



White Paper

How to Reduce Costs in Following Best Practices

by Simplifying IT Management

By Mark Bowker, Senior Analyst

June 2015

This ESG White Paper was commissioned by Hewlett Packard Enterprise and is distributed under license from ESG.

Contents

IT SMB Objectives and Challenges.....	3
Cost Reduction Is Critical	3
Operational Efficiency Is Also Important.....	4
Best Practices to Reduce IT Costs and Achieve Operational Excellence	5
Simplifying SMB IT Operations and Reducing Costs with HPE Solutions	8
The Bigger Truth	13

All trademark names are property of their respective companies. Information contained in this publication has been obtained by sources The Enterprise Strategy Group (ESG) considers to be reliable but is not warranted by ESG. This publication may contain opinions of ESG, which are subject to change from time to time. This publication is copyrighted by The Enterprise Strategy Group, Inc. Any reproduction or redistribution of this publication, in whole or in part, whether in hard-copy format, electronically or otherwise to persons not authorised to receive it, without the express consent of the Enterprise Strategy Group, Inc., is in violation of U.S. copyright law and will be subject to an action for civil damages and, if applicable, criminal prosecution. Should you have any questions, please contact ESG Client Relations at (508) 482-0188.

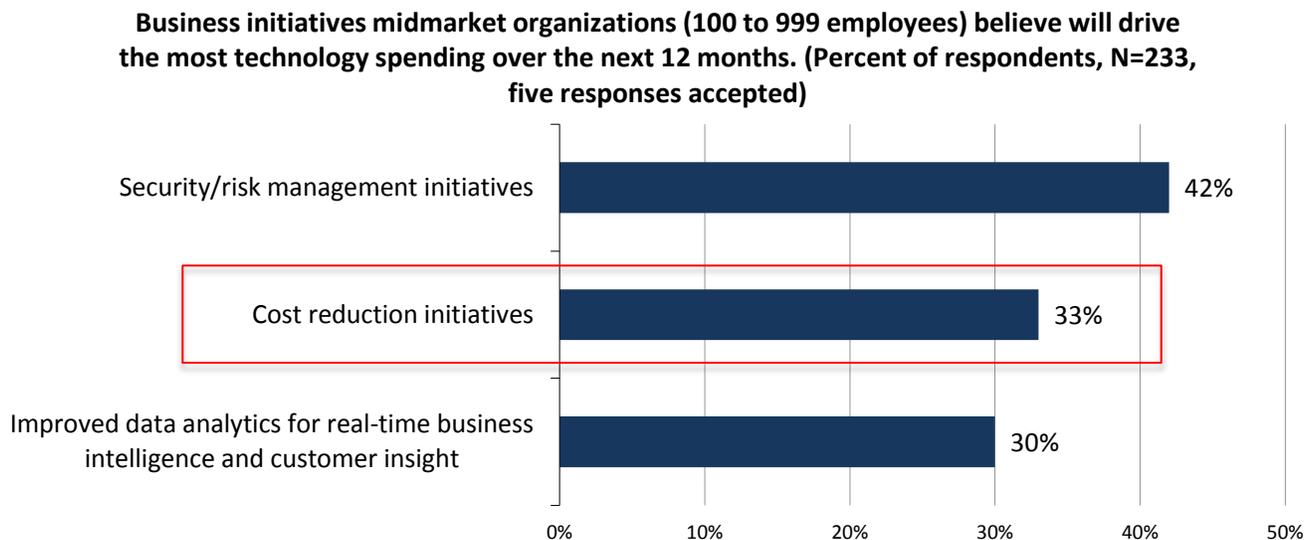
IT SMB Objectives and Challenges

Cost Reduction Is Critical

Despite the best efforts of organisations of all sizes to adapt to the global proliferation of IT megatrends such as cloud, mobility, big data, and security, this massive wave of technology is inundating SMBs, which are responding to these costly and complex challenges without the extensive IT resources available to large corporations. SMB businesses are fraught with very similar challenges and business initiatives, but are often boxed in with fixed budgets, less IT resources than their enterprise IT associates, and gaps in technical experience and expertise. While this is not a new reality for these organisations, solutions that close the gap and arm SMB organisations with the technology and tools to simplify IT operations while also reducing costs are very achievable. This document will explore the challenges SMB IT faces today, how industry peers are addressing these challenges, best practices for these issues, and how IT professionals may be able to leverage [HPE](#) to achieve their goals.

