

# Hewlett Packard Enterprise

## Empower the data-driven organization

Take the lead in the idea economy by building a strong data-driven foundation to quickly and consistently go from ideas to insights to outcomes



Data fuels the New Style of Business in the idea economy. Hewlett Packard Enterprise creates value for your business by analyzing and extracting actionable insights from your data, building and scaling capabilities and infrastructure, and integrating those insights into the points of action across your organization.

90%  
of all data ever created was  
created in the past two years<sup>1</sup>

77%  
of businesses agree that  
decision-makers require  
actionable data in real time<sup>2</sup>

66%  
of businesses find using  
Big Data very or extremely  
challenging<sup>3</sup>

### Today's business challenges

Data proliferation can be both a source of business opportunity as well as a tremendous burden. With Hewlett Packard Enterprise's broad portfolio and deep expertise, businesses can securely and easily harness their data to gain actionable insights, create and monetize new revenue streams, and enable continuous improvement of existing lines of business.

#### TODAY'S CHALLENGES

**Siloed data:** Data and insights are generated in silos, with limited relevance to ongoing operations or future business decisions.

**Limited organizational alignment:** Analytics projects are taken on by individual departments as "science experiments" and are not cohesive to overall strategy.

**Limited usefulness:** Analytics output have limited decision-making influence because standard business processes do not integrate real-time insights.

**Information as a liability:** Inadequate tracking and indexing of information creates compliance and business risks.

**Limited flexibility:** Many traditional IT systems are unable to handle the rapidly increasing demands for computation and data management capacity or dynamic needs as they arise.

#### TRANSFORMATION OBJECTIVES

**Unified data management:** Data is managed and aggregated with a unified architecture to enable cross-organization access, insights, and business alignment.

**Holistic approach to analytics:** The organization is aligned to a comprehensive strategy to derive insights across all parts of the organization and all relevant points of action.

**Operationalized insights:** Powerful analyses are linked to decision-making and delivered to the point of action, reducing time-to-value and increasing ability to create impact.

**Information as an asset:** Information is governed in a secure end-to-end lifecycle balancing value, cost, and risk.

**Agile and scalable:** Flexible IT investment roadmap enables the rapid deployment of powerful hardware and software that integrates with your existing systems to help you scale up and scale out.

### What matters in transforming your business

#### WHAT MATTERS

**Infrastructure matters:** Build capabilities that draw comprehensive, contextual insights from images, audio, streaming video, social media, and connected devices.

**Ecosystem matters:** Use the solutions that work for you, build on systems that are flexible, open, and meet your specific needs.

**Speed and scale matter:** Maximize the value of your investments by identifying sources of value quickly and turning them into true, repeatable outcomes.

**Governance matters:** Reduce the risk of exposure by building in security measures that balance access and performance with oversight and compliance.

#### WHY HEWLETT PACKARD ENTERPRISE?

**Comprehensive solutions:** As a leader in the industry, Hewlett Packard Enterprise brings together hardware, software, and services to harness all your relevant data to deliver insights through massively parallel processing and data management.

**Partners for success:** Hewlett Packard Enterprise can help you build out your capabilities by designing the best solution for you needs with a combination of in-house and third-party solutions.

**Minimized time-to-value:** Hewlett Packard Enterprise helps you create real impact quickly by identifying actionable insights and integrating them into business processes that utilize them.

**Security and reliability:** Hewlett Packard Enterprise's leading security solutions can help you manage governance, risk, and compliance to protect your networks, data centers, endpoints, and apps.

<sup>1</sup> "Big Data, for better or worse: 90% of world's data generated over last two year," SINTEF, Science Daily, May 2013.

<sup>2</sup> "Big & Fast Data: The Rise of Insight-Driven Business Insights at the Point of Action will Redefine Competitiveness," Cap Gemini Paper, 2015.

<sup>3</sup> "Business Success Through Pervasive Analytics," Forrester, May 2015.

Hewlett Packard Enterprise powers the data-driven organization for the

Top 10  
Forbes Most Valuable Brands

1.8 million  
users trust their data with  
HPE Records Manager

10,000+  
customer engagements

10,000+  
users in the Haven OnDemand  
developer community



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## How to engage with Hewlett Packard Enterprise

### HOW HEWLETT PACKARD ENTERPRISE CAN HELP

#### Discover the value of your data:

Identify competitive advantages from your data and define a Big Data development roadmap.

Hewlett Packard Enterprise has the technology and expertise to create a data discovery and transformation plan to achieve your desired business outcomes.

#### Build your data-centric foundation:

Your data-centric infrastructure foundation must accelerate real-time business insights, give you confidence in your data security, and be optimized for high-performance computing and deep analytics initiatives.

Hewlett Packard Enterprise offers a full complement of data-centric compute systems, analytics software, and consulting services to help customers optimize data environments and reduce TCO while modernizing for the future.

#### Achieve superior business outcomes with Big Data:

Help you improve business outcomes by making insight available at the point of action.

Hewlett Packard Enterprise has deep capabilities and a robust partner ecosystem to help customers become data-driven.

### EXAMPLE OF HEWLETT PACKARD ENTERPRISE PORTFOLIO

**Data discovery:** Being data-driven starts with understanding where the value lies in all relevant data, data types (e.g., business, human, machine) and combinations. This solution bundles services, infrastructure, and software to validate business use cases with real data.

**Data-driven transformation planning:** Hewlett Packard Enterprise offers a portfolio of services that map out the functions, capabilities, and architectures required to enhancing your ability to manage, process, and analyze your data, ensuring that your data is put into action across your business.

**Workload-optimized infrastructure:** This solution family, including offerings such as **Moonshot**, **ConvergedSystem for Big Data**, **Apollo**, and **3PAR StoreServ**, is guided by a Hewlett Packard Enterprise workload-optimization methodology, which matches our broad array of purpose-built infrastructure with the right workload to deliver timely insights "at the point of action" and help improve business performance.

**Big Data Platform—powered by Vertica and IDOL:** This solution harnesses the power of **Vertica**, **IDOL**, and **Haven Predictive Analytics** to create the optimized environment for all analytics use cases.

**Hadoop for the enterprise:** Leverage Hewlett Packard Enterprise's reference architecture, software, infrastructure, and proven consulting methodologies to enrich and optimize the full potential of Hadoop including integration into your existing landscape.

**Real-time analytics (with SAP HANA):** The solution leverages Hewlett Packard Enterprise and Hewlett Packard Enterprise Partners' technology ecosystems (e.g., SAP HANA) to provide a foundation to deliver real-time operational analytics at point of action to drive business outcomes.

**Information governance:** HPE Information Governance solutions provide organizations the technology, support, and expertise to secure and take control of data to lower risk and cost, comply with regulations, enhance productivity, and gain more value from your enterprise information.

**Industry and partner solutions:** Hewlett Packard Enterprise has built Analytics solutions for many of our customers and established a partner ecosystem to help our customers address the challenges specific to their business needs and expected outcomes.

**Operationalized analytics:** Many organizations face challenges when trying to scale analytics solutions into business applications and processes so that they are accessible across the organization at the points of action. Hewlett Packard Enterprise helps customers deploy and scale customized, third-party, or Hewlett Packard Enterprise analytics solutions.

## What next?

**Schedule a Transformation Workshop.** Talk to your Hewlett Packard Enterprise representative about signing up for a Transformation Workshop.

**Learn more** about empowering the data-driven organization at [hpe.com/us/en/solutions/empower-data-driven.html](http://hpe.com/us/en/solutions/empower-data-driven.html).

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