EXPO HALL: JUMP INTO THE OPEN – HPE HAS YOUR PARACHUTE

Matt Hull, Sr. Director US Cloud Service Provider Hewlett Packard Enterprise
Jump into the open – HPE has your parachute
Why jump into the open?

Make hardware more efficient
- Optimize costs
- Commoditization of hardware

Make hardware more flexible
- Choice, customization, works across vendors
- Maximize innovation and reduce complexity

Make hardware more scalable
- Increased compute/storage density
- Pricing geared to large scale environments
What are the risks and considerations?

**Adding cost v. reducing cost**
- Primarily OPEX savings, but can add significant OPEX if done wrong
- CAPEX savings limited – option prices constant

**Supply chain**
- Build to order v. off the shelf lengthens lead time
- Continuity of supply risk without advance commitment

**Manageability**
- Upgrade management considerations
- Traditional OEM management agents absent
### How can HPE help?

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Details</th>
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<tbody>
<tr>
<td>~40M servers sold</td>
<td>Every 60 seconds ship 5 servers, 7 network devices and 7TB storage</td>
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<tr>
<td>&gt;1,000,000 customers</td>
<td>Largest Enterprise HDD/SSDs &amp; DRAM purchasing volume</td>
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<td>x86 leadership for 61 quarters</td>
<td>1.5B supply chain; ~600 suppliers</td>
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<td>250K servers in supply chain</td>
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<td>Top bin quality</td>
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<td>Operations in &gt;170 countries</td>
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<td>Material purge, QC, customer shelter</td>
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<td>Stringent specs for component vendors</td>
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<td>Higher test hours than market norm</td>
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<td>HPE is a trusted supplier, proven for years</td>
<td>World’s largest IT support and services organization</td>
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<td>Faster problem resolution</td>
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<td>Same/next day parts delivery</td>
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<td>OCP-inspired portfolio</td>
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<td>Extensive workload breadth</td>
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<td>Large scale at low TCO</td>
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<td>Access to the leading edge technologies and trends to drive efficiency</td>
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<td>and TCO savings</td>
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HPE Cloudline: Open infrastructure for Hyperscale Application
Fast, flexible and cost-optimized service delivery

Cloudline portfolio

CL 2100
CL 2200
CL 3100
CL 5200
CL 7100
Intel RSD

Service Provider Ready Solutions:
- SAP HANA Service Ready
- Managed Cloud Platform
- Cloud Networking
- Application Security Testing
- Cloud Backup Service Ready
- Recovery Service Ready
- Workspace-aaS
- Microsoft Azure Private Cloud-APC

Purpose built for open infrastructure
- **Rackmount** – individually optimized for building cloud scale data centers
- **Multinode** – density optimized platforms to deliver lowest per node cost
- **Rackscale** – cost optimized at rack level for large-scale deployments

Featured customers

redcentric
Ormuco
Dropbox
bigstep
360
Comprehensive software stack integrated across platforms

Traditional and Cloud Native Application Ecosystem

Data Center Infrastructure Software and Cloud

Embedded Management
- iLO RESTful API

Composable Infrastructure Management
- HPE OneView and Unified API

Hybrid Cloud Management
- Helion
- Cloud Service Automation

Composable Infrastructure → HPE Synergy → Fluid Resource Pools

Software-defined Data Center Infrastructure

Storage
- 3PAR
- StoreVirtual
- StoreOnce

Servers
- ProLiant
- Apollo
- BladeSystem
- Integrity
- Cloudline

Networking
- ARISTA
- Altoline
- FlexFabric

Total Customer Experience and Quality → Shared Engineering → Customized Technical Services

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What happens when the main parachute doesn't open?

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<tr>
<th>Real world scenario #1</th>
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<td>– Disaster hit at large memory supplier</td>
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<td>– HPE got instant notification and was onsite within hours</td>
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<tr>
<td>– Our best in class supply contracts and scale ensured rapid fulfillment in customer’s moment of crisis</td>
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<tr>
<th>Real world scenario #2</th>
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<tr>
<td>– Third party options were blowing fuses in HPE DL380 servers</td>
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<td>– HPE experts immediately confirmed proper fuse operation and identified undetected issue with ODM-designed platforms causing motherboard failure</td>
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<th>Real world scenario #3</th>
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<td>– Immediate replacement of 10,000 HDDs needed</td>
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<tr>
<td>– HDDs were in stock and HPE was onsite within 24 hours to start replacement</td>
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Call to action

1. Attend HPE’s Executive Stage presentation @ 3:45pm, Great America Ballroom, J/K & enter raffle to win an HP Chromebook

2. Visit HPE’s booth, #A6 to see our products & enter another raffle to win an HP Chromebook*

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

*Entrants eligible to win only one HP Chromebook
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