Along with increasing user demands and more complicated infrastructures, midmarket organisations also face business pressure to keep costs and headcount to a minimum. In fact, according to ESG research, cost reduction initiatives were selected by 33% of midmarket respondents as one of the business initiatives that will drive technology spending in their organisations over the next 12 months, making it the second most-cited response (see Figure 1).¹

Figure 1. Top Three Midmarket Business Initiatives Driving the Most Technology Spending



Source: Enterprise Strategy Group, 2015.

SMBs also understand that with new technology trends come new opportunities to advance careers, improve IT operations, automate tasks, and simplify the daily life of an IT professional. They recognise the importance of these technologies not only for innovation, agility, and the ability to attain the competitive high ground, but also for their capacity to help reduce costs and simplify IT operations—the very initiatives slated for IT spending.

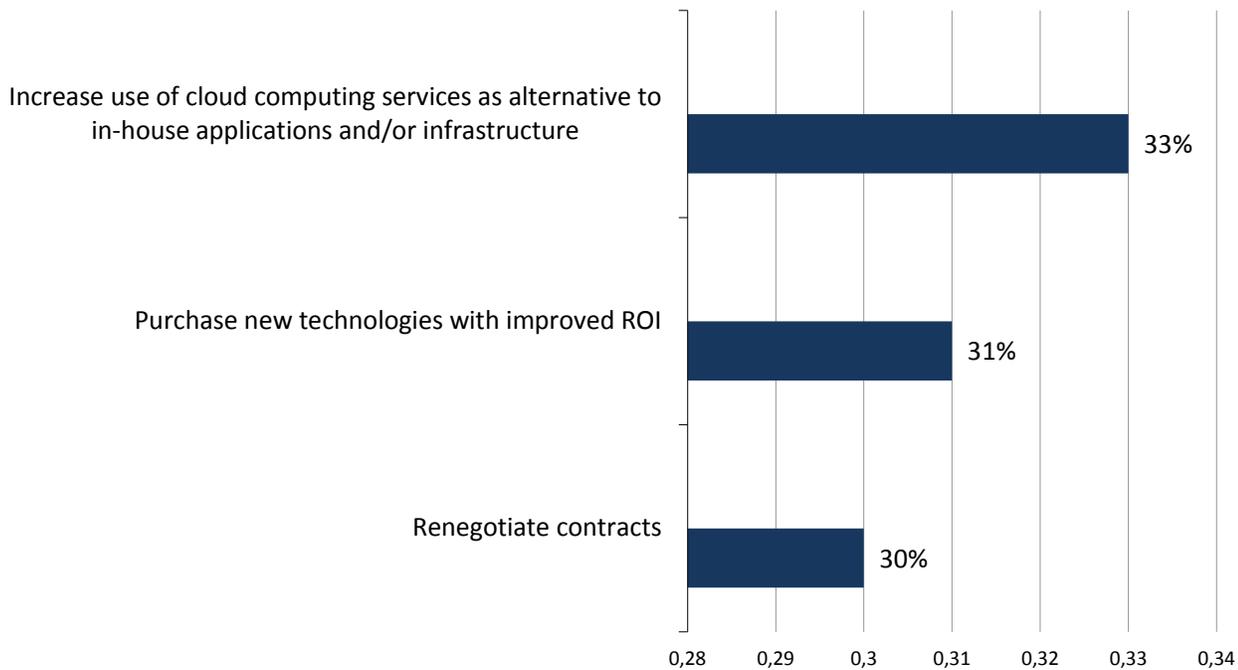
ESG research validates this recognition. Midmarket organisation respondents are taking multiple measures to reduce or contain IT expenditures by embracing alternative consumption models as well as a razor focus on ROI technologies. It should come as no surprise that 33% of respondents reported that they are increasing their use of cloud computing services as alternatives to in-house applications and/or infrastructure, given the desire to simplify the management and consumption of IT (see Figure 2). Not only will this move help them to save on capital

¹ Source: ESG Research Report, [2015 IT Spending Intentions Survey](#), February 2015. All ESG research references and charts in this white paper have been taken from this research report (unless otherwise noted).

expenditures, but it will also increase IT productivity. Similarly, 31% indicated that they would be purchasing new technologies with improved ROI. This shows that people are willing to invest in technologies such as automated management tools to make IT staff more efficient, knowing that they'll see a return—especially on their administrative time. Management tools provide improved visibility, intelligence, and reporting back to the IT professional so she can make highly informed, real-time decisions while also injecting the opportunity to automate routine and mundane tasks. Simply stated, an IT administrator can do more with less while saving time and driving up the overall utilisation of the IT environment.

