



Hewlett Packard
Enterprise

Brochure

Compete big at any size

Transform your business with Just Right IT products and solutions



Can you meet the challenges of today's increased pace of business?

In today's hyper-connected world, a new class of entrepreneurs are challenging the status quo and revolutionising entire industries at a pace and scale never seen before. With the opportunities afforded through mobility, big data and cloud computing, turning an idea into a new product, capability or even industry has never been easier.

Small and medium-sized businesses (SMBs), like you, are in a challenging position. You know that technology can help you bring your ideas to market quickly and broaden the awareness of what you have to offer. But you don't have a lot of time or resources to devote to it.

The right technology at the right time can help businesses proactively adapt to changing marketing conditions and compete more effectively. A modern IT infrastructure can help to:

- Proactively protect applications and data to keep your business running, while allowing you to take advantage of opportunities afforded through mobility and cloud computing.
- Provide better customer experiences through insight gained via a data-driven approach to acquiring and retaining customers.
- Improve collaboration and workplace efficiency to increase overall productivity.
- Reduce costs by simplifying and streamlining processes and taking advantage of more energy-efficient products.

For you to be successful, you need an always-on IT infrastructure that provides the quality of service that customers have come to expect, one that allows you to level the playing field and compete globally, even disruptively, against larger competitors. You require the same enterprise-grade products and solutions as anyone else. You just need them to be affordable and right-sized for your business. Helping you to transform your business from a cost centre into a value creator for a New Style of Business is where Hewlett Packard Enterprise leads like no other company. We have helped customers and partners deal with shifts and challenges in IT technology for decades. Let our vision and breadth of products and expertise work for you to help you take advantage of the opportunities afforded through technology today.

Technology designed specifically for you

No matter your size or stage of business, whether you are just starting out, building momentum or expanding, we at HPE and our trusted channel partners have the right products and solutions to help you achieve your business objectives. Our commitment to understanding the needs of small and medium-sized businesses (SMBs) led us to develop a unique program aimed at providing SMBs with the tools required to reimagine their businesses. To support today's culture of agility, our HPE Just Right IT portfolio includes feature-rich, purpose-built products and solutions designed for IT generalists that span on-premise, hybrid and cloud environments. HPE Just Right IT supplies you with the reliable enterprise capabilities you need simply and affordably, helping you to achieve your specific business outcomes.

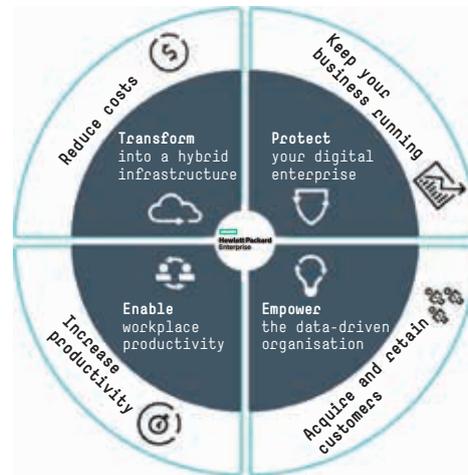


HPE virtualisation delivers operational cost savings and enables business continuity

The VBK Groep has been involved in construction and infrastructural projects for over 50 years, from residential and utilities construction, concrete construction and civil engineering as well as groundwork and road construction to pipe construction and concrete repair work. The ICT team consists of just two people. Together with partner MostWare, a relationship that goes back more than ten years, they support the VBK Groep staff and look for more efficient ways of working.

Among the candidates, HPE and MostWare offered one of the most complete solutions: a full Hyper-V virtualisation cluster based on HPE StoreVirtual nodes, HPE ProLiant servers and HPE ProCurve networking. Peak use of the hardware involved in the virtualisation platform provides 65 percent efficiency, as opposed to 20 percent previously. The central configuration provides a single source of storage space in which all the capacity is available on all the servers, improving the efficiency of access. The virtual nodes are also copies of each other, so that if a server fails, there is no impact on continuity.

With Hewlett Packard Enterprise Just Right IT, you can



Keep the business running

HPE can help you take advantage of the opportunities afforded through today's advanced IT with a pervasive security strategy that proactively protects your applications and data. The plug-and-play security features, resilience and reliability found in our servers, storage and networking products act as the first steps to safeguarding your IT infrastructure. HPE's Just Right IT comprehensive portfolio protects both physical and virtual environments. Our access tools and products offer enhanced security features and facilitate easy on-boarding and provisioning of mobile devices. HPE's Just Right IT Flex Solutions address specific security concerns

with end-to-end, validated configurations, delivering reliable backup and recovery (BURA), affordable, offsite disaster recovery and BYOD (bring your own device) implementations with enhanced security capabilities.

