correlated and deduplicated alerts with AIOps to quickly identify root causes and accelerate issue resolution
- Skills gap reduction utilizing the HPE assigned resources

Discovers, observes, and optimizes IT environments

- Patch analysis, health checks, compliance checks including recommendations for improvement
- 24x7 access to the ITOps service platform, providing a single pane of glass for you to monitor, manage and operate the environment
- 24x7 access to experts to address reactive incidents

HPE Lifecycle Services



HPE Lifecycle Services complements the operational excellence afforded by HPE Tech Care and the comprehensive, AI-enhanced, edge-to-cloud support of HPE Complete Care. It does so by providing project-focused, customized services that support customers at any stage of their products' lifecycle.

For example, HPE Lifecycle Services' advisory, design, and transformation services help customers define solutions that address IT and business challenges; architect designs to create or modernize IT environments; and build transformation plans that fundamentally change how organizations operate, interact with customers, and deliver value.

HPE Lifecycle Services' experts also guide customers through deployments, assist with integrations and migrations, and help improve the efficiency of IT and business operations—all geared toward helping customers maximize the ROI for their IT. For the final stage of the IT lifecycle, HPE Lifecycle Services offers retirement and sanitization services that enable customers to decommission old IT safely, securely and responsibly.

HPE Support Center: Where customers gain full value of HPE Services contracts



HPE Support Center ensures that customers gain the full value of their HPE Services contracts. Many HPE operational services are available only digitally via HPE Support Center: It enables access to more than half of HPE Tech Care services and nearly 40% of HPE Complete Care services. Support Center is personalized per customer, offering access to HPE expertise and greater control over products, support cases, and Service Credits.

But for customers to gain access to these services, they must first add their contracts to HPE Support Center. By advising customers to add their contracts to Support Center, you help them gain the full value of the service contracts they purchase, which helps fuel the growth of your service business: Customers who add their contracts to Support Center are 15% more likely to renew.

With HPE Support Center, you can deliver managed services more efficiently, which can lead to more profitable operations. For example, from Support Center, you can digitally create and monitor Partner Priority Support cases; leverage personalized alerts to gain a macro view of customer engagements; drill down to proactively prevent issues for specific customers; and much more.

Your attentiveness to customers' environments nurtures their satisfaction, leading to stronger customer relationships, which in turn helps maintain and grow your business.

Learning check

What is one reason customers should add their service contracts to HPE Support Center?

- a. HPE discounts the next infrastructure solution the customer purchases.
- b. Many HPE Complete Care and Tech Care services are available only in HPE Support Center.
- c. HPE automatically extends the support contract one year if it is added to HPE Support Center.
- d. If customers don't add their contracts, HPE will consider the support contract null and void.

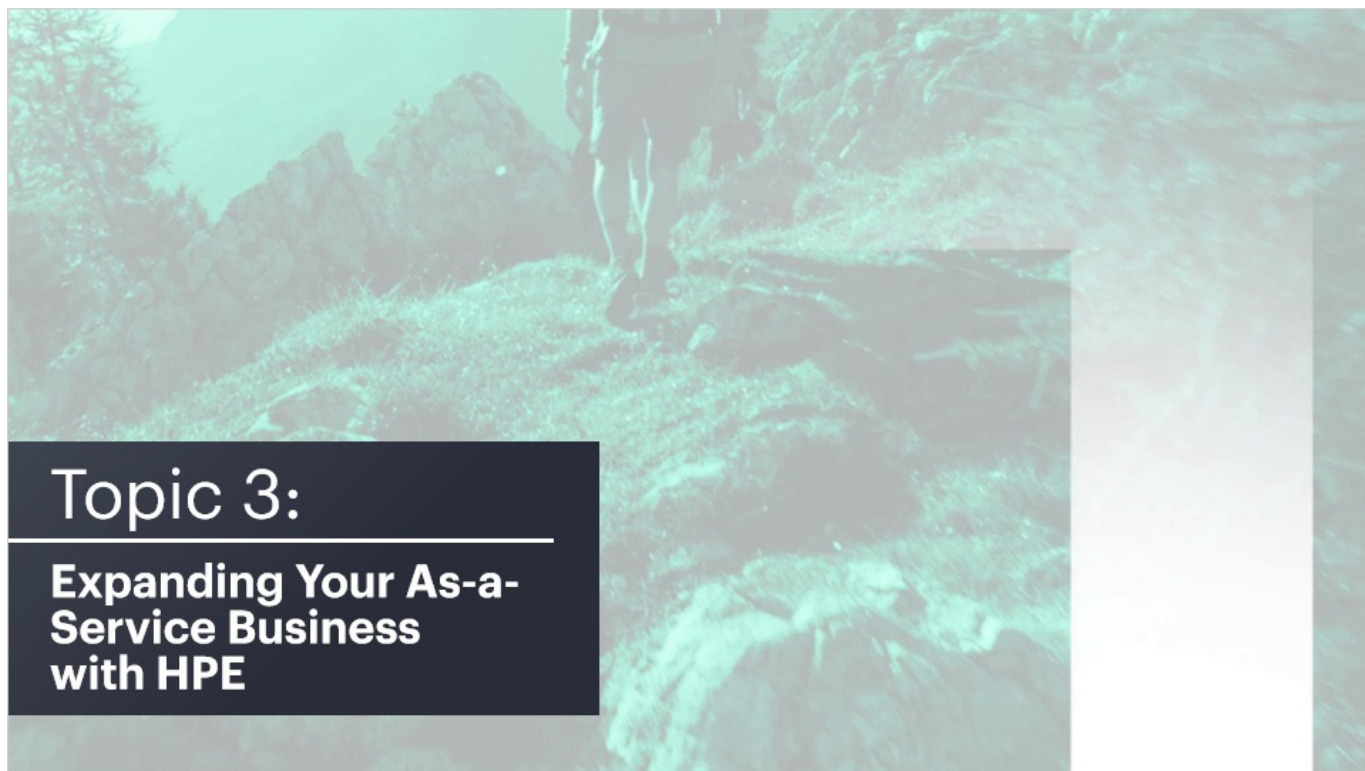
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Topic 3: Expanding Your As-a-Service Business with HPE