Figure 2. Top Three Midmarket Measures to Reduce or Contain IT Expenditures

Measures midmarket organisations (100 to 999 employees) are taking to reduce or otherwise contain IT expenditures. (Percent of respondents, N=233, multiple responses accepted)



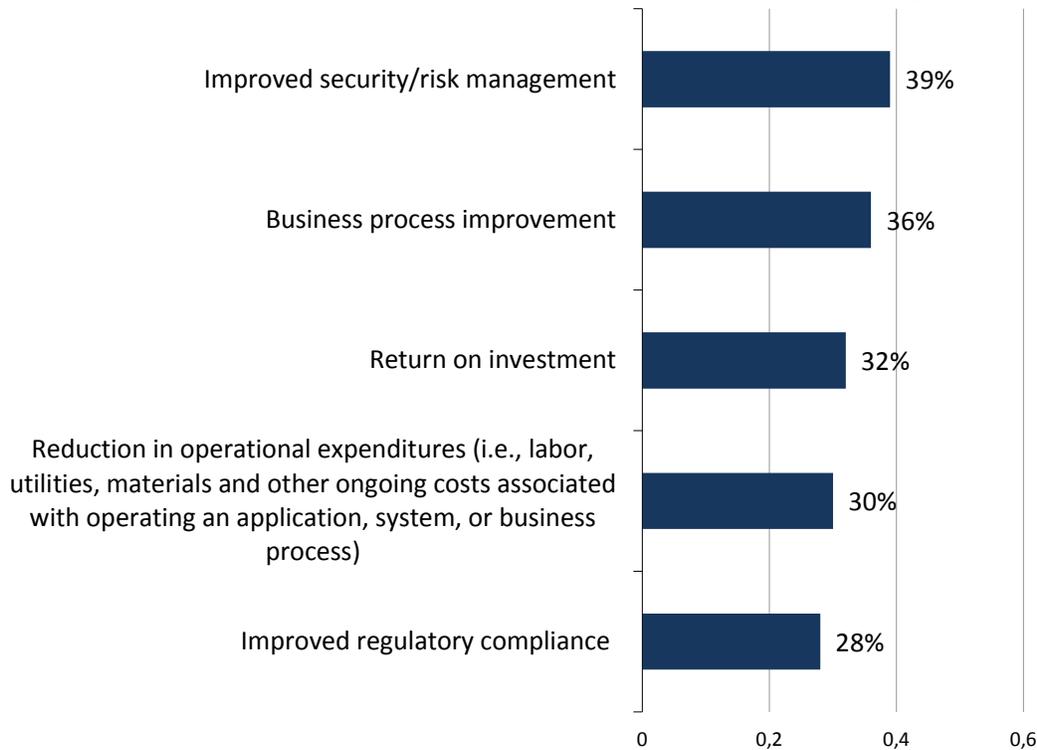
Source: Enterprise Strategy Group, 2015.

Operational Efficiency Is Also Important

During the coming year, SMB IT organisations will have to gain executive approval in order to justify new investments that will lead to organisational improvements and/or increased cost and operational efficiencies. This may be a daunting task because many of these execs have become pragmatic advocates of zero-level increases in IT budgets. However, IT can prepare for a successful conversation and the investment in new technology if the focus is on a few key points that will resonate with the ultimate decision maker that signs off on the approval. Leading with the justifications for IT investment found in Figure 3 can enable IT professionals to speak the language of the business owner and map to the KPIs he uses every day in his business priorities. ESG research indicates that the top considerations cited by SMB pros when pursuing executive approval for IT investments include improved security/risk management (39%), enhanced business processes (36%), return on investment (32%), and reduction in operational expenditures (30%) (see Figure 3).

Figure 3. Top Five Considerations in Justifying IT Investments to Management

Considerations midmarket organisations (100 to 999 employees) believe will be most important in justifying IT investments to business management teams over the next 12 months. (Percent of respondents, N=233, three responses accepted)



Source: Enterprise Strategy Group, 2015.

Among these results, security has unavoidably become embedded as the top concern of IT leaders across the board. Security initiatives are instated to help mitigate risk for the company and avoid potential severities that include loss of revenue, company brand damage, loss of productivity, and stolen intellectual property. Return on investment is also an important recurring consideration. The quest for faster ROI ensures that IT is evaluating management or infrastructure solutions that provide high utilisation rates, require less time to manage, and offer better service and support.

