



# Customer Enterprise Optimization (Hybrid IT)

## Transform to a Hybrid Infrastructure

Today’s broad variety of applications and data require different delivery models for each business outcome. A hybrid infrastructure combines traditional services with private, managed, and public clouds, so you can deploy the right mix for the right applications and services to power your business. When traditional services and cloud work together, you can accelerate your enterprise further by delivering new foundations, workflows and development platforms that your current and future applications demand.

### Accelerate Infrastructure

Hewlett Packard Enterprise offers one of the industry’s leading infrastructure technology across servers, storage, networking and services to help you build a fast, agile foundation for the applications that power your business today and tomorrow. Learn how HPE can help you deliver workloads more quickly and cost-effectively, and with improved security.

### Accelerate Applications and Operations

Learn how to harness automation and orchestration of your infrastructure and application delivery processes. Whether you need to run traditional apps or enable DevOps to accelerate delivery of new apps, learn how Hewlett Packard Enterprise and our partners can help you accelerate your time to value.

## Today’s Business Challenges

In the digital era, service providers and enterprises are under tremendous pressure to deliver value to business. The move to a hybrid services delivery model offers tremendous benefits that can deliver value to business in terms of agility, flexibility, cost effectiveness and overall operational efficiency. Hewlett Packard Enterprise’s Hybrid Infrastructure Transformation Journey helps customers crystallize their IT vision and identify the impact of a hybrid services delivery model on people, process, technology and governance.

### CUSTOMER CHALLENGES BY SEGMENT/VERTICAL

### CUSTOMER NEEDS

More than half of IT’s time and resources are spent, not on innovative projects, but on “keep the lights on” activities whose sole purpose is to prevent existing systems from breaking down.

**Innovate vs. Run**

In today’s economy, IT is struggling to remain relevant. Shadow IT and Public Cloud offerings are forcing a shift within IT to where it now needs to become a “Broker of Services” and determine how to offer the “Right Services to the Right Customers.”

**Remain Relevant within IT**

## Value Proposition

HPE is uniquely positioned to be customers’ transformation partner, because of our combination of applications, data and workload expertise, current and new; our infrastructure innovation across various types of environments; and our ability to define, implement, finance and support customers across the entire spectrum of a hybrid world.

## Solution brief

“IT shouldn’t be competing to be the best provider of services—IT should be the trusted broker of services”

-Tom Bittman, Gartner Research

### Deploy Hybrid

You speed time to value by delivering new apps and services to customers, partners and employees. This requires a hybrid strategy that bridges physical and virtual environments in one open, agile innovation platform. Learn how to enhance critical systems running your enterprise, and deliver a more efficient environment for your complete mix of applications.

### Unleash Developers

In order to transform your apps and services you must empower your developers. But it doesn’t stop there, because applications evolve. Hewlett Packard Enterprise delivers expertise, tools and insights to guide app iteration, to increase productivity of developers and to create an excellent user experience.

No other partner can span this breadth of capability of both application and infrastructure from on-premise to off-premise—from build to consume—from traditional to private to managed to public cloud environments.

According to Gartner, HPE is also pioneering the private cloud space with HPE CloudSystem and our Cloud Service Automation suite. For off-premise private clouds, HPE hosts over 3,000 private cloud clients and over 600 fully managed cloud clients. In public cloud, HPE has expertise and experience with SaaS workloads and environments too, and with our open approach and technologies such as Helion Eucalyptus, we can seamlessly move customers’ workloads to and from the public cloud—putting them in control of their applications and data.

## Solution overview

### HPE Services that Drive Your Solution

SOLUTION COMPONENTS	DESCRIPTION
<b>Transform to Cloud Workshop</b>	Offers an interactive experience, tailored to and driven by the customer’s business and cloud agenda. This workshop helps customers to: <ul style="list-style-type: none"><li>• Develop clarity, consensus and vision</li><li>• Understand why cloud is a new way of doing business and how it can enable your business vision</li><li>• Identify the cloud initiatives that support your business agenda</li><li>• Create a plan of action for your journey forward</li></ul>
<b>Hybrid Cloud Strategic Roadmap Service</b>	Provides customers with a practical plan for transforming IT into a service-centric IT delivery organization. It helps to build consensus and an understanding of the implications and consequences of transformation cloud service-based delivery model, and consists of: <ul style="list-style-type: none"><li>• Future state definition workshop</li><li>• Current state assessment and scoring</li><li>• High-level application and workload suitability assessment</li><li>• Business case development</li></ul>
<b>Workload Suitability and Migration Service</b>	With the move to mobile, social and Big Data styles of IT, you are now more compelled to move your applications (and their workloads) to the cloud. Many questions arise over the move to cloud. You have to decide: <ul style="list-style-type: none"><li>• Which workloads to move</li><li>• Which workloads not to move</li><li>• Which cloud is the ideal destination</li></ul>
<b>HPE – Microsoft Private Cloud Compute Service</b>	Designed to assist customers with deploying the on-premises technologies such as Windows Server, SQL Server, System Center and Windows Azure Pack. This service provides the foundation of a hybrid, scalable IT solution that can integrate with third-party service providers and the Microsoft Azure public cloud.

## What next?

**Learn more.** Talk to your Hewlett Packard Enterprise representative about Customer Data Center Optimization “Hybrid IT.” Visit [hpe.com/us/en/solutions.html](http://hpe.com/us/en/solutions.html) to learn what else Hewlett Packard Enterprise can do for you.



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