

Brochure

# Flash changes everything

Speed, affordability, enterprise, and resiliency



**Hewlett Packard**  
Enterprise

# 75X

## better performance with Oracle

Hewlett Packard Enterprise can offer you a true enterprise-class end-to-end solution featuring all-flash storage that provides your business with the dynamic and always-on features it needs.

Only Hewlett Packard Enterprise can help you with storage consulting solutions that address your requirements and business challenges related to storing, protecting, and managing your business-critical information.

HPE solutions are modular, built on a complete foundational portfolio of consulting services that extend from primary storage to data protection, including the extremely critical area of expertise that is data migration, which enables successful infrastructure and process transformation programs.



HPE 3PAR StoreServ 20850 All-flash

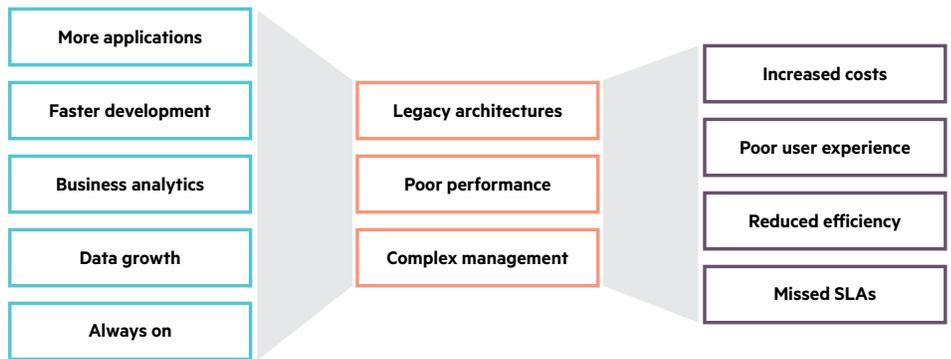
## Accelerate your journey to an all-flash data center with HPE Storage Consulting solutions

Slash costs and double performance with HPE 3PAR StoreServ All-flash arrays. Now you no longer need to choose which apps to take to flash; take them all and you won't regret it.

We deliver maximum performance, highest availability, Tier-1 data services, ease of management, and robust data protection at the lowest total cost of ownership (TCO) on the market when you engage with HPE Storage Consulting to provide an end-to-end all-flash solution.

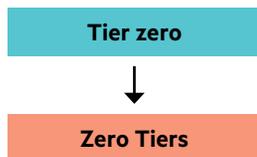
### What are the challenges?

A strong data management strategy helps businesses collect, protect, and manipulate valuable corporate data assets securely, cost-effectively, and efficiently. This way, IT can ensure the business has continual, fast, cost-effective, and secure access to its critical data resources.

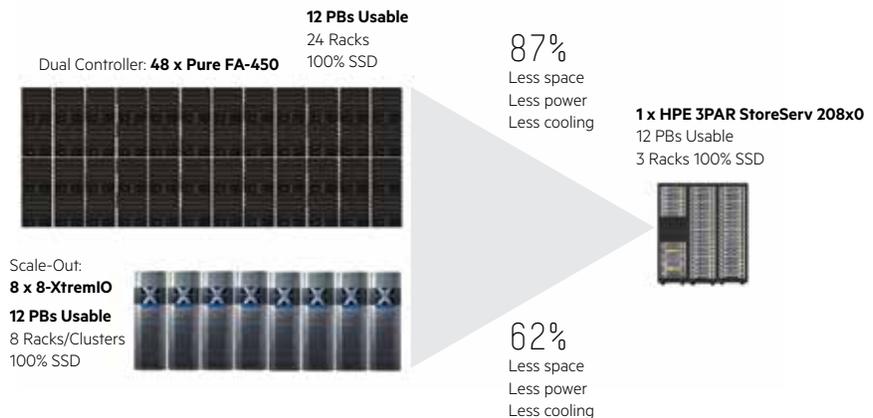


### Flash is transformational

Today only 15 to 20 percent of all enterprises have a flash strategy. At the same time, they are struggling with increasing data center (DC) densities, sprawl of virtual environments, and physical data center space limitations, which will make flash a requirement for data center evolution. Falling prices on drives and lower-cost, higher-density options are making flash more affordable than ever. If you are looking to make a primary storage investment in the near future, you can't afford to choose the wrong approach to all-flash.



### Not every all-flash array is created equal. Prevent flash array sprawl



“I’ve been able to reduce my data center footprint from seven racks of storage down to just one rack of HPE 3PAR StoreServ All-flash Storage.”

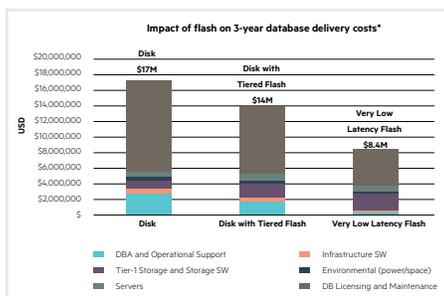
– Lee Pedlow, Senior Director & General Manager of Production Services, Sony Network Entertainment International

**Four reasons to move to all-flash storage**

- Scalability
- Performance
- Reduced power
- Reduced footprint

As you plan your next moves when it comes to storage, backup, and data transformation initiatives, could you use some guidance to take you to the next era of storage?

The HPE Storage Transformation Experience Workshop is the first step in a collaborative journey for storage, backup, and data management transformation.