Topic 3:

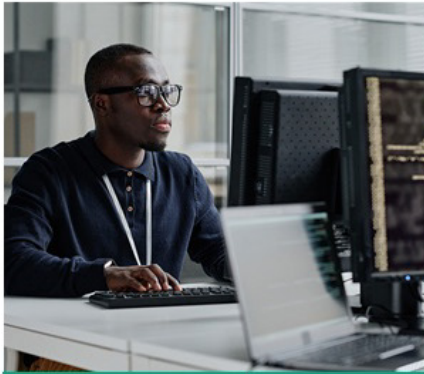
Expanding Your As-a-Service Business with HPE

Build or expand your as-a-service business with HPE



Portfolio

Designed for you to wrap your services around



Program

Designed to align with your business and capabilities



Platform

Designed to enable you to deliver more to your customer

HPE helps you build and expand your as-a-service business in several different ways.

We offer an extensive portfolio of solutions delivered via HPE GreenLake cloud, including private cloud, storage, and management solutions, to which you can add your own services, HPE Services, or a mix of both. For every solution, you can choose what services your organization will deliver—and what HPE will deliver. For example, you could own or offload the responsibility of deploying, managing, and integrating solutions.

HPE Partner Ready Vantage program focuses on helping you to better serve your HPE customers and grow your as-a-service business. Our program is organized into three tracks designed to help you expand your expertise in our Build, Sell, and Service Centers of Expertise. This program also offers enhanced incentives for reselling GreenLake solutions.

HPE GreenLake cloud offers rich insights into and increased control over your own and your customers' multi-cloud, hybrid cloud environments. With HPE GreenLake cloud, you can enhance the end-user experience, reduce costs, and ensure compliance.

Transition to as-a-service with HPE



HPE enables you to easily start or increase your as-a-service business. For many HPE solutions you sell, bolstering your as-a-service revenue can be as simple as giving customers a choice: Do they want a traditional CapEx solution or a pay-per-use solution?

HPE simplifies the transition from being a traditional seller of on-prem solutions to the seller of trending as-a-service solutions. It offers you the business model and technology you need to sell modern, flexible solutions that customers want so you can compete more effectively in the cloud, as-a-service, and managed service sectors.

HPE GreenLake cloud

With HPE GreenLake cloud you can:

- Grow your services revenues
- Transform to an MSP
- Build on your relationships with customers
- Deliver a differentiated and enhanced customer experience
- Deliver the cloud experience to your customers' apps and data

What as-a-service solutions do you want to offer?

Hardware	Hosted solutions
Managed services	SaaS solutions
Private Cloud solutions	Cloud

Anything that customers can do on the platform, we want our partners to be able to do on their behalf.”

Fidelma Russo | EVP & GM, Hybrid Cloud & Chief Technology Officer

To build your as-a-service business, start by considering some practical questions, beginning with what as-a-service solutions you want to offer. You could simply offer hardware as a service, but to attract more customers, you may want to add value by adding more services. For example, you could offer to host solutions for customers on your own premises or in a colocation facility, drawing on HPE’s colocation partnerships. Or you could add value to any GreenLake solution you sell by offering to fully manage or co-manage it with the customer. As Fidelma Russo explains, “anything that customers can do on the platform, we want our partners to be able to do on their behalf.”

You can offer SaaS solutions from the many areas HPE GreenLake covers, including hybrid cloud, data management, AI, and edge computing. Or construct your own SaaS solutions and use HPE GreenLake to deliver them. Whatever solution you deliver via HPE GreenLake, customers gain the convenience of public cloud with the tighter control and greater security of on-prem.

Start or expand your MSP business



Example HPE offerings with MSP capabilities

**HPE GreenLake
cloud**

**HPE Morpheus
Software**

HPE OpsRamp

HPE can also help you start or expand your organization's Managed Service Provider (MSP) initiatives. We offer a number of solutions with built-in MSP capabilities that support whatever MSP business model you choose. Whether you own the solution or your customer owns it, our solutions enable you to easily fully manage the solution or co-manage it with the customer.

The sections below provide more information about these example HPE offerings with MSP capabilities.

HPE GreenLake cloud

- Features an MSP persona that provides a tenant-based framework for delivering and billing GreenLake as-a-service solutions and management services

HPE Morpheus Software

- HPE Morpheus VM Essentials
 - Includes MSP capabilities for managing VMs across both HPE and VMware virtualization environments on behalf of customers from a single, central location
- HPE Morpheus Enterprise
 - Includes MSP capabilities that enable multi-tenant orchestration of multi-vendor apps and workloads across customers' hybrid cloud environments

HPE OpsRamp

- Features MSP capabilities that enable multi-tenant AI-powered IT observability and operations management for customers' multi-vendor infrastructure across their hybrid cloud environments

HPE GreenLake MSP partner success story

Partner:

Eshgro, an MSP (Netherlands)

Results for customers:

Adopt cloud at own pace without sacrificing functionality
Maintain full control over critical systems

Results for Eshgro:

Grew customer base and increased retention
Gained ability to offer wider range of services
Partnering with industry leaders has boosted market credibility



[Read the Eshgro success story](#)
[Watch a 3-minute video on HPE GreenLake cloud partner success stories](#)

HPE can help you transition into or expand your MSP service offerings—but you don't have to take our word for it.