Business process improvement is a dynamic area with great potential—and it plays well with tight budgets, since the objective is to improve productivity without increasing costs. Business process improvement plays a critical role in ensuring that organisations can quickly respond in hours or days to IT requests that previously took weeks or months. This is made possible with the help of advanced tools that enable automation and provide better intelligence and enhanced visibility into operations. The same objective is also true for reducing operational expenditures—which is mission-critical to SMBs. It's all about organisations rolling up their sleeves and finding better ways to improve and simplify operational efficiencies—saving time and money—without hiring new staff or making large infrastructure investments.

Best Practices to Reduce IT Costs and Achieve Operational Excellence

There is not a magical flip of a switch or single change that IT can make to achieve improved operational efficiency. Rather, it is a combination of people, process, and technology that has the potential to create a profound impact on IT and conversely a positive impact in the business. The following section includes a series of focus areas to help embrace a set of best practices as depicted in Table 1:

Table 1. Focus Areas for Reducing IT Costs and Achieving Operational Excellence

IT Challenge	Best Practice
Management complexities lead to time challenges and increased costs.	Simplified IT management with a cohesive set of tools, visibility, and intelligence shared through a common view.
IT staffing and skillsets.	Embrace management tools, processes, and technologies that simplify infrastructure complexities.
Manual and mundane tasks.	Efficiency achieved through automation.
Unplanned downtime.	Increased IT availability and decreased downtime.

Source: Enterprise Strategy Group, 2015.

Challenge 1: Management Complexities Lead to Time Challenges and Increased Costs

Typically, IT spends a lot of time maintaining existing infrastructures that are associated with proprietary system silos managed with individual element managers. There is not necessarily a common view providing visibility into all the systems, and the likelihood of poor integration and communication among them also rises. As a result, IT never gets a full picture of the operating environment, and there is an increase in OpEx as IT manages and maintains all these different systems. This isolation is counterproductive because any new requests or daily routine tasks must be based frequently on manual processes, taking up more valuable time from an IT organisation and further increasing IT OpEx. For example, statistics related to remote resources in branch office/remote office environments may not be reported back to a centralised system. Clearly, there is a need for more timely service and support in these environments where SMB IT success is all about reduced costs and simplified management.

In practice: Simplify IT management:

The mantra of doing more with less in an ever-evolving, complex IT landscape is a significant challenge for small to midsized companies, which don't have a lot of flexibility when it comes to allocating funds. Undeterred, they are seeking to marshal powerful forces such as automation, system availability, and advanced management solutions that can turn this unchecked tide of technology and data into an ally—as opposed to a threat.

There is no hiding the fact that IT is complex, but it doesn't have to be. IT management solutions should have a cohesive roadmap that demonstrates how easily integrated tools can create less complex environments. A management shift is taking place that has created more comprehensive tools for more complex IT environments. While some IT professionals may be tainted from point solutions that were deficient in capabilities, new management tools that focus on the overall operational excellence of the entire IT environment deserve a second look.

Challenge 1: IT Staffing and Skillset

This promise of working within more efficient IT environments is all-important to SMB IT pros, who are often not able to keep up with the fundamental daily demands of managing, provisioning, and maintaining systems. For example, ESG research found that:

- Twenty-seven percent of organisations with 100-250 employees had at least five full-time IT personnel.
- Almost one-fifth (18%) had no full-time dedicated IT staff.

- Over half (52%) had two or fewer people.²

With smaller IT staffs and, therefore, more generalised skill sets, SMBs don't always have the ability to purchase and implement technologies to meet their IT objectives.

In practice: Embrace Management Tools, Processes, and Technologies that Simplify Infrastructure Complexities

Given the challenges noted, it's no wonder that midmarket organisations' constant goals are to:

- Reduce IT complexity with simplified IT management.
- Increase efficiency through automation.
- Increase system availability by lowering downtime.

All of these goals save administrative time, increase IT's productivity so they can work on other strategic initiatives, and reduce costs. Fortunately, the new technologies afford opportunities to abate challenges and reduce infrastructure complexity by embracing management tools with built-in "intelligence" and proactive responsiveness. These goals can often be achieved without the addition of new staff or the further training of current staff members. Today's management tools help aggregate intelligence from a variety of data sources and present a common view for the administrator. The system can also be linked back to a central support organisation that acts as a managed service, always observing and alerting the IT organisation should a problem arise or indicating how the environment could be configured for optimal efficiency and utilisation. These tools arm IT with the visibility and intelligence to make informed decisions without having to open the hood on the various pieces of infrastructure and calling in external experts to fix what is usually a common problem. Alternatively, IT receives an alert that may be able to be fixed through a management console or a plug-and-play piece of hardware.