Acquire and retain customers

HPE can help you uncover valuable customer insights with a foundation that allows you to capture the right information and make sense of it with powerful, high-bandwidth, low-latency products that can handle the demands of advanced analytics. HPE Just Right IT Flex Solutions for BI (business intelligence) with Microsoft® SQL server 2014 and our Big Data analytics solution with HPE HAVEN Startup Accelerator enable the effective mining of big data, helping you to gain market insights, target customer communications and drive product innovations that can strengthen your competitive position.

Increase productivity

The velocity at which business moves today necessitates a culture of agility. Customers, vendors and colleagues expect to communicate with you 24/7, 365 days of the year. HPE can help you speed up the delivery of your products and services and maintain a competitive edge with products and solutions that support today's UCC (unified communications and collaboration) tools. HPE Just Right IT high-performing ProLiant Gen9 servers, high-bandwidth networking and scalable storage products support the HPE Flex Solutions for Microsoft Exchange Server 2013 and Microsoft Lync 2013, bringing these capabilities to you easily and affordably. In addition, with HPE's easy-to-use mobility products and solutions with enhanced security features, you can accelerate your mobility strategies with systems and networks designed to handle the bandwidth and latency requirements, enabling your employees to work from any location at any time.

Reduce costs

Adopting a modern IT infrastructure facilitates a more efficient IT environment. By applying newer technologies, like HPE ProLiant Gen 9 servers, flash storage and virtualisation, you lower costs through the improved utilisation of resources. Today's smaller and more energy-efficient products deliver more compute power in less space. HPE Just Right IT Flex Solutions combine these products with our partner's applications, such as Microsoft Hyper-V or VMware® vSphere with Operations Management, to improve virtualisation even further.

Just Right IT

A complete portfolio of products and solutions for SMBs

Learn more about the **HPE ProLiant** family of servers and what our HPE Flex Solutions can offer you.

Put stress-free **storage** to work for you.

For your wired and wireless networks, **HPE networking solutions** are simple, reliable and affordable.

Right there when you need them, **HPE services** and **HPE financial services** support you all the way.



No matter the size, your business is your enterprise

Because your business has different demands during different phases of development and growth, HPE designs our Just Right IT products and solutions to align with those needs as they evolve over time. For businesses just starting out, we offer low-cost, reliable platforms to run the basic email, file and print functions that small start-ups need, along with essential network security solutions to support mobile devices. As your business builds momentum, the HPE Just Right IT portfolio allows you to expand capacity with higher-performing products, with upgrade-in-place solutions that reduce any business disruption.

Key to assisting SMBs with their technology transformation, HPE offers a variety of services aimed at helping them to acquire, install, maintain and even afford HPE Just Right IT products and solutions. HPE Support Services can help you figure out where to start, build a roadmap to achieving your goals and keep you up and running. HPE Education Services enhance your skills and help you make the most out of your investments. HPE Financial Services can help you simplify the way you acquire, consume and pay for Just Right IT solutions, with greater flexibility to change and scale. HPE Just Right IT is a comprehensive program designed to provide you with the products, services and support you need for your current business needs, while providing a platform for ongoing growth.

Transform into a New Style of Business with HPE Just Right IT

HPE's Just Right IT products and solutions are low-cost, flexible and reliable platforms that are ideal for small and medium-sized businesses. When you choose from any of our Just Right IT servers, storage, networks, services or bundled solutions, you can rely on our products to work and help you achieve your goals.

Reliability

HPE delivers products that are resilient and designed to work together.

Simplicity

We provide purpose-built solutions tailored for skill sets and resources you have.

Affordability

Our products deliver the right set of features and innovative financing options.

There has never been a better time to be a small or medium-sized business. Technology can help you bring your ideas to market in hitherto unimaginable ways. We at HPE, along with our trusted resellers, can work with you to help transform your business to drive innovation, productivity and revenue with tools that are priced and sized to work for you. With solutions that are simple, affordable and reliable, HPE Just Right IT enables you to ramp up quickly, even on a limited budget. Compete with confidence. Compete big with Just Right IT.

For complete details on HPE Just Right IT for small and medium-sized businesses, visit hpe.com/info/justrightit



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