

# Access massively scalable storage to drive business growth

## Storage in the cloud

Enable business with cost-efficient storage that scales to improve collaboration, data protection, and content access

### Scale storage to meet business demands

- Lower unit costs as you grow with massively scalable storage design
- Improve data protection with stronger backup and archive capabilities
- Increase productivity and collaboration with file sync and share capabilities
- Drive growth with content repositories to support business experiences
- Accelerate time-to-value with simplified deployment and configuration

### Open, standards-based architecture

- Quickly extend capabilities to meet evolving needs with compatible solutions
- Reduce total cost of ownership (TCO) with open standards based on technologies like OpenStack® Swift for integration with existing and future tools

### The right mix for your business

- Integrated, software-based, and managed services solutions for private and hybrid cloud to meet specific business needs
- End-to-end solution, services, and support from a single vendor



## Scaling the growing storage challenges

The vast majority of organizations experienced significant data growth from eleven to more than 100 percent over just the past year.<sup>1</sup> Businesses are faced with exponential increases in the volume, velocity, and variety of data that needs to be stored, analyzed, and quickly made available to drive new customer and partner experiences.

At the same time, IT departments are being asked to do more with less, and storage administrators are managing much larger volumes of data using traditional storage methods that are outstripping their budget and staff resources.

To cope with the massive volumes and variety of data being generated, new, more cost-effective, and massively scalable object storage solutions are needed to ensure the protection of the terabytes of structured and unstructured data—email, social media,

video, and more—that are required to power innovation, improve productivity, enhance collaboration, and drive business growth.

## The storage you need to get the results you want

Cloud object storage offers IT organizations a cost-effective way to meet demand for “store anything,” and content repositories enable the fast access to files and information required to drive business growth. Easily accessible file sync and share storage enhances collaboration and increases productivity, while streamlined backup and archive protects information assets required to drive growth.

And the business case for building your own private cloud storage is strong; Gartner research indicates that “the acquisition cost of self-built storage products can be as much as 70 percent lower than traditional products, whereas the total cost of ownership is only 30 percent less.”<sup>2</sup>

<sup>1</sup> The Simple Analytical Solution to Complex Data, Aberdeen Group, October 2015

<sup>2</sup> The Issues and Costs of Building Your Own Storage, Compared to Buying Storage or Using Cloud Storage, Gartner, September 2015

## Building cost-effective, scalable cloud storage

Hewlett Packard Enterprise offers massively scalable, cost-effective cloud storage solutions with the key capabilities you need to support the growth of your data and business.

### Massive scalability design

Scale your storage easily according to your business requirements and budget. Object storage offers decreasing costs as volume increases, and can be augmented with cloud-based block or file storage as needed.

### Simplified deployment and configuration

Accelerate time-to-value to enable greater collaboration and increased data protection while reducing upfront investment with pre-configured solutions that speed deployment.

### Enterprise-grade management tools

Ensure consistent, reliable performance as you scale and expand with proven management tools that offer enterprise-grade capabilities to reduce management costs and complexity.

### Compatible solutions ecosystem

Extend your storage solution with HPE Helion Ready Program partners or other HPE storage solutions to quickly respond to opportunities and meet evolving business requirements.

### Open, standards-based architecture

An open architecture based on technologies like OpenStack Swift maximizes flexibility to integrate with existing and new storage innovations while lowering your total cost of ownership. It also helps ensure you can support future data growth and business requirements. An open, standards-based API architecture provides easy integration with your existing management tools to provide the control you need today and tomorrow.



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## Delivering the right mix for your business

The HPE Helion portfolio offers a choice of deployment options to deliver the right mix of storage solutions and services to meet the specific needs of your business.

- **HPE cloud software and hardware solutions** accelerate and simplify the deployment of end-to-end, OpenStack Swift-based massively scalable, turnkey object storage solutions. These are pre-configured and pre-tested, with built-in best practices to accelerate deployment based on the amount of storage required and the service-level agreements (SLAs) you need to meet.
- **HPE software solutions** offer investment protection with an open source, infrastructure-as-a-service (IaaS) cloud management platform for creating scalable, customized object storage solutions on your existing Hewlett Packard Enterprise or third-party hardware with the help of our cloud experts.
- **HPE Helion managed solutions** allow you to take advantage of a consumption-based cloud storage service with a choice of storage tiers aligned to the availability and performance needs of your apps and data, managed by HPE experts.
- **HPE hardware solutions** let you build out your own solution on your choice of industry leading cloud-enabled blade or rack servers. Or you can choose enterprise-class, scale-out, flash-optimized storage to meet high-performance needs.
- And to give you the support you need, **HPE Helion Professional Services** offers the experts you need to help you realize your specialized storage workload or use case requirements, or fill in any skill-set and expertise gaps you may have.

“We believe that HPE Helion CloudSystem Enterprise will help us improve and simplify management of our environment, to make it faster, simpler, and more reliable. We believe that our delivery capacity will grow, improving quality of service, and helping us achieve our goals.”

– Marcos Eboli, quality of service manager, Ecad

“Our processes are so critical that we need to have a reliable partner. So for us, HPE is not only reliable, but also strategic for our business to help us in this growth process. HPE cloud has opened more opportunities in our business, for faster and more reliable services.”

– Marcos Eboli, quality of service manager, Ecad

## Drive business growth with economical storage

Deploy massively scalable, cost-effective cloud storage with the assurance that you can meet the volume, velocity, and variety requirements of your business, and with the capability to easily expand both your capacity and capabilities as requirements evolve. What are you waiting for? Contact your HPE sales or partner representative to discuss your storage needs today.

Learn more at  
[hpe.com/cloud/usecases](https://hpe.com/cloud/usecases)

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4AA6-2928ENW, May 2016, Rev. 1