Challenge 1: Manual and Mundane Tasks

IT staff can spend an entire day or weeks clicking through general maintenance activities or the general tuning of the environment. Much of this time is due to the lack of interoperability of systems and infrastructure that was not designed to work together in an automated fashion. Administrators will spend hours looking through logs and many times will work through a trial-and-error process before a problem can be resolved. This unfortunately is not the best use of resources and is not the best service IT can be providing back to the business.

In practice: Increase Efficiency through Automation

Automation is a boon to SMB IT shops because it eliminates routine and mundane tasks such as initial configuration and provisioning, while enabling systems to work at maximum utilisation and peak efficiency across IT infrastructures, including servers, storage, and networking. It does this by offering such capabilities as self-service, which is used to save engineers and software developers from having to spend time requesting new IT resources. Instead, they can be delivered through a common portal. Automation also activates troubleshooting alerts, so if local or remote systems identify emerging problems, users can resolve them before they create unplanned downtime. Of course, automation also eliminates one of the biggest and longest-standing compute-related shortcomings—human error—and enables workers to focus on other, higher-value tasks. Moreover, automation gains intimate system knowledge of internal capabilities such as workload reporting and analytics, which helps businesses optimise operations. The savings of administrative time, increased IT productivity, and decreased OpEx are at the essence of what automation has to offer. With automation managing complex environments with little or no IT management expertise, the benefits to SMBs with small IT staffs are even more enhanced.

Challenges Unplanned Downtime

Succinctly stated, system availability is not an option—uptime is essential. Proactive monitoring and timely alerting allows organisations to improve uptime by staying current on system status and intercepting devices that are failing

² Source: ESG Research Report, [SMB Storage Market Trends](#), April 2013.

before they create system downtime. Proactive scans also identify potential bottlenecks and utilisation thresholds, determining potential problems before they happen and turning them into solutions, not challenges.

In practice: Increase IT Availability and Decrease Downtime

System availability excels when it enables companies to remotely log into support centre web portals and monitor their systems from any location. With excellent system availability and these types of remote management tools, companies are able to reduce the number of calls they get from end-users, as well as decrease the number of problems they're seeing on a daily basis, because they are able to work with a partner or vendor to identify them in a more proactive fashion. For example, vendors or resellers may provide a first look at an environment remotely, and can actually proactively ship new hardware as administrators are alerted to potential device failures based on their service and support agreements. Of course, all of these systems need to be managed through one management console—a single pane of glass—which is a big relief for SMBs who don't have the time to keep an eye on disparate, diffuse management systems.

With system availability, and better insight into their environments through automation, not only are organisations saving time and money, but IT resources also become available when the business needs them the most, and IT can sleep better at night knowing that systems are up and running as they should be.

Simplifying SMB IT Operations and Reducing Costs with HPE Solutions

HPE product capabilities point to the company's understanding of SMB customers' needs and its commitment to fulfilling them. SMBs want solutions that are simple to manage, affordable, and reliable, with an emphasis on service and support, reduced TCO, and ease of implementation and operations. They want management tools that simplify IT operations, products that are designed to be easily managed, and predictable IT resources that they can provide as services back to the business. Midsized companies want faster identification of performance issues, and the automation of manually intensive tasks that will lower operational costs and contain administrative headcount. Ultimately, they want to gain efficiencies that enable IT to be used more strategically, where the business needs them most—all the while reducing costs and increasing IT productivity. HPE steps up to deliver on these SMB needs.

HPE provides a comprehensive set of server management tools to help small and midsized businesses simplify IT and lower administrative costs during each stage of their growth. HPE offers personalised, web-based dashboards providing real time notification of active hardware events whether you are remote or mobile. HPE server management tools lower costs by:

