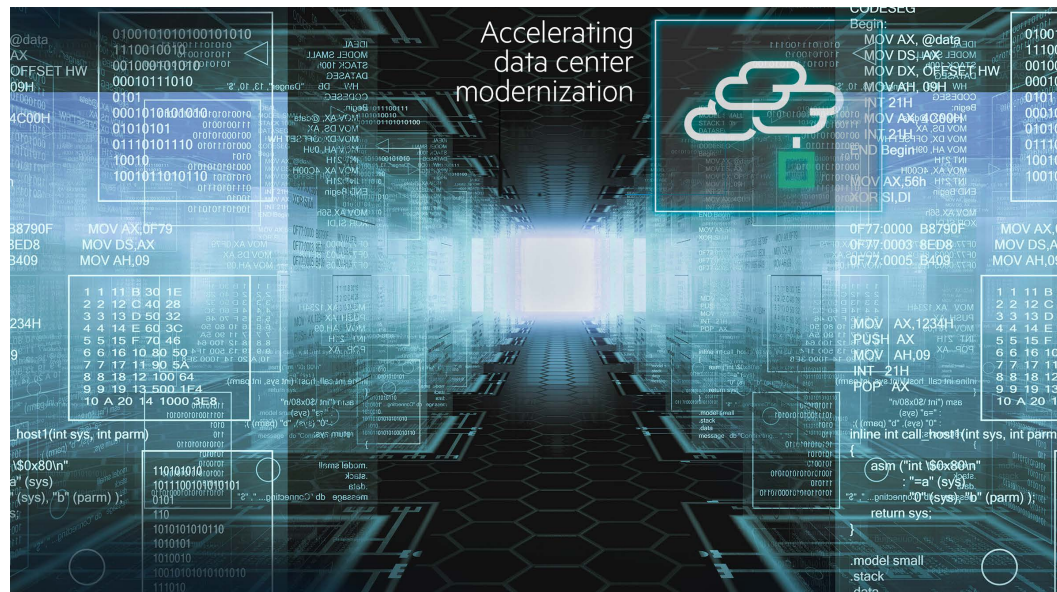




Accelerating your competitive advantage with data center modernization



In today's Idea Economy, the success of the enterprise is directly tied to the ability to manage and process data. IT has grown from a facilitator of business processes to an engine of business growth. Lines of business now demand that IT be a differentiator—a service provider that empowers the new applications and services that drive customer engagement and deliver business value and insight.

Delivering on these demands in an efficient and cost-effective manner requires modern data-center infrastructure that provides the right compute resources for every workload. Data center modernization is not just a “nice-to-have,” it’s a business imperative. Not just an IT issue, modernization of IT resources drives critical business outcomes and should be top-of-mind for every C-level executive.

- Deliver on-site IT at cloud speed by **accelerating service delivery** with software-defined, automated lifecycle management, including embedded intelligence and RESTful API.
- **Boost business performance** and fast-forward customer success with optimized applications and workload performance that leverages innovations in system design, memory, accelerators, and energy efficiency, and comes with a robust ISV partner ecosystem.
- Enable secure business transactions to mitigate risk through secure data encryption, secure boot, and five-9's reliability for mission-critical data and systems.

Business executives and IT leaders looking for the best return on limited IT investment resources should focus on four critical areas:

- **Redefine compute economics** with a density-optimized, converged or composable infrastructure featuring a common modular architecture that lowers costs and increases performance and productivity.



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Application migration to private cloud

By the end of 2016, 56 percent of enterprise application workloads will be deployed in private or hybrid clouds.¹ By 2018, more than 60 percent of enterprises will have at least half of their infrastructure on cloud-based platforms.²

On-premises, private-cloud deployments optimize the benefits of the cloud—agility, scalability, and accelerated time-to-value—while minimizing risk and reducing OPEX costs. Hewlett Packard Enterprise offers an all-inclusive, end-to-end approach that leverages expertise and proven best practices to help you determine how to build the best cloud for your business.

Modernizing mission-critical SAP applications

For many businesses, the performance of the SAP® environment drives the performance of the business. With the introduction of the HANA in-memory database and the S/4HANA software suite, SAP has changed the game for business processing applications. To get the most from your SAP investment, you will have to modernize your OS, database, and hardware environment. There isn't a single, one-size-fits-all strategy for modernizing SAP environments. Some enterprises may be ready to make the jump to SAP S/4HANA in a single leap. Others may benefit from a multi-step approach.

Transforming Big Data into business insight

Making good business decisions requires insight, and that insight comes from data. The volume, variety, and velocity of data in the enterprise makes it increasingly difficult to derive timely insights. Fortunately, there are some forerunners who are leading the way in transforming Big Data into better business decisions. Many of today's Big Data workloads still run on traditional

commodity servers in siloed environments, but innovation in compute platforms makes Big Data processing more efficient, allowing enterprises to optimize these deployments. Density-optimized platforms provide the most cost-effective solution for petabyte-scale deployments and reveal a clear path to future exabyte and even zettabyte scale.

Building a content depot for object storage

Traditional storage approaches are inadequate to meet the needs of today's petabyte-scale data assets. Object storage solutions present new breakthrough capabilities in software-defined storage that are simple, cost effective, highly flexible, scalable, and can be deployed rapidly. HPE's partnership with **Scality** provides a unique opportunity for enterprises to easily scale capacity to hundreds of petabytes and support millions of users utilizing high-density **HPE Apollo** servers powered by Intel® Xeon® processors, enabling 100 percent data reliability at a lower TCO and higher ROI than other public cloud storage offerings. **Hewlett Packard Enterprise** provides a proven framework for building and integrating an on-premises, private-cloud storage solution, again with lower TCO and higher ROI than public cloud storage.

Hewlett Packard Enterprise can help you plan and design the right solution, integrate your solution into your existing environment, proactively support your environment into the future, further automate your infrastructure, and help you flexibly finance your investment. Through proven expertise and strong partnerships with SAP, Hadoop, Scality, and others, Hewlett Packard Enterprise can help you enable the right compute at the right time to accelerate your data center modernization deployment and enable your competitive advantage.

Learn more at
hpe.com/info/compute

¹ "Voice of the Enterprise Cloud Computing Customer Insight Survey," 451 Research, Q4 2014

² Digital Business—Rethinking Fundamentals, Cloud Business Summit, November 2014



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