Executive Presentation:
Leaping ahead with open – HPE’s Hyperscale strategy

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Leaping ahead with open – HPE’s Hyperscale strategy
Digital disruption is driving business transformation

- Business model disruption
- Business operations transformation
- IT transformation

That transformation is creating new markets and services

The Idea Economy
Turning ideas into new products or services has never been faster or easier.

Business as a Service
Cloud is redefining how applications and devices are written and delivered. Touching all businesses, industries and governments.

Internet of Things, Explosion of Devices
Data, edge and distributed computing will continue to accelerate the transformation.
These new models cannot rely on traditional infrastructure

- Big is slow, bigger is slower
- Hyperscale is fast, lean and agile
- Hyperscale streamlines management across all components
- Lack of visibility across infrastructure
- More workloads means more complicated infrastructure
- Hyperscale consolidates so that less is more
However, we need to deliver the same business outcomes

- Cost reduction
- Time to market for new services
- Operational efficiency and scale
- Growth
- Flexibility
- Consistent customer SLAs
Businesses of all sizes choose HPE for their data center.

- **#1** In Private Cloud Infrastructure¹
- **#1** In Servers¹
- **#1** Total Storage, All-Flash Array (EMEA)²
- **#2** Networking³

More than **1,000,000** Customers

More than **100,000** Trusted Partners

Approximately **40M** Servers purchased to date

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**Top 10 Coolest Servers of 2016**
- HPE ProLiant DL360

**World Record Price-Performance**
- in SPC-1 Benchmark
- HPE 3PAR

**HPE #1 Supercomputing Position**
- with 140 Systems

**2015 Tech Innovator Award HPE**
- Apollo 2000

**#1 in 16-processor two-tier SAP® standard app benchmark**
- HPE Superdome X

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1. IDC CQ2’16 WW Server Tracker by revenue
2. IDC CQ2’16 WW External ESS tracker
3. HPE Superdome X

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Hewlett Packard Enterprise

1. IDC CQ2’16 WW Server Tracker by revenue
2. IDC CQ2’16 WW External ESS tracker
OPEN infrastructure – Accelerates business outcomes

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tr>
<td>Hyperscale</td>
<td>Next level extreme scale</td>
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<tr>
<td>Open design</td>
<td>Enables mix and match approach</td>
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<tr>
<td>Framework</td>
<td>Simplicity of design</td>
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<tr>
<td>Platforms</td>
<td>Generic building blocks to enable diverse workloads</td>
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<tr>
<td>Basic features</td>
<td>Work with what fits your business</td>
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<tr>
<td>Open APIs</td>
<td>Support interoperability</td>
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<td>Software resiliency</td>
<td>Decouples application and hardware availability</td>
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Open drives CAPEX/OPEX efficiencies

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Open drives CAPEX/OPEX efficiencies
HPE’s is continuing to extend its leadership position in OPEN

OCP Summit:
HP And Foxconn Blur Server Industry Lines With Cloudline

Hewlett-Packard and Foxconn are promising to blur the lines in the server industry between the traditional global OEMs and the ODMs with the announcement of their joint venture agreement to bring a new line of servers to the market...the best of both worlds – the time-to-market agility and cost optimized focus of Foxconn with the economies of scale, global reach, world class integration and service/support of Hewlett-Packard.

13 global supply chain centers

Deployed 26 racks in under 6 hours

22 exabytes storage shipped

250,000 Open Units Shipped

HPE Completes Industry’s First Open Infrastructure Portfolio for the Service Provider Market
Storage Review, March 2016

HPE signs OEM deal with Mesosphere to help modernize data-centers
The Wall Street Transcript, Feb 2017

Red Hat Inc.: HPE and Red Hat Join Forces to Give Customers Greater Choice for NFV Deployments
App Developer Magazine, February 2017
HPE Cloudline
Complete infrastructure portfolio enabled by the HPE-FOXCONN® Joint Venture

Made for extreme scale
- Deliver at scale
- Deploy at scale
- Manage at scale

Built on open design principles
- Open management tools
- Common industry BIOS
- “Off the shelf” vendor commodities

Delivers cost focused infrastructure
- Basic hardware features
- Software resilient workload
- Optimized supply chain
Beyond platforms, a complete solution portfolio for OPEN

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<th>Platforms</th>
<th>Components</th>
<th>Services</th>
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<tr>
<td>Cloudline Compute</td>
<td>Mod 0</td>
<td>HPE Financial Services</td>
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<td>Cloudline Storage</td>
<td>Memory</td>
<td>Technical Services</td>
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<td>Cloudline Custom</td>
<td>HDD</td>
<td>Flexible Capacity</td>
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<td>Rack Scale Design</td>
<td>Processor</td>
<td>Technical Support Services</td>
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<td>Altoline Networking</td>
<td>GPU</td>
<td>Kiosk Services</td>
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<td>NIC</td>
<td>Managed Key System</td>
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<td></td>
<td>Options</td>
<td>Data Center Design</td>
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<td>Global Supply Chain</td>
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Service Provider Ready solutions across the stack

- Reference Architectures
- Hybrid Management
- Rack Scale
- Independent Software Vendors
- Hyper-Converged

HPE Financial Services
Technical Services Consulting
Flexible Capacity
Technical Support Services
Kiosk Services
Managed Key System
Data Center Design
Global Supply Chain
Enabled by a comprehensive software ecosystem
How can HPE help you accelerate your OPEN journey?

Leadership in open

Complete open portfolio

Global supply chain

Technical support and financial services

Service Provider Ready Solutions

Software ecosystem
Call to action

1. Visit HPE’s booth, A6 to see our products & enter raffle to win an HPE Chromebook

2. Talk to your HPE rep about how HPE can get you to the landing zone first as your open partner

3. Thank you for attending. Let’s see who will win an HPE Chromebook?
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OPEN
Compute Project