A Netherlands-based MSP, Eshgro, wanted to empower customers to transition to secure, cloud-based environments that support adaptability, growth, and reliable performance. But achieving this vision was challenging. Customers were reluctant to move from on-prem to the cloud due to concerns over data security, potential disruptions, and complexity.

To ease the transition, Eshgro designed a hybrid architecture powered by HPE GreenLake and Microsoft Windows Server. Their solution enables customers to keep essential legacy applications on-prem while migrating non-critical workloads to the cloud. With this solution, Eshgro customers can adopt cloud at their own pace without sacrificing functionality. They can also scale cloud services as needed while maintaining full control over critical systems.

Leveraging HPE GreenLake helped strengthen Eshgro's hybrid cloud strategy, enabling the MSP to increase its customer base and customer retention. Strengthening their strategy also enabled the MSP to offer a wider range of services to meet each of their customer's unique needs. Finally, partnering with industry leaders like HPE boosted Eshgro's market credibility.

To read the success story, click the link below.

[Read the Eshgro success story](#)

To hear other partners explain how HPE GreenLake has helped them grow their as-a-service and/or MSP business, click the link below.

[Watch a 3-minute video on HPE GreenLake cloud partner success stories](#)

Learning check

What is one way HPE helps you increase your services business?

- a. HPE no longer maintains its own support staff.
- b. HPE is discontinuing the warranty for its products.
- c. You can add your services to HPE solutions.
- d. You are required to add HPE Services to every deal.

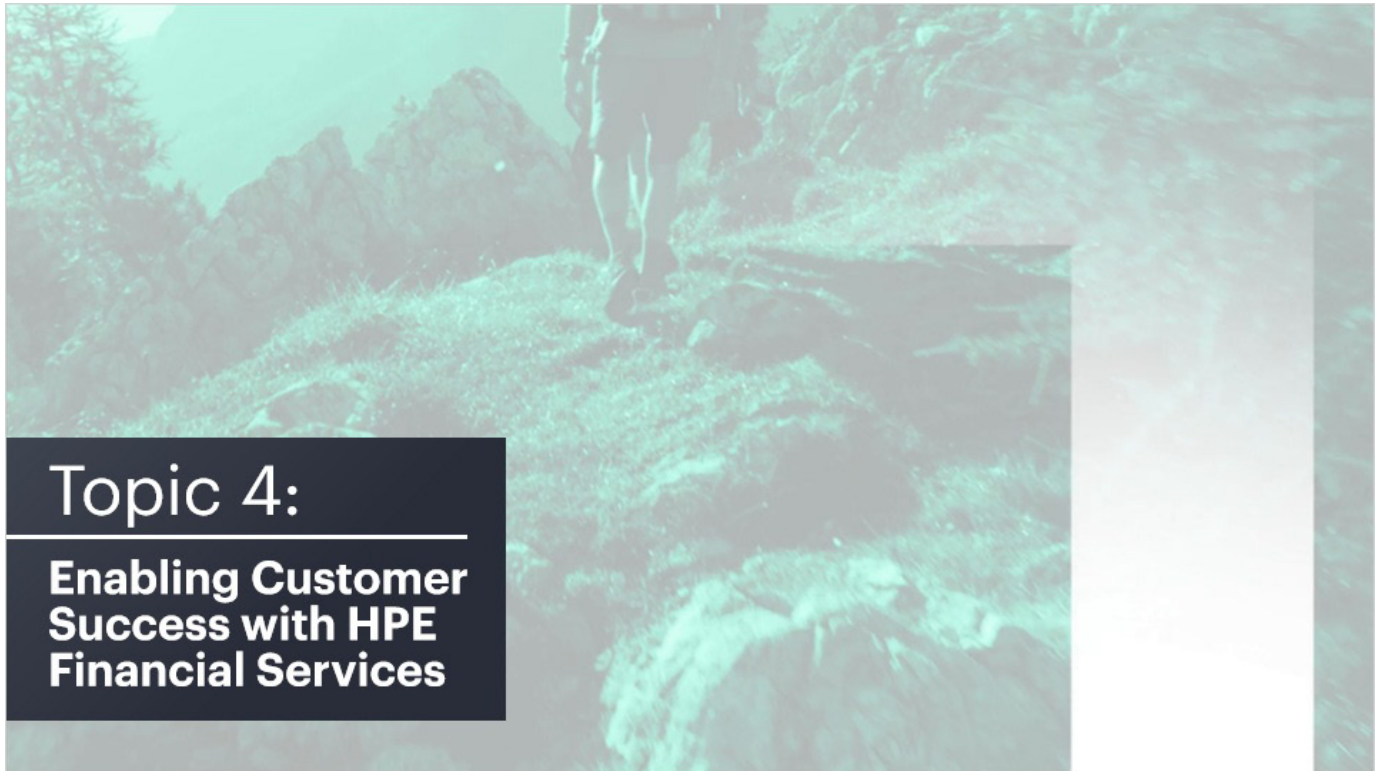
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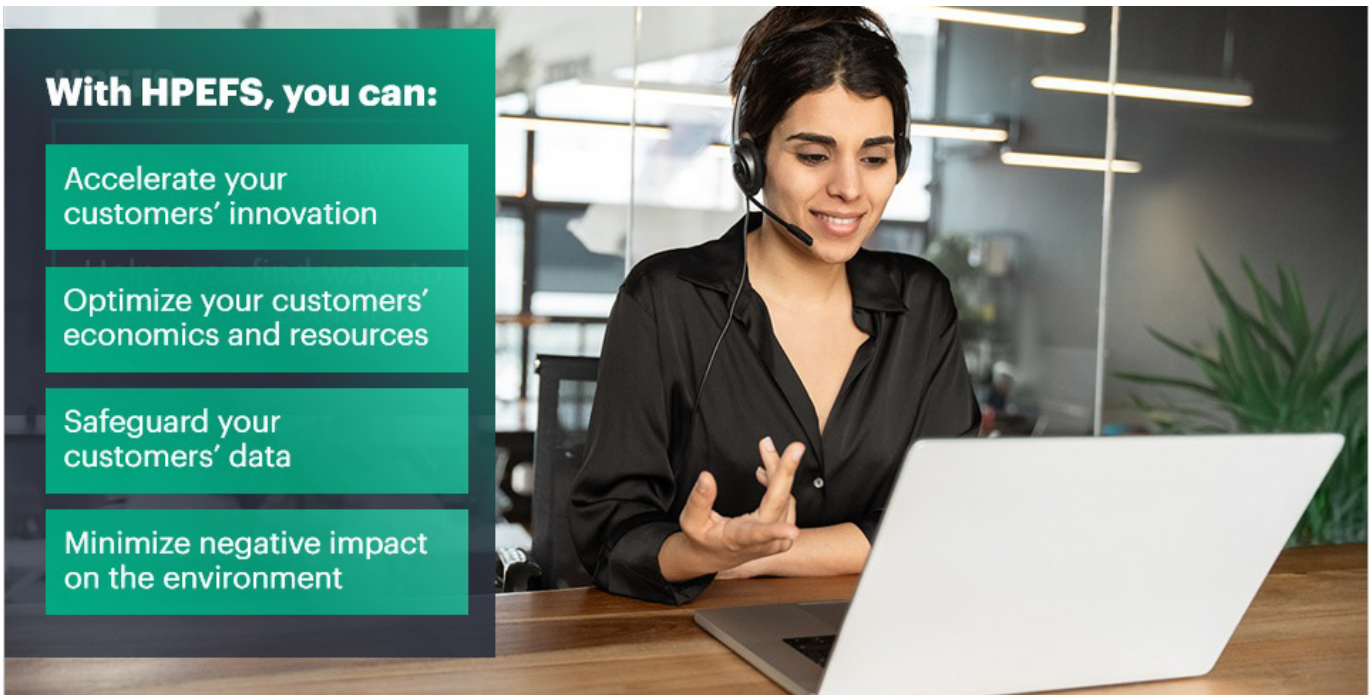
Topic 4: Enabling Customer Success with HPE Financial Services