While the business reasons for transforming your storage infrastructure are generally clear, it is equally important to understand the benefits of making this transformation for your specific environment and business situation. What’s in for me and why should I embark on a storage transformation journey?

\* Wikibon 2015

Maybe you think you don’t need the ultra-high input/output operations per second (IOPS) and ultra-low latency that an all-flash array delivers. However, performance isn’t the only reason to choose flash, and an all-flash array isn’t your only option. More compact, more energy-efficient, more predictable in performance, and with lower latency than spinning drives, flash-based media is no longer the future of storage—it has become mainstream. You need the storage platform you invest in today to meet your needs not only tomorrow, but also well into the future, and that means you need to consider a solution with a flash-optimized architecture today.

**Holistic data management approach**

**Maximize workload performance** by ensuring the storage solution can support the input/output required by the workload

**Support scalable capacity** to support data growths, spikes, and declines, as dictated by each workload

**Ensure data protection** by appropriately securing data assets, in transit and at rest

**Support high availability** by aligning your backup and recovery solutions so that the right data is available to the right applications in the right order

**Storage that is flash optimized, not flash limited**

Hewlett Packard Enterprise offers the only architecture on the market that is flash optimized without being flash limited. So you won’t have to make business-limiting decisions when it comes to implementing flash, such as inserting a new silo into your environment or undergoing painful hardware rip-and-replace to introduce an entirely new architecture into your environment to get the benefits of flash.

HPE 3PAR StoreServ Storage offers you effortless, Tier-1 flash with midrange affordability and helps you consolidate all of your applications onto enterprise flash, unlocking new possibilities for your key application workloads—such as Oracle, Microsoft®, and SAP® HANA.

**A practical example: HPE 3PAR StoreServ All-flash for Oracle**

- **Improves efficiency and performance up to one million IOPS**—achievable with sub-millisecond latencies in both physical and virtual environments
- **Reduces database capacity requirements by at least 50 percent** with thin technologies and adaptive sparing
- **Reduces Oracle license and maintenance costs by 50 percent**—Oracle licenses and maintenance contribute more than 70 percent of delivery costs. As latencies drop, server wait times drop, affording core count reductions with lower licensing and maintenance costs. HPE 3PAR StoreServ very low latency Tier1 All-flash reduces license costs compared to traditional storage

You may still be unsure about the best way to begin your journey, calculate the return on investment, and plan for potential risks. Each organization has its own requirements for performance, security, control, and availability. So you’ll need to understand what your own transformation path is.

**Getting started with data management transformation**

Who has time to reassess every workload to create a comprehensive data management strategy? Who can afford to replace inefficient systems? Who has the knowledge to reassess skill sets and operational processes? When storage managers and database administrators are running at full speed, the idea of transformation may seem like a luxury, but it’s a necessity. So you have to transform. The logical next step is to utilize HPE Storage Consulting Services for transforming storage and backup.

“One of the other benefits of having flash and being able to scale the environment is that as we provide new features to our customers, we’re able to provide the same end-user experience without a loss in performance or response time.”

– Pete Robinson, Manager, Storage Administration, Salesforce Marketing Cloud

#### Get started now

HPE Storage Consulting solutions help you transition from infrastructure-limited information to information-driven infrastructure.



#### Evolve your storage environment

Enable your journey toward next-gen converged storage environment



#### Increase returns on investment

Derive optimum performance from storage infrastructure



#### Enhance productivity

Enhance storage infrastructure capabilities and technologies



#### Accelerate time to results

Benefit from best practices, experts, know-how, and tools



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## HPE Storage Consulting solutions

HPE Storage Consulting solutions address your business challenges and requirements related to storing, protecting, and managing your business-critical information.

HPE Storage Consulting solutions help you move to an all-flash data center with an end-to-end consultative approach to storage modernization.

The first step is to help you navigate through the complexities of data management, data protection, and Big Data to understand your options. Then we will work together to build your strong data management strategy, ensuring continual, fast, cost-effective, and secure access to your data resources that support your business requirements.

### Where do I start?

A successful storage transformation strategy begins by focusing on your business priorities and outcomes. It starts with business value, as you ask:

- Where can I apply new technologies to make the biggest difference? How do I transform my storage architectures to be more aligned to my business applications?
- Where do I start with building a strategy to move to an all-flash data center? What are the transformation steps I need to take? What are key success factors? What in my organization’s culture needs to change?

In the Storage Transformation Experience Workshop, you’re guided through a methodology that delivers an agreed-upon transformation roadmap. This in turn helps you identify how the next transformation initiative affects your total IT infrastructure.

### How can I justify my investment?

The Total Cost of Ownership Analysis for Storage Environments Service is a quick method to help you quantify the hard and soft benefits of a storage transformation and provides you with a clear and detailed business case model, customized to your environment and your TCO metrics. It helps you compare your current TCO to a new future target storage infrastructure and allows you to quantify:

- Hardware and software savings realized by optimizing storage capacity and utilization
- Environmental savings realized by optimizing data center space, power, and cooling
- Cost avoidance realized by increasing storage availability and service levels
- Operational savings from simplifying storage operations by:
  - Reducing operational delays in process and procedures
  - Reducing the cost of maintaining old and new storage solutions in parallel, during a transformation period
  - Optimizing the resources needed to design, test, implement, and run the new solution

Learn more at  
[hpe.com/services/storage](http://hpe.com/services/storage)

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