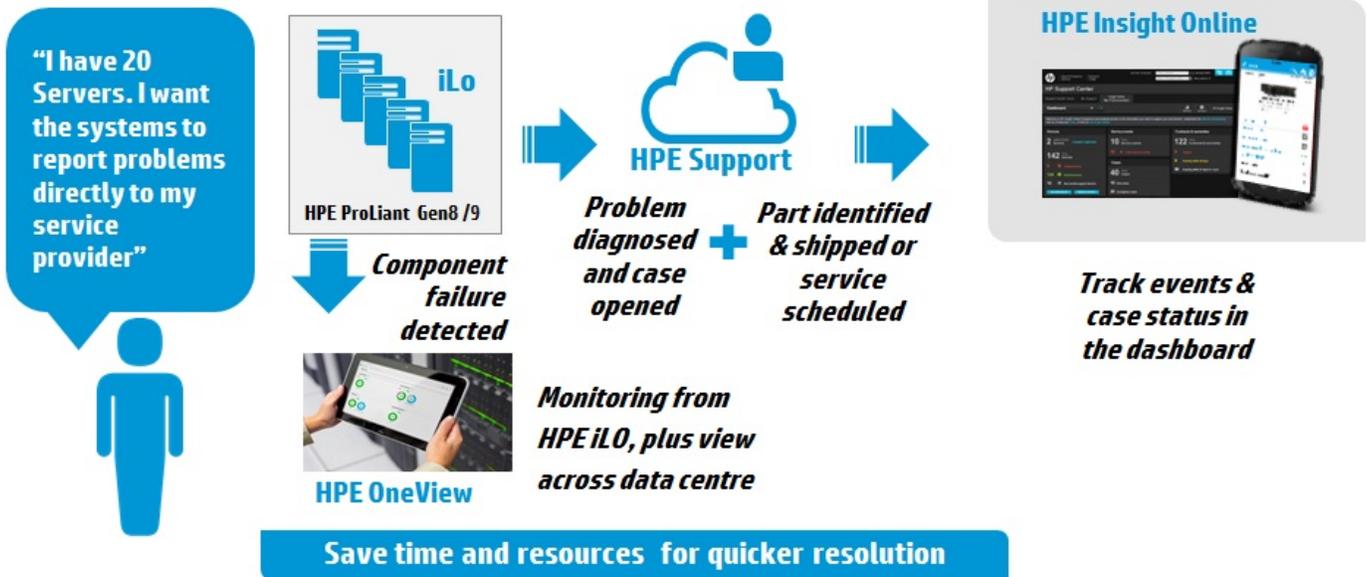
- Saving time: reducing time to provision, configure, and update.
- Increasing efficiency through automation, eliminating mundane tasks, and automating case creation and parts delivery.
- Decreasing system downtime via proactive scans for IT monitoring and alerting.
- Saving money: standard HPE server management tools are free of charge with the purchase of HPE ProLiant.

As small and midsized businesses grow and their IT environment becomes more complex, HPE offers the same IT management tools in advanced versions. Advanced IT management tools aid in deploying, managing, and troubleshooting IT remotely, saving both administrative and travel costs.

An example of how HPE management tools work together to reduce costs can be seen in the following diagram where the management and support software technologies are integrated into one seamless experience across the server lifecycle—from server deployment to ongoing support and continual improvement. Further details on each of the key software product integrations shown in Figure 4 depict how customers achieve access to the support and management information they need anytime, anywhere.

Figure 4. HPE IT Management Tools

HPE Insight Online with iLO monitors 24X7, transmits events, opens cases and schedules part replacement or service



Source: HPE, 2015.

As noted, the hyper state of IT has spawned more infrastructure management tools than overworked SMBs can assimilate into their IT environments. As the number of these tools increases, it becomes increasingly difficult to properly integrate them within legacy SMB systems. HPE has a set of management tools that simplify management tasks and add value to IT's overall operations: HPE Insight Online, HPE Integrated Lights Out (iLO), and HPE OneView.

The integration of the management tools with remote support capabilities can be a game changer for an SMB IT administrator. The connectivity into the hardware, system administration view, and HPE support connectivity help create an automated case creation should a problem arise. The system is tied back into a partner for parts ordering, enabling businesses to proactively monitor system health and identify potential IT failure before an incident occurs. With all the systems working together, IT can use this architecture to support the best practices in Figure 4. The common management tool, HPE infrastructure, and connectivity to support form the links from improved operational efficiency, higher availability, and simply a better-run IT service to the business. Each component or service adds value and, as a system, they support best practices and improved IT processes for a more efficient, available, and cost-effective IT operating environment.

Table 2. Best Practices for Simplifying SMB IT Operations and Reducing Costs with HPE Solutions

IT Challenge	Best Practice	HPE Solution
Management complexities lead to time challenges and increased costs.	Simplified IT management with a cohesive set of tools, visibility, and intelligence shared through a common view.	HPE Insight Online HPE iLo.
IT staffing and skillsets.	Embrace management tools, processes, and technologies that simplify infrastructure complexities.	HPE Insight Remote Support.
Manual and mundane tasks.	Efficiency achieved through automation.	HPE OneView. HPE iLo
Unplanned downtime.	Increased IT availability and decreased downtime.	HPE Insight Remote Support.

Source: Enterprise Strategy Group, 2015.