Topic 4:

Enabling Customer Success with HPE Financial Services

The value of HPE Financial Services



HPE offers you services that many other vendors do not. HPE Financial Services (HPEFS) can be particularly beneficial to you as a partner. HPEFS helps you find ways to overcome the obstacles that prevent customers from being successful.

With HPEFS, you can accelerate your customers' innovation by optimizing their economics and resources. They may, for example, be able to derive some value from their existing IT solutions to fund an update.

You can also help customers safeguard their data. For example, are they concerned about retiring infrastructure safely, preventing data from being "leaked" accidentally on decommissioned devices? HPEFS can help. HPEFS can also help customers minimize the negative impact they have on the environment.

Differentiated value and opportunity for profitable growth



Smarter economics

Smarter innovations

Smarter sustainable IT

HPEFS enables smarter economics, helping customers do more with less. We enable smarter innovation, freeing up capital and accelerating tech refresh and modernization. And we enable smarter sustainable IT, offering services and solutions that drive customers' sustainability efforts.

The sections below highlight how HPEFS helps customers achieve smarter outcomes.

Smarter economics

HPEFS helps customers:

- Create investment capacity
- Leverage flexible financing solutions
- Advance AI implementations
- Improve project economics

Smarter innovations

HPEFS helps customers:

- Advance the innovation journey
- Plan AI technology modernization
- Enhance scalability
- Do more with their IT budget

Smarter sustainable IT

HPEFS helps customers:

- Align services and solutions to sustainable outcomes
- Retire IT securely and sustainably
- Drive sustainability goals

Additional resources

You can find more information about HPE Services using these links.

[HPE Services in HPE Partner Ready Portal](#)

[HPE Services briefcase on Seismic](#)

Summary



Next Module: **Selling Against the Competition**

Enable customer success with HPEFS

Offer smarter economics, innovation, sustainability

Expand service offerings and as-a-service business with HPE GreenLake

Offer HPE solutions as a service; manage GreenLake accounts on customers' behalf

In this module, you learned that you can address your customers' challenges and enhance their experience by offering a full range of support services. You also learned that you can rely on HPE Services to fill any gaps in your organization's service offerings. You reviewed the importance of making services part of every conversation, listening closely to customers' challenges and objectives to recommend the service ideally suited to their needs.

