

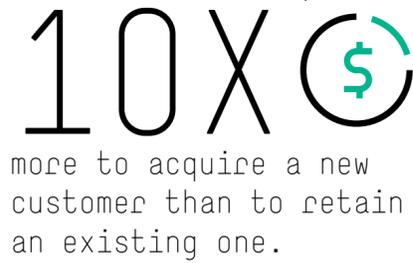


# Create customer loyalty to drive business growth

## Why do you need a better view of your customers?



But it can cost up to



## Customer loyalty depends on how well you know your customers.



### You need a business intelligence solution to:

- Understand your customers' behavior and buying trends better
- Personalize your customers' experience
- Identify cross-selling and up-selling opportunities



### Obtaining actionable customer insights requires an infrastructure with:

- Compute performance sized right to handle massive amounts of data fast
- Flexible storage that can easily expand as your data grows
- High-throughput networks that are easy to configure and manage
- Reliable, proven infrastructure that is simple to manage

## Committed to your success

With Hewlett Packard Enterprise you have a trusted partner who delivers **Just Right IT** for small- to medium-sized businesses.

- 1 Update** your IT with confidence. HPE servers, storage, networking, and software are designed to work better together.
- 2 Quickly deploy** Microsoft SQL Server business intelligence with HPE solutions that are pretested and preconfigured for simplicity and ease of use.
- 3 Leverage HPE experience** as a trusted advisor supporting 500,000 small- to medium-sized businesses in every industry around the world.
- 4 Partner with HPE** and our 90,000 local channel partners.

**Discover how the right HPE technology can drive your business intelligence solutions and deliver better business results.**

Learn more at: [hpe.com/info/justrightit](http://hpe.com/info/justrightit)

<sup>1</sup> Small Business Trends, January 2015, "Did you know: a 5% increase in retention increases profits by up to 95%."