HPE Insight Online

HPE Insight Online allows SMBs to agilely manage their hardware across a spectrum of HPE servers—including popular SMB HPE ProLiant Gen9 models—in order to integrate system management and support software technologies in a seamless experience from server deployment to ongoing support. HPE Insight Online allows users to access the support and management information they need anytime, anywhere. It features a personalised dashboard that shows device health and contract/warranty status. Through automation and proactive monitoring capabilities, this product can reduce manual routine processes, resulting in greater efficiencies and operational cost reductions. It also can reduce the frequency and resolution time for unplanned downtime, resulting in improvements to both IT’s productivity and business processes. HPE Insight Online is available with HPE warranty and contract services.

HPE Integrated Lights Out (iLO) presence

HPE iLO Embedded is a server management license that provides additional features to the iLO Management Engine, which provides embedded onboard intelligence in every HPE ProLiant server. The embedded intelligence enables users to monitor and manage their servers to the point where they can make decisions about firmware, bios, configurations, and capacity planning. HPE iLO Essentials provides additional capabilities such as intelligent provisioning to deploy, update, and configure servers onsite, and agentless management to monitor core hardware and related alerts without agents. It saves administrators time by providing out-of-the-box web access and health monitoring of the server to minimise downtime. HPE iLO provides faster time to resolution with remote access and troubleshooting, embedded support, and thermal system control capabilities. All these features free up IT time, resulting in the ability to do more with less, and ultimately, reducing operational expenditures.

Customer Success Blueprint

IT/Business Goals

- Save time for admin staff by automating and offloading tasks.
- Accelerate the resolution of problems by generating automatic alerts of any issues.
- Improve reliability by identifying hardware that is expected to fail soon.
- Reduce service and support time.

HPE Solution

- Software: HPE Insight Online, HPE Remote Support v7, and HPE Insight Control.
- HPE Services: HPE Proactive Care Service.

Results

- Fixing problems before they occur through proactive monitoring, management tool insights, and a direct connection to HPE support.
- Saving time with reduced support calls.
- Collaborative support leveraging management insights and monitoring.
- Improving reliability by detecting problems before they occur.

HPE OneView

In the increasingly complex world of software-defined data centres (SDDCs), users are turning to HPE OneView in order to trade infrastructure complexity for management and automation simplicity. Taking simplicity to the next level, HPE OneView acts as an automation hub that allows other management tools like VMware vCentre and Microsoft System Center to connect and be managed as one. With fewer management tools, costs are saved in reduced training, licensing, and maintenance. HPE OneView is template-driven to provide fast system provisioning. Administrators can deploy one tool for infrastructure, patch, and firmware management with more automation and no need to switch between multiple tools to complete tasks. These features result in IT time savings and cost reductions by administering the infrastructure more efficiently. HPE OneView is available on HPE ProLiant Gen9 Rack Servers and BladeSystems.

HPE Remote Service and Remote Support

HPE offers a variety of remote support tools to assist SMBs in diagnosing problems, discovering root causes, and resolving them efficiently. This is important since many small and mid-sized organisations don't have the luxury of long service outages, and they need to cost-effectively solve these issues when they may be a long way away from their customers. SMBs and their customers can use the HPE Insight Online web portal within the HPE Support centre to manage and monitor their environments over the web. The direct connect architecture makes it easy to see the equipment and its status from anywhere.

HPE Insight Remote Support provides remote monitoring, diagnosis, and problem resolution directly from HPE, even enabling the delivery of parts or service personnel to customer sites based on the service levels chosen. SMBs experience fewer calls from their customers and have fewer problems to fix because when a problem occurs, the information is sent directly to HPE.

HPE iLO also provides remote access and troubleshooting via a web browser or the iLO Mobile App. These various types of remote monitoring capabilities make it easier and faster for users to get the granular information they need to resolve issues. This, again, simplifies management challenges and improves efficiency, which saves money and ensures SMB customers' satisfaction.

HPE Infrastructure Products

HPE provides a comprehensive set of server, storage, and networking infrastructure and tools to help SMBs simplify IT and lower operational costs. These infrastructure components also snap directly into the management capabilities described and include automation capabilities that help IT achieve operational excellence.

HPE Servers

HPE ProLiant

With the ProLiant series of servers, intelligence is built into the products to make them easy to manage and monitor. They help organisations lower costs by reducing data centre footprints in addition to lowering secondary costs like power and cooling. ProLiant management is made easier by the fact that entry-level, highly scalable, and dense servers share the same management tools. The ProLiant servers ship with HPE Insight Online, HPE OneView, and the iLO embedded management engine, all of which enable simpler IT management and greater operational efficiency.

HPE Storage

HPE StoreVirtual

HPE StoreVirtual is a scalable solution designed to deliver the full benefits of server virtualisation. It transforms internal or direct-attached storage into a fully featured shared storage array without the cost and complexity of dedicated storage. HPE storage is designed with simplicity in mind and integrates directly into virtualisation management tools to provide centralised management of the virtual and physical infrastructure. HPE StoreVirtual VSA provides one-click setup for simple deployment, and nodes are managed from the Centralised Management Console (CMC), which features a simple, built-in analyser and easy-to-use update process. Because of its easy deployment, configuration, and management, no specialist storage knowledge or resources are required. Everything is designed to work seamlessly with the tools that HPE provides. These are ideal conditions for SMBs.

HPE MSA 1040/2040 SAN Storage

HPE MSA 1040/2040 SAN Storage solutions can help small and mid-sized businesses reduce costs and improve operations by quickly and easily adding storage that is optimised for server virtualisation to their IT infrastructures. The MSA family addresses storage needs with two targeted models. They feature an integrated setup and management web-based interface that makes the MSA 1040/2040 easy to manage. They also offer data-in-place upgrades to extend ROI without time-consuming and risky data migrations. These arrays enable SMBs to implement shared storage without dedicated storage expertise. The MSA family, with its ease of management and deployment, helps SMBs improve efficiency without straining company resources and budgets.

HPE Networking

The Intelligent Management Centre and Network Products

The HPE Intelligent Management centre (IMC) is well-suited to work with SMBs that require end-to-end network visibility in order to reduce the time required to manage and provision network devices such as the HPE 2920 and 5400R network switches. Because IMC is one of a small number of open networks that uses only industry-standard protocols—SNMP and Openflow—it can manage over 6,000 devices from 220 vendors. With IMC and HPE networking products, SMBs will have a lower total cost of ownership due to less need for maintenance. Also, IMC uses a single pane of glass to manage both wired and wireless devices with no need to create separate user policies for each, which minimises errors and saves administrators' time.

HPE Support Services

Evolving the way IT manages infrastructure is even more critical for today's CIOs and IT managers. They are contending with numerous challenges as they transition to new compute models all while maintaining their traditional IT infrastructure. As a result, HPE has enabled customers to stay connected.

Foundation Care

With HPE Foundation Care, customers can minimise the time spent on troubleshooting, monitoring, and remediating while maintaining availability within limited budgets and resources. HPE Foundation Care Services support all enterprise technologies—servers, storage, networking products—as well as industry-leading software.

HPE Installation and Deployment Services

HPE Installation and Deployment Services provide customers options to lower costs, from deployment of simple racks of ISS servers to complex custom project deployments with a comprehensive framework including the option of having the solution preconfigured and integrated in the HPE factories to save time. HPE Installation and Deployment Services are targeted to help customers:

- Adopt new technologies faster.
- Deploy and expand easier.
- Transition without disrupting operations.
- Reduce risks and costs of deployment.

The Bigger Truth

The demands of cloud, mobility, big data, and security are increasing the complexity of IT, and this is particularly onerous for small and mid-sized organisations. HPE is well aware of the challenges SMBs face when it comes to dealing with the proliferation of costly, complex infrastructure and management tools. IT has the opportunity to embrace best practices that simplify IT operations and their daily management routines. Best practices evolve around the aforementioned management solutions aimed at simplifying IT management with a cohesive set of tools, visibility, and intelligence shared through a common view. The management paradigm also focuses on automation that can help simplify infrastructure complexities and eliminate time-consuming IT tasks. With that in mind, HPE has crafted a strategy for SMBs that includes a predictable and comprehensive set of server, storage, and networking solutions that can be managed through easy-to-use HPE management tools to help simplify IT operations and lower operational costs. Through its single management interface, HPE combines access control, policy, administration, and monitoring. HPE also has integrated third-party products from such companies as VMware, Microsoft, and Red Hat. And the good news is that no specialised IT skill sets or resources are needed to leverage any of the management tools.

At a time when business success depends on exploiting the opportunities presented by these mega-technologies, SMBs are dedicated to fulfilling their maximum potential by getting the most value out of their current and near-term IT resources. It might be advisable to include HPE in the solution set to do so. This comes down to reducing IT complexity with simplified IT management, saving administrative time, increasing efficiency through automation, and emphasising system availability. Ultimately, SMBs can then create innovative and agile environments that lead to competitive superiority.

HPE Document No. 4AA5-9056EEW



Enterprise Strategy Group | **Getting to the bigger truth.**

20 Asylum Street | Milford, MA 01757 | Tel: 508.482.0188 Fax: 508.482.0218 | www.enterprisestrategygroup.com