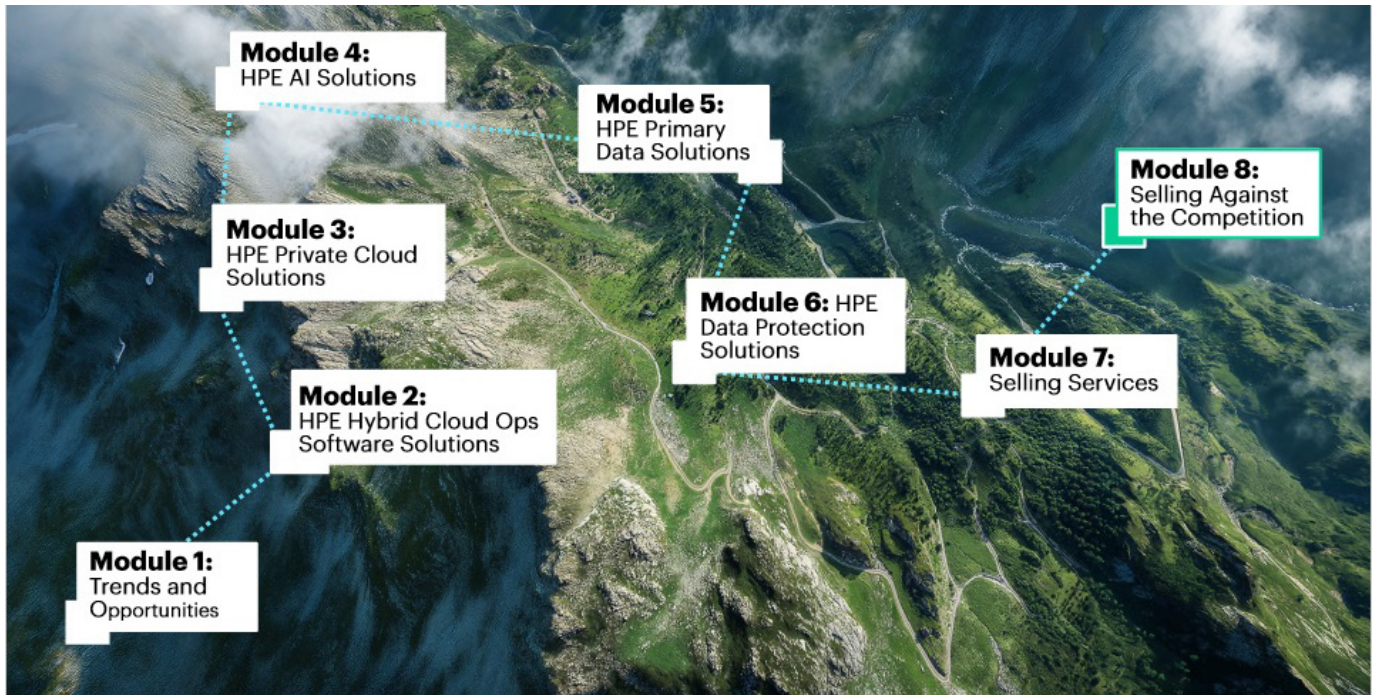
In addition, you learned that by leveraging the MSP capabilities built into HPE solutions, you can expand your as-a-service business. Finally, you learned that HPEFS helps customers develop smarter economics, innovation, and sustainability.

In the next module, you will focus on selling against the competition.

Module 8: Selling Against the Competition



Course map



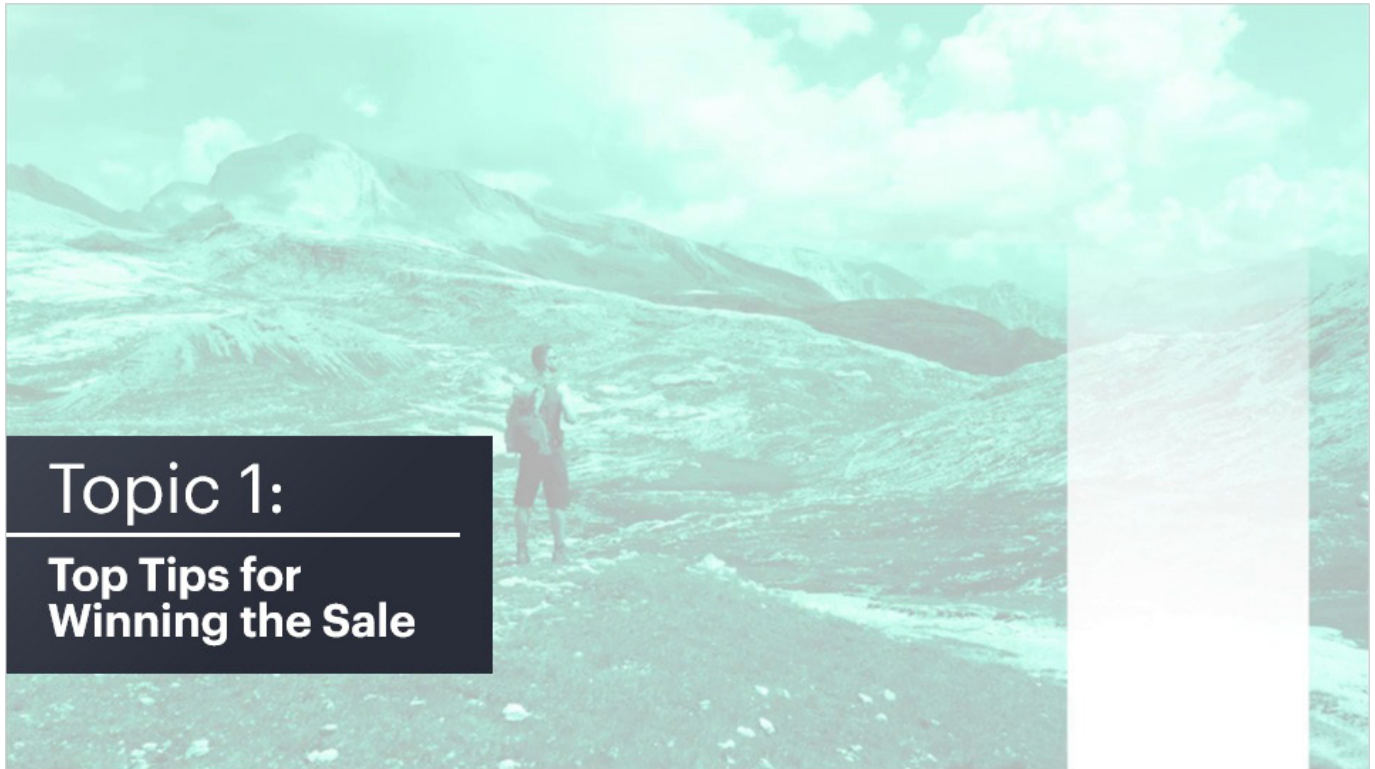
This course has provided the foundational knowledge you need to sell HPE hybrid cloud solutions successfully. The course concludes with this module, which offers tips and strategies for selling HPE hybrid cloud solutions against the competition.

Module overview



The module begins by offering some of the HPE competitive team's top tips for winning a sale. The module's second topic discusses how to use HPE's resources to help you prepare for selling in a competitive environment.

Topic 1: Top Tips for Winning the Sale



Topic 1:

Top Tips for Winning the Sale

Win by driving the conversation



The most successful salespeople don't simply react to a competitor's proposal by trying to match it. What if the competitor has failed to understand the customer's requirements and put together a lackluster solution? What if they hit the basic requirements but missed the deeper strategic goals that make a solution compelling? Rather than let the competitor drive the conversation, make yourself stand out by basing your proposal on a customer's unique requirements uncovered during substantive conversations.

Hold a substantive conversation



As a successful sales professional, you know how to build relationships through conversations. Rather than jumping straight into discussing “speeds and feeds,” you guide customers into strategic conversations, in which customers reveal the challenges that frustrate them on a day-to-day basis and that stand in the way of their long-term goals. You prompt customers to expand on their business objectives, preparing yourself to align your proposals to the goals that inspire the customer.

Once you have laid the groundwork, you can delve into more detailed solution requirements, such as capacity and performance. You can also uncover availability needs. For example, does the customer have mission-critical workloads? How does the customer protect their data from disaster, ransomware, and other issues?

Listen for signs of the customer’s budget. If you know that the customer is budget constrained, you might offer multiple options, some of which exclude nice-to-haves. You can also consider ways that HPE Financial Services can help.

Throughout these conversations, gently probe the customer’s attitude toward HPE. Does the customer have existing HPE solutions? If so, what do they like about them? Do they have any misconceptions that you can clear up? Also investigate the customer’s attitude toward the incumbent and other competitors. Prepare to highlight how HPE can also deliver the customer’s preferred features—and fill in gaps where competitors fall short.

Right size for the customer

Do

Size based on investigations

Propose a solution that competes well in BOTH performance and price

Present multiple options



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Once you know the customer's needs, you and your presales colleagues can get to work addressing them. As you do, take care to right size.

Sometimes architects tend to over-provision, exceeding the customer's capacity, performance, and availability requirements. That over-provisioned solution will certainly compete well on performance. But it is likely to lose against competing solutions based on price. In fact, HPE sales has found that the most common reason for losing a storage deal is that the deal is over-sized. Even if you manage to win the deal, over-provisioning can work to your disadvantage. The length of time that it takes for the customer to grow into the solution, let alone outgrow it, keeps you out of the account for years.

To avoid these pitfalls, encourage your organization's architects to right size. The right-sized solution competes well on performance and price, hitting the sweet spot that puts you on the path to winning the sale.

You can also offer the customer multiple options. For example, in addition to the right-sized solution, you might propose a second option with extra equipment for higher availability.

Avoid competing on price alone



Right-sizing helps you compete well on price, but you should avoid competing on price alone. Instead, always lead with value. While HPE might not always offer the lowest price, it does offer the best price for the value received.

Tell compelling stories about the differentiating values of HPE solutions. Underline the values of each solution with the values of HPE as an industry leader with extensive experience and a large ecosystem of partners. Also remember that HPE can offer various consumption models, allowing customers to pay upfront or as they go, depending on what customers prefer.

Finally, consider the competitive value of your proposal. In other words, know who you are competing against and how HPE stacks up against that vendor. The Seismic briefcase for each solution includes a competitive section where you can get this information.

Leverage the power of HPE



Our portfolio can be a powerful sales tool

- Understand the portfolio
- Empower yourself to seize opportunities and pivot, when necessary

Example: Preparing to propose HPE Morpheus VM Essentials

- Learn more about the customer needs
- Pivot to HPE Private Cloud Business Edition

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HPE's large portfolio can be a powerful sales tool for you, but it cannot help you if you do not understand the solutions within that portfolio. You cannot be expected to know each HPE solution in depth, but if you are familiar with HPE solutions at a high level, you can empower yourself to seize opportunities for expanding deals or pivoting, when necessary.

For example, suppose you have spoken with a customer who expresses concerns about the cost and complexity of their virtualization environment. Perhaps you are preparing to propose HPE Morpheus VM Essentials. But during a later discussion, you learn that the organization runs several workloads in the public cloud and struggles to maintain control over their data and to contain data egress charges. Because you are familiar with our portfolio, you might consider in this case pivoting to HPE Private Cloud Business Edition.

Understand the power of demos



To solidify values for customers, never underestimate the power of demos, particularly of the services unified within HPE GreenLake cloud. In these demos, you should highlight areas where other vendors cannot compete.

HPE solutions stand out with their AIOps capabilities. For example, many storage vendors say that they offer AIOps. But none match up to HPE storage's cross-stack analytics, which considers problems holistically and quickly gets to the root cause. With HPE, AIOps truly changes customers' experience through automatic prediction and prevention of issues. Find a video demo of cross-stack analytics in the [HPE Demo Portal](#).

For the many customers focused on enhancing sustainability, demo the HPE Sustainability Insight Center.

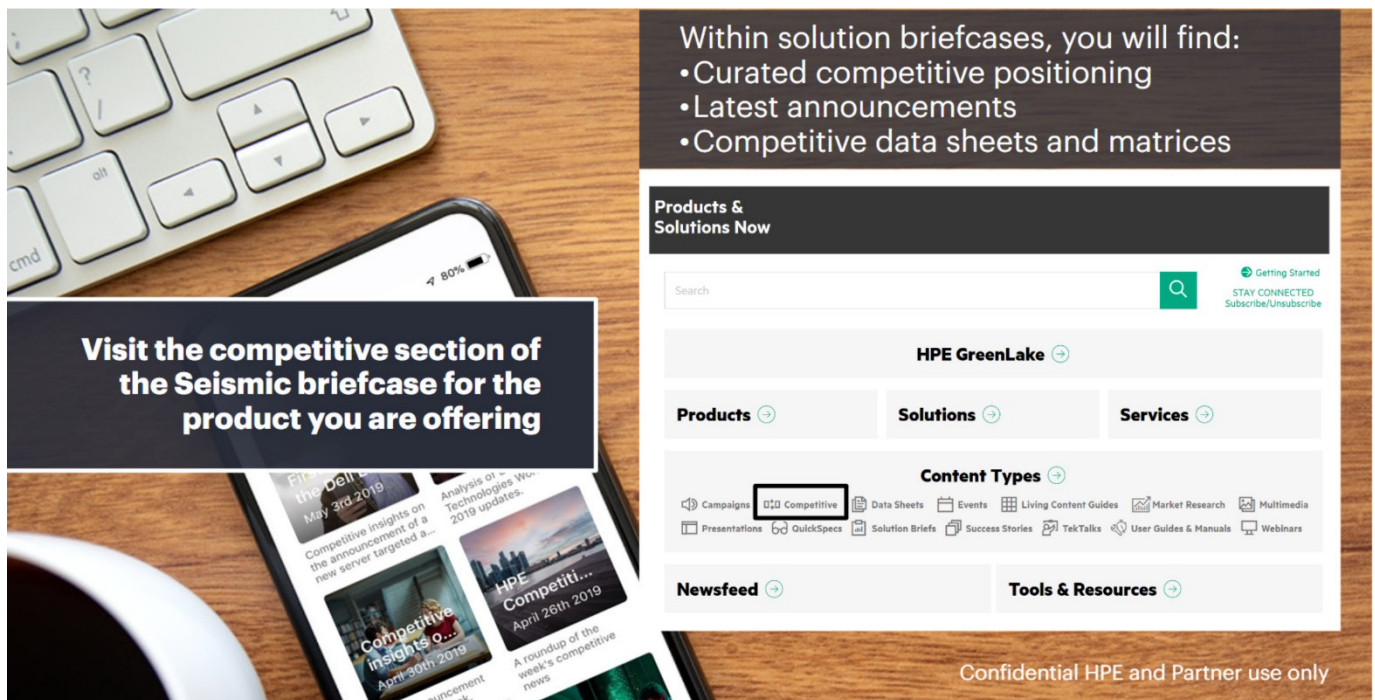
Topic 2: Winning with HPE Resources



Topic 2:

Winning with HPE Resources

Find competitive information



Visit the competitive section of the Seismic briefcase for the product you are offering

Within solution briefcases, you will find:

- Curated competitive positioning
- Latest announcements
- Competitive data sheets and matrices

Products & Solutions Now

Search

HPE GreenLake

Products **Solutions** **Services**

Content Types

Campaigns **Competitive** Data Sheets Events Living Content Guides Market Research Multimedia
Presentations QuickSpecs Solution Briefs Success Stories TekTalks User Guides & Manuals Webinars

Newsfeed **Tools & Resources**

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This module has walked you through the highlights of competing and winning with HPE compute solutions. For more information, we encourage you to visit the Seismic briefcase for the solution you are offering, such as the briefcases for HPE Private Cloud AI, HPE Private Cloud solutions, and HPE Alletra Storage MP. In most cases, the solution's Seismic briefcase will include a section dedicated to competitive positioning, competitive intelligence, or, in some cases, both.

You can also find competitive information on [HPE Products and Solutions Now \(PSNow\)](#), a comprehensive, real-time repository of sales and marketing content. From the PSNow home page, click the "Competitive" link under "Content Types." From there, you can search for the solution you are investigating and, in return, expect to find solution-specific competitive information, such as battlecards and presentations.

Example of using the competitive resources

You could then scroll to find and open the section on Competitive Intelligence.

Here you would find several sources that would certainly help you prepare to position HPE's solution against the incumbent.

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HPE Private Cloud Business Edition

Key Resources

Type	Name	Latest Update
Brochure	Brochure - Top 12 reasons to choose HPE GreenLake for Private Cloud Business Edition	Apr 15, 2025
Customer Presentation	Customer Presentation - HPE Private Cloud Business Edition	May 7, 2025

Competitive Intelligence

Type	Name	Latest Update
Competitive Positioning	Competitive Positioning - All HCI Competitors vs HPE PCBE dHCI _ SimpliVity with Mor...	Aug 13, 2025
Competitive Positioning	Competitive Positioning - Competitive Battlecard HPE SimpliVity vs Nutanix	Oct 21, 2024
Competitive Positioning	Competitive Positioning - HPE Private Cloud Business Edition vs. the Competition Battl...	May 12, 2025
Sales Guide	Sales Guide - Dell VxRail vs HPE Private Cloud Business Edition Objection Handling	Mar 28, 2025
Sales Guide	Sales Guide - Dell VxRail vs HPE Private Cloud Business Edition plus VME Objection Hand...	Mar 28, 2025

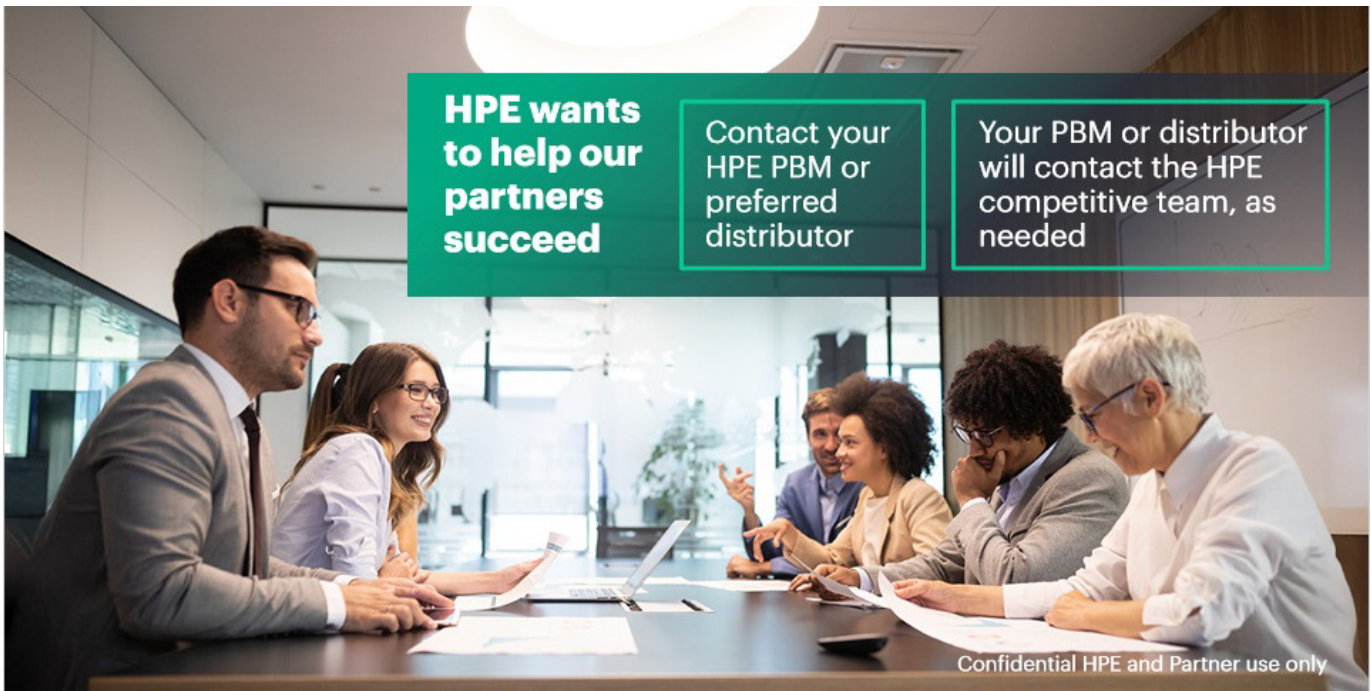
You will now consider an example of how you could use the HPE competitive information to help you prepare to engage with a prospective customer. In this example scenario, assume that you have had a phone conversation with a customer and learned that the customer wants to simplify management of on-prem and cloud VMs. Recent changes to Broadcom's licensing model have increased their virtualization costs, which they are keenly interested in containing if not reducing. The customer currently uses Dell VxRail for virtualization.

Given the customer's need to reduce costs and more easily manage their virtualization environment, you believe the customer qualifies for HPE Private Cloud Business Edition.

You could begin by accessing the [HPE Private Cloud solutions briefcase](#) on Seismic. In that briefcase, you would then select HPE Private Cloud Business Edition and scroll down to the Competitive Intelligence section. Here you would find several sources that would certainly help you prepare to position HPE's solution against the incumbent.

You could also search the HPE Morpheus VM Essentials section within the HPE Private Cloud solutions briefcase to find information about how HPE Morpheus VM Essentials stacks up against competitors.

Ask for help early in the sales cycle



HPE wants to help our partners succeed. When you have found a competitive opportunity, we encourage you to reach out to your HPE Partner Business Manager (PBM) or preferred distributor early in the sales process, particularly if you have concerns. For example, if you are not certain which solution to position or if you cannot find the competitive information you are searching for, reach out to your PBM or preferred distributor.

Your PBM can contact the HPE internal competitive team whenever necessary. With years of experience winning sales, this team can help position the correct solutions, have the right conversations, and provide the competitive information you need.

Take advantage of other HPE tools



Understanding that our partners need a simpler sales cycle, HPE has developed multiple tools. Assessment tools help your pre-sales colleagues understand customers' needs at a deep level while sizing tools help them create a right-sized solution for those needs. With HPE proposal tools, you can quickly prepare a compelling proposal that demonstrates the business case for your solution.

The sections below provide more information about these tools.

Assessment tools

- [HPE CloudPhysics](#) collects information about a customer's VMware environment and analyzes requirements.
- [HPE Assessment Foundry \(SAF\)](#) performs similar actions for other environments.
- HPE Virtualization Alternative Assessment can help you quickly assess the feasibility of migrating a VMware environment to an alternative virtualization platform.
- To find these and other assessment tools, you can also go to [HPE Products and Solutions Now](#).

Sizing tools

- [HPE Solution sizer](#)
- [HPE Power Advisor](#)
- Other sizing tools in [HPE Products and Solutions Now](#)

Proposal tools

- [HPE Proposal Web](#) provides wizards to help you quickly construct a compelling proposal.
- [Business Advisory Tool for HPE GreenLake](#) in the HPE Business Value Portal helps you quickly create a compelling business case for HPE GreenLake.

Summary



As you engage in future sales discussions, remember these key points.

Listen to the customer and encourage your pre-sales colleagues to size the proposed solution to meet the customer's needs. Remember: oversizing can cost you the deal.

Drive the conversation, highlighting the distinguishing values of HPE and the HPE solution you are proposing. Be selective about which distinguishing values you highlight, choosing only those that align to your customer's needs and goals to ensure the values you highlight resonate with the customer.

Finally, as you prepare to engage with customers, search HPE partner resources, such as HPE Seismic solutions' briefcases and PSNow, for helpful, solution-specific competitive intelligence.

You've completed this course!



Congratulations!
You have
completed this
course!

**Thank
you!**

Congratulations! You have completed this course! Thank you for your interest in selling HPE hybrid cloud solutions!