

# Drive productivity with modern servers



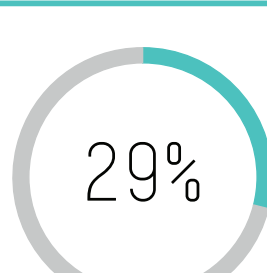
To compete in an era of mobility, Big Data, and always-on services, small and midsize businesses need to **improve productivity and deliver new services fast**. And that's a problem if you're living with servers that were not designed for today's challenges.

## What to look for in a modern server:

### Scalability

#### Problem:

Yesterday's server technology wasn't designed to scale up to meet the demands of mobility, Big Data, and rapid business growth.



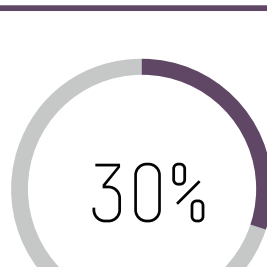
**of progressive SMBs spend 29% more on tech than their peers and are 18% more likely to forecast review increases than their counterparts.<sup>1</sup>**

**Solution:** To keep pace with today's trends, you need reliable servers with the capacity to scale up seamlessly.

### Performance

#### Problem:

Outdated servers can't keep up with today's mobile users, data growth, and demand for nonstop IT services. Data-intensive workloads stress your systems.



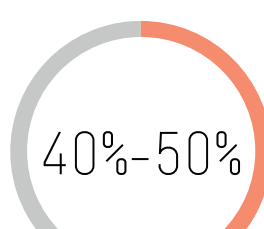
**of IT decision makers say slow or poor performance of applications is a top challenge.<sup>2</sup>**

**Solution:** Faster IT service delivery requires faster compute, memory, and I/O performance—integrated from the ground up.

### Simplicity

#### Problem:

Older servers are difficult and time-consuming to configure, manage, and update.



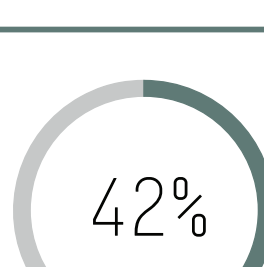
**Increasing productivity is the most widely-cited business priority for global SMBs.<sup>3</sup>**

**Solution:** To boost productivity, you need servers with simplified management, built-in automation, and proactive support.

### Agility

#### Problem:

Yesterday's servers don't give you the flexibility to handle diverse workloads easily or to leverage the latest technologies.



**of SMBs say that aging infrastructure is their top IT challenge.<sup>4</sup>**

**Solution:** To support your business, you need right-sized servers designed and optimized for your workloads.

Get the ideal servers for your small or midsize business workloads. Look for an IT expert with right-sized servers, decades of experience, and local partners.

With Hewlett Packard Enterprise, you have a trusted partner who delivers Just Right IT for small and midsize businesses—to drive powerful results.

## Gain the HPE ProLiant Gen9 Servers edge

25%

reflects the performance increase from moving from Haswell Gen9 to Broadwell Gen9<sup>5</sup>

18%

compute capacity with lower total cost of ownership<sup>6</sup>

## HPE ProLiant Gen9 Server family for small and midsize businesses:

### HPE ProLiant 10 Series Gen9 Servers

Right-sized for first-time deployments

### HPE ProLiant 300 Series Gen9 Servers

Tailored with flexible choices for compute-intensive workloads



### HPE ProLiant 100 Series Gen9 Servers

Optimized for multiple workloads in growing environments

### HPE ProLiant BL460c Blade Servers

Designed for consolidation and virtualization workloads

Discover how the right HPE ProLiant Gen9 servers drive productivity and deliver better business results.

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<sup>1</sup> Business-Technology and Growth webinar, April 2016, Laurie McCabe, SMB Group.

<sup>2</sup> Frost and Sullivan, "Journey to IT-as-a-Service powered by Software-defined data center," Stratcast, August 2013.

<sup>3</sup> ESG 2015 SMB Business Outcome Survey, August 2015.

<sup>4</sup> "Bring your server IT into the Modern Age," Jim Rapoza, Aberdeen Group, May 2015.

<sup>5</sup> HPE ProLiant Gen9 Servers deliver up to 25% faster performance (due to Intel® E5-2600 v4 chip); TPC and TPC-H are trademarks of the Transaction Processing Performance Council. TPC-H results show the HPE ProLiant DL380 Gen9 Server with a non-clustered result of 678,492 QphH and 1000 GB and \$0.64/USD QphH and 1000 GB with system availability as of 77-13-2016. See [tpc.org/3320](http://tpc.org/3320). The TPC believes that comparisons of TPC-H results published with different scale factors are misleading and discourages such comparisons. Results of March 31, 2016, see [tpc.org](http://tpc.org) for more information. Performance gains may vary.

<sup>6</sup> 18% is based on new Intel chip (Intel E5-2600 v4) core capacity: Haswell-18 cores, Broadwell-22